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Rating council to test two TV audience testers. p54
Average viewer: Likes TV more, 'sick shows' less. p58

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Think color.

From the storyboard right up to placing the spot—think color. Because color adds extra effectiveness to any selling message. And on stations like WFGA-TV, color commercials are aired at the same rate as black and white! It's especially easy for WFGA-TV...we've been telecasting everything possible in color ever since we went on the air in 1957. News, station breaks, features, movies, even promos are in color. Our many years of experience could be helpful to you in testing your color commercials. We'll welcome your black and white commercials, too, of course. See your P.G.W. "Colonel" for availabilities on WFGA-TV, the Southeast's most colorful station.
PROGRESS REPORT: HOUSTON

On the threshold of tomorrow's super-sonic age of air travel, Houston now has under construction the Intercontinental Airport, first of its kind in the world, designed from the outset for Mach 2 plus aircraft. The first phase of the $100 million plus complex, utilizing tomorrow's Unit Terminal Concept, will be completed in 1967. And, in Houston, the men who dream tomorrow's dreams and build upon them watch KTRK TV.
RELAX

Let WGAL-TV do your sales work. It is the outstanding selling medium in the Lancaster/Harrisburg/York TV market.
Radio network record

First clue in years to actual time sales of individual radio networks has been discovered in court records of current music-license case involving American Society of Composers, Authors and Publishers. Networks pay ASCAP on basis of their time sales, and it’s possible, from record of 1963 payments to ASCAP, to project what each network sold that year. Here are estimates (after deductions of all discounts and agency commissions): CBS Radio $10.5 million, NBC Radio $8.3 million, ABC Radio $6.2 million, Mutual $4.2 million.

Here’s what radio networks paid ASCAP in 1963: CBS $238,628 (38-plus % of total network payments), NBC $173,000 (28%), ABC $138,917 (22-plus %), Mutual $70,000 (11-plus %). These figures are from transcript of ASCAP court hearing held earlier this year. From them interested mathematicians were able to calculate total times sales, since ASCAP rates for all four networks are similar (identical for CBS and NBC and only slightly different for ABC and Mutual).

Freeze is frozen

Expansion of radio in future will have to be in FM rather than AM band as consequence of order FCC will soon announce to lift two-year-old AM freeze (story page 27). Final action to aid freeze leaves virtually no room for new AM services except in remote areas where no service is now provided or where geography permits interference-free allocation fit.

Philadelphia dilemma

FCC is having vexing problem in deciding hot NBC-Philadelphia license renewal and related station-swap case, and it now appears that decision won’t be reached for some time—certainly not until after FCC Chairman E. William Henry returns in next couple of weeks from Geneva, where he is attending International Space Communications conference. Philadelphia federal court decree requires RCA-NBC to dispose of WNCN-AM-TV by June 30, as penalty in antitrust proceeding. Company now must seek further postponement or presumably stations would go dark.

NBC had found ostensibly solution through agreement with RKO General to swap Philadelphia properties for former’s WNAC-AM-TV Boston. But first hurdle is renewal of NBC’s license for TV station in Philadelphia being contested by Phileo. But there’s new complication too in swap even assuming FCC denies Phileo’s bid. FCC’s new overlap rules, adopted last month, requiring minimum separations for all classes of stations, would be infringed because RKO General owns WOR-AM-FM-TV New York roughly 90 miles from Philadelphia. Although rules would grandfather existing overlaps, they are applicable to all pending applications including cases in hearing. FCC would have to waive this rule which becomes effective July 16 to authorize swap.

Job open

William F. Fairbanks, vice president for sales, NBC Radio, currently on leave from network, reportedly has resigned. Mr. Fairbanks is broadcast—and NBC—veteran, having served initially with NBC in research and sales presentation 1931-42. Other associations included Transcontinental Adverising (1944-46), Mutual (1946-50) and ABC Radio which he left in 1954 as national sales manager. He rejoined NBC Radio in 1956. NBC has named no replacement.

Unawareness factor

Television workshop of Association of National Advertisers will be told this week that actual exposure of housewives to television commercials runs at much lower rate than figures on TV tuning indicate. Word will come from Footo, Cone & Belding and Needham, Louis & Brorby which jointly undertook study of effectiveness of TV advertising among housewives in Chicago and St. Louis. According to agencies’ findings, exposure to commercials is 40-50% of TV tuning.

Details of joint agency study will be presented at ANA workshop Wednesday in New York’s Plaza hotel by Blair Velder, NL&B vice president in charge of media and programming, and Frank J. Grimmer Jr., FC& B vice president and director of marketing services.

Pawing over primer

FCC could issue long-awaited fairness doctrine primer in next few weeks. Estimate is based on fact commissioners made considerable progress in meticulous review of staff draft during meeting last week and, reportedly, see no serious problems remaining to block final approval. Document, expected to be on agenda again next week, reportedly breaks no new policy ground. It consists of digest of past cases, grouped according to questions often asked concerning fairness doctrine.

One aspect of staff draft that has caused some debate within commission is introduction, aimed at expressing purpose of primer. Some commissioners, after all, are concerned that agency is making new policy, want introduction stripped of any language that might be interpreted as giving special weight to various sections of fairness doctrine.

Air-minded candidates

Chances are that no matter who’s elected President next November, he’ll be exceptionally knowledgeable about radio-TV. Pennsylvania Governor William Scranton, who announced his Republican candidacy last Friday, had ownership in WARM-AM-TV Scranton, Pa., before stations were sold in 1958 to Transcontinental Television Corp. (which several months ago sold out most of its holding in biggest station deal in history). Senator Barry Goldwater (R-Ariz.) is radio industry (calls KVUA/K3VU) and got strong background in advertising while managing his department stores. Lyndon B. Johnson, certain Democratic nominnee, is, of course, associated with broadcasting through family ownership of KTBK-AM-FM-TV Austin, Tex.

Exoneration due

FCC will soon reaffirm its grant of channel 9 Orlando, Fla., to Mid-Florida TV Corp. (WFVT-TW). Grant, originally made in 1957, has been clouded by ex partes charges. Case has been in courts and argued before commission three times. Last time was in March, following instructions from U. S. Court of Appeals to determine whether grant should be continued or given to WORZ Orlando, WFVT’s competitor in comparative hearing, or whether record should be reopened and new applicants accepted. In order reaffirming grant, commission is expected to give clean bill of health to John Kluge, now president of Metromedia Inc. but 25% owner of Mid-Florida when it received grant. Decision is expected within two weeks.
The modern record for the number of games pitched in a season by one hurler is 74.* Even so, he didn’t go every day like KCMO’s baseball battery. Monte Moore and George Bryson air every K.C. A’s game day or night on KCMO RADIO. Plus 35 road games and 5 home games on KCMO-TV. They turn in a win every day for the sponsors who have the eyes and ears of the American League’s most loyal fans.

COMPLETE SPORTS COVERAGE:
There is comprehensive daily sports reporting by KCMO’s director of sports Bruce Rice, plus year round CBS coverage of national and international sports events. Come Fall, KCMO, with Tom Hedrick and Bill Grigsby, will bring to Kansas City fans (and sponsors) the play-by-play excitement of all K.C. Chiefs A.F.L. football games. Plus, complete coverage of Big Eight football and basketball.

KCMO stands for Kansas City, Missouri—and delivers it!

*Name and details on request.
WEEK IN BRIEF

End of AM freeze expected momentarily but there is question whether broadcasters will accept downhold in major markets. Also foreseen is limitation on FM duplication. See...

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BROADCASTING, June 15, 1964
LET'S TALK MOVIES!

LAST YEAR WTIC-TV TELECAST
- 180 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT TELEVISION STATION.
- 157 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT OR A WESTERN MASSACHUSETTS TELEVISION STATION.

NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —
On The Waterfront ... Sayonara ... Man in the Gray Flannel Suit ... Ruby Gentry ... The Old Man and the Sea ...
The Bad Seed ... Duel in the Sun ... Battle Cry ... The Spirit of St. Louis ... No Time for Sergeants ... Hercules ... Attila the Hun ... The Pajama Game ... A Face in the Crowd ... Kiss Them for Me ... Indiscreet ... The Gift of Love ... Man in a Cocked Hat ... Home Before Dark ... Top Secret Affair ... Too Much, Too Soon ... The Lady Killers ... and more.

THIS YEAR, WTIC-TV HAS CONTINUED TO ENCHANT ITS AUDIENCE WITH —
Auntie Mame ... The Dark at the Top of the Stairs ... The Nun's Story ... Bachelor Party ... Cash McCall ... Ice Palace ... Marjorie Morningstar ... Tall Story ... The Fugitive Kind ... The Hanging Tree ... Happy Anniversary ... The Miracle ... Hercules Unchained ... The Night Holds Terror ... Thief of Bagdad ... Walk Into Hell ... Wonders of Aladdin ... Aphrodite with many, many more to come!

For television leadership in movies, look to
WTIC-TV3
HARTFORD, CONNECTICUT
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.
Dodd sex hearing postponed again

Review by Senator Thomas J. Dodd's (D-Conn.) subcommittee on juvenile delinquency of alleged violence and sex on television has been postponed again. ABC-TV witnesses, only ones notified so far, have been re-scheduled to appear June 25 rather than this week (Broadcasting, June 8).

Senator says "schedules of the networks are permeated with scenes of violence." Programs cited in 1961-62 hearings by his panel are now being syndicated on networks and independent stations, he added.

Study of effects of TV violence and sex on children, promised by National Association of Broadcasters in cooperation with U. S. Department of Health, Education & Welfare almost two years ago (Broadcasting, July 9, 1962), is understood by subcommittee still to be in planning stage and is expected to receive stern comment from senator when hearing resumes.

Other networks are expected to follow ABC, although no date is set, and their TV network and syndication chiefs are likely to be called. Hearing time, once set for 7:30 a.m. because of Senate civil rights debate, has been moved back to normal 10 a.m. for Thomas W. Moore, president, ABC-TV, and Henry G. Plitt, president, ABC Films Inc.

FCC staff wants clears duplicated

FCC staff has recommended that commission take final step toward implementing its 1961 decision to duplicate 13 of 25 clear channels.

Staff, in package of recommendations furnished last week, says commission should take action on applications for II-A stations.

These are stations that would operate night as well as day on duplicated clears. Commission has received 15 applications for II-A's on eight clear channels.

One application reportedly would meet all requirements for grant. Others, however, would have to be set for hearing.

Staff has also recommended that commission hold inquiry into question of economic, social effect of granting higher power to stations on unduplicated clears.

Commission has received number of requests for higher power for clear channel stations.

Four pending rulemakings, requested by clear-channel stations, would increase power of some or all clears from 50 kw to 750 kw. In addition, six clears have applied for experimental or developmental use of power up to 750 kw.

Staff says nothing could be learned from experimental stations that isn't known, so far as technical aspects of higher power are concerned. But staff feels social and economic implications of granting higher power should be examined in commission proceeding.

Consequently, recommendation is to reject requests for higher power, at least temporarily.

In another recommendation, staff says commission should reject applications for higher power filed by daytime stations on clears. Some 50 such applications are said to be on file.

Commission will consider these recommendations at special meeting next Monday (June 22).

FCC extends CATV deadline

FCC has extended for one month deadline for comments in its inquiry on acquisition of community antenna television systems by broadcast licensees. Deadline has been moved from June 19 to July 15. Replies are due Aug. 15 instead of July 20.

FCC action, announced Friday, was taken at request of Broadcasting Co. of the South "and several other television licensees." Requests noted wide scope of proceeding and fact that first filing fell during week of National Community Television Association convention (see page 64).

4A committee chairmen named

Richard A. R. Pinkham, senior vice president of Ted Bates & Co., New York, and Philip H. Cohen, senior vice president of Sullivan, Stauffer, Colwell & Bayles, New York, have been named chairman and vice-chairman, respectively, of broadcast operations committee of American Association of Advertising Agencies for 1964-65. AAAA also announced reappointment of David Miller, vice president-general counsel of Young & Rubicam, New York, as chairman of broadcast business affairs and two vice-chairmen, Harold J. Szaj, Ted Bates vice president, and Hildred Sanders, Honig-Cooper & Harrington vice president. Newly appointed also as vice-chairman to broadcast affairs: David W. Dole, vice president of Leo
Edward Bleier, VP and general sales manager of ABC-TV since September 1963, promoted to newly created position of VP in charge of daytime programming and sales for ABC-TV network. In new post, Mr. Bleier reports to Edgar J. Scherick, VP in charge of TV network programming, and James E. Duffy, VP in charge of TV network sales. Mr. Bleier joined ABC for second time in 1959 as network account executive, was elected VP in charge of daytime sales in 1960 and VP and national sales manager in April 1963. Previously he served from 1952 to 1956 as account executive at WABC-TV New York and as account executive with network. In 1958 Mr. Bleier was VP in charge of business development for public relations firm of Tex McCrary Inc., New York.

Alfred L. Hollender, executive VP in charge of broadcasting at Grey Advertising New York, elected president of agency’s international division in realignment of executive functions of company. Samuel Dalsimer, executive VP for creative services, elected vice chairman of board. Three EVPs of Grey elevated to executive VP status: Richard S. Lessler, director of marketing services; Ben Alcock, director of creative services, and Edward H. Meyer, management supervisor. Mr. Hollender has been with Grey since 1953 in various executive capacities in radio-TV department. Mr. Dalsimer has been active in account management at agency since 1955. Messrs. Alcock, Lessler and Meyer have been with Grey since 1957, 1955 and 1957, respectively.

William E. Kelley, national sales representative of AM Radio Sales Co., New York, appointed director of national sales for radio division of Storer Broadcasting Co., effective Aug. 1, with headquarters in New York. Former Storer employe from 1951 through 1959, Mr. Kelley succeeds William L. Wright, who has returned to talent staff of Storer-owned WIBG-AM-FM Philadelphia. Mr. Kelley began his broadcast career in 1946 in program, traffic and continuity department of WHOT South Bend, Ind. He later joined local sales staff of KEYL San Antonio, subsequently becoming sales manager before purchasing station by Storer organization. Mr. Kelley moved to Storer’s sales headquarters in New York in 1954, became national sales manager of now defunct WVEU(TV) Philadelphia in 1958 and national sales manager of WSPD-TV Toledo, Ohio, same year before joining AM Radio Sales in 1959. Storer stations are WIBG-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

Robert B. Meyner, former governor of New Jersey, named administrator of cigarette advertising code. Code, formed by nine tobacco companies last April (Broadcasting, May 4), will go into effect after Justice Department clears antitrust questions. Governor Meyner will have five-year contract reportedly at $100,000 yearly salary. He was governor of New Jersey from 1954 to 1962 and before that member of state senate from 1948 to 1952. He was born in Easton, Pa., in 1908, was graduated from Lafayette College in 1930, from Columbia Law School in 1933. He is partner in Newark, N. J., law firm of Meyner & Wiley.

Mr. Bleier

Mr. Lessler

Mr. Dalsimer

Mr. Alcock

Mr. Dalsimer

Mr. Kelley

Mr. Meyer

For other personnel changes of the week see FATES & FORTUNES

Burnett & Co., Chicago. Both these committees—broadcast operations and business affairs—are operating groups.

On media policy committee—one of several board committees dealing with broad policy—William A. Marsteller, board chairman of Marsteller Inc., New York, and William E. Chambers Jr., executive vice president of Foote, Cone & Belding, New York, were reappointed chairman and vice chairman, respectively.

Among three standing committees, research group will be headed by Richard F. Casey, senior vice president, Benton & Bowles, New York. William M. Wellbacher, senior vice president of C. J. LaRoche & Co., New York, was reappointed vice chairman. Also, Robert T. Colwell, vice president of J. Walter Thompson, serves as co-chairman of joint Association of National Advertisers-AAAA committee for improvement of advertising content; and Arthur C. Fatt, as co-chairman of joint ANA-AAAA public information committee on advertising. Mr. Fatt is board chairman and chief executive officer of Grey Advertising, New York. Alfred J. Seaman, president of SSC&B, was reappointed chairman, and David B. McCall, C. J. LaRoche president, was named vice-chairman of committee on improving advertising.

Rival drops DDB

Rival Packing Co., Chicago, will end its relationship with Doyle Dane Bernbach, New York, at "mutually convenient date." Joint announcement said two or three other agencies are being considered. TV spot billings for Rival dog and cat foods totaled $814,000 in 1963.
"GALLANT MEN"  "MARCH.
William Reynolds (left) as Captain Benedict and Robert McQueeney as war correspondent Conley Wright head the cast for this action-packed drama set in Italy during World War II. In the past two months, THE GALLANT MEN have received orders to march into such major television markets as Atlanta, Cincinnati, Mobile-Pensacola, Norfolk, Portland (Me.), Sacramento-Stockton, Tampa, Terre Haute and others. With 26 hour-long episodes and family appeal, GALLANT is ideal for prime time.

"MAVERICK" GARNERS NEW SALES. James Garner (left) and Jack Kelly, as the Maverick Bros. from Warner Bros., make a habit of corralling big ratings everywhere. They usually rank No. 1 in their time slot, frequently reach more homes than any other off-network or first-run syndicated program in the market. Recent sales for the MAVERICK series (124 hours) include: Cedar Rapids, Cincinnati, Elkhart, Houston, Louisville, Odessa, San Antonio, and Shreveport.

BIG RATINGS FOR SALE...APPLY "77 SUNSET STRIP." (L. to r.) Louis Quinn, "Kookie" Byrnes, Efrem Zimbalist, Jr. and Roger Smith plot the strategy for an exciting "caper" on 77 SUNSET STRIP. Because of their impressive network rating record (40% share over four seasons) the Bailey & Spencer investigating team has been hired in five more markets—Indianapolis, Memphis, Greensboro, Norfolk and Mobile.

SCHAEFER TAPS "YOUNG PHILADELIANS," WINS 68% SHARE. Schaefer Award Theatre selected "The Young Philadelphians," starring Paul Newman and Barbara Rush, for its Decoration Day weekend special May 29 on WCBS-TV New York at 11:20 pm and won a 68% Arbitron share for the full feature. "Philadelphia" is one of the big ones from WARNER BROS. ONE.

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

WARNER BROS. TELEVISION DIVISION  666 Fifth Avenue, New York 19, N. Y. Circle 6-1000
This is a national political convention
...we color it local

There's more color to a convention than red, white and blue. There's the special kind of local color that each Corinthian station brings to its community.

It started four years ago when Corinthian sent its own delegations to the 1960 political conventions, the first television broadcasting group to do so. Each station with its own news team...observing, analyzing, reporting, interpreting the activities of both its state delegation and general convention events in terms of its own community's particular interests. Specialized local reporting that supplements the comprehensive national coverage of CBS.

Corinthian stations will be represented this summer at San Francisco and Atlantic City. Their 1964 platform is unchanged...a program service dedicated to local needs and interests...a platform that enjoys the enthusiastic endorsement of the people back home. Of advertisers, too.
A calendar of important meetings and events in the field of communications.

June 13-16—Twenty-ninth annual convention of Georgia Association of Broadcasters. Speakers will include Representative Walter Rogers (D-Tex.); FCC Commissioner Lee Loewinger; Hope Martinez, BBDO; Ruth Trager, Tucker Wayne, and Mary O'Shields; McCann-Erickson; Harold Kreiestein, Plough Broadcasting; A. Price Walter, Collins Radio; Avery Gibson, H-B Television. Special one-day engineering conference will take place on June 15. Holiday Inn, Callaway Gardens, Ga.

June 14—North Carolina Association of Broadcasters, Governor Tryon hotel, New Bern.


June 15—Beginning of meeting in Geneva on international communications satellite system. Members of U. S. delegation who will attend include FCC Chairman E. William Henry and Joseph V. Charyk, president of Communications Satellite Corp., which will own U. S. share of international system.

June 15—Special meeting of the New York State Community Telecommunication Association, 9:30 a.m., Bellevue Stratford hotel, Philadelphia.

June 16—Conference on broadcast and television receivers by Institute of Electrical & Electronics Engineers. Papers should be sent to Francis H. Hilbert, Papers Committee, Motorola Inc., 652 W. Grand Ave., Franklin Park, Ill. Guest speaker will be Lawrence G. Haggerty, president and chief executive officer at Warwick Electronics Inc. O'Hare Inn, Des Plaines, Ill.


June 18—Meeting of the board of directors of the National Association of Broadcasters, Statler Hilton hotel, Washington.


June 19—Eleventh annual International Advertising Film Festival. Additional information can be obtained from the festival office in New York, 840 Third Ave., New York, 11, N. Y. Telephone: Oregon 9-6600. Palazzo del Cinema, Venice, Italy.


June 17—Advertisers workshop of the National Advertisers. Session will deal with television advertising, Plaza hotel, New York.

June 17—Nomination hearing for reappointment of FCC Commissioner Frederick W. Ford for full seven-year term, Senate Commerce Committee, Room 1324, New Senate Office Building, Washington.

June 17—Annual awards banquet of the Los Angeles Copy Club. Eleven awards will be given for creative work in radio and other media. Beverly Hilton hotel, Beverly Hills, Cal.


June 18—Deadline for comment on FCC rulingmaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was May 15.

June 18—Meeting of the Broadcasting Executives Club of New England, Somerset hotel, Boston.

June 18—Representative Walter Rogers (D-Tex.) addresses luncheon meeting of the Federal Communications Bar Association, Washington hotel, Washington.

June 18—Hearing on bills to provide time-zone uniformity and also to set requirements for observance of Daylight Savings Time, House Commerce and Finance Subcommittee, Room 1324, Longworth House Office Building, Washington.

June 18—Seventeenth annual conference of the Canadian Advertising & Sales Clubs, Nova Scotia hotel, Halifax, N. S.

June 18—Annual meeting of the Association of Independent Metropolitan Stations (AIMS), Queen Elizabeth hotel, Montreal.

June 18—Meeting of the National Spanish Broadcasters Association, Palms Alto, Calif.


June 22—Deadline for reply comments on FCC rulingmaking to establish rules to govern extraneous communications during adjudicatory and record rulingmaking proceedings which have been designated for hearing. Former deadline was May 15.

June 22-Aug. 15—Annual Radio-Television-Film Institute, Stanford (Calif.) University.

June 22-26—Summer convention of the National Association of Television & Radio Field Directors, Cherry Hill Inn, Cherry Hill, N. J.

June 23—Advertising Club of Las Angeles, W. C. Mackey Jr., VP, McCann-Erickson, Alto, will speak on "Things Go Better with Coke." Statler-Hilton hotel.

June 23—Deadline for comments on FCC rulingmaking that would prohibit sale before July 1965 of Comsat Satellite Corp. stock owned by common carriers.

June 23—Annual stockholders meeting, Jerrold Corp. Jerrold Building, Philadelphia.

June 23—Hearing on 10 bills to restrict smoking advertising and require hazardous substance labeling of smoking products. House Commerce Committee, Room 1324, BROADCASTING, June 15, 1964

Now going up!... new 1,800 foot tower—due on-air August 1st!... will expand KSLA's present area of 10 years' dominance to new unbeatable HOME COVERAGE PROGRAMMING combination for the Billion Dollar Ark-La-Tex!
How to get more
— interest
— effort
— attention
— concentration

from your TV representative

Be important on a compact list—like ours.

PAUL H. RAYMER COMPANY, INC.
Station Representatives Since 1932
NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  SAN FRANCISCO  HOLLYWOOD

BROADCASTING, June 15, 1964
"The National Broadcasting Company took the honors in covering the California Republican primary by not having a beat on Senator Barry Goldwater's victory over Governor Rockefeller. The network's decision to resist the industry's competitive pressure and wait for the figures was amply warranted by Tuesday night's close race...it is hard to challenge the wisdom of NBC in choosing to be careful rather than early. A whisker is not a landslide." JACK GOULD, THE NEW YORK TIMES

"...We wish to congratulate the National Broadcasting Company for remaining dutifully on the air until the tally was largely complete and the results reasonably sure." EDITORIAL, SAN FRANCISCO CHRONICLE

"For viewers interested primarily in up-to-the-minute figures, changing constantly, NBC was probably the most satisfying channel to watch." HARRIET VAN HORNE, NEW YORK WORLD-TELEGRAM AND SUN

"NBC had the honesty and dignity and calm restraint not to seek all its journalistic exercise jumping at conclusions." JACK O'BRIAN, NEW YORK JOURNAL AMERICAN

NBC News has never been willing to sacrifice good judgment on the altar of speed. And even the tensions of this Presidential election year won't alter our standards of responsibility as television's most respected news organization. That's why the nation's viewers will continue to get the most accurate and perceptive reporting from the men and women of NBC News.
This is an LP pressing of WBBF's hour-long documentary review of the 1964 session of the New York State Legislature. It was produced by WBBF's Roy Wetzel, who spent much of the session in Albany. Included are Wetzel's recordings of the voices of Governor Rockefeller and the six Rochester area legislators.

Want a copy? While the limited supply lasts, WBBF will send gift copies to those who request them.

WBBF
AM and FM
850 Midtown Tower
Rochester, N.Y. 14604
VOICELESS. Many people who have lost the use of their vocal cords can learn to talk again with the help of an electronic artificial larynx, developed by Bell Telephone Laboratories. Held against the throat, this small 7-ounce device replaces the vibrations of normal vocal cords in producing speech. Two models, one simulating a man's voice and the other a woman's, are available at cost on your doctor's recommendation.

BEDFAST. Over 5000 shut-in students go to school from home or hospital with the help of Bell System School-to-Home Telephone Service—and keep up with their classes almost as if they were present in person. Speakerphones, which don't have to be held or lifted, help other invalids keep in touch with their worlds. Some ingenious installations have been devised for wheelchairs and beds by local telephone men.

BLIND. Special "Seeing Aid" equipment has been designed so that blind operators can serve regular telephone switchboards. Its basic principle is a sensitive probe which causes a buzz in the operator's earphone when it passes over a lighted lamp. By moving probe up and down a central row of lamps, she learns what level the call is coming in on and which side. Then she uses probe to find proper hole and goes on to complete the call.

HARD OF HEARING. Some people with impaired hearing find it hard to use an ordinary telephone. For them, we offer a special handset. It looks like any other and it comes in the same colors. But it has a convenient fingertip control in the center which steps up the volume of incoming voices to the best listening level. It can be used with any model phone you may have—wall, desk or Princess® phone—or any of the many business phones.

Some Bell System services to help the handicapped

Ours is a service business—and we serve almost everybody. But not everybody has the same health, hearing and sight. So we try to be flexible enough and resourceful enough to adapt our services to people's needs.

There are many ways in which we do it. Four are shown here. For information on any or all of these aids, call the local Bell Telephone Business Office or ask your telephone man.

BELL TELEPHONE SYSTEM
Serving you
OPEN MIKE

Tea picker deception?

EDITOR: Your June 8 editorial, “Mock-Up Mockery,” reminds me that you might want to suggest to the Federal Trade Commission that it investigate a new commercial on TV because this commercial may contain a gross misrepresentation. I refer to the Tender Leaf Tea ad. It shows a lovely Oriental and she says that she picks only the most tender leaves and not the lower, tougher leaves for Tender Leaf Tea. I have no question to raise about the type of leaf she picks but there is a nagging suspicion in my mind that she is not in truth an Oriental. If she is a non-Oriental, but a member of some other ethnic group made up with sandpaper and other devices to look like an Oriental, our nation is in danger.—Nathan Lord, Wave AM-FM-TV Louisville, Ky.

‘After Emmy’ aftermath

EDITOR: Thank you for the editorial “After Emmy” [Broadcasting, June 1]. Your recognition of our efforts is sincerely appreciated. It is our hope that we can live up to your expectations.—Sam Cook Digges, president, International Radio and Television Society, New York.

BOOK NOTES


Mr. Buckwaltler, a former chief engineer of WCRB Boston and author of several other books on electronic subjects, has attempted to explain the principles of television in layman’s terms. The book follows the TV signal from the studio to the receiver and explains all the processes involved. The book is neither oversimplified nor condescending, and makes full use of diagrams to explain television electronics.


Mr. Roe, director of daytime sales for ABC-TV, has assembled writings from 17 prominent executives representing all phases of broadcasting in a close examination of the various aspects of television station operation. The book deals with a wide range of topics, including management, programming, news, production, advertising, promotion, research sales, traffic and technical services.
Only the sunshine covers South Florida better than WTVJ

WTVJ / South Florida's largest daily circulation / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate

BROADCASTING, June 15, 1964
IF WE SOLD TICKETS TO ABC'S WIDE WORLD OF SPORTS, THIS
Wide World of Sports is a crowd pleaser. And what a crowd—71,000,000 people so far this year. Here’s why ABC’s Wide World of Sports draws the biggest weekly gate of any regularly scheduled sports show in television.

ABC’s Wide World of Sports covers everything from boxing to billiards, ski jumping to stock car races—70 different sports in all. And it travels all over the world to do it. Wide World crews have covered over 240 events in 26 countries on 6 continents and in 35 American states.

Sports fans have learned to look for the unusual and unexpected when Wide World of Sports covers an event. Its crews pioneered the use of portable, hand-held cameras. They hire blimps to carry cameras. They hoist cameras up on 150-foot cranes. They put cameras in sky diver’s helmets, in football huddles and on the hoods of Grand Prix cars. They use parabolic and radio frequency microphones to catch all the unique sounds that are part of the intense competition of sport. Techniques which have now been imitated by every major network.

Anchormen Jim McKay and Bill Flemming get expert help with their commentary. Eddie Arcaro, Stirling Moss, Jack Kramer, Vic Seixas, Bill Veeck, Arnold Palmer, Carol Heiss, “Sugar” Ray Robinson and Andrea Meade Lawrence are sports greats who have “been there” and now add their knowledge to Wide World’s coverage.

The multiple sports events covered in each weekly 90-minute Wide World of Sports telecast help attract one of television’s largest unduplicated sports audiences. These viewers have already seen six major world’s records smashed this year and the recent stop-action analysis of the Clay-Liston Championship fight was one of the season’s most talked-about sports programs.

ABC Sports continues to seek out the most unique, exciting and attractive sports events. Currently, Wide World of Sports viewers are seeing the Indianapolis “500” highlights, National Gymnastic Championships and the English Derby from Epsom Downs. They’ll be watching the National AAU Men’s and Women’s Track and Field Championships, the Soap Box Derby and Bill Veeck’s pungent commentary.

In short, wherever or whenever people gather to watch a game or race, you’re likely to find an ABC camera crew.

ABC learned a long time ago that the best way to attract a sponsor is to draw a crowd.

How in the world do you get a line 19,210 miles long?
Simple. Since January 35,500,000 different homes have tuned to Wide World of Sports. Nielsen reports an average of two viewers in these homes (that gives us 71,000,000 people). The “average line” contains 7 people per 10 feet (we figured that out). So you divide .7 into 71,000,000 and come up with 101,428,571 feet or 19,210 miles. A remarkable statistic!

ABC Television Network

The broadcast supervisor—a man of many hats

“Tell me, did you find any scratches on your commercials today?”

This was a standard greeting I heard when I first started working as a broadcast supervisor. I still hear it today. It reflects the misunderstanding about agency broadcast supervision which exists among many people.

In this era of multi-million dollar client investments in TV programming, the role of the agency broadcast supervisor is often either underplayed or not understood. Perhaps this is because he’s actually a man of many hats. He is part agency producer, part director, script consultant, PR man, commercial traffic manager and technical consultant. Most importantly, he’s the final quality control point for advertisers who are spending millions of dollars on products which they probably have not seen in final form prior to airing.

To go back a few years to radio and early television, we saw agency men directing, producing and often packaging complete shows for their clients. As the networks and packagers took over this phase of the business, the role of the agencies changed from active participation in production to that of a behind-the-scenes advisor.

The Client’s Watchdog • Today the agency supervisor could be described more aptly as an objective observer for the client. We review show scripts in pre-production and the shows themselves during production and after completion. We also participate in more technical phases of the business—looking for defects (including the aforementioned “scratches”) in filmed commercials and checking each show’s format to see that there’s sufficient time between commercials for our client’s product and competing products.

I think the broadcast supervisor’s value, in working with the show packagers and TV networks during both final editing and commercial integration, can be demonstrated by two case histories.

There was a leading toothpaste manufacturer who had a participating spot on a comedy show. A routine was inserted into the show concerning “your friendly dentist.” In this case, the friendly dentist was shown to be completely incompetent, with some of the jokes downright derogatory to the profession. The supervisor, recognizing the importance of maintaining good relations between the client and the dental profession, alerted all parties concerned. Result: the commercial was moved to

another program in the same series.

Taste and Judgment • In addition, agency broadcast supervisors protect the client’s interest in matters of taste. In many instances, the completed television program results in an entirely different interpretation of the subject matter than that conveyed by the original script. Changes occur during production to substantially alter the original concept. For instance, a leading dramatic half-hour TV series recently produced a film concerning a murderer who is sentenced to a mental institution. The “unstable” criminal escapes, murders a man who befriends him, ties a law officer to a stake, beats him insensitively with a chain and finally tries to kill the pregnant wife of his murdered friend by shooting her through the stomach.

The finished film, almost ready for airing, had been approved by a representative of the network’s continuity acceptance department. The agency broadcast supervisor who was checking the film for his client believed it to be sadistic and unnecessarily violent. He called the network’s continuity acceptance director who, upon viewing the film, agreed. The finished film was never shown on the air. In this case, it was obvious that the client, the network and the viewing public all benefited by the supervisor’s judgment.

I do not mean to imply that agency broadcast supervisors can or should impinge on the responsibilities of the networks in matters of taste. Rather, the broadcast supervisor provides a double-check and another point of view, so that both the network and the client are made aware of possible problems in both scripts and final execution. Since the ultimate final decision does not rest with the broadcast supervisor, it always bothers me to hear certain uninformed TV people refer to “agency interference” in program content.

Where matters of taste are involved, the broadcast supervisor does not himself determine what is satisfactory and what is not. He, too, is guided by the NAB code, the same yardstick which is used by both the networks and the producers.

My Day • If I were to try to describe an average day in the life of a broadcast supervisor, I’d have to stop short and admit there is no such thing. Sometimes the day involves finding out whether a certain actor or actress would be available to do a commercial the following day at a location some 3,000 miles away. It could involve arranging a studio tour for a client’s customers or screening new program possibilities for the coming TV season.

The work of a broadcast supervisor—from “scratch hunting” to program development—is not restricted to servicing big clients, by any means. Most of the larger agencies provide this service regardless of the expenditure involved, rightfully feeling that it is as important to supervise a low-budget local show as it is for a 90-minute network special. The occasional TV advertiser is just as interested in his program and commercial quality as the frequent TV advertiser.

No manufacturer would stay in business very long without quality control of his final product. To the complex TV industry, as we know it today, the broadcast supervisor is the advertiser’s quality control department on the scene. He insures that the final product best represents his client to the viewing public.

Shel Stuart became manager of broadcast for Foote, Cone & Belding’s Los Angeles office last year, after six years as a broadcast supervisor in their Hollywood and Los Angeles offices. Prior to that he was a TV director at KCOP(TV) Hollywood, “where Liberace lit his first TV candleabrum,” having started there as a stage manager in 1949. Earlier Mr. Stuart had been a radio news editor and announcer for New York’s municipally owned non-commercial radio station, WNYC.
SUMMER ON THE SOUND! WELI RADIO'S IN THE PICTURE* WITH REGULAR MARINE BROADCASTS, WEATHER ADVISORIES, FISHING NEWS, TIDES, REGATTAS, BATHING CONDITIONS. PEOPLE RELY ON ELI! GOOD MUSIC, GOOD NEWS, AND GOOD TASTE.

WELI•960•THE SOUND OF NEW HAVEN•5000 WATTS NATIONAL: H-R REPRESENTATIVES, INC.; BOSTON: ECKELS & CO.

* 1964 Henry Luhrs Sea Skiff, Morgan, New Jersey
CG can get you ordered in Indiana. If you want greater sales on tap for your beer products, brew up a schedule with ATS.

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.)

John F. Dille, Jr., President

CALL ATS TODAY!
**New controls on radio growth**

What the FCC is out to do: restrain expansion of AM radio where competition is already keen;
boost development of FM as independent service

The FCC’s two-year-old freeze on AM applications was virtually at an end last week. And when the announcement of its termination is finally made, the pattern for the development of not only AM but also FM radio will have been sharply altered.

At issue is a proposed report and order that is designed to slow down, if not stop, the growth of AM in large markets and divert it into smaller areas, and to begin shaping FM as an independent radio service.

The object is to provide for a more efficient use of the spectrum. But the order will probably raise anew the question of whether the commission is not actually providing economic protection for existing AM stations.

Adoption of the order, which would amend commission rules affecting AM assignment standards and the relationship between AM and FM, will signal the end of the freeze. And the commission in a special meeting Monday (June 8) all but gave the final word it is ready to take that action.

**Follows Staff Outline**

The order is essentially similar to the proposal recommended by the staff (BROADCASTING, June 8). As reported earlier, it would put AM assignments on a go-no-go basis—that is, applications would have to meet rigid engineering standards before they could be accepted for processing.

In addition, the order would limit to 50% the amount of time that FM stations in cities of more than 100,000 population could duplicate commonly owned AM stations in the same community.

Chairman E. William Henry and Commissioners Kenneth A. Cox, Lee Loevinger and Robert E. Lee expressed their support for the proposals at the meeting last week. Commissioners Frederick W. Ford and Rosel H. Hyde are opposed, and were preparing dissenting statements. Commissioner Robert T. Bartley, who has been ill, was absent.

Officials say the commissioners did not take a final vote. They also say that the staff was instructed to rewrite portions of the order. However, final approval was regarded as a foregone conclusion.

To speed action on the matter, the revised order is to be circulated among the commissioners for their vote as soon as the staff work is completed. These votes were expected to be recorded this week—or next at the latest.

Officials say that when the order is printed in the Federal Register—which would follow by a matter of days its announcement by the commission—the agency will start accepting applications for new AM stations and for major changes in existing facilities, provided they meet the new criteria. Action on

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**P&G dips a toe in radio after years of immersion in TV**

Procter & Gamble, which once dominated advertising on radio as it now does on television, is back in radio with its biggest purchase in several years.

It has bought a half-hour of the weekly *Grand Old Opry* on WSM Nashville for Lava soap—a brand that has been out of radio for some 10 years—and if the campaign proves successful it is apt to be extended through other regional radio purchases, according to Jim Van Cleave, Lava brand manager at P&G.

The term of the contract and the amount of money involved were not disclosed, but the sum inevitably would be small in comparison to the estimated $70.6 million that P&G spent in spot TV alone last year. But because of P&G’s eminence as a bellwether among advertisers, observers thought that for the radio business the move could take on significance beyond money involved.

Radio sources point out that for practical purposes P&G has been completely out of radio for the past five or six years, with radio expenditures probably not exceeding $3,500 a year—and probably not reaching that point until recently.

Throughout most of that time radio salesmen have looked longingly toward P&G’s return as an event that could spur its competitors and many other advertisers into more widespread use of radio once more. P&G representatives did not appear anxious to attach great significance to Lava’s *Grand Old Opry* purchase. Jack Stafford, account executive on Lava at Leo Burnett Co., Chicago, described the campaign as a “special situation,” pointing out that Lava is sold largely to a rural market and that *Opry* provided a farm-oriented audience. “We’ve just started using WSM and will probably continue for some time,” he reported.

He said the campaign was placed on WSM through the Henry L. Cristal Co., Chicago, radio station representative. It involves sponsorship of the half-hour from 11:30 p.m. to midnight in the *Opry’s* live broadcasts on Saturday nights, and it went into effect June 6.

At P&G, Mr. Cleave acknowledged that “this is a new departure for us,” and added: “If this is successful we’ll be considering other regional radio buys.”
them will be taken as soon as the new rules become effective, which will be 30 days after publication in the register.

The new rules will not apply to applications already in the processing line.

Officials say the first applications to be reviewed under the new rules are a batch of some 30 that were filed seeking waiver of the freeze. These will be examined in the light of the new rules and, if they meet the criteria, will be accepted for processing.

**Two Years Old** • Although the freeze has been in effect for two years—the commission imposed it in a surprise move on May 10, 1962, so that it could consider its allocations policy without having new assignments complicated by existing problems—officials don't expect a flood of applications. "The rules are too stringent," said one staff member.

The rules would prohibit applications for stations that would either give or receive interference. The standards to be used to define prohibited overlap are those now used to predict interference caused or created by a new station.

There will be two exceptions. Stations that would provide a first local service and those that would serve 25% "white area" would be allowed to receive overlap up to the 1 mv/m contour from co-channel stations instead of the 0.5 mv/m contour. In addition, the prohibited overlap rules would not apply to applications for Class IV power increases or for new Class II-A stations.

Applications for nighttime service would not be accepted if the proposed station would interfere with the service of other stations. It would also have to meet all city coverage requirements and serve at least 25% "white area" within its interference-free contour. This would initially eliminate the possibility of new nighttime stations except for Class IV stations and Class II-A applications, which would be exempt from this requirement.

The new rule affecting FM, as the commission is expected to adopt it, goes further than the staff recommendation. The staff had proposed that the rule prohibiting more than 50% FM duplication of commonly owned AM's apply in cities of more than 100,000 where no more FM channels are available. The commission decided to make it applicable to all cities of more than 100,000 regardless of whether FM channels are available. The commission appears to be saying that the staff would not only receive interference but would result in too many administrative difficulties. However, the commission order is expected to provide for requests for exceptions to the rule. The 50% limitation will become operative one year after the effective date of the new rules.

The commission reportedly is ready to adopt a staff recommendation that it deal with mergers of AM and of FM stations, as a means of reducing the number of outlets in a community, on a case-by-case basis. The commission has proposed a procedure whereby stations in heavily served cities could merge with the assurance that the abandoned frequency would be withdrawn by the commission.

However, the commission is expected to abandon that proposal and state, instead, that it will examine individual requests for mergers and grant them with channel deletion where "a compelling showing of public benefit" is made.

**Slow AM Growth** • A staff study indicates that the new rules will slow down the growth of AM radio and, very likely, direct its new development into presently underserved areas. It notes that only one-third to one-half of the applications filed before the freeze would comply with the new standards.

But the staff also says that the figure would be increased by "a channeling of interest into new areas, bringing applications for locations in which there had been less interest prior to the freeze."

Under the existing rules, applications for new stations that would result in interference were set for hearing. The commission then decided on the basis of a variety of factors—the degree of interference being only one—whether a station grant would serve the public interest.

But under that system, the commission is expected to say in its order, the percentage of new stations that neither received nor received interference declined markedly in the 1952-62 decade. The commission majority believes that the number of AM grants that will result in interference will grow rapidly unless the rules are changed.

The commission is said to feel that new rules, in protecting stations in their normally protected contours and requiring new stations to meet rigid standards of efficiency, simply represent an effort to enforce existing standards strictly.

A major factor in the commission's decision is the "abundance" of aural service—more than 4,000 AM commercial stations, plus 1,300 commercial FM stations. The commission, noting that few areas of the country lack multiple service, says that the benefits which would be obtained from a large increase in the number of stations would be slight to outweigh the serious losses of service that would result through interference.

In imposing new restrictions on grants for nighttime operations, the commission reportedly feels that little "white area" could be served by the addition of more nighttime stations, other than those on clear channels, and that the addition of new stations would cause interference to existing outlets.

As a result, the commission is said to feel that the gain in service from new nighttime stations would not outweigh the loss in service. The commission reportedly feels there is little demand for additional nighttime radio service because of television, and that what demand there is can be met more efficiently by FM stations.

In imposing a limit of 50% on the amount of time an FM station may duplicate the programing of a commonly owned AM station in cities of more than 100,000, the commission expresses the view that the spectrum is being inefficiently used when two outlets broadcast the same material. The commission reportedly feels there are many would-be applicants for independent FM stations in the larger cities.

The commission is said to believe that although individual licensees may suffer some "short-term" economic hardship as a result of the nonduplication rule, there will be no "net loss" of FM service to the public.

Commissioner Hyde is said to feel that, whatever the commission's inten-
FOR A NEWS-HUNGRY PUBLIC

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

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

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

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

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

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

WHIO-TV • CBS • CHANNEL 7

WHIO-AM-FM • DAYTON, OHIO
tions are, the result of the new rules will be to provide economic protection for existing stations. The commissioner, who opposed imposition of the freeze, is known to feel that the new rules will, in effect, make the freeze permanent. He is also said to object to the fact that the rules will strip the commission of its flexibility in determining whether a grant should be made.

Commissioner Ford reportedly opposes the rules because of a feeling the go-no-go system "won't work." He is said to foresee a great many exceptions being granted that would cut down on the efficiency that the rules are supposed to assure in the making of grants. Would-be broadcasters may ask for waivers of the rules, but they can be denied without a hearing.

Commissioner Ford is also known to object to the proposals dealing with non-duplication of FM. He is said to feel they do not belong in a proceeding concerned with AM assignments and that, in any event, they haven't been sufficiently thought out.

BROADCAST ADVERTISING

In TV's hands: the fate of new products

Tinker tells AFA a single commercial's effectiveness can mean success or failure

"We are at the exquisite point in advertising development where the fate of a product may turn on a single television commercial," Jack Tinker of Jack Tinker and Partners, New York, told the Advertising Federation of America in St. Louis last week.

But all too often, he observed, that failure is fatal because the commercial fails: it is merely an imitation, a vain repetition of other commercials equally bland.

"The ultimate danger to our country does not lie in the Red East or the Red West or in being returned to cosmic dust under a thermonuclear cloud," Mr. Tinker said. The real peril, he suggested, "is that we shall bore each other to death."

Mr. Tinker's solution is that despite the high cost of innovation in television today the advertising practitioner must experiment and dare to be different, a policy his Interpublic Group of Companies' affiliate is attempting to pursue. But such innovation should be tempered with research and judgment, he indicated, so that the results may be predicted.

The Tinker group already is experimenting on its own in TV, Mr. Tinker said, with creative exploration underway "in such disparate places" as Berlin and Brooklyn.

Other highlights of the AFA's 60th annual convention:

- The latest survey of youth by Young & Rubicam, reported by the agency's president, Edward L. Bond Jr., disclosed that tomorrow's advertising will have to use the "honest and open" approach, be direct and factual as well as reassuring, to most effectively win tomorrow's housewife.

- "Given truth in courtship, she will stay married to your product," Mr. Bond predicted, "and I can't think of anything a marketer would prefer more than to make a customer rather than a sale."

- Ford Motor Co. has a two-month backlog of orders for its new Mustang within only weeks of its unique saturation TV introduction, according to Frank E. Zimmerman Jr., general marketing manager, Ford Division. "Public reaction has been overwhelming," he said.

- A protest against the "committee" way of doing things in advertising was voiced by David B. McCall, president, C. J. LaRoche & Co., New York. "The avoidance of personal responsibility, the elimination of the importance of the individual in life and in business," he said, "is lousy for the world we live in and is almost sure disaster for effective and brilliant advertising."

- Results of a TV test for the introduction of Teflon-coated cookware were related by Dr. Malcolm A. McNiven, manager, advertising research, E. I. du Pont de Nemours & Co. The test found that a high level of TV use worked best, a pattern used for national introduction last fall.

- Successful use of humor in radio-TV commercials was explained by Mel Blanc of Mel Blanc Associates, Hollywood, who believes humor can be used for virtually every type of account "but only when it's applied correctly." Even the finest comedy in a commercial can flop, he said, "if the product situation and timing are wrong."

- A plea for more patience on the part of advertisers in deciding when to drop a new TV series was made by Lorne Greene, star of NBC-TV's "Bananza." Citing the length of time it takes a good Broadway show to shake down after first rehearsal, Mr. Greene said it takes a TV show 13 weeks to reach initial maturity and he hoped that sponsors would be courageous enough to stick it out that long too.

- "Sponsors who weaken in their support of a new television effort in the early weeks of its exposure because the rating isn't up yet," Mr. Greene said, "transmit this climate of defeat to everyone connected with the show." This not only ruins morale, he said, but it can sometimes "lead everyone involved into a financial debacle that need never have happened."

- The AFA also announced considerable progress in development of a new "Advertising Code of American Business" which is being worked out in cooperation with the Association of Better Business Bureaus and the Advertising Association of the West. All three groups have approved the substance of the code in principle, a modern-day version of AFA's original 1904 statement of advertising principles.

- The AFA also named Dr. Melvin S. Hattwick, director of advertising, Con-
KTBS-TV: Already FIRST in the Shreveport market area—NOW has NEW 1800’ Tower!

Specifying KTBS-TV

Station now beams to 431,700 TV homes—60,000 more than before!

(Current rating books do not reflect this added coverage)

KTBS-TV's recently-completed 1800-foot tower is the tallest in the Shreveport, Louisiana market area. It has enlarged the station's reach from 371,700 to 431,700 TV homes, an increase of 60,000 TV homes. With the new tower, KTBS-TV has added some 8,000 square miles to its coverage in Louisiana, Texas, Arkansas, and Oklahoma...a fast-growing, industrially diversified region. Tower is located at previous tower site, making it unnecessary to re-orient receiving antennas. KTBS-TV is the first to reach this entire expanded market area with your selling message. Specify KTBS-TV, Channel 3, Shreveport, Louisiana.

1 ARB, November 1963.
2 ARB TV Homes Estimates, September 1963 to August 1964

<table>
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<th>KTBS-TV-FIRST</th>
<th>In Total Homes Reached In Shreveport Area*</th>
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E. Newton Wray, President and General Manager

Broadcasting, June 15, 1964
tinental Oil Co., Houston, as its new board chairman and elected other officers (see page 89). Over 500 delegates attended the June 6-10 meeting.

Dr. Hattwick told AFA’s new board that one of his chief goals in the new year is to bridge the gap of communication and understanding between advertisers and educators. The latter, he observed, represent the thought leaders who train tomorrow’s leaders and who also are today’s critics.

Dr. Hattwick also scored one of the “great wastes in advertising . . . the duplication of efforts made by associations.” He called for each to complement one another rather than compete because “the job of advertising is so big that we will have trouble doing it even if everyone does only that which he can do best.”

The TV Flood = Illustrating his talk with visual parody of contemporary commercials, Mr. Tinker showed how “water” symbols flooded the nation’s TV screens with copycat renditions. “Once TV found water and girls, naturally the next step was to bring on the soap suds,” he said.

In similar light-serious vein, Mr. Tinker noted that “about a billion dollars” in advertising last year was put behind a mere five words of the English language: white, power, mild, refreshing and relief.

More than ever before there are a great many products with only small differences separating one brand from another, Mr. Tinker said, and “this we know tends to produce advertising that looks alike and sounds alike.” He also felt that research poorly used “can further compress our range of innovation.”

In the special case of TV, Mr. Tinker cited high cost and “the almost intolerable problem of presenting a new TV idea to a client” as hurdles to innovation. A client can see and understand a proposed print ad, he explained, but the proposed TV commercial is mostly idea and difficult of understanding until finally completed.

The rules of effective advertising in print media are relatively few and simple compared to the highly complex medium of TV, Mr. Tinker said. “With all this uncharted wilderness,” he explained, “is it any wonder so many follow the same trail? Yet the first law of survival in the communications jungle is differentiation.”

The Pressures = Mr. Tinker felt that the “pressure to make sure, the pressure of huger and huger budgets, of larger and larger agency establishments and the pressure of your managements to want to know the return on their communications investments have forced too many of us into too humble observation of the rules—and others of us into subservient following of the leader.”

The process has gone to the point, Mr. Tinker said, “where any break out from the pattern has been outstanding by its difference alone.”

But now, he continued, “we are at the point where improvisation for the sake of change alone cannot be enough. Random innovation may be right only by chance (but) it’s a chance your management will not knowingly take.”

Part of the answer will be the computers in advertising’s future, Mr. Tinker agreed. “But there’s also an experimental television studio in the future of Jack Tinker and Partners,” he said, “a place where innovation in our most moving medium will be in the hands of our own creative people, not in the hands of suppliers who might be primarily technicians.”

The Latest Y&R Study = Young & Rubicam’s newest of its several studies of American youth, Mr. Bond told the AFA, shows that the adults of tomorrow’s marketplace will be conservative, security minded and not inclined toward risks.

“They will continue to suffer from a sense of cohelplessness and continue to ask for more ‘protection,’” Mr. Bond said, “protection from a world that is changing faster than the average person feels he can cope with.”

This means in general, Mr. Bond said, “they will want protection through authority and some of this protection they will want the government to provide.”

The study also indicates that “large numbers and a feeling of facelessness will lead to a greater striving for individuality,” Mr. Bond said. Young women customers of tomorrow, according to the study, will be “very pragmatic, down-to-earth, conventional, reality-oriented and culture-conforming.”

Therefore, Mr. Bond noted, the advertising approach will have to be factual, honest, reassuring. “But once the sale is made,” he said, “this is going to be the kind of customer we dream about.”

Teflon Case = Du Pont has always been a research-oriented company and so it was only logical the firm would have a research group to study the sales effectiveness of the $51 million spent annually for advertising. Dr. McNiven explained. This research is considered an aid to the decision-making process, he said, but no substitute for judgment.

In experimenting with TV for the introduction of Teflon, he recalled, three levels of advertising were studied, a zero level (no TV), a level estimated adequate (five spots per week) and a level twice that (10 spots weekly). The test involved 13 cities.

“Our medium level of advertising (five spots weekly) had no measurable effect and those cities in which this advertising had been conducted were no different in sales from those cities which had no advertising,” Dr. McNiven said. However, in the high level cities (10 spots weekly), he said, “we noticed a significant effect of the advertising on sales.”

Whether an even greater saturation could have sold still more is presently under test now, he said, “and we’ll know in time for next fall’s campaign.” But, he cautioned, the tests do not always indicate that higher levels are necessarily more profitable.

Teflon’s agency is BBDO, New York. Ford’s Mustang campaign broke April 16 with sponsorship of three half-hour programs simultaneously on all three TV networks 9:30-10 p.m., Mr. Zimmerman related. “This unique network programing plan, a first as far as we know,” he said, “immediately got the news of Mustang into more than
Why WTEV bought Volume 9 (Parts 1, 2, 3 & 4) of Seven Arts’ “Films of the 50’s”

Says Mann Reed:

“Until now, WTEV has been running movies on weekends only from Friday through Sunday. Accordingly, our purchases have been restricted to the best small packages available. When we recently decided to expand our evening feature film schedule across-the-board, we began to evaluate all available feature packages in terms of quantity and quality.

The 215 Universal Post-50’s in Seven Arts’ new Volume 9 (Parts 1, 2, 3, and 4) proved to be an overall outstanding value in terms of potential rating power and sponsor appeal for the Providence Market. In fact, we might add, our comprehensive research of each title, star value and box office performance showed Volume 9 to be the best balanced large feature package ever released for television.

Thanks to these Seven Arts’ ‘Films of the 50’s’ we now have the

PROGRAMMING STRENGTH FOR A BRIGHT COMMERCIAL FUTURE
in the feature business.”

Mann Reed
WTEV Operations Manager
Providence • New Bedford
Radio-TV only media used by this candidate

Another broadcasting success story in politics is making the rounds.

The case in point is that of Don A. Tabbert, 36-year-old U. S. attorney who last month won the Republican nomination for Congress from Indianapolis reportedly by almost exclusive use of radio and television announcements and despite the fact that he was opposed by Indianapolis newspapers.

As reported to Broadcasting, Mr. Tabbert was running against Republican organization support and so had only limited funds. He selected Caldwell, Larkin & Sidner-Van Riper, Indianapolis, as his advertising agency, although the agency had never handled a political candidate before.

The agency decided to use saturation radio and television announcements for the two-week period preceding the primary, and hired Film-Makers, Chicago, to produce the unusual spot announcements.

One 10-second and three 20-10-second TV spots were produced, as well as three minute radio spots. The television spots featured a crescendo of bongo drums for sound. The only words were printed graphics over film sequences from Mr. Tabbert's career as a U. S. attorney.

The TV spots ran 64 times.

The radio spots ran on seven stations, 105 times the first week and 210 the second. These spots provided "basic information" about Mr. Tabbert by the use of four voices: "one network style, one heavy and folksy, one young and one housewife type voice."

The only other promotional material used was the distribution of some 50,000 four-page brochures.

Mr. Tabbert's Republican opponent also used television, but in the "conventional" way with a picture of the candidate and a voice-over history of who he was.

Mr. Tabbert polled 32,989 votes, about 10,000 more than his opponent and some 55% of the total.

Richard C. MacGill, vice president for the agency, said the spots had been made so they could be repeated during the general-election campaign. He said that the previous campaign would be repeated in every respect, except that it would last three weeks instead of two. Although the Indianapolis newspapers traditionally support Republican candidates, he said that no advertising would be placed in them.

Time costs for the primary campaign totaled $14,000 for TV and nearly $4,000 for radio.

half of all homes in the country."

Mustang commercials continued to saturate the networks in the following weeks, Mr. Zimmerman said, and spread into other media too. This massive TV effort, he said, "put our commercials into an estimated 95% of all television homes with an average frequency of almost 11 messages per home."

Mustang's agency is J. Walter Thompson, New York.

Workers vs. Executives = Mr. McCall said that in order to make a system of individual responsibility work in advertising today "you hire workers and not executives." But don't hire too many, he cautioned, "and work the ones you have hard." He felt agencies today make a wasteful mistake in attempting to match levels of people with those of the client.

"Don't drown people in supervision," Mr. McCall said, and "don't make them take their precious works of individual greatness and submit them to the well-meaning mayhem of boards of review."

Given responsibility for his part of a job one man "can soar like an angel over the average mortal," he said.

Humor is particularly effective "if you are introducing a new product or moving into a new market," Mr. Blanc related. "Nothing spreads quicker than a new gag," he said, and the impact of a funny commercial works the same way. His case history was introduction of Midas mufflers in Indiana and California.

Mr. Blanc said humor works well with impulse items too, citing the "mystery" air of commercials which proved successful for U-No candy bars, a Cardinet Candy Co. product which otherwise had no distinction from competitive products. Humor can cut through complicated or boring sales points more quickly too, he noted, as in the case of spots for Hancock gasoline in California, a gas available in seven combinations.

Professor Bergen Evans of Northwestern University, a semantics expert, cautioned advertising copywriters to speak in the terms of the listener or viewer. "Too frequently the speaker is carrying on a brilliant monologue with himself because his words have no meaning to the listener," he said.

Professor Evans said he feels advertising men generally are not corrupting the language by introducing variations. But he disapproved of strained puns and inappropriate use of illustrations which tend to confuse or annoy potential customers.

Business briefly . . .

Pet Milk Co., St. Louis, through Gardner Advertising Co., that city, has announced a new concentrated campaign for its Sego diet food line in the New York area. Sego spots will be on WNEW-TV, WCBS-TV and WNEW-TV, all New York.

The Chunky Candy Corp., New York, through J. Walter Thompson, that city,
What's radio done for you lately?

...besides filling you in on the latest development in the 'Kennedy round' of tariff negotiations,

tipping you off on the weekend weather in time to plan a family outing,

giving you insight into how the city's new school budget will affect your taxes and your children's education.

After all, isn't this what you expect from radio?
Radio...one of the good things about America
has renewed sponsorship for next season in *Discovery '64*, a Sunday children's program presented weekly (1-1:30 p.m. EDT) on ABC-TV.

**U. S. Suzuki Motor Corp.,** Santa Ana, Calif., through Guild, Bascom & Bonfigli, Los Angeles, has budgeted nearly $100,000 for spot radio commercials in key West Coast markets to introduce Japanese Suzuki lightweight motorcycles.

The Humble Oil and Refining Co., Houston, through McCann-Erickson, that city, has purchased full sponsorship in *The Chosen Child*, award-winning documentary to be repeated July 7 (10-11 p.m. EDT) on NBC-TV. Humble has also purchased full sponsorship in *A Man Named Mays*, hour special to be repeated by NBC-TV on July 21 (10-11 p.m. EDT).

**Abbott Laboratories,** Chicago, through Tatham-Laird, Chicago and Sherwin Williams Co., Cleveland, through Griswold-Eshleman, that city, have purchased time in NBC News' series of special television programs concerning the political conventions and election.

**Agency appointments . . .**

- Cudahy Packing Co., Omaha, which spends about three-fourths of its $850,000 budget in television, moves to Dancer-Fitzgerald-Sample, New York, effective Aug. 1. Knox-Reeves, Minneapolis, has handled for past three years.
- Liberty Life Insurance Co., Greenville, S. C., has named Baker & Byrne Inc., New York, as agency. Billings are estimated at $300,000 with a large portion in spot TV in the Southeastern states.
- Ozark Air Lines, St. Louis, which has put a large portion of its $400,000 bill in radio, moves account Aug. 1 to D'Arcy Advertising there. Ozark also has used some TV. Agency losing account is Katzif-George-Wemhoener & Savan Advertising, same city.

**Rep appointments . . .**

- KJOE Shreveport, La.: Spot Time Sales, New York as national representative and Wells F. Bruen Co., Dallas, as Southwest representative.
- WLOI La Porte, WARU Peru, and WSLM Salem, all Indiana: Ohio Stations Representatives Inc., Cleveland.
- WQXR New York: Bernard P. Pearse, Detroit, as regional representative, covering Michigan, Ohio, Indiana, Kentucky and Pittsburgh.

Employees of Tulsa's Sunray DX and Texaco refineries help make up the $2 1/2 billion effective buying power of the booming Tulsa market. And Channel 2 offers most complete coverage of this market, with bonus coverage in parts of Kansas, Arkansas and Missouri.

**IT'S A TULSA FACT!**

**YOU CAN'T BUY ALL OF OKLAHOMA WITHOUT TULSA!**

More than 50% of Oklahoma's annual retail sales are made in the coverage area of Tulsa's quality television station.
CBS-TV gets politicians' votes

Both Democrats and Republicans sign for 10 five-minute campaign programs each, at total cost of $300,000

Orders from both the Republican and Democratic National Committees have been accepted by CBS-TV calling for 10 five-minute political telecasts each on the network between Oct. 11 and Nov. 1 inclusive, it was announced last week.

William Fagan, business manager, CBS-TV network sales, said that the political broadcasts will be scheduled in prime nighttime hours. The time periods and dates have been agreed upon by each committee, and pre-emption will be of identical programs. For example, if five minutes is pre-empted from the Ed Sullivan Show for one party one week, the same five minutes will be allocated to the other party the following week.

The cost for the 10 five-minute political broadcasts to each committee will be approximately $150,000.

Sponsors Informed - The pre-emption will be announced following notification of sponsors involved. In a letter to sponsors, Mr. Fagan said in part: "... As in 1956 and 1960... the CBS Television Network has agreed with the national political committees, in the interest of efficient and economic use of an indispensable medium, to permit limited purchase of five-minute periods obtained by shortening regularly scheduled live or pre-taped programs. An important consideration in CBS's acceptance of this principle is the opportunity it offers for the majority of our advertisers to be free from complete program pre-emption for political campaign speeches.

"In receiving five-minute periods between mid-October and Nov. 1, we will limit these, on any single program, except day-time strips, to no more than one for each presidential ticket..."

CBS-TV distributed a "memorandum of facts" concerning the orders for the five-minute political broadcasts. The memo was intended to refute a published report that CBS-TV had accepted only the Democratic committee's order and had linked the move with CBS President Frank Stanton's friendship with President Johnson. The memo said that negotiations with the committees and their agencies had been handled entirely by Mr. Fagan and his staff and added:

"Dr. Stanton was in no way involved. He did not know of it until after the orders had been accepted... Both orders, for identical time periods, were accepted simultaneously (on May 28)."

The agencies are Doyle Dane Bernbach for the Democratic National Committee and the Leo Burnett Co. for the Republican National Committee.

Neither ABC nor NBC has completed sales with either the Republican or Democratic committees.

NAB lists 44 commercials that are piggybacks, 34 that aren't

The first listing of TV commercials classified as integrated or piggyback was reported late last week by the National Association of Broadcasters' TV code authority.

The group of 79 commercials includes filmed or taped announcements which have been reviewed by the Washington, New York or Hollywood code offices from Jan. 9 through April 30. The list of 35 integrated and 44 piggyback commercials is being carried in the June issue of TV Code News, which went into the mails Friday (June 12).

Under the revised code provision, piggybacks count as two commercials; an integrated multiproduct announcement, however, counts as a single commercial under code standards.

Here's the list:

Integrated

American Home Products (Plastic Wood, 3-in-1 oil), Colorforms (Mickey Mouse, circus, train), Foremost Dairies (no title), Franco-American (mushrooms, gravy and gravy line; gravy sauce, 4 kinds; cookout casserole, casserole line), Green Giant (bean cutter, green beans; frozen peas, frozen food line; Honey Sweet Peas, peas with onions; peas and mushrooms, peas, mushrooms).

Kellogg (Spaeth-Jumbo Tag-Bulseye, Cornflakes; crossword contest, Kellogg line; Rice Krispies, butter-scoth & chocolate; bran muffins, flaky & Brer Rabbit; building sets, Rice Krispies, Raisin Bran & building sets), Kenner (Build-A-Home; Hydrodynamic; motorized building set; Skyraider), Mattel (dump truck & skip loader; Barbie fashion salon and dream house).

Morton's (4 announcements frozen foods), Pillsbury (yellow cake mix, frosting; white cake mix, frosting; cake mix line, chocolate fudge mix), Procter & Gamble (barbecue specials, P&G line), Schlitz (Schlitz, Old Milwaukee, Burgie), A. E. Staley (Sta-Flo spray starch), Tussey (lipstick, facial makeup), Union Carbide (sandwich bags, sandwich & utility; olives bags, sandwich & utility), Wham (Slip 'n Slide, Water Wiggle).

Piggybacks

Bissell (carpet sweeper, shampoo master; upholstery shampoo, shampoo master), Brillo (Brillo, Paddies, Brillo, Dobie), Campbell's Soup (chicken noodle, oyster stew; chicken noodle, cream of shrimp; chicken noodle, clam chowder), Coty (Coty 24 lipstick), Dr. Scholl's (Zino pads/foot powder), duPont (movie trailer, Lucite paint; monkeys, Lucite paint; bouncing ball, Lucite paint; haunted house II, Lucite paint; haunted house, Lucite paint; cylinder, Lucite paint).

Max Factor (fluid makeup, tint rouge; fluid makeup, lipstick; Creme (two announcements), Lean (Slip, Lash; Full; Shap Queen, lip-stick), Foremost Dairies (no title), Franco-American (mushroom gravy, chicken giblet gravy), General Mills (biscuits, mashed potatoes; Wheaties, chicken biscuits; chicken biscuits, Wheaties; Wheatties, mashed potatoes; Trix, Lucky Charms).

International Latex (Isodettes, Playtex Bra; Isodettes, Playtex girdle), International Salt (table salt, Halite crystals), Johnson & Johnson (Micrin), Lever Brothers (Lucky Whip, Breeze), M & M Candies (M & M Candy, Sugar Shells; M & M Chocolates, Chewies), Noxzema (two announcements on Cover Girl, lipstick, and three announcements on Noxzema).

Pillsbury (Double Dutch frosting, pushbutton decorator), A. E. Staley (fabric softener, Sta-Flo Starch), Whitehall Laboratories (nasal mist, cough formula; Resdan 4, Bisodol 63).
GEMINI is a fully perfected system which produces simultaneous, direct 16mm film during videotape production. GEMINI replaces the kinescope with a dependable, high quality motion picture film. Developed by MGM Telestudios, the GEMINI system uses a 16mm camera unit mechanically and optically coupled to the TV camera. No special lighting is required. Normal good television lighting yields good GEMINI film. If proper, simple procedures are followed, the picture on the TV monitor will faithfully be reproduced on 16mm film. Our exclusive Edilite system, feeding off the tally lights, marks the film with a line of light when the camera is “taken.” Most editing, therefore, becomes automatic in a zero cut printer, and does not require the physical cutting of the film.

Every Television broadcaster, studio and producer that uses electronic cameras has a need to record a portion of his total production. Videotape supplies this need in many cases. However, the cost of videotape equipment, stock and handling represents a financial burden in many situations. Particularly is this true where programming is to be widely distributed within and outside the country, such as in the case of producers of entertainment programs, educational material, industrial features, commercials, training programs, etc.

Also, foreign distribution of videotape is generally impractical because of differences in technical standards throughout many countries of the world. However, every TV station in the world is equipped to use 16mm film, and regular projection equipment for group screenings is universally available and commonplace. The GEMINI system fulfills this recording and distribution need with economy, dependability and quality, backed by the reputation of the world’s foremost production organization.

GEMINI is now available to TV stations and video tape producers.
How Walter Cronkite got to San Francisco

By driving himself...relentlessly.

He's headed for an unprecedented seventh assignment as a television election year anchorman because he refuses to stay on the sidelines of a big story. He pursues it. Nails it down. Follows through when others might leave well enough alone. It's reflected in a track record unequalled in the annals of broadcast reporting.

Take his coverage, for example, of auto racing's Grand Prix of Endurance at Sebring a few years ago. A noted racing enthusiast, he served in a dual capacity that day—as daredevil driver for a grueling three and one-half hours behind the wheel of his own car, and as knowledgeable reporter for the remainder of the 12-hour event. He spent his spare time with the men in the pits.

But it is not unusual for Walter Cronkite to participate in the events he reports. As a war correspondent he flew on one of the first B-17 raids over Germany when he might have covered the story with both feet on the ground. Nor was he known for playing it safe in the North Atlantic, North Africa, on a Normandy beachhead, parachuting into Holland, nor in the Battle of the Bulge. More recently, when a swivel chair would have afforded a passable vantage point for a story, he was lowered by helicopter to a submarine and transferred by bosun's chair to a destroyer. To track down another story he crossed 138 miles of shifting polar ice. For still another he achieved weightlessness in a special airplane maneuver for astronauts.

This is the kind of "driving" which has delivered Walter Cronkite to San Francisco. Teamed with CBS News Correspondents Eric Sevareid and Harry Reasoner, and supported by broadcasting's most experienced news-gathering organization, he will present complete and authoritative coverage of the candidates, strategies and rapidly accelerating events at the Republican and Democratic National Conventions, and during the subsequent campaigns and Election.

Walter Cronkite has been in the driver's seat for us at every convention and election since 1952. There's nothing pedestrian about his methods, but we believe he would have walked to San Francisco if it were the only way to get there. ©CBS News
High ad budgets for low calorie drinks

IN 1964 AMERICANS MAY SPEND $400 MILLION FOR DIETETIC BEVERAGES

Almost $200 million was spent on low-calorie soft drinks in the United States during 1963, and weight-conscious Americans may well double that figure this year. Rapidly increasing sales in this relatively new and booming market are expected to accompany a substantial expansion in 1964 broadcast advertising—possibly to $10 million, or even higher.

Realizing the tremendous potential of the low-calorie market, all major soft-drink producers have come out with dietetic beverages, and new brands are being introduced practically every day. Many bottlers report demand far outdistancing supply.

Increasing interest in weight control and recent product improvements have caused the low-calorie soft drink market to quadruple its case sales (24 bottles per case) from 25 million in 1961 to 100 million last year. The industry consensus is that sales this year may reach 200 million cases.

During the past few years diet soft drinks have grown to 7-10% of the soft-drink market, and this figure is expected to eventually reach a stable level of 25-35%. A majority of bottlers questioned in a BROADCASTING sample said they do not think the rising interest in low-calorie soft drinks will "steal" from regular lines. Rather, the new product is expected to attract new market segments, such as: people with dental problems, diabetics, youths with skin problems and athletes.

Broadcast advertising for low-calorie products is on the way up. Although budget information is closely guarded in the face of what is considered tooth-and-nail competition, most manufacturers questioned predicted greatly expanded advertising budgets this year—with heavy emphasis on spot TV. Little or no network advertising is used now, because few low-calorie drink producers have reached national distribution.

According to the Television Bureau of Advertising, spending on spot TV for diet soft drinks last year came to $424,600. However, advertisers are quick to point out that the TVB figures are "incomplete," because almost all low-calorie schedules are handled on a co-op basis, local bottlers splitting costs with the parent company. It was suggested that an educated guess at projected billing totals for 1964 might be reached by increasing the TVB figures by 30% and then doubling it in relation to predicted case sales for this year.

In most instances, commercials stress the dietetic benefits of the product, although some advertisers put equal or greater emphasis on flavor and regular price.

Sluggish Intro • Low-calorie soft drinks got off to a slow start in the United States. Expensive but often low quality sweeteners necessitated premium prices. Taste was not always good; flavors seldom compared to those of regular soft drinks. Bottlers were wary, and public interest remained low.

A major marketing breakthrough came with the development of better and more economically practical sweeteners, sodium cyclamate and calcium cyclamate. Costs came down and quality rose. Regular prices and closer flavor control have contributed largely to the recent meteoric rise of diet soft drinks.

First in the diet-soft-drink market was the Cott Beverage Corp., Manchester, N. H., with a product introduction in 1947. Cott now has about 40 bottlers handling its Metri-Cola, and the firm expects to have 100 bottlers by the end of this year. Cott puts 80% of its advertising budget into spot radio and TV in most major markets. The firm said it will spend this year more than $500,000 in Metri-Cola advertising in the New York area alone.

Another pioneer in the dietetic-drink industry was Kirsh Beverages, New York, which put its No-Cal on the market in 1952. Kirsh said No-Cal has always relied heavily on spot radio—up to 50% of the total advertising budget. No-Cal commercials are presented in major eastern markets. The firm, which now has about 20 franchised bottlers, has just started to introduce a new line of "Kirsh Low-Calorie Beverages" in the New York area. Kirsh's agency is Gardner Advertising, New York.

Low-Cal King • The current low-calorie revolution in the U. S. was sparked in 1962 by the introduction of Royal Crown Cola's "Diet-Rite," a dietary cola with a new formula that was said to produce flavor equal to regular colas. Diet-Rite caught on quickly. Today it is the fourth-ranking cola in the entire soft drink market.

With 40% of the low-calorie market, Diet-Rite plans this year to put approximately $10 million in advertising. Of this, $3 million will go into spot TV in 30 markets and $250,000 into spot radio. Last year Diet-Rite spot TV amounted to $1,793,700. Diet-Rite agency is D'Arcy, New York.

Royal Crown Cola Co., Columbus, Ga., is in the process of introducing another low-calorie drink, "Dietary Upper 10," in a test in Baltimore. Advertising plans for the new lemon-lime beverage have not been completed.

Competition • Another heavy spot TV advertiser is Coca-Cola's low-calorie "Tab," which is produced by a Coca-Cola subsidiary, Fanta Beverage Co. The parent company said 100% distribution is expected for Tab this year. According to a Coca-Cola house organ, 902 bottlers have "executed contracts" for Tab.

A company source said advertising expenditures, most of which will be in broadcast media, will be greatly expanded this year. Commercial stress is placed on product quality as well as weight control. One copy line goes: "How can just one calorie taste so good?" Tab's agency is McCann-Marshall, New York. TVB figure for spot TV last year: $1,240,700.

The Pepsi-Cola Co., New York, has two products in the low-calorie market, "Patio Diet Cola" and "Diet Pepsi." Patio Diet Cola was introduced in February 1963 and according to its makers has had significant success. Diet Pepsi, which had been in a test market, was released to market two months ago and is expected to have 450 bottlers by the end of this year. Pepsi said the dif-

### Soft drinks' TV billing

The Television Bureau of Advertising last week reported that soft drink producers put a record high $43.8 million in spot and network TV in 1963—a 39.9% increase over 1962. According to the TVB report, 1964 advertising budgets by bottlers will be even greater.

The soft drink figures were first released in Bottling Industry, a trade publication which said virtually all major bottlers using TV "boosted expenditures" last year. The publication also noted that many bottlers used TV for the first time last year. A future issue of Bottling Industry is expected to show that the soft drink industry's dollar volume rose from $2 billion in 1962 to $2.3 billion last year.
Are television's discounts fair?

Pricing policy again questioned at advertising congress

The charge that television's pricing and discount structures may put the medium out of the reach of small and medium-size advertisers has been leveled again. It came last week at the 16th annual congress of the International Advertising Association, held June 8-10 in New York with more than 1,000 delegates on hand.

Robert L. Dellinger, executive vice president and manager of Grant Advertising, Hollywood, contended that network discount policies favor the big spender, and that television rate increases seem to come "from a crystal ball."

Mr. Dellinger contended that "the networks in the United States are going to have to take another look at their discriminating discount policies" to avoid government action in the future.

As he expressed it: "The Robinson-Patman Act permits the Federal Trade Commission to require cost justification for quantity discounts. But it has always been assumed that services, such as advertising, are not covered by this law."

"However," he continued, "it has not escaped the notice of the FTC that large advertisers can buy their spots up to 25% less than their smaller competitors. Thus, a large company in this country such as Procter & Gamble which spent more than $70 million in spot TV last year can get 25% more time for their advertising dollar than can some of the smaller companies."

He predicted that "unless the networks or the industry" take "positive action to adjust this problem" the government will step in and force the issue.

In Mr. Dellinger's view, "The problem... is whether small and medium size advertisers are being priced out of the market. Or to put it another way, do all advertisers have an equitable chance to reach the ever-growing mass market we are creating through TV? Sometimes I think that the rate increases are derived from a crystal ball."

But, Mr. Dellinger said, results of rate adjustments are not the "systems" used by stations to set the rates were the issue both for him, and for his clients. Grant, he noted, has many medium and small size accounts in "almost all of the countries offering commercial television."

Rates, he said, "are forcing the small advertiser out of the medium."

Pay TV View • Also predicted by Mr. Dellinger:

Pay television will accept advertising eventually and with "its smaller and..."
definitive audience," pay TV "should be in a position to offer commercial air time at a cost which is reasonable for the small advertiser." As a service sharpening TV competition, Mr. Dellinger said, pay TV ought to become "a good medium."

In describing the "spectacular growth" of TV in countries throughout the world, Mr. Dellinger said its growth rate can be attributed to several reasons, all, he said, having a bearing on "your marketing plans." Among the nurturing factors, he mentioned a rising level of world prosperity, the arrival of TV as a national status symbol, and the maturing of the TV industry as an information medium.

President Johnson sent a message to the conference lauding advertising as "a powerful force in building economic prosperity under freedom."

George Gribbin of Young & Rubicam, Marion Harper Jr. of the Interpublic Group and Arthur C. Fatt of Grey Advertising were among the agency heads addressing the meeting.

Arno H. Johnson, vice president and senior economist for J. Walter Thompson Co., predicted that in the three major world markets—the United States, Western Europe and Japan—the potential market for consumer goods and services should expand from present levels of about $667 billion to more than $1,094 billion.

Lady Elaine Burton of Coventry, a member of the British Parliament and economic consultant to several English industrial firms, told the congress that regulation of cigarette advertising should not be left to tobacco manufacturers or agencies: "If a government decides that a product is harmful then it should not allow it to be sold. In such a case there could be no advertising."

A delegate from Mexico, Ernesto Robles Leon, chief executive officer of Bacardi y Cia., S. A., Mexico City, said that advertising in his company has reached a new maturity.

Mr. Robles Leon said that Mexican advertising totaled approximately $128 million last year with more than 60% of this being handled by local agencies. He reported that 25% of the 1963 overall advertising expenditure in Mexico went into radio and 22% into television. He also noted that "in Latin America as a whole, an estimated $600 million went into advertising in 1963, with Mexico holding first place."

Audience Studies Inc.
builds research center

Audience Studies Inc., audience and consumer research organization, is building a research center and theater at the corner of Sunset Boulevard and Stanley Street in Hollywood, according to Pierre Marquis, vice president and general manager. Entire project will cost about $1 million. The three-story structure, with a 150-foot frontage on Sunset, will house a theater seating 450 persons. Each seat will be equipped with ASI's patented electronic equipment for pretesting audience reaction to TV programs and commercials and theatrical motion pictures. The theater will have facilities for showing 16 mm, 35 mm, 70 mm and Cinemascope film. The building will also include specially designed areas for pretesting radio commercials, print advertisements, package and product design, as well as for research on new methods of color testing and similar experimental projects.

Decision to erect the ASI building, Mr. Marquis said, resulted from the fact that pretesting of programs and commercials is becoming standard network practice. ASI has had a three-fold increase in its business in the past year, he said, when it was called on to perform almost 80% of all independent TV program pretesting in the country. In addition to the theater, offices and special testing areas, the ASI building will have its own print shop and an electronic computer installation to provide computation and publication of test data within 24 to 48 hours. Nine individual closed-circuit TV systems will connect the executive offices with testing rooms, the theater and client observation rooms. Construction will begin shortly, with completion expected before the end of the year.
If you lived in San Francisco...

...you’d be sold on KRON-TV
Cigarette controversy continues

Senator Neuberger hits tobacco sponsorship of TV programing that children watch;
cigarette sales regain former sales level

A U.S. senator has called on cigarette advertisers to stay out of top-rated entertainment shows because too many young people are in the audience.

Senator Maurene B. Neuberger (D-Ore.) said last Tuesday (June 9) that the good faith of the industry would be shown if it abandoned the sponsorship of such programs as The Beverly Hillbillies, Jackie Gleason and Red Skelton.

At the same time, the first national figures on the impact of the Surgeon General's Report on Tobacco Smokers (Broadcasting, Jan. 13) were reported last week by the Internal Revenue Service. They showed that the trend in the United States followed closely the pattern which took place in Great Britain last year: a severe decline immediately after the health report, then a climb back and above the comparable previous period.

Senator Neuberger had warm words for former New Jersey Governor Robert Meyner, chosen as administrator of the cigarette advertising code (Week's Headlines, page 10). "He certainly has the potential to be the strong, vigorous, no-nonsense-type of administrator that is necessary if the cigarette advertising code is to be more than a simple statement of good intentions," she said.

"Tough Job" - The senator noted that Mr. Meyner's role would be difficult, especially because the code's language "is broad and general, capable of extreme variations in interpretation."

Suggesting that the code's "vagueness" may be holding up its approval by the antitrust division of the Department of Justice, Senator Neuberger said it would be difficult to determine what is meant by a code restriction that cigarette ads not appear on programs "directed primarily to persons under 21 years of age."

She cited the Beverly Hillbillies (CBS-TV) and said a Federal Trade Commission staff study reported that the program's average audience of 50 million viewers (ARB, November 1963) included 12.6 million children and 6.5 million teen-agers. "No semantic quibble should bar the elimination of advertising on programs with such an audience," the senator said.

Smoking Down, Then Up - In its report last week, the IRS announced that in the first quarter of this year cigarette sales were 13 billion less than for the same period in 1963. There were 108 billion cigarettes shipped from factories in the first three months of this year, compared to 121 billion for the January-March period in 1963. Federal taxes from these shipments declined also, from $474 million in the 1963

Hargis adds stations with 'token fees'?

A radio preacher trying to enlist 1,000 radio stations to carry his programs daily for $40 a month or weekly for $20 reports that more than 250 have signed up within the past two months.

A similar effort is being made to obtain television stations, said the Rev. Billy James Hargis, director and founder of Christian Echoes National Ministry Inc., Tulsa, which produces The Christian Crusade.

Rev. Hargis said about 20-30 TV stations now are carrying his weekly half-hour program for which he pays $5 a showing.

Describing the programs as "strictly religious and educational—we just reach religious-oriented people with congressional reports on communism"—Rev. Hargis said, "I believe in the free enterprise system and wish I could pay the commercial rate."

Since many church and education-related organizations seek sustaining time, Hargis said, Christian Crusade offers "this token fee" because "I certainly couldn't pay the card rate."

"They don't have to stick to their rate card, do they?" he asked during a telephone interview.

Never Commercially Successful - Rev. Hargis said his programs have been on the air for about 14 years but "never have been commercially successful—they have to be underwritten . . . but I wouldn't ask to be carried free."

Crusade is carried by about 400 radio stations, all on the $40 or $20 basis, Rev. Hargis said. Some stations have requested higher rates, but the preacher has refused them, saying, "I'm not going to be unfaithful to stations that take it" (his offer).

Crusade was on MBS until early last year, but Rev. Hargis said he dropped the network to pick up individual Mutual affiliates. Stations are added one at a time; however, not until they are underwritten by his backers. Churches are encouraged to help Crusade, and the Metropolitan Baptist Church of Miami presently sponsors broadcasts on 25 stations from its missionary fund, Rev. Hargis said.

His organization's radio-TV budget has been running about $25,000 monthly, but it will require an extra $35,000 monthly to add all the stations Rev. Hargis would like, he said.

The preacher said his average contribution, actively solicited in his programs, is $2.70 and few exceed $100. The overall Christian Echoes operation runs on a $75,000 monthly budget and it includes a publishing company, recording company (46 anticommunist films are already in the can) and sponsors a school—all profit-making concerns, he said.

Asked whether the fairness doctrine has affected station interest in carrying Crusade, Rev. Hargis said, "I think stations' resentment of the fairness doctrine is why they're taking my broadcast." This expresses their resentment of the FCC's "trying to tell them what to program," he said.

Another source at the Hargis organization said stations dropped the program last summer and fall after the FCC issued a public notice on fairness (Broadcasting, July 29, 1963).
Look Who's Joining Bonanza

They're The Rogues—three of the suavest swindlers who ever rode into town (in a chauffeured Rolls Royce). They'd steal a maiden's heart—and her earrings—but then, who could resist such captivating con-men as Gig Young (even his smile is crooked); Charles Boyer (who adores the Left Bank); and David Niven (who prefers the Bank of England).

These debonair scoundrels are as far removed from the world of Bonanza as the Cartwrights are from Cartier's. To The Rogues, a rope is a strand of pearls; "old paint" is strictly for the Louvre; and a corral is a work by Bach.

Yet they know a good thing when they see it, so next season they'll follow Bonanza with glittering, full-hour capers every week—a gem of a new series on NBC-TV's Sunday night lineup: Profiles in Courage (6:30); Walt Disney's Wonderful World of Color (7:30); The Bill Dana Show (8:30); Bonanza (9:00); and The Rogues (10:00).

Sunday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday.) No wonder our '64-'65 sales are ahead of previous seasons. No wonder that on NBC every single prime-time program—new or returning—has attracted important sponsorship.

Look to NBC for the best combination of news, entertainment and sports.
quarter to $415 million for the 1964 quarter. By months, units shipments were: January, 41 billion; February, 29 billion; March, 38 billion.

For April, IRS reported, sales continued to climb; 44 billion cigarettes were shipped from factories—2 billion above the 1963 April figure. It is the first month since the health report that sales went over the comparable 1963 level.

Interestingly enough, tobacco companies spent more in network and spot television in the first quarter of 1964 than they did in the same period in 1963. According to TVB, American Tobacco, Brown & Williamson, L&M, and Reynolds boosted network gross time billings from $21.8 million in the 1963 quarter to $26.4 million in the first quarter of this year; and spot billings from $8 million last year to $9.4 million for the same period this year.

In New York last week, U. S. Surgeon General Luther L. Terry fired an unfiltered blast at cigarette smoking before the two-day National Conference on Cigarette Smoking and Youth. He viewed smoking as a deeply rooted national habit continually transmitted to the young by all of society "either as unwitting models and teachers, or as passive supporters of the films, radio, television, magazines, and so on, that regularly present cigarette smoking as the thing that most people do."

He set as a goal the elimination or sizable reduction of cigarette smoking among youth, but warned that "to change a nation's smoking habits, we must think in terms of a program of 10 years plus."

Pharmaco expands Negro TV series

In what is believed to be the single largest TV sponsorship in the Negro field, Pharmaco Inc., Kenilworth, N. J., began a 52-week campaign on the TV Gospel Time program in 50 markets last week.

The half-hour taped show, which is distributed by Integrated Communications Systems, New York, and spotlights well-known Negro gospel groups, will be carried in major cities, both in the North and the South. The commercials for various Pharmaco products (Feen-a-Mint, Sulphur 8, Chooz and Artra cosmetics) use only Negro models and personalities.

The 50-market campaign represents an expanded and a repeat usage of TV Gospel Time by Pharmaco. The company started original sponsorship of the series in October 1962 in six major markets and after the first 13 weeks, it increased its market list to 24.

"For budgetary reasons, Pharmaco withdrew from the program after one year," Alan B. Cowley, advertising manager of Pharmaco Inc., commented last week. "But as we analyzed the sales in the markets where we used TV Gospel Time, we realized what a tremendous buy the program represented. We now have additional funds available to us and we decided to expand the markets from 24 to 50."

Mr. Cowley estimated that from the time the program was conceived by ICS through its sponsorship in 1964-65, Pharmaco will have invested more than $1 million. This includes the programing, time and promotional and advertising services on behalf of the project.

ICS holds distribution rights to the series and will offer it in markets not included in the Pharmaco purchase. Len Salt, vice president in charge of sales for ICS, noted that an hour or half-hour version of TV Gospel Time can be made available.

ICS began operations in 1961 as a company in the Negro market specializing in public relations, television and promotion.

Mr. Salt reported that last year ICS produced a 90-minute program at the Spoleto Festival in Italy called Gospel Goes Spoleto, which is now being offered to TV stations.

Codes prime cases of ad self-regulation

A 105-page report on self-regulation in advertising is being released by the U. S. Department of Commerce today (June 15). Its purpose is "to provide, for the first time, a clear, accurate report of the many types of activities, instituted and carried on by private businessmen, which operate in our society to regulate American advertising." It is, on the whole, quite complimentary.

The subject is approached through an examination of the structure of American advertising, and self-regulation and government regulation as applied by (or to) private enterprise in general, individual industries, individual advertisers, advertising trade groups and advertising media. The report was submitted by the Advertising Advisory Committee to the secretary of commerce, a group composed of executives from many national trade organizations, including LeRoy Collins, president of the National Association of Broadcasters.

NAB's radio and TV codes are reviewed in the section devoted to broadcasting, as are FCC practice and the rationale for that agency's attempted incursions into commercial limitations. Comparing broadcast media with magazines and newspapers, the report notes.

"1. Broadcast self-regulation relies heavily on industry codes, which are virtually unknown in the print field.

"2. Broadcast self-regulation involves many matters of advertising techniques and presentation, as well as copy claims.

"3. Broadcast self-regulation goes beyond that of print in attempting to control the volume as well as the content of advertising."

TV code "non-program" material limits of 17.2% (prime time) and 26% (non-prime time) are compared with an average of approximately 59% for newspaper ad space.


The report recommends efforts to provide businessmen and the general public with "a greater knowledge of these regulatory methods and activities than is currently available, and greater appreciation of what has already been accomplished and awareness of social or economic changes which call for changes in self-regulatory practice."

Melba Tolliver (r), special make-up consultant for Pharmaco, consults with Alan B. Cowley, advertising manager of Pharmaco, during the filming of a group of commercials for Arta skin-tone cream and Feen-A-Mint at WMCT(TV) Memphis for use on the 'TV Gospel Time' series. 48 (BROADCASTING)
Finding the way in San Diego is easy

And KOGO points the way!

In California's 3rd market—the nation's 13th*—active San Diegans look to the KOGO stations for news, information and entertainment.

More than a million people in this dynamic market spend nearly 3 billion dollars yearly. They favor the KOGO stations, so take the direct route in San Diego ... use KOGO Radio and Television. Sell them where they live and buy.

Finding the way is easy—telephone the nearest KATZ office for availabilities on the KOGO stations... television and radio.

*Sales Management, 1983
What is TV's effect on children?

Advertising for Children' conference admit they
don't know for lack of research on subject

Advertisers and agencies must learn
more about children if they are to serve
the children's market responsibly. This
was the conclusion reached last Wednes-
day (June 10) at a panel discussion dur-
ing a one-day conference on "Adver-
sising for Children" held in New York
under the sponsorship of the Curtis
Publishing Co.

Commercials aimed at the buyers of
tomorrow sell the products, but repre-
sentatives attending the discussion "em-
barassingly" acknowledged that they
know very little about what impact the
advertising has on children since no in-
tensive research is available on the sub-
ject.

Dr. Edgar B. Phillips, executive di-
rector of the American Guidance Foun-
dation in Boston, voiced the opinion
that a child's standard of behavior is
determined by what he sees his parents
do rather than what he sees on televi-
sion.

"What you [the advertisers] say to a
doesn't matter," he said. "The parents
set the standards and values for
the children."

But, he continued, a parent's job is
made more difficult when the parent is
"put in a compromising position" in
relation to commercial claims or promis-
es. "The responsibility of the Ameri-
can parent is to put into perspective
for the child what the advertiser says," Dr.
Phillips concluded.

Commercial Climate - Another
problem explored at the discussion was
that of the agency trying to fit a com-
mercial campaign into a suitable clim-
ate—while at the same time assuring
the client of high ratings. One media
man noted that educational programs
gearied toward children are logically the
perfect editorial climate—but that these
programs get poor ratings because
children just aren't interested in them.

Advertisers are "forced" to go where
the ratings are and the situation is not
improving, he asserted. The problem is
the programer's responsibility before
the advertiser, he said.

Others questioned the effect of
"monsters" shows on a child's behavior.
"Television is for entertainment," Dr.
Phillips explained. "Home environment
dictates their acceptance of 'monsters.'"
You can't put the responsibility for ed-
ucating our children on the TV indus-
tory. It's the parent's job. The dial can
always be turned off." Yale Roe, sales
manager of daytime television at ABC-
TV, was moderator of this discussion
group.

"How to reach children and parents
at the same time" was the theme of an-
other session. Dr. Julia M. Haven, a
member of the panel and specialist in
language arts for the Department of
Health, Education and Welfare, Office
of Education, suggested that advertis-
ers might remember that children are
more interested in the adult world while
adults are fascinated by the world of
their youngsters.

Adult audience ratings of children's
shows were scored by the group as be-
ing incomplete and therefore inaccu-
rate. Parents, it was said, hesitate to ad-
mit they view cartoons and other child-
oriented programs.

The Voice Matters - Melvin Helitzer,
president of Helitzer, Waring & Wayne
Inc., reported that research his com-
pany has conducted indicates that the
voices in a children's commercial can
affect the results of the advertising "as
much as 25%." Mr. Helitzer said

A 'family' for television commercials

A "family" is being formed to ap-
pear on television as spokesmen on
a series of television commercials
for different and nonconflicting spon-
sors.

Mickey Alpert, New York talent
agent and former casting director for
Kudner Advertising, devised the con-
cept under which the "Anderson
family" will be created as an "All-
American" family unit, which uses a
specific make automobile, one name
soft drink, cigarette, brand appli-
ance, toothpaste, brand breakfast
food, detergent and one of every
conceivable item.

Mr. Alpert said he is now casting
for the "Anderson family." The com-
mercials, he noted, will have the
flexibility of using neighbors, friends
and relatives when the occasion re-
quires. Mr. Alpert is discussing his
concept with leading advertising
agencies in New York and to date,
there has been "considerable inter-
est," he reported.

children tend to respond more positive-
ly to a male "father" voice than to the
voice of a woman or another child.

"The father's voice in the home," he
asserted, "is the final authority . . . is
more noticed because female voices
predominate children's home and school
lives and the male announcer is gen-
erally more articulate."

Wrigley Offield, vice president in
charge of advertising for William Wrig-
ley Jr. Co., Chicago, cited a survey
conducted by his company in three test
markets which indicated that children are
more apt to recall a TV commercial if
it involves them. In the Wrigley
"zoo" commercials, which are aimed
at pre-school youngsters, hand-clapping
messages were popular as were simple
musical themes and a series of stills—
rather than complicated animation. Ani-
mated messages, Mr. Offield contended,
make the child lose track of the product
being advertised.

Mrs. Esther Peterson, special as-
sistant to the President for consumer af-
fairs, called for an end to advertising
that preys upon the credulity of chil-
dren. She said such advertising is far
more prevalent than it might seem.
While asserting that much of the criti-
cism of advertising is in exaggerated
as the advertising under attack, Mrs. Pet-
erson warned of dangers in commer-
cials which confuse fantasy with truth
and which may have harmful effects
on children.

Metrecal account

to switch from K&E

Mead Johnson & Co., Evansville,
Ind., is moving the $5-million account
of its subsidiary, Edward Dalton & Co.,
from Kenyon & Eckhardt, New York,
on Sept. 1.

The account, which includes Metre-
cal dietary for weight control (liquid,
wafers, soup and powder), Pabulum
cereals, Bib juices, Nutrament liquid
meal and Tanz Suntan Foam, allocates
approximately $4 million to network
and spot TV.

A Dalton spokesman said the agree-
ment with K & E was being terminated
because of "increasing differences of
opinion on advertising strategy."

Metrecal is the heavily advertised
product with billings in excess of $4
million. Metrecal was introduced in
1960 with commercials on ABC-TV's
The Valiant Years. Though sales for
Metrecal rose sharply the first two
years, the results in 1963 were said to
be disappointing. The company claims
that Metrecal still retains about 60%
the dietary market.

50 (BROADCAST ADVERTISING)
Why WMT-TV Supports the TV CODE

The Seal of Good Practice is evidence that WMT-TV accepts its responsibility not only to its audience but to its advertisers as well. We join with other responsible stations in upholding professional standards. We support the TV Code of the NAB as an effective instrument of self-discipline and self-improvement. We not only support it—we're telling our audience what it means and why we support it. We believe that the restraint the Code encourages is a positive value for advertisers. The Code Authority's aggressive actions to stop abuses will preserve audiences, which will preserve TV's advertising values.

The Code has accomplished a great deal. And it will accomplish more. We're proud to support it.

WMT-TV
CBS Television for Eastern Iowa
Cedar Rapids—Waterloo
National Representatives: The Katz Agency
Affiliated with WMT; WMT-FM; kWMT, Fort Dodge; WEBC, Duluth
ABC Radio sponsors radio ad research

ABC Radio has appointed Daniel Yankelovich Inc., New York, to study the most effective uses of radio for advertisers, Robert R. Pauley, ABC Radio president, announced last week.

The study will be in two phases. The first will uncover guidelines to evaluate the effectiveness of a commercial. It will be conducted at Yankelovich’s Communications Research Clinic in Upper Montclair, N. J., using groups of radio listeners as test samples. The second phase, which will be on-the-air tests to determine the overall effectiveness of radio advertising, will make use of the findings of phase one.

Mr. Pauley said the first, or experimental laboratory phase, is expected to be completed by December. He indicated that several advertisers have expressed interest in participating in the second part of the study.

“We know from successful case histories of recent radio advertisers that the medium has been effective,” Mr. Pauley stated. “Through this research, however, we will try to better define the components of a successful commercial. This will provide creators of radio commercials with information of tremendous value.”

The research, according to Mr. Pauley, will attempt to elicit the following information about radio:

- What elements of entertainment, communication and public persuasion does radio possess which surpass those of other media? If radio is found to possess certain exclusive elements, how best can they be used? How can these elements best be used for the benefit of radio today and tomorrow?

New St. Louis agency

Stolz Advertising Co., a new St. Louis advertising agency, opens today (June 15) with accounts in the food and apparel fields. Stolz is headed by Robert G. Stolz with C. L. (Chet) Thomas, a former broadcaster, as vice president and stockholder.

Mr. Stolz was vice president of advertising and public relations for Brown Shoe Co. Mr. Thomas and a partner once owned xxox St. Louis, and he has been serving as its general manager. The new agency is in the Pierre Laclede Building, 7701 Forsyth Boulevard.

Christal film sells radio as a medium

Radio is the “only communications medium which can reach everywhere at all times of the night and day.” It "starts early and ends late," and each week it “comes within 3% of reaching the entire adult population of America” with news, information, entertainment and companionship to an extent that has made it “so taken for granted that it’s as much a part of daily life as our public utilities.”

That is the theme of a 16-minute color film being used by the Henry J. Christal Co., radio station representation firm, in major radio sales presentations to agency and advertiser groups. It won the award in the sales-promotion category in the Educational Film Association’s sixth annual American Film Festival in New York in May.

The film, produced for the Christal company by Pendulum Productions, New York, is essentially noncompetitive, concentrating on the scope of the service and audience of radio generally in answering the title question, “Who Listens?” There are no call-letter mentions, no efforts to sell spot radio against network radio or one station against another—or even radio against other media.

It stresses the values of good facilities, good management and good programming, with emphasis on long reach and “full-range” programming designed for adults. It also notes that radio serves “people of many states,” with a weekly audience of “97% of Americans over the age of 15.”

Milwaukee ad lab set for fall start

The experimental Milwaukee Advertising Laboratory is slated for full operation coincident with the return of network TV to a standard schedule this fall.

The laboratory is designed to measure advertising effectiveness under controlled field conditions with an almost unlimited number of print and broadcast media variations and combinations in two identically matched markets created in Milwaukee by the Journal Company (publisher of the Milwaukee Journal and licensee of WTMJ-AM-FM TV). This is accomplished through split runs in the paper and signal-tripped muting devices on TV sets (BROADCAST, Feb. 24).

Wisn-TV (CBS), WITI-TV (ABC) and WUHF-TV will join WTMJ-TV (NBC) in the three-year project, providing complete television participation. At a May 20 board meeting, the Advertising Research Foundation approved its participation. Paul E. J. Gerhold, research director for J. Walter Thompson and chairman of the ARF’s committee on improving measurement of advertising media, is selecting a special committee to serve in the technical research phases of the lab operation.

Shell moves golf to ABC-TV

The Shell Oil Co. will move its Wonderful World of Golf series to ABC-TV from NBC-TV in the coming season.

The company said the shift was made because ABC-TV "was able to make better time arrangements in a number of cities and could schedule the show for 11 weeks without interruption." Kenyon & Eckhardt, New York, handles the Shell account.

Also in advertising...

Office opened = Select Station Representatives, radio and TV representation firm, has opened a branch in Dallas at 410 Reliance Life Building. WellsBruen is manager of the office with Peter Teddile on the staff.

Los Angeles merger = Carl Falkenhainer Advertising and The Morgan Co. have merged, forming new firm of Falkenhainer, Morgan & Taylor Inc., with offices at 435 South La Cienega Boulevard, Los Angeles 48. Carl Falkenhainer will be president of FM&T, with Gene Morgan, president of The Morgan Co., as executive vice president.
“ARB... has smiled on WNBQ”
...so says Variety*

It's a very happy situation. Our ratings are up! □ WNBQ salesmen are smiling. □ Our clients are smiling. □ Even "number-hardened" agency media buyers are grinning. □ All because Variety said: "The judgment book (ARB) verifies WNBQ's comeback in news..." We're not surprised—we concentrate on WNBQ's produced news. Channel 5 is the news leader in the Chicago market. □ Be happy with us. Check the March ARB "Chicago Television Report." You'll find we're running strong all down the line. More reasons why it pays to be seen on WNBQ.

WNBQ 5 CHICAGO

NBC Owned... Represented by NBC Spot Sales

*April 29 issue of Variety.
Rating council tests measurement devices

American Pipe & Steel plan would read

L.A. tuning from Catalina Island tower

Julius Barnathan of ABC, chairman of the Broadcast Rating Council's subcommittee on new audience-measurement developments, is slated to confer in Los Angeles this week with the developers of two new systems.

One is the Tanner Engineering Co., whose mobile system of counting sets-in-use from a moving truck was the talk of the National Association of Broadcasters convention two months ago (BROADCASTING, April 13).

The other is a plan of the American Pipe & Steel Co. of Alhambra, Calif., to count sets-in-use by an apparently similar electronic concept—but from a stationary tower rather than a moving vehicle. The American Pipe system is said to make its count by registering signals radiated from sets in operation, as does the Tanner system.

American Pipe Plan • The American Pipe & Steel Co. system, utilizing the fact that each TV receiver radiates an audio signal that is 4.5 megacycles different from the audio signal transmitted by the TV station whose program is being received by the set, proposes setting up a dual-receiver installation on Catalina Island, a site far enough away from Los Angeles to be free from local interference. One receiving device would pick up all rebroadcast radiation signals from all sets within a 60-degree arc whose focal point would be Mt. Wilson, transmitter site of all Los Angeles TV stations. Others would monitor each station individually. By use of analog computers, each station's share of the TV sets in use within that vector (which would include pretty wide coverage of the city's residential area) would be instantly reported at any time of the day or night.

This layman's explanation of the process was advanced by Jack Lane, owner of American Pipe & Steel Co., among a variety of investments that also includes a Las Vegas hotel. Mr. Lane said that he had talked to a number of broadcasters whose reaction to the idea ranged from "it's exactly what we need" to "of absolutely no value." Unlike the Tanners, who built their mobile rating device and are now trying to find a customer for it, Mr. Lane said that as far as he can see, "the only customer is the Broadcast Rating Council and I want to be sure they need and want what I have to offer before I go ahead and put any more money into it."

A number of electronic measurement systems have been developed in the past without gaining widespread use. Consequently new developments along these lines are frequently greeted with skepticism. Rating council officials feel, however, that no new development can be dismissed without investigation.

Tanner Studies • In the case of the Tanner system, based on the excitement it created at the NAB convention, several council members and other broadcasters have had private studies made. These have produced reactions ranging from lukewarm to enthusiastic.

Less is known about details of the American Pipe plan, which has come to the council's attention since the Tanner system made headlines at the NAB convention.

Mr. Barnathan is not expected to see a demonstration of the Tanner system during his West Coast visit this week. However, its developers have scheduled a demonstration for the California Broadcasters Association in San Francisco on June 30.

Rating council authorities are expected to examine another new measurement system later this year. This is a system advanced by the Video Research Corp. of Tokyo, which reportedly plans to exhibit it at the New York World's Fair sometime this summer. The system is said to involve installation of a record-keeping device inside television sets.

Chandler tells newspapers how to compete with TV

Newspapers cannot compete time-wise with the news coverage of radio and television, particularly the latter, Otis Chandler, publisher of the Los Angeles Times, said last week. He suggested the print medium provide its reading public with increased day-to-day news analysis.

Mr. Chandler gave his advice to the annual banquet of the Washington chapter of Sigma Delta Chi at the National Press Club in Washington.

He noted that one of the prime sources for concern for newspapers is competition from the broadcast industry. "Television and radio, particularly television, not only have us beaten, time-wise in spot news, but more and more they now can give the background and meaning for a story, almost as it is happening, with commentary, and in documentaries they pull from their immense news and photographic staff all over the world and their huge film libraries," Mr. Chandler said.

In order to compete newspapers will have to "explain every day not only what has happened but what it means, now and for the future," he said. Mr. Chandler warned that newspapers cannot "afford to wait until Sunday for our documentary or commentary—not when faced with this type of fast reaction from television—because most readers will already have a pretty fair understanding of the news story, having watched it on television or heard it on radio within a short time after it happened."

Mr. Chandler advised newspapers not to feel "licked" by the electronic competition, but to realize "We are not by ourselves any more, and we all had better understand this fact before it is too late."
"HOW DO YOU SPELL SPONSER?"  (Akademic)
how do you sell sponsor?  (tell me more)

Dear Fellow Broadcaster:

Will you pay me $2.00 a week to attend your Sales Meeting every Monday Morning? Why should you?

As one who is deeply involved in station ownership and management in the Southwest, I have had the same problems you do, and I am seeking the same answers.

By arising at 5 AM every day, I have been able to find enough answers to gross as much as $6,500 per month in a market of 5,000, to gross $22,000 in a market of 15,000 and today I am grossing nearly $40,000 per month in a market of 130,000.

Almost every dollar I have been able to muster in broadcasting has come through (1) hard work, (2) ideas, and I am eager to give your brain a tonic each week with my ideas.

"The Brainstorm" will not work miracles, but it will trigger your staff into profitable action, and it will remind you every week, that "Successful Sales Depend First On Simple Ideas."

I am enclosing a sample of "The Brainstorm" (25% of what you will receive each week). If you are interested, then fill out the blank below and return to me immediately.

Thanks for your time, and unless you are willing to get up at 5 AM each morning, then you need the "Brainstorm." Regards,

The Brain
"B"
Box 20496
Dallas, Texas

Please send me the "Brainstorm" beginning June 29th 1964 for 13 weeks, and at the end of that time bill me for $26.00, and I will consider renewal on the basis of value received.

(FILL OUT IN FULL)

(Name) .........................................................................................

(Position) ...................................................................................

(Station) .....................................................................................

(City and State) ...........................................................................

This agreement contingent on my having the "Brainstorm" exclusively in the ............................................. Market

(Signature) ...................................................................................
Hot items on TV board agenda

Special meeting to clarify its previous positions on pay television and CATV

When members of the television board of the National Association of Broadcasters went into their special meeting yesterday (June 14), they had two major policy decisions to make—

* To clarify the confused pay-TV position they had originally taken last January at the Sarasota board meeting, and

* To adopt a proposal submitted by the Future of TV in America Committee to harness community antenna systems through legislation.

The day before the TV board meeting, a dozen broadcasters with CATV interests were scheduled to meet in Washington. Their purpose was to hammer out a consensus of what the dual broadcaster-CATV interests would like to see the NAB do on the subject and to pass this on to the TV board.

The Saturday meeting was to be composed of representatives of all or some of these companies: Vumore Co. (KRO General), Cox Broadcasting, Broadcasting Company of the South, kutv (TV) Salt Lake City, Central California Communications Corp., WGN Inc., Meredith Broadcasting Corp., Storer Broadcasting Co., Triangle Stations, Golden West stations and Central Broadcasting Co.

Among the broadcasters who were scheduled to be present; G. Richard Shafto, BCS stations; Marcus Bartlett, Cox stations; John C. Cohen, Central California stations; Loyd Sigmon, Golden West, Bill Wagner, Palmer stations, Davenport-Des Moines, Iowa, and Bruce Merrill, kiva (TV) Yuma, Ariz. Other broadcast-CATV entities were to be represented by their attorneys.

Pay-TV Clarification * Facing the TV board was the clarification of the pay-TV issue, clouded in recent months by the assumption by many broadcasters, including some board members, that the policy adopted last January included the use of legislation to outlaw subscription television whether furnished by wire or off-the-air. Last month, following a talk given by Richard S. Salant, CBS vice president, to that network’s TV affiliates—which opposed this position—the NAB through President LeRoy Collins stated that this interpretation of the board’s action was in error. Mr. Collins said that the board, voting opposition to all forms of TV which require the viewer to pay, had not made any decision about seeking legislation against subscription TV furnished to subscribers by wire. Mr. Collins added that the TV board had, however, voted to seek legislation to bring CATV systems under the jurisdiction of the FCC.

A clearest delineation of the TV board's position on pay TV was to have come from the Sunday meeting—one day earlier than the formal NAB board meetings which run Monday through Thursday. These meetings will see also the election of a new joint chairman of the association (BROADCASTING, June 8).

In the CATV field, however, the board was scheduled to weigh not only the proposals made by the Future of TV in America Committee, but also of the broadcaster-CATV group which met the day before.

Under the proposal submitted by the Future of TV in America Committee, the board was asked to approve legislation which would amend Section 325 of the Communications Act to provide that CATV systems must request permission from the originating station and the FCC before picking up a signal and relaying it to subscribers. It also provided that the FCC would require any conflict between the CATV system and a TV station in the case of refusal by the station to have its signals used on the cable.

There was some sentiment expressed late last week that the industry should not go this far in putting the FCC into the jurisdictional seat. Some broadcasters expressed the view that the FCC should enter the picture only if there were a dispute between the CATV system and a TV station.

Radio code member list tops the 2,000 mark

The campaign to increase radio station membership in the Radio Code of the National Association of Broadcasters has begun to produce results. Since April 1, when the code’s fiscal year began, membership in the radio code has passed the 2,000 figure, and now represents almost 40% of all AM and FM stations.

Radio code subscribers as of June 1 numbered 2,008, the NAB announced last Friday (June 12). This is a net gain of 114 and the increase in the two months since April 1 represents 60% of the net increase of 181 registered since June 1963, it was pointed out. Actually, 150 radio stations signed up for the code between April 1 and May 30, but 36 resigned. In April, slightly more than 37% of all radio stations were code subscribers; as of June 1 this proportion has moved up to over 39%.

A new information project on the radio code was also announced by Howard H. Bell, code authority director. By the end of the summer, a new information kit, “Radio Code for '64,” will be issued to all members. It will contain advertising and promotional materials, including a revised audio code symbol, advertising mats and an illustrated brochure. Also planned is Radio Code News, a monthly publication for members.

Estes denied plea closer to fruition

A bill to authorize $533 million to raise federal salaries, including upwards of $8,000 more yearly for regulatory agency commissioners, $7,500 more for congressmen and hikes averaging 1.6%-22.5% more for 1.7 million other government employees, was passed by the House and referred to the Senate last week.

The legislation was defeated in March when it authorized $2,500 more for congressman than the current version (BROADCASTING, March 16).

Sample raises: chairmen of the FCC and Federal Trade Commission would be increased from present $20,500 yearly to $29,000; commissioners from $20,000 to $28,000; representatives and senators from $22,500 to $30,000.

Estes denied plea for reconsideration

The FCC has refused to reconsider the nonrenewal of the license of wmoz Mobile, Ala., and revocation of the license of wpff Pensacola, Fla.

The stations’ owner, Edwin H. Estes, had pleaded for a reconsideration because the commission failed “to secure a full and true disclosure of facts,” in the proceeding surrounding the wmoz renewal application (BROADCASTING, March 16). The two penalties were ordered by the commission because of what it called a “record of attempted fraud virtually without equal in commission history,” in the wmoz case. Mr. Estes lost the license for wpff, the FCC said, as he was not qualified to be a licensee, in view of the wmoz findings.

In denying reconsideration the commission said Mr. Estes had not presented any new evidence on which a reversal could be made.
This is DME. ITT makes it.
Allegheny, American, Braniff, National, Pan Am and Piedmont use it.

DME (Distance Measuring Equipment) is an advanced air navigation aid made up of airborne and ground installed equipment. Airborne DME interrogates the ground station and triggers a response signal. The system, automatically and simultaneously, tells up to 100 pilots the distance their aircrafts are from the beacon ground station. It is accurate within a small fraction of a mile for aircraft inside a radius of 300 miles.

ITT ground stations have been ordered by the governments of France, Philippines, Portugal, Spain, Sweden and the U.S.A. to make flying safer over their lands.

ITT System companies have pioneered in the development of navigational aids such as ILS, TACAN, VORTAC, LORAN and OMEGA. ILS (Instrument Landing System): every 30 seconds, somewhere in the world, an aircraft is brought to a safe landing with ILS aid. A radio altimeter is ITT's latest contribution to air safety. Operating independently of barometric pressure, it monitors aircraft rate of descent with amazing accuracy. TACAN: a navigational system proven suitable for high-speed jets, gives both bearing and distance in a single electronic unit. VORTAC (VHF Omni Directional Range plus TACAN): 1,200 VORTAC stations are being integrated into the nation's common navigational and air control system. LORAN-C: used by U. S. Navy and U. S. Coast Guard for determining exact position of planes and ships. OMEGA: worldwide navigational system requiring fewer than 10 transmitting stations.

1963-64: TV’s sick season?

New study finds the audience disenchanted with
downbeat themes, yearning for more escapism,
less critical of commercials, grateful for news

The average viewer is pleased with
television but a little disappointed with
the 1963-64 television season.
He tends to think of this season as
"the sick season" because he feels there
are too many depressing shows.
He would like a little more physical
violence, and he doesn’t find the comedy
and variety shows as satisfying as he
might.
He watches the "sick shows" a lot
despite his reservations about them,
and he’s still turning to the comedy
and variety programs for "refuge and
relaxation," but in general he probably
isn’t watching television quite as much
as he once did.

He is becoming more realistic in what
he expects television to give him, how-
ever, and he still watches for long
stretches of hours.
Television is still his number one cul-
tural influence.
He feels more "comfortable" with it,
less defensive about spending so much
time in front of the screen.

His Information Source • His respect
for television’s informational program-
ing and real-events coverage is higher
than ever.
He is complaining less about com-
cerns, and even if the entertainment
programming seems less impressive this
year, it still suits him better than he
thinks pay TV would (separate story
below).
Certainly he doesn’t blame the com-
mercial interests for whatever faults he
finds. As a matter of fact he’s grateful

Growing appreciation of TV’s commercials

Television commercials are making
friends as well as influencing people.
People not only are complaining
about them less, but they show "lit-
tle or no enthusiasm for pay TV"
as an alternative to commercial TV.
These findings are contained in a
report released last week by Mc-
Hugh & Hoffman, advertising and
broadcasting consultants, based on
the third survey of a continuing
series exploring people’s attitudes
towards television (see story this
page).

The survey, conducted for
McHugh & Hoffman by Social Re-
search Inc., found that there are still
some complaints about commercials,
mostly directed against the usual tar-
gets of loudness, hard-sell messages,
interruption of programs, etc. Some
 commercials for body-care products,
toilet tissues and patent medicines
also continue to draw criticism.
But complaints are at "a low level”—lower than in the two simi-
lar SRI-McHugh & Hoffman studies
in 1960 and 1962, according to the
report, which also notes that its
commercial findings relate primar-
ily to prime-time TV.

Strings of Commercials • The
new study did find "some stirring of
complaint”—though it was "surpris-
ingly small”—"about commercials
which are grouped together in strings
of four or five."
These, the report says, "were
sometimes criticized for fleeting by
so fast that the viewer cannot grasp
what is being communicated to him;
on the other hand, the fact that they
do not go on very long about the
same product seems to mitigate
viewer irritation.
"This may become the source of
more complaint in the future, but
during the first half of the 1963-
64 season viewers had not yet be-
gun to feel badly put upon by com-
mercial piggybacking."
Generally, the survey found
"growing appreciation" of commer-
cials—those with catchy phrases, for
example, and those giving people
"new ideas on how to live more ex-
citing, richer lives." Scenic settings,
"are enticing and provide daydreams
for the viewer" but should not be
"so glamorous as to exclude average
people from possible participation," the
report suggests.

Pleasant, Informative • "Many of
the men and women in our sample," the
researchers report, "openly ad-
mit that they are finding many com-
mercials pleasant, even entertaining
and informative.
"Particularly this is true of com-
mercials which tell a little story, or
are humorous in some fashion
(either by virtue of cartoon anima-
tion or a satiric script). Many slice-
of-life and episodic commercials are
described as being as well (or better)
produced than the shows, and show-
inging as much or more imagination
than regular programs.
"More and more the commercial
is coming to be seen as a unique tel-
vision art form, which like any
other art form or medium of com-
munication can be entertaining and
admirably well done or can be poor-
ly done. In short, commercials are
not inevitably viewed negatively."
The survey found "almost a total
absence of voluntarily expressed in-
terest in pay-TV plans," and when
the researchers raised the question
"it became clear that most people
are very well satisfied with the kind
of television presently being offered
them."

Pay TV Interest • The main en-
thusiasm for pay TV is in "intellec-
tual circles," the report asserts.
Otherwise, "it is difficult for the av-
erage citizen to believe that the qual-
ity level of TV shows would be im-
proved if viewers had to put coins in
their TV sets." The report con-
continues:
"The typical American man or
woman does not blame the adver-
tisers or commercial interests for
whatever faults he finds in televisi-
ion programing; he is more apt to
feel that there simply isn’t any bet-
ter talent than what is currently

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about the whole thing—the programs he’s getting now and also what he’s had in the past and what he looks forward to in the future.

This picture of the composite U. S. viewer, coupled with an explanation of why he thinks and behaves the way he does, is drawn from a 179-page report on viewer attitudes compiled by McHugh & Hoffman, advertising and TV-radio consulting firm, of Birmingham, Mich.

The study, by Social Research Inc., Chicago, is the third in a continuing series commissioned by McHugh & Hoffman to explore viewer attitudes and find out why people react as they do to television programming and television advertising.

The material is used by McHugh & Hoffman as one source from which to draw conclusions and recommendations for a client list that includes agencies, TV networks and TV and radio stations—all but one of whom prefer for competitive reasons to remain anonymous (the exception: McKim Adver-

Findings of McHugh & Hoffman's new study of audience attitudes toward television are discussed by Philip L. McHugh (seated), president of the Limited, Canada's third largest advertising agency).

Since 1961 • The first study was conducted in 1961, the second in 1962, the current one last November and December. These are part of a national and local research program in which McHugh & Hoffman has supervised 16100 depth interviews as part of 34 different studies to answer client questions.

The firm is headed by President Philip L. McHugh, former radio-TV president of Campbell-Ewald, Detroit, and Vice President Peter S. Hoffman, who was Mr. McHugh’s assistant at C-E.

The new study was based on interviews ranging from 30 minutes to almost two hours in length with 359 men and 351 women chosen on a quota basis in 14 markets: New York, Philadelphia, Cleveland, Toledo, Detroit, Chicago, Milwaukee, St. Louis, Atlanta, Houston, Los Angeles, Denver and Mason City, Iowa, and Sacramento, Calif.

Counting a Blessing • If one word can summarize the average viewer's attitude toward TV, the new study indicates, the word is "grateful." The study reports:

"Television is one of the great inventions in recorded history as far as most Americans are concerned. Their years of experience with it have not dimmed their gratitude for television. Instead, each new season seems to renew public appreciation of television, both for its potentialities in the future and the pleasures it has brought in the past 10 to 15 years and is bringing in the present. Thus the basic theme of public response to television is one of gratification and satisfaction; criticisms and complaints are secondary. . . .

"It is our conviction, then, that as of November and December in the 1963-64 television season, the dominant atti-

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This is Mike Douglas. Women love him. Go figure it.

We did. And it turns out (according to the latest ARB ratings) that the Mike Douglas Show nets a 63% share of women viewers in Cleveland. 64% in Buffalo. 50% in Milwaukee. 44% in Columbus. 62% in Pittsburgh. And so on down the line. Wherever Mike is, women are. Lots of them.

It's all just a part of the great record Mike has been setting since his show started back in October, 1963. A record that includes great ratings. In Milwaukee, for instance, Mike has the lion's share—a rating of 8. In Pittsburgh, he's tops with 12. In Cleveland he's even higher: 16.

It all adds up to a bright, network-quality variety show that makes Mike Douglas the talk of the industry, the one to watch for big talent, big names, big production—and the biggest advertisers in the country. The one station managers—and sales managers—have learned to love.

Now, the red hot Mike Douglas Show is available as a 60-minute or 90-minute show for across-the-board programming in your city.

How's your daytime situation? Are there enough women in your life? Maybe it's time to see Mike. Call Al.

WBC PROGRAM SALES, INC.
122 East 42nd St., New York, N.Y. Telephone 983-6535

The Audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.
the comparability of the figures, and in any event it concludes that people probably are not spending as much time on "other things" as they think, rather than that they simply do not think of themselves as "wasting" as much time on TV as formerly.

The "other things" mentioned most frequently are community meetings, "bridge nights" or "bowling evenings," night school courses, youth work and home-improvement projects.

**Less Watching** • Little of the real or imagined decline in viewing is blamed on television itself, but the report suggests that the "feeling that less is being watched" has been abetted by "a simultaneous notion that the 1963-64 television programing is less entertaining, less satisfying, less compellingly interesting than last year."

What is it that makes the current season less impressive?

"The main problem," according to the study, "seemed to be that too many of the dramatic series were found morbid and depressing."

This also relates to a complaint heard often in earlier studies for McHugh & Hoffman: That there is too much "melodrama" in programing, with almost any successful new show certain to be followed by a spate of new ones in the same vein.

This year, the report observes, "this complaint is focused on the medical, psychiatric and social-illness group of programs. Just as previous seasons were referred to somewhat derogatorily as 'the year of the cowboy' or 'the year of crime and punishment,' so this year is being criticized widely as 'the sick season.'"

The report continues: "Even though all programs are not in this vein, the emphasis in promotional spots about these particular shows and their dominance in people's thinking is leaving an impression that the 1963-64 television scene is populated mainly by tragicarities, by violent emotions, by yelling and screaming, and by persons who are attacking other people verbally, emotionally and physically."

**Differing Opinions** • Attitudes toward such programing vary by social class and sometimes by sex. The professional male, for instance, is apt to find them too dramatic and over-simplified—but his wife tends to enjoy them. Lower-class people, on the other hand, often are attracted to them as a sort of "prime-time soap opera," while the lower-class people are inclined to shun them as presenting problems and situations that are "uncomfortably close to home."

So why do people watch them in such numbers?

The researchers found three main reasons: (1) these shows have generated more talk than any other category this year, and people "like to know what all the talk is about"; (2) the programs "serve as an emotional catharsis for many people" and (3) they are "almost invariably" well produced and "make television seem more adult, more interesting, more functional and more reality-oriented."

The researchers also conclude that the "problem shows" may have created a terminal "problem" for themselves:

"The mere fact that so many people are complaining about [the trend] out loud will inspire others who are half-way sympathetic to join in; it may even cause viewers to feel that they shouldn't be approving or enjoying the shows as much as they do. Like so many TV trends in the past, this one, too—which contains much that is interesting and rewarding to viewers—has exceeded a sound limit, and in so doing has caused the pendulum to swing against it."

**Too Little Escape** • Next to complaints about too many problem dramas, the report says, the most frequent criticism of the current season is that "it is lacking in escape-type dramatic shows."

There aren't enough tough-guy heroes to please "large segments" of the public. Some viewers are said to feel that even *Gunsmoke* and *Bonanza* have become too mild.

"Plainly," the report says, "the fans of physical violence feel that this year they haven't had enough; too much of the 1963-64 violence is mental. There are not enough sinister and evil people coming to a bad end; there are too many OK people falling victim to mental illness. There is not enough of the 'tough-good-guy-triumphing-over-tough-bad-guy' format. The pendulum has swung too far in the other direction and left many television viewers without enough of this kind of escape fiction to watch."

**Not So Funny** • A "second problem" with the current season, according to the study, is that "the comedy and variety shows did not seem to be providing as much fun as in past seasons."

The "problem shows" send viewers to comedy and variety programs for "refuge and relaxation," but there seems "little that is newly exciting this year" in comedy and variety. Except for Danny Kaye—"most definitely not a new talent to the entertainment world"—"the dominant comedy and variety show hosts and stars are a year older and showing their age."

Overall, the report says, "it would appear that the variety format is in difficulty," widely considered "too slow-moving and not emotionally involving enough."

In the long run, the report continues, "perhaps TV variety-type shows will have to be built more around plots or skits, and less around acts or host personalities."

The SRI researchers told McHugh & Hoffman in their report:

"It is SRI's conclusion, based on both the qualitative and quantitative data in our survey, that the ratings this year which place so many comedies and variety shows at the top of the list do not signify that this is what Americans want even more of in the future; nor should it be taken as a sign that this year's comedy and variety shows are extremely well liked."

"To the contrary, it is mainly a measure of how few of this year's television dramas have appealed to the broader American public, even when they have scored strong appeal with a minority of viewers. These comedies are more broadly acceptable and hence have higher ratings."

**Often-Heard Plaint** • Another complaint, heard from year to year and near the top again this year, is that too many of the most popular shows are scheduled opposite each other.

While people may mutter about entertainment programing, even when they are broadly "satisfied with it, their response to television as a communicator of real events and informational programing has risen.

This is attributed partly to television's coverage of the weekend surrounding the assassination of President Kennedy (see page 62), but partly also to such factors as its coverage of racial demonstrations, its generally expanded news programing, editorializing, local as well as network documentaries and its still expanding coverage of sports events.

"Increasingly," the report notes, "the American public is recognizing that television is capable of reaching great heights of ingenuity and imagination in covering elections, war threats, segregation troubles, space shots and other newsmaking happenings."

Many people, particularly in the Midwest, find it impossible to watch the networks' 30-minute early-evening newscasts at their present times and accord-

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**A first for Utah**

Utah last week became the first state to be granted a state-wide UHF translator system for educational television.

The FCC also said that it had authorized the University of Utah to operate 18 translators to relay educational station KUED (ch. 7) Salt Lake City, serving 35 communities and rural areas. The translator system is partly financed by $239,322 in matching funds from the Department of Health, Education and Welfare.

Broadcasting, June 15, 1964

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But among those who can and do watch, living in Southern cities, considerably more in depth and that, all in all, the early-evening newscasts are doing an excellent job of supplanting an evening newspaper.

In its coverage of public affairs and issues, the researchers found, television is "highly successful when it features prominent people and the ongoing drama," but "leaves the public cold when it takes the static documentary form."

Thus presidential news conferences, interviews with celebrities, political conventions, election coverage, specials in which the emphasis is on people tend to be attractive and exciting. But "the public-affairs documentary which is a detached, after-the-fact analysis of an event or which poses a camera eye around 'the Viet Nam situation' and tries to remain uninvolved is uninteresting to all but dedicated learners."

Nor does impartiality protect a public-affairs show from the charge that it "took sides," the researchers found.

"This year," the report asserts, "we find many people, particularly in the South but also a significant number in the North, complaining that television is playing a disproportionately liberal role in the integration struggle."

"The fact that TV... has spent so much time on this issue has led a lot of viewers to feel that television is encouraging the Negroes in their struggle for equality and integration. There is the feeling that television, by even showing scenes of racial conflict, has stirred up additional conflict, protests and violence."

". . . We find that the power of television to sway opinion and bring about changes in the political and social area is of growing concern to the public—or, rather, we should say there are signs that this could become an important issue in American life."

"Few people are openly expressing concern at this point, but many are betraying some uneasiness with the medium's vast power for influencing the way issues are defined and perceived by the average citizen."

Reaction to Integration • Television's effort to advance integration through the use of more Negroes in commercials and programming also "has been noticed," the report says, "and accepted in a fashion that can best be described as resigned to the inevitable." The report continues:

"There was an occasional hostile comment about this from respondents living in Southern cities, but for the most part the reaction has been simply one of noticing it and being somewhat uncomfortable but hesitant to be verbally critical."

"Attitudes toward the trend do not seem to have crystallized yet, partly because people do not know how far it is going and partly because most viewers were expecting it. As of late fall and early winter, it had not gone far enough to create antagonism—but this doesn't mean that it won't in the future."

Sports, particularly football, figure prominently in TV's growing stature as a communicator, but viewers also have some suggestions for improvement.

Although they tend to regard pro football as the most fascinating team sport, they feel that too many "uninteresting" and "unimportant" games are being included in the college football schedule—and that New Year's Day, although it's the "peak day" for TV sports, ought also to be the cutoff date for football.

They also show signs of "a growing fatigue" toward baseball, protesting particularly about being limited to the games of the "local" team when it is out of pennant contention.

Viewers would also like to see still more sports on TV, especially auto racing and championship boxing. They are particularly irritated at boxing promoters for putting big bouts on theater television and keeping them off free TV.

Cox Cablevision buys Oregon CATV group

The purchase by Cox Cablevision Corp. of the Clatsop Television Co., owner of community antenna TV systems in Oregon, was announced last Thursday (June 11) by J. Leonard Reinsch, president of Cox, and Tom Williams, president of Clatsop. The purchase price was said to be about $1,750,000.

Cox Cablevision, a newly formed subsidiary of Cox Broadcasting Corp., plans to operate community antenna TV systems in areas of Pennsylvania and the state of Washington as well as the new properties, and will own a 50% interest in CATV franchises in Lima and Findlay, both Ohio.

Clatsop Television operates CATV systems in Clatsop, Astoria, The Dalles and adjacent areas in Oregon and has approximately 10,000 subscribers. It is believed to have the potential of an additional 5,000 subscribers.

Cox Broadcasting, formed in February of this year, owns and operates WSB-AM-FM-TV Atlanta; WHO-AM-FM-TV Dayton, Ohio; WSO-C-AM-FM-TV Charlotte, N. C.; KTVU-TV San Francisco and WIOD-AM-FM Miami.

Kennedy coverage a national service

Television did more than elevate itself in public esteem by its coverage of events surrounding the assassination of President John F. Kennedy last November.

An attitudinal research study released last week indicated that it also performed a national service by allaying hysteria, preventing panic and in general setting the "mood, pace and style" of American reaction to the tragedy.

And its return to normal programming after four days of commercialless coverage "set an orderly limit on the period of mourning," in effect telling the public that "now we should all get back to the task of living," the report adds.

Public reaction to television's handling of the assassination weekend is part of a new study of attitudes toward television, compiled by Social Research Inc. for McHugh & Hoffman, advertising and broadcasting consulting firm (see stories page 58). Part of the interviewing for the broader study took place shortly after the assassination, and in addition SRI set up a special small panel for intensive questioning about assassination coverage.

People "repeatedly affirmed that they had never been as impressed by television as they had through that four-day period," the report asserts. This judgment "embraced the entire industry" rather than singling out any one network at having done "the best job," it states.

Newsmen handling the coverage established unusual rapport with their audiences. During this period, the report notes, "the American public felt closer to television newsmen than they had ever felt before."

"The only unpleasant note" the researchers found was a feeling that somehow pressures by television and other media had contributed to the shooting of Lee Harvey Oswald, the accused assassin. But, the report adds, "in the final analysis this unpleasant note is of little moment" in the public's appraisal of television's performance.

"The whole weekend influenced the public's attitudes very favorably toward television," the report concludes. "Yet along with this came a realization of the extent to which television, through its ability to mold and direct public emotions, can exert power over the public in ways that could be harmful as well as helpful. Fortunately, in this moment of possible crisis, television's role was a vast help."
BUT... WKZO Radio Links More Supermarkets Than Any Other Western Michigan Station!

Nothing gives you whole-hog coverage of distribution outlets in Kalamazoo and Greater Western Michigan like WKZO Radio. Take supermarkets as a prime example.

The meat of the situation is in the map at left. In the service area (.5 MV contour) of our biggest competitor in Southwestern Michigan, there are 18 A&P and 16 Kroger stores.

But in WKZO's primary service area there are 60 A&P and 33 Kroger stores—not even counting stores in our competitor's home county, even though we come in strong there. (WKZO listening there is that much more gravy to you!)

Let your Avery-Knodel man serve up all the choice cuts—free of baloney—about WKZO Radio!

*In 1601, 103 butchers carried a 3,000-footer through the streets of Konigsberg.
NCTA meets in mixed climate

There'll be apprehension over NAB's views
of proposed federal regulation of CATV

Community antenna television system operators attending the National Community Television Association annual convention in Philadelphia this week are likely to meet in a mixed atmosphere of comfortable prosperity and some apprehension.

The prosperity is a product of the industry's surging growth that shows some of the zest of television's early days.

The apprehension may be caused by concern about what the National Association of Broadcasters will say this week in answer to FCC-NCTA proposals for federal regulation of the CATV industry.

The NAB's governing boards are scheduled to meet in Washington today through Thursday (June 15-18) and a major task will be the TV board's determination of a policy on CATV (see page 56). Negotiations between representatives of the NCTA and the FCC have been held up since early this spring when the NAB's Future of Television in America committee was given a look at their proposals.

The TV committee's first reaction was that the NAB would not support the proposals and any legislation would have to provide far greater protection for local television stations than the FCC and NCTA proposals (BROADCASTING, March 16).

Since then the NAB has been the forum for an intramural debate on CATV and pay TV. Complicating the NAB's efforts has been the growing number of member broadcasters with CATV interests. A group of them scheduled a meeting for last Saturday (June 13) in Washington where they sought to agree on some proposals they might put to the NAB's television board.

The result of that meeting and the NAB meetings this week are sure to be of interest at the NCTA convention.

Meanwhile, the NCTA has its own convention to conduct, including talks by three FCC members (BROADCASTING, May 25). Panels scheduled include discussions on CATV-broadcaster cooperation, system financing, legislation, the role of UHF and the future of CATV.

Members attending the convention will find something new has been added. Channel 8 on TV sets in the convention hotel will offer closed circuit broadcasts between 7:30-9:00 a.m. and 4:30-6:00 p.m. featuring video taped highlights of convention sessions, interviews, national and world news, background music and a message service from 9 a.m. to 4 p.m.

Triangle withdraws opposition to Cox

Triangle Publications Inc. has withdrawn its opposition to Cox Broadcasting Corp.'s proposals for providing community antenna television service in Pennsylvania.

Triangle, in a brief petition filed with the FCC last week, noted that its opposition had said the "paucity of information" about the Cox applications prevented an informed judgment.

Triangle added that the questions it had raised have been reviewed in the light of "subsequent information" filed by Cox and that "it has been concluded in the light of such information to withdraw the subject petition."

Cox Broadcasting, acting through a subsidiary, Video Service Co., of Dayton, Ohio, is seeking microwave stations to service CATV's in Chambersburg and Tyrone, both Pennsylvania, with programs relayed from independent stations in New York and Philadelphia.

Triangle, which operates three TV stations in Pennsylvania, has expressed concern in its opposition about the possibility of the Cox system being transformed into a pay-TV operation. Triangle did not, as previously reported in BROADCASTING, oppose the application on the ground that the development of UHF television would be hampered.

Cox replied that Triangle's comments about pay-TV were based on "speculation." Cox also said that serious legal, technical and economic factors constitute a bar to the conversion of the CATV system into a pay-TV operation.

Triangle owns WNBF-AM-FM-TV Binghamton, N. Y.; WPHL-AM-FM-TV Philadelphia; WBFG-AM-FM-TV Altoona; WLYH-TV Lebanon, all Pennsylvania; WHIC-AM-FM-TV New Haven, Conn.; and KFRE-AM-FM-TV Fresno, Calif.

Cox is also an important broadcast group owner. Its stations are KTVE(TV) in Hot Springs, Ark., and KTRK(TV) in Houston; WSAB-FM-TV in Atlanta, WHIO-AM-FM-TV in Dayton, Ohio; WSGC-AM-FM-TV in Charlotte, N. C.; and WIOD-AM-FM Miami.

Still pending at the commission is a petition by another broadcaster, Steinman Stations, opposing the Cox application. Steinman, acting through its Lancaster, Pa., station, WGAL-tv, said the Cox proposal could result in a "gigantic subscription television network."

Triangle, meanwhile, faces opposition to its own CATV plans. WINR-TV Binghamton, N. Y., has opposed the proposal of a Triangle subsidiary, Empire Satellite Television Co., to expand its CATV system in Binghamton from five to seven channels. WINR-TV is owned by the Gannett Newspaper Group.

The opposition is directed against the applications of Eastern Microwave Inc., of Oneonta, N. Y., for microwave facilities to transmit the two additional channels of service. Eastern is not related to Triangle.

Hearing on CATV microwave renewals

The FCC's concern over the use of common carrier microwave facilities to serve only community antenna television systems was manifested last week.

The commission ordered hearings on applications by Hi-Desert Microwave Inc., for license renewals of its present facilities and for additional channels.

The commission said that Hi-Desert serves only two CATV systems in which company director-owners have holdings. The two CATV's are Burns-Hines TV Inc., Hines Butte, which Hi-Desert shareholders own 100%; and Lakeview TV Inc., Lake View, both Oregon, a proposed system by three stockholders of the microwave service. The Hi-Desert directors also serve as directors of the CATV's, the commission said.

Hearing Examiner Chester F. Naurowicz will preside at the hearing.

Hi-Desert, the commission said, has not been able to obtain any customers whom it is not related. The com-

LBJ's dinner guests

Among the guests at President Johnson's state dinner in honor of the Danish prime minister last Wednesday night (June 10) were: Dr. and Mrs. Frank Stanton, CBS; Mr. and Mrs. Connie B. Gay, Connie B. Gay stations; Mrs. Philip Graham, Post-Newsweek Stations; Mr. and Mrs. Jack C. Vaughn, Trigg-Vaughn stations, and Judge and Mrs. A. W. Moursand, Round Mountain, Tex. (one of the trustees of the Texas Broadcasting Co., principally owned by Mrs. Johnson and daughters).

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BROADCASTING, June 15, 1964
He's taking "LIVE" TV pictures...

with Sylvania's "Newschief" TV camera and transmitter.
It weighs 27 pounds and it's wireless.

Now nothing is too remote for Sylvania "live" television.
A television cameraman can climb a mountain, sail a boat or fly a plane.
Even parachute to earth and keep his audience with him every second - "live" with Newschief!
If your cameramen aren't stevedores, that's all right, too. Newschief is transistorized. The camera weighs about 5 pounds. The audio-video transmitter and its battery pack weigh twenty-two pounds.
Batteries are rechargeable and can be changed without interrupting a broadcast. They power Newschief for line-of-sight transmission up to a mile.
The camera is an adaptation of Sylvania's 800 model, pioneer in a new series of 800-line resolution cameras that have brought new life to closed-circuit television.
This Newschief has a tunable RF output, zoom lenses and through-the-lens viewfinder. Sylvania will design Newschief units to meet any broadcaster's specifications.
From electronic component production to complete systems responsibility, no one says capability in TV better than Sylvania.
For additional information, contact: Sylvania Commercial Electronics, 730 Third Avenue, Dept. B5, New York, N. Y 10017.
mission said this is in violation of rules requiring that "... at least 50% of the total hours of service rendered over the radio service, and not less than 50% of the radio channels therein, have been used by subscribers not directly controlling or controlled by, or under direct or indirect common control with, the applicant."

The commission has for several months been considering a proposal that would reallocate services such as Hi-Desert's to a position somewhere in the upper reaches of the megacycle band (Broadcasting, June 1). The federal agency reportedly feels a service of their own would end, as one staffer termed it, the "fiction" that microwaves serving only, or almost only, CATV's are common carriers.

In addition to Hi-Desert's qualification as a common carrier, the commission also ordered that "the extent to which the applicant's investment ... has been amortized and the period of time required ... to recover any unamortized portion ... be determined."

Another consideration will be the cost of converting Hi-Desert's facilities to the Business Radio Service, which is not common carrier.

Hi-Desert currently relays KQTV, KTV and KPTV(TV), all Portland, to the Hines Butte CATV. These microwaves are due for license renewals. The additional facilities Hi-Desert applied for would carry KQTV and KPTV-KQTV would be picked up from current facilities—for the Lakeview CATV. The new facilities also would carry educational station KOAP (TV) Portland to the Hines Butte system.

ABC gives FCC its views on CATV

The FCC should "decide the ultimate place that the CATV service will have in television before setting policies that will determine its ownership." ABC said last week in urging that the commission set aside its plans to develop a policy limiting or perhaps prohibiting, the common ownership of community antenna television systems and TV stations (Broadcasting, April 20).

"Except possibly in occasional instances," the network said, there does not now seem to be CATV-TV station ownership problems, noting that antenna systems owned by television licensees "reach but a relatively small number of homes." However, ABC said, if CATV systems held by TV licensees should enter the large metropolitan areas, "reaching tens of millions of homes, entirely different considerations will apply."

ABC, licensee of five television stations, does not have any CATV interest and has no plans to enter the field, the network said.

ABC told the commission that it ought to hold a new fact-finding inquiry into the CATV industry. The network outlined a number of developments since the last FCC inquiry was held in 1959. Among the developments listed by ABC was the growth of the CATV industry from 1.5 million viewers served by 550 systems in 1959 to 1,300 systems serving "an estimated" 4 million persons at the present time. It was also noted that in 1959 there were 50 microwave systems serving CATV's, but the number has grown to 250 today. Another question is what is CATV's impact on UHF development?

ABC said that until the FCC "has fully evaluated" the new developments and "their potential effects on the overall television service, it lacks the necessary information, in our opinion, on which to formulate rules in the multiple ownership or other areas."

What it Can Do Now • ABC told the commission that there is one area in which it may already have enough information to act—this is the formulation of a policy designed to prohibit TV licensees owning a CATV in the same market from placing original programming or advertising over the cable system.

Eight TV station licensees, that also have community antenna television holdings, have asked the FCC to postpone from June 19 to July 15 the deadline for comments on the ownership inquiry.

Requesting the delay were the Broadcasting Company of the South, WIS-TV Columbia, S. C., and WSPA-TV Montgomery, Ala.; Central California Communications Corp., KSBW-TV Salinas, Calif., and KSBV-TN San Luis Obispo, Calif.; Central Broadcasting Co., WHO-TV Des Moines, Iowa; Golden West Broadcasters, KTLA-TV Los Angeles, and Miami Valley Broadcasting Corp., WHO-TV Dayton, Ohio. Mid New York Broadcasting Corp., WXTV-TV Utica-Rome, in a separate petition also asked postponement.

Changing hands

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval:
• WSCM Panama City Beach, Fla.: Sold by Ted Nelson to Charles M. Gaylord and William H. Farrar for $95,000. The buyers own and operate WIAM-AM-FFM Williamston, N. C. WSCM is a

Broadcasting, June 15, 1964
500 w daytimer on 1290 kc. Broker: Chapman Co.

- WBO Owego, N. Y.: Sold by Mr. and Mrs. Amo Davis to Phillip Spencer and associates for $85,000. Mr. Spencer’s group owns wcss Amsterdam, N. Y. He is general manager of that station. WBO broadcasts on 1330 kc. 1 kw daytime. Broker: Hamilton-Landis & Associates Inc.

**APPROVED** - The following transfers of station interests were among those approved by the FCC last week (For The Record, page 95).

- KTVI(TV) St. Louis: 74% sold by Harry Tenenbaum, Paul Peltason, Herbert J. Klein, Richard Steinmetz and Bernard Wilson to Newhouse Broadcasting Corp. (which already owns 26% for $7,576,777 (see below)).

- WJHL-TV Johnson City-Kingsport Tenn.-Bristol, Va.: Sold by W. H. Lancaster Sr. and Jr. to Roy H. Park Broadcasting for $2,500,000. Mr. Park owns WGT-CAM-AM and WNCT(TV) Greenville, N. C.; KKKB Shreveport, La., and last fall agreed to purchase WDFR-AM-TY Chattanooga (Broadcasting, Nov. 4, 1963). The Greenville stations own 30% of WECT(TV) Wilmington, N. C. Mr. Park announced that W. H. Lancaster, Jr. will remain as general manager, and that the senior Mr. Lancaster will serve as a consultant. WJHL-TV went on the air in 1953 on channel 11 and is affiliated with CBS and ABC.

- KIXZ Amarillo, Tex.: Sold by Jay J. G. Schatz to C. A. Sammons and Raymond Ruff for $237,500. Messrs. Sammons and Ruff own KTRN Wichita. Falls, KELI Tulsa and KHOG Fayetteville, Ark. Mr. Schatz is vice-president-manager of WYR of Chicago, a McLendon station. KIXZ operates fulltime on 940 kc with 5 kw day and 1 kw night. Broker was Blackburn & Co.

Newhouse buys 100% of KTVI(TV) St. Louis

The purchase of 100% ownership of KTVI(TV) St. Louis by Newhouse Broadcasting Corp. in which it paid $7,576,777 for the remaining 74% interest (Broadcasting, April 13) was approved by the FCC last week. Chairman E. William Henry dissented without comment; Commissioner Robert T. Bartley was not present.

Newhouse Broadcasting, already a 26% owner of the channel 2 station, is buying the 74% interest now held by Harry Tenenbaum, Paul Peltason, Herbert J. Klein, Richard Steinmetz and Bernard Wilson. Messrs. Tenenbaum and Peltason each own 34.1%; Messrs. Klein, Steinmetz and Wilson own the remaining 5.8%.

The agreement includes the employ-

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**Court upholds FCC in KWK revocation**

A federal court, two weeks after argument, upheld the FCC in its revocation of the license of KWK St. Louis.

The U. S. Court of Appeals in Washington, issuing an unsigned decision last Thursday (June 11), said:

“We too have carefully considered the record. We conclude that the ruling as to notice was correct, and that the record clearly supports the findings and conclusions of the commission. While revocation is indeed severe we do not feel justified, in view of the record, in substituting a different judgment from that reached by the agency having primary responsibility for protection of the public in these matters.”

Last year, the FCC on a 3-2 vote ordered the station’s license revoked because it had conducted two promotional contests which were found to be fraudulent. Last November the commission upheld the decision by the same vote.

The “treasure hunts” were conducted in 1960. The station broadcast a series of clues over a period of days pointing to the location of the prize,
with the prizes diminishing in value each day. The FCC found, however, that the prizes were not actually hidden until the last day of the contests.

In its argument, KWK urged that the court order the FCC to withdraw its revocation order because it had not warned the station first. It claimed also that the facts do not support revocation and that the station had not received procedural safeguards guaranteed by law.

KWK also claimed that the rigging of the contests was done by its station manager, no longer with the station, without the knowledge of the ownership.

**KTBS-TV takes translator case to appeals court**

An FCC decision was appealed last week in the U.S. Court of Appeals in Washington by KTBS-TV Shreveport, La. The station seeks annulment of a May 8 order granting without hearing applications of KCMC Inc. for new translator stations for the Beverly area of Texarkana, Tex. and the Allendale area of Shreveport. KSLA-TV Shreveport had joined KTBS-TV in opposing the proposed Shreveport translator.

KTBS-TV claimed that granting the translators would cause it economic injury, would be inconsistent with the commission's allocation policies and would result in a concentration of control over mass media by KCMC Inc., which has the same ownership as the Camden (Ark.) News and has inter-locking ownership with KCMC-AM-FM and KTAL-TV Texarkana, and KAMD Camden, Ark.

**Austin UHF permits seek lower channel**

The Southwest Republic Corp., permittee of KXTN-TV on channel 67 in Austin, Tex., last week asked the FCC to reassign the inoperable station to channel 18 with the belief that the UHF would be more quickly activated on the lower frequency.

Channel 18 is presently reserved for noncommercial educational use but Southwest Republic said the reservation could be shifted to channel 42, an assignment proposed for Austin in the FCC's pending UHF allocations table. The permittee said it hopes for an NBC affiliation, and KXTN would be more attractive both as an affiliate and commercially if it were on a lower channel. Austin is presently served only by KTBC-TV, the station owned by President Johnson's family.

In addition to KXTN is KVET-TV on channel 24. It is also dark.

**Examiner reverses self on AM initial decision**

FCC Hearing Examiner Herbert Sharfman last week reversed his earlier recommendation and recommended denial of the application of Beamon Advertising Inc. for a new AM station in Daingerfield, Tex. Examiner Sharfman's supplemental decision found that the applicant lacked the character qualifications because of "repeated deception or nondisclosure practiced upon the commission."

Beamon's application, for a 1 kw daytime only operation on 1560 kc, faced no comparative application but was opposed by Winston O. Ward, licensee of KIMP Mt. Pleasant, located about 20 miles northwest of Daingerfield. According to Examiner Sharfman, "repeated misrepresentations and nondisclosures... were disclosed only after Ward questioned them." The application was returned for further hearing by the FCC review board.

Beamon, owned equally by Charles W. Monk and Chesley Beaver, was found to have misrepresented the availability of a transmitter site and its financial qualifications. Examiner Sharfman found that Mr. Monk, who prepared the application, stated there was $15,000 in the applicant's bank account when, in fact, there was only $2,500.

**Primaries presage Hill committee changes**

At least two changes on the House and Senate commerce committees are expected as results of primary elections early this month.

Senator Clair Engle (D-Calif.) won't be back next year. He will be succeeded by either Pierre Salinger, former White House news secretary who won the California Democratic senatorial nomination, or George Murphy, winner of the Republican nomination. The ultimate winner, however, would not necessarily serve on the commerce committee.

Representative James C. Healy (D-N. Y.) lost his party's nomination when he was displaced by a reform Democrat, James Haas Scheuer.

All three California congressmen on the House committee won renomination: Republican J. Arthur Younger and Democrat John E. Moss, both senior members of the Communications Subcommittee, and Democrat Lionel Van Deerlin, former San Diego news-caster.

Representative John B. Bennett (R-Mich.), senior Republican on the full committee and top member, ex officio, on the communications panel, faces a primary battle in Michigan Sept. 1. His district and that of another incumbent Republican, Representative Victor A. Knox, have been consolidated, so the two Republicans oppose each other for the party nomination to represent the new Michigan district.

Representative Kenneth A. Roberts (D-Ala.), chairman of the Public Health & Safety Subcommittee, also won renomination.

Representative William R. Hull (D-Mo.), fourth ranking member of the communications panel, has moved to the House Appropriations Committee, filling a vacancy caused by the death last month of the late Representative Clarence Cannon (D-Mo.), former chairman.

Earlier, Representative Dan Rostenkowski (D-Ill.), left the subcommittee to join the Ways and Means Committee (Broadcasting, May 11).

Sigurd Anderson, former member of the Federal Trade Commission, lost a bid for the Republican nomination for governor of South Dakota. He is a former governor.

Media reports...

**Station names agency • KNTV(TV) San Jose, Calif., has appointed Hoefer, Dieterich & Brown, Inc., San Francisco, as advertising agency.**

**Affiliation switch • NBC Radio announced last week that WJFG Green Bay, Wis., is to start NBC Radio network affiliation July 1. The station, on 1440 kc with 5 kw day and 500 w night, is owned by The Green Bay Newspaper Co. WJFG is currently a Mutual affiliate, which said the station will operate under a "dual affiliation" until Nov. 17 when its MBS contract expires. Mutual declined comment on new affiliation plans it might have in the Green Bay area.**

**Merging applicants • The FCC last week approved the merger of Livesay Broadcasting Inc. and Fort Harrison Telecasting Corp. Under the name of Fort Harrison Telecasting the merged applicant will compete with Illiana Telecasting for a new station on channel 2 in Terre Haute, Ind. Livesay will hold 35% of Fort Harrison Telecasting and Livesay's former principal stockholder, J. R. Livesay, will become principal (21%) stockholder of the merged company.**

**Spanish lessons • The New York area's educational TV station, WNET(TV) (ch. 13), on July 6 will start a series designed to help Spanish-speaking adults learn to speak English. The program, Inglés Para Todos, will be presented twice daily Monday-Friday until Oct. 2.**

68 (THE MEDIA)

BROADCASTING, June 15, 1964
FCC is now 30 years old

FDR signed bill that created commission on June 19, 1934

Next Friday (June 19) the FCC will celebrate the 30th anniversary of its creation. The Federal Communications Act was signed into law, effective July 1, 1934, by President Franklin D. Roosevelt (Broadcasting, June 15, 1934).

Included in the then new commission's regulation of all nongovernment communications by radio, wire and cable were around 600 AM stations, with experiments in television and FM radio underway. By 1937, the commission said, there were 17 operating TV station experiments and regular television service began in 1941. On July 1 Allen B. Dumont's W2XWV (now Metromedia's WNEW-TV), CBS's WCBW (now WCSS-TV) and NBC's WNBR (now WNBC-TV) began the first commercial television service, and for the first time offered viewers a selection of programs (Broadcasting, July 7, 1941).

The advent of FM radio also came in 1941, but was not allocated to its present band until 1945.

The commission said last week that as of March 31 the number of broadcast authorizations had grown from 623 on June 30, 1935, the end of the FCC's first year, to a total of 16,816—4,042 authorized AMs, 1,569 FMs (of which 251 are educational) and 771 TVs (of which 116 are educational).

Glamour Child • The commission said that the "outstanding telecommunications event of all time has been the extension of international communication into outer space by means of satellite relay."

In highlighting 30 years of broadcast development the commission noted:

• The establishment in 1952, of the UHF television band and the start of translator service in 1956.
• The adoption of the all-channel receiver law in 1962, effective April 30 of this year.
• The authorization of subscription television experiments in 1952 and the first grant in 1961 to RKO General Phonovision over WHC(TV), channel 18, Hartford, Conn.
• That broadcast news "reached a peak in the 1963 coverage of President Kennedy's assassination and its immediate aftermath, for which regular programs and commercials were cancelled voluntarily."

from ALLEN
a complete VTR Signal System

in only 8 3/4" of rack space

A dynamic advance in performance and quality can now be added to the proven and accepted Allen Mod-Demod with the new solid-state wide-band VTR Switcher adaptable to all quadruplex VTR's. Complete unit consists of transistorized switcher and Mod-Demod.

MODEL 1240 SWITCHER FEATURES:

—Consumes only 1.5 watts.
—Requires no operating controls or maintenance adjustments.
—Removes front porch switching transients from picture.
—Used with Model 1241 Channel Equalizer for RF Playback Equalization.

SOLD NATIONALLY BY:

VISUAL, the leader... first to offer a complete solid-state broadcast facility

VISUAL ELECTRONICS CORPORATION
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Focus on media diversification

FCC splits votes in one FM grant, designation of another case for hearing

When does the FCC become concerned about the possibility of undue concentration of control of mass media? On the basis of two 3-2 decisions announced last week—both involving applications for FM stations—the answer appears to depend on whether commissioners are present and voting.

In one decision, the commission approved the grant of a construction permit for an FM station in Lewistown, Pa., to a company with broadcasting and publishing connections in that community. The action drew a sharp dissent from Commissioner Kenneth A. Cox, in which Chairman E. William Henry joined. The majority was composed of Commissioners Frederick W. Ford, Rosel H. Hyde and Robert E. Lee. Commissioners Lee Loevinger and Robert T. Bartley were absent.

In the other action, decided a week later, the commission set for hearing the application for an FM station in Pekin, Ill. The application was filed by Wsiv Inc., a subsidiary of the McNaughton Broadcasting Co., whose principals control four AM and two FM stations, as well as two newspapers, in Illinois. In this decision, Chairman Henry and Commissioner Cox were joined in the majority by Commissioner Loevinger. With Commissioners Ford and Bartley absent, Commissioners Hyde and Lee found themselves in the minority.

In the action on the Lewistown application, a construction permit for the only FM channel assigned to that community was granted to the Lewistown Broadcasting Co., which holds the licenses for Wmrf, one of the two AM stations in the town. The Sentinel Co., publisher of the only daily newspaper in Lewistown, owns 28.6% of the stock in the broadcasting company.

Commissioner Cox, in his dissent, said that a grant under such circumstances would not be in the public interest and that the application should be denied. He cited the commission's expressed concern—that rather sporadically—over the years concerning concentration of control of mass media.

Problem in Small Towns • He said the problem is "particularly acute" in small towns, like Lewistown, where diversity of voices is "more restricted than in larger cities."

Commissioner Cox also expressed concern that the grant may "chart a course for the development of FM generally" which would be "contrary to the public interest." He noted that the commission in the past encouraged AM licensees to apply for FM stations in their communities. This might have been justified in the early days of FM, he said.

But, he added, it's evident now the country needs "both sets of frequencies" for an "adequate aural service." And while such a goal can be achieved only gradually, he said, it would be more desirable "if FM were to develop in the future, as far as may be possible, as a separate, competing aural service, providing different programming and diversity of viewpoint quite apart from AM stations."

The commission is reported ready to adopt rules changes that would begin a gradual reduction in the duplication of AM stations by FM affiliates. The proposed rule would apply to FM stations in cities of more than 100,000. (see story page 27).

Pekin Application • In setting the McNaughton application for hearing, the commission noted that the proposed FM station would be under common control with Wsiv Pekin, Wrmf-Am, FM Elgin, WCRA-AM-FM Effingham and Wkei Kewanee, all Illinois. The order added that the Pekin Daily Times and the Effingham Daily News are controlled by McNaughton principals.

To determine whether a grant would serve the public interest, the commission said it should consider whether a concentration of control of mass media in Illinois would result. The commission will review such factors as the number and circulation of other broadcast services and newspapers reaching the communities served by McNaughton radio and newspaper properties and the extent to which such outside sources deal with local problems.

The commission in a decision last month indicated it gives weight to the fact that outside broadcasting stations and newspapers circulate within a suburban community in considering the question of concentration of control of mass media.

The case involved the sale of Wory Gary, Ind., to the only daily paper in that city, the Post-Tribune. The commission, in approving the sale, noted that the area had an "abundance" of broadcasting and newspaper services from nearby Chicago (BROADCASTING, June 7). That vote was 3-2, with Chairman Henry and Commissioner Cox in the minority.

West Michigan replies to opponents' pleas

West Michigan Telecasters Inc., winning applicant in the channel 14 Grand Rapids, Mich., case, last week told the FCC that the three losing applicants were merely asking it to "substitute their judgment" for its own when they pleaded for a reconsideration of the grant.

The losing applicants, Grand Broadcasting Co., Peninsular Broadcasting Co. and MKO Broadcasting Corp., claimed the FCC ignored "its traditional criteria," as one party phrased it, in deciding the comparative contest (BROADCASTING, June 1). Grand Broadcasting had been recommended for the channel in an initial decision by Hearing Examiner Forrest L. McClennan.

The three also asked the commission to deny West Michigan's application to begin programming.

The four contestants have been operating the channel as Wzmz-Tv on an interim basis. The losing applicants would like to have the joint venture continue until all litigation is settled.

West Michigan also rebutted the reconsideration pleading on the ground that no new evidence was introduced that would warrant considering a new decision in the proceeding.

The winning applicant also denied that its immediate assumption of Wzmz-Tv's operation would interrupt service, or in any way prejudice the losers during further litigation. West Michigan said if it is not permitted to assume the operation future comparative applicants might be reluctant to enter into interim operations.
ELIMINATE THE MAJOR CAUSE OF TAPE SCRATCHING!

FINANCIAL REPORTS

UA reports income up from UHF's

A bright picture for United Artists Corp. in 1964 was painted last week by Arthur B. Krim, president, at the company's annual meeting.

He predicted that revenue in 1964 from TV would rise to $35 million from $27 million last year, and noted this does not include an agreement with ABC-TV for the showing of UA feature films. He stressed that TV activity was expected to expand with the growth of UHF. In the first five months of 1964, UA's revenue from UHF stations was more than twice that for the entire year of 1963.

Mr. Krim told stockholders he anticipated that profits for the first half of 1964 would top the record $4,295,000 earned in all of 1960.

Cox applies for listing on N.Y. Stock Exchange

Cox Broadcasting Corp. announced last week that it has applied for a listing of its common stock on the New York Stock Exchange. The stock is expected to be admitted for trading about the middle of July.

The public corporation was formed from the James M. Cox Stations in February 1964, and issued an initial 630,000 shares of common stock in April. As of June 8, 1964, there were 2,650,000 shares outstanding. The company reported operating revenues of $4,939,073 for the first three months of this year, on which it earned $715,365, or 36 cents a share. Comparable figures for the same period of 1963 were revenues of $4,392,087 and net income of $584,582, or 29 cents a share (Broadcasting, May 25). On Thursday (June 11) Cox closed at 16 1/4 bid, 16 1/2 asked.

Cox Broadcasting owns WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WSOH-AM-FM-TV Charlotte, N. C., WIOD-AM-FM Miami and KTVU(TV) Oakland-San Francisco, and a number of CATV systems.

Miratel erases red ink

Miratel Electronics Inc. has issued its annual year-end report to stockholders, highlights of which include an improved income picture and an $800,000 order backlog.

The St. Paul firm manufactures

Another ALLEN exclusive is the “No-Scratch” Erase Head -- a show stopper at the recent NAB show.

--Operates from the back side of the tape:

--Increases tape life up to 25%.

--Compatible with existing vacuum tube drivers or available with solid state driver and cue circuitry.

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VISUAL, the leader...
first to offer a complete solid-state broadcast facility

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Broadcasting, June 15, 1964
transistorized video monitors, high resolution TV equipment, closed-circuit television and translator systems and low power educational television broadcast systems.

Fiscal year ending Feb. 29, 1964:

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<th>1964</th>
<th>1963</th>
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<td>Earnings per share*</td>
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<td>Sales and services</td>
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<td>Net income (loss)</td>
<td>25,047</td>
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*Based on 3,000,000 shares of common stock issued and outstanding on Feb. 29, 1964.

Financial notes...

- Collins Radio Co. announced new credit arrangements totaling $85 million last week. The financing agreements, including a $75 million revolving credit program, and a $10 million five-year term loan, were made with a group of Chicago, New York, Los Angeles and Dallas banks.

- Walter Reade Jr., board chairman of Walter Reade-Stirling, New York, last week said that his firm "will be in a stronger financial position in 1964 over 1963." Mr. Reade spoke at a stockholders meeting, during which the firm's six-man board of directors was re-elected. Other business at the annual meeting included the approval of an employee stock option plan. Walter Reade-Stirling's gross income for 1963 was $12,389,893--up 32% over 1962 (Broadcasting, May 18).

Oak firm up 21%

First quarter consolidated net sales of Oak Electro-Nities Corp. and subsidiaries have increased 21% over the first quarter of 1963, according to E. A. Carter, president and chairman. Per-share earnings are up 13%.

The Wisconsin firm opened a new 16,000 square foot plant in Elkhorn during the quarter, increasing to 69,000 square feet the space devoted to VHF television tuner assembly. UHF tuner production was also expanded.

First quarter 1964:

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<td>Income before taxes</td>
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</tbody>
</table>

*Based on 674,374 common shares outstanding as of March 31, 1964 and 687,074 shares as of March 31, 1963.

Columbia Pictures net up

Columbia Pictures last week reported an increase in net earnings for the nine months ended March 28, 1964.

For the 39 week period:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.57</td>
<td>$0.49</td>
</tr>
<tr>
<td>Sales</td>
<td>$1,506,000</td>
<td>$1,169,000</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>2,989,000</td>
<td>6,012,000</td>
</tr>
<tr>
<td>Estimated federal, state and foreign income tax</td>
<td>2,371,000</td>
<td>2,852,000</td>
</tr>
</tbody>
</table>

EQUIPMENT & ENGINEERING

Rigid duopoly rulings feared

Hyde, Lee dissent favor case-by-case consideration of engineering aspects

Two FCC commissioners predict that the commission's decision to substitute strict engineering standards for the case-by-case approach in applying its duopoly rules will result in "arbitrary" decisions.

Commissioners Rosel H. Hyde and Robert E. Lee, who dissented from the commission's action, taken last month (Broadcasting, May 25, June 8), expressed their views in a statement released along with the text of the order last week.

Chairman E. William Henry, in a statement supporting the majority's position, said the case-by-case approach has not been successful, and that overlap problems have often been overlooked by the commission in its consideration of a variety of other factors.

The new rules prohibit grants of TV applications that would result in grade B overlap of commonly-owned stations. It would also bar grants of AM or FM applications resulting in overlap of 1 MV/m or more of commonly-owned outlets. The new rules are effective July 16.

Commissioners Hyde and Lee said that in adopting the new rules the commission has relaxed the commission's decision-making process "to the application of a single theoretical criterion"...which "will conduct to essentially arbitrary results."

Other Factors Cited

The commissioners said the order "assumes that regardless of other relevant factors, such as interference limitations, market conditions and limitations based on geographical factors...that any overlap results in an untoward limitation upon competition."

This theory results in the "absurd" conclusion that TV stations in markets as widely separated as Philadelphia and Washington are in competition.

The commissioners also said that blanket application of the new rules could have an adverse effect on the ability of smaller stations to compete with larger units. They said they are "particularly concerned" about the possible impact on the development of UHF television.

They expressed doubt the new rules would provide the administrative convenience claimed for them. But in any case, they said they object "to the adoption of regulations which have the effect of limiting the discretion which the agency was designed to exercise."

Chairman Henry said that the majority is concerned with establishing a policy that would result in "a maximum diversity of program sources." Both sides would consider "countervailing factors," he said. "The issue is one of emphasis."

He said the commission's experience reveals that "when overlap is considered solely on a case-by-case basis, the overwhelming tendency is to downgrade it—if not to ignore it entirely."

He also said the effort to take a "flexible" approach in each case "has not succeeded in providing fair and equal treatment to applicants who stand in fundamentally equal positions."

The commission said it had abandoned plans to include limitations on Class I station ownership in favor of considering the ownership of such stations in its general review of the multiple-ownership rules. This review is under way by the staff, "with a view toward the early issuance" of proposed rule modifications, the commission commented.

The commission had proposed barring overlap of 0.5—50% skywave contours between commonly owned Class I stations. However, the commission said this standard would limit ownership of such stations to two, almost at opposite ends of the country. The commission also said that use of the overlap rule "to bring about such limitation would be too indirect an approach to what is more realistically, a 'concentration of control' question" under the multiple-ownership rules.
Another home-TV recorder announced

Par Limited, newly formed Clifton, N. J., company, has added its name to a growing list of electronic designers who expect to license low-priced home-TV recording systems to equipment manufacturers.

The company has developed a two-speed home video recorder—"Par-Vision"—which it hopes will be ready for licensing to a manufacturer some time next month. Designers of the system claim the advantage of slower tape speeds—30 and 60 inches per second—over models previously demonstrated, but say further refinement of reproduction fidelity is desirable before the unit is ready for marketing. Price to the consumer is in the $300-$400 range.

Par-Vision has not been shown publicly. Company officials claim that eight manufacturers who have seen private demonstrations in Baltimore have been favorably impressed.

Stewart Hegeman, a co-inventor of Par-Vision, states that more sophisticated circuitry accounts for the relatively low tape speeds.

Two home-video-taping systems which have been shown to the public have tape speeds of 120 i.p.s. These were demonstrated by Cinerama Telcan (BROADCASTING, Dec. 23, 1963) and Fairchild Camera & Instrument Corp. (BROADCASTING, April 13).

A seven-inch tape reel, Mr. Hegeman explains, could provide about one hour of programing at the 30 i.p.s. speed. The recorder uses quarter-inch standard fine grain oxide audio tape which would cost about $9 per seven-inch reel.

Mr. Hegeman estimates that tape life can be quadrupled by cutting its running speed in half. Using this formula, a tape which operates at 30 i.p.s. might be expected to have a wear life 16 times longer than one running at 120 i.p.s.

Another home-video recording system has been under development at the I. I. T. Research Institute in Chicago. Its designer, Marvin Camras, says the equipment has already been shown to major audio recorder manufacturers. It has been designed to run at 120 i.p.s., but a 60 i.p.s. speed is also being considered. Mr. Camras estimates that the model might be originally priced to the consumer at $300.

Officials of Fairchild Camera & Instrument Corp. questioned last week on the status of their home-TV-recorder project, said a license offer of their design to manufacturers was imminent.

A representative of Cinerama Telcan said further refinements have been made in the Telcan recorder.

BROADCASTING, June 15, 1964
Opinions divided on TV aural power rules

The FCC's proposed rule to lower the maximum permissible aural power of television stations to 20% of the peak visual power last week was praised and attacked with equal force.

The rule, proposed by the commission in April, grew out of a previous rulemaking which lowered the minimum permissible audio power to 10% from 50% of the visual output. Many comments in the proceeding felt the 10% minimum would make too broad a range as the ceiling to 70% was not changed (Broadcasting, Dec. 16, 1963).

CBS last week told the commission that the 20% maximum should be approved because lower aural power causes less interference to the visual transmission, and in the case of color-casting, less interference to the chrominance subcarrier frequency. The network also said it would cause less interference to the video of the immediately adjacent higher channel.

RCA told the commission that it favored a 1-5 audio to visual power ratio, but that it had no serious objection to the 10% minimum and 20% maximum.

Zenith Radio Corp., which strongly opposed any change of the minimum 50% power, claimed that if the top audio power were sealed at 20% there would be a "loss of fringe area reception." The set manufacturer again urged a return to the 50-70% standard. Zenith said TV stations seeking a slight reduction in transmitting costs are already free to reduce their sound power to the minimum 10%.

WELL Gardner Electronics Corp. joined the Zenith position that there would be a loss in fringe areas for sets receiving a signal of 50 microvolts per meter or less. The Electronic Industries Association's consumer products division did not comment but asked the commission to extend last Wednesday's (June 10) deadline for comments to July 10. This would give it time to discuss the matter at its convention June 16-18.

Triangle asks for new oral argument

The FCC was asked last week to hold a new oral argument in a case involving a proposed transmitter move on the ground that new and allegedly incorrect information had been introduced at the original oral argument.

The request was made by Triangle Publications Inc., in connection with its application to move the transmitter of its New Haven station, WNHC-TV, to a point that would be 13.9 miles northeast of its present site.

In making the request for what would be an unusual oral argument "de novo," Triangle said that Springfield Television Broadcasting Corp., which opposes the move, displayed a map at the original argument, May 15, which had not been introduced in the case previously.

Furthermore, Triangle said, the map and overlays furnished by Springfield contained a "number of errors in significant critical respects."

A hearing examiner has recommended that the move be approved. The proposed site is about 40 miles south of Springfield, where Springfield Television's WSLP-TV (ch. 22) is located.

Proper Exceptions • Triangle, in its petition, said "it is . . . axiomatic" that only exceptions to conclusions in the examiner's initial decision are appropriate for consideration in oral argument. But, Triangle added, Springfield's argument was based on a map and overlays which had never been offered previously.

Triangle said such an argument was not only improper but apparently succeeded in confusing the commissioners' consideration of the questions involved.

Triangle also said that its consulting engineer, Dr. Frank G. Kear, had concluded that the map contained a number of "significant" errors. A copy of the map was made available to Triangle after the oral argument.

An engineering statement accompanying the petition said the Grade B contour depicted for WNHC-TV in the Springfield map is "erroneous and misleading" because no showing was made of the present or proposed predicted Grade A contours. The record established that these are identical, in the direction of Springfield, the statement said.

It added that no showing was made of the present Grade B contour, "although it was established on the record" that the predicted proposed Grade B contour would result in an extension of 4.5 miles toward Springfield—or 3 miles, if the co-channel interference is considered.

Consequently, the statement said, "the map and overlays cannot be relied upon" and conclusions drawn from them would be erroneous and misleading in view of the absence of any means of comparing the map with the information contained in the hearing exhibits and "the definite errors in location of a predicted contour in the vicinity of Springfield."

Comsat contracts for space studies

On the eve of talks with European and USSR representatives on participation in space communications, scheduled to be held in London and Geneva this week and next, the Communications Satellite Corp. announced last week the letting of contracts for design studies for space communications system, including two having the capability of two TV circuits.

The contracts are going to AT&T and RCA, for a random orbit medium altitude system; to Space Technology Laboratories and ITT, for a controlled satellite, medium altitude system, and to Hughes Aircraft Co., for a synchronous satellite system.

AT&T is getting $1.02 million, RCA, $1.3 million; STL and ITT, $1.26 million.

Broadcasting, June 15, 1964
Eimac's new 4CX350A and 4CX350F radial beam power tetrodes have twice the transconductance of their 4CX250B predecessor — 22,000 µmhos. This excellent figure, with resultant higher gain, can eliminate an amplifier stage in practical circuit design. The 4CX350 series tetrodes are designed for linear drive applications. They have the same rugged ceramic-metal construction as the 4CX250 series and use the same socketry and other hardware. Their Figure of Merit, an important criterion of rf performance, is significantly higher. Ideal for new circuit design. Write for more details.

EITEL-McCULLOUGH, INC., San Carlos, Calif.

In Europe, contact Eitel-McCullough, S.A., Geneva, Switz.
EIA reports April production figures

U.S. manufacturers made over a half-million all-channel TV sets in the first four months of 1964, the Electronic Industries Association has reported.

April was the last month when television manufacturers could make VHF-only receivers for shipment in interstate commerce. Beginning May 1, sets had to be all-channel to conform to the law passed by Congress in 1962.

Total all-channel production in the first four months of the year was 554,148—almost double that of the same 1963 period. Total monochrome TV production was 2,694,523, compared to 2,287,418 in the four months of 1963.

Color TV set production in the January-April period was 378,545. Comparable 1963 statistics are not available.

Both sales and production of TV and radio receivers in the four month period were ahead of the similar 1963 period.

Figures for the period:

<table>
<thead>
<tr>
<th>Period</th>
<th>TV</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-April 1964</td>
<td>2,431,421</td>
<td>2,573,212*</td>
</tr>
<tr>
<td>Jan.-April 1963</td>
<td>2,036,783</td>
<td>2,525,337</td>
</tr>
</tbody>
</table>

*Includes auto radios.

**In addition 378,545 color sets were made.

***Includes 2,727,973 auto radios, compared to 2,526,708 in 1963 period.

lion, and Hughes, $100,000. Hughes already has a $6-10 million contract to deliver two Syncons for early 1965.

The AT&T-RCA proposal is for 530 two-way, high-quality voice circuits, or two high-quality TV circuits, one in each direction, using 18 satellites in random, 6,000-mile orbits. The Hughes program is for an advanced Syncom capable of carrying 600 duplex voice channels or two TV channels.

The studies are scheduled to be submitted to Comsat within six months.

Discussions Underway • Comsat officials have been discussing participation in the space program with representatives of 20 European nations at a meeting which began last Friday (June 12) in London. This week, Comsat representatives fly to Geneva to discuss Russian participation in the projected global space communications system.

Meanwhile, it was announced that the 10 million shares of Comsat had been all sold, bringing in $200 million to the corporation. Half the shares were sold to the public, and at week's end the stock had slipped back to its opening $20 (at one point it had reached $27). It was also reported that early in July the Comsat stock would be listed on the New York Stock Exchange.

KTBS-TV has new tower

A new, 1,800-foot tower has increased coverage by 8,000 square miles for KTBS-TV Shreveport, La., according to the channel 3 outlet. The change will bring an additional 60,000 TV homes within range, for a total of 431,700, the station claims.

E. Newton Wray, president and general manager, reports the transition from the station's old, 1,153 foot tower was accomplished smoothly, with no interruption in service thanks to a standby antenna.

$500 fines ordered for two stations

The FCC last week ordered WMSL-TV (ch. 23) Decatur, Ala., and WIIH Home- stead, Fla., to pay $500 fines each for operational violations.

WMSL-TV was fined "for failure to comply with the log-keeping requirements." The commission said this is the first time a fine has been ordered solely on this ground. The station is owned by the Tennessee Valley Radio and Television Corp.

The WIIH Fine was ordered because the daytime-only station operated after hours. The station is owned by Seven League Productions Inc.

In both cases the commission said the licensees failed to offer evidence that would warrant a reduction of the forfeitures, which were announced last April (Broadcasting, April 6).

SMPTF color TV standards

A special subcommittee of the Society of Motion Picture and Television Engineers has recommended that there be "careful control in staging and photographing color films for television."

The subcommittee of the society's television and color committees has been working to establish SMPTF recommended practices for density and contrast range of films for color TV. It reported that it has become "evident that optimum control of release print density could be achieved only if the original photography were carefully controlled."

Technical topics...

Building addition • CBS Laboratories has started construction on a new research and development facility adjacent to its present Research Center at Stanford, Conn. The new addition will double its total area to 60,000 square feet. It is expected to be completed later this year.

Franchise given • General Precision Aerospace's GPL Division, Pleasantville, N. Y., has announced the appointment of Goddard Inc., West Palm Beach, Fla., as franchised distributor for GPL industrial, commercial and educational television systems.
Amoco 120 Super Tires will take you safely around the world.

(Now all you need is a road.)

People keep writing us letters about how much they like Amoco® 120 Super Tires. Frankly, we're not surprised. After all, that was the whole point. We wrote specifications for this tire to match your own. Extra-long safe mileage, we called for, and a smooth, easy ride. Good looks, too—you can tell an Amoco 120 by its dual whitewalls. A set of Amoco 120 Super Tires will cost a little more than ordinary tires, but that's only natural. They're worth a whole lot more, as you'll see when you read the guarantee. There's only one place to get them.

At my station. (Or at thousands of other American Oil stations.) Now all you need is a road. You expect more from American—and you get it.

Your American Oil Dealer

American Oil Company
TV pool: new core of U.S. election coverage

Three networks combine for fast and uniform reporting of returns; AP, UPI to take service

A central vote counting service will become the authoritative source for the nation's major news organizations on election day next Nov. 3. With it, officials believe most of them will save money as well as solve the confusion of conflicting reports, which were especially prevalent during coverage of the California primary on June 2 and 3 (Broadcasting, June 8).

The agreement was worked out early last week by ABC, CBS and NBC. The Associated Press and then United Press International later joined the pool, which was dubbed the Network Election Service.

Although details of the pool are not final, the five organizations are expected to make use of more than 100,000 persons to cover the 3,000 counties in all 50 states and the District of Columbia. This is more than 10 times the number of TV reporters employed by the networks during the 1960 election.

NES will cover only the vote tallies for the presidential, gubernatorial and senatorial races. As in the past, the wire services will continue their separate counts of congressional and other state races.

It was not decided which organizations would cover which states, but it was indicated that the network participation would greatly exceed that of the wire services. Total cost of NES is expected to be about $1.6 million, some $900,000 less than the networks previously had announced they intended to spend for their separate compilations of the votes.

Tally Conflict • Most industry spokesmen indicated, however, that the primary reason for pooling the coverage was to avoid conflicting reports as to which candidates were ahead. Viewers switching TV channels or radio frequencies during the California primary could have heard five different versions of how many votes Senator Goldwater and Governor Rockefeller had received at any given time. The wire services in reporting the official tallies, in fact, had Governor Rockefeller ahead the morning after the primary, even though the three networks had long since declared Senator Goldwater the winner.

In joining NES, both AP and UPI said they hoped future pools would include coverage of all the races, not just the more important ones. UPI's suggestion to AP that they set up a separate pool for the remaining races this year was being given consideration late last week. The wire services indicated that they would actually have to increase slightly their budgets for covering the election by joining NES, but hoped that reductions could be effected in future elections and added that the resulting speedup and uniformity of the vote reporting justified the additional expense.

The tentative arrangement provides that reporters in the field will relay vote tallies to a central headquarters in New York, which will issue simultaneous totals to the networks and wire services so that viewers, listeners and readers would all get the same information at any given time.

Each network emphasized it would continue its computerized projections of vote counts from "model" precincts to "call" the winner of the presidential election and any other race it deems important enough to predict. Thus, the networks can be expected to continue their claims of superiority in news, which, in recent years, has been an image that all three have been anxious to attain. However, the speedup in the tally of the raw vote may lessen the gap in time between the predictions of winners and the reporting of actual voter preference.

Board of Directors • Each network will be represented by one person on an NES board of directors, which will administer the pool operation. The wire services will participate as nonvoting members of the board.

The board will comprise Arnold Snyder, manager of election coverage for ABC News; William Eames, editorial director of the CBS News election unit, and Frank Jordan, manager of election coverage for NBC News.

A pool arrangement has been discussed from time to time since 1961. Serious negotiations began last week after William R. McAndrew, executive

At the New York meeting on election service are (l to r) Fred Friendly, CBS News; William McAndrew, NBC News, and Elmer Lower, ABC News.
Gates' history is rich in broadcast product leadership. Today, the perfect example of imaginative research and design is Cartritape II, a new advance in cartridge system "state of the art."

Cartritape II combines the sound engineering principles of earlier Gates cartridge units with important new developments and improvements to assure the highest standards of performance and dependability.

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- Plug-in modular construction
- 1, 2 or 3 cue tone operation
- Rack or desk top mounting
- Synchronous motor drive
- Playback monitoring from tape while recording
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- Small size—only 5 1/4" high
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Monaural and stereo units are in stock.
vice president in charge of NBC News, at NBC’s affiliates convention in Los Angeles, formally proposed a pool set-up, beginning during the 1966 elections.

CBS and ABC countered initially with a statement that they were prepared to pool their resources for this year’s elections, and without NBC if necessary. But executives of all three networks then met in New York to hammer out the NES agreement. AP had kept itself an interested party to the negotiations and quickly joined the pool, followed soon after by UPI.

Sessions began in New York on June 8 attended by Mr. McAndrew; Fred Friendly, president of CBS News, and Elmer Lower, president of ABC News. These meetings continued the next day. AP entered the discussions through Wes Gallagher, general manager of the wire service. UPI was also represented. A statement that it will join the pool as a participant was issued June 11 by Mims Thomson, UPI president.

Early predictions cause concern

Concern that reports or projections of early eastern election results might be disseminated this fall in western areas where they could influence voters where polls were still open continued to cause concern among office holders last week.

Although a broadcast spokesman said reason and responsibility were adequate safeguards of “free, informed voting,” concern that the reports would influence western voters was voiced both in Congress and at a governors conference.

The main cause cited was CBS News’ “declaration” in June 2 that Senator Barry Goldwater (R-Az.) had won the Republican presidential primary in California based on projections of early returns even though polls were still open in part of the state.

(Inidentally, Senator Goldwater himself introduced a bill in 1961 that would have prohibited broadcast reports of presidential election returns until midnight Eastern time of the day of election [Broadcasting, Jan. 9, 1961]. But the bill died in the Senate Commerce Committee.)

Citing the CBS “declaration,” Representative Oliver P. Bolton (R-Ohio) urged the networks to voluntarily agree not to make any such pronouncements until all polls closed this November. And he hinted that he might press for some “appropriate regulatory action” by the FCC.

**Good Sense Is Answer**

National Association of Broadcasters President LeRoy Collins said that “needs in these areas can be met by responsible reporting and reasonable assessment by sensible people. I think we can be assured of both without the imposition by government of further regulations.”

The networks, meanwhile, arranged to pool their reports of election results (see page 78), but no network official was ready to go along with proposals that regulation was needed to prohibit early reporting.

A major figure in broadcast regulation, Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, already had said that while early reports could seriously influence voting, the proper remedy lay in changes of election laws, not in new restrictions on broadcast media (Broadcasting, June 8).

However, Nevada Governor Grant Sawyer (D), just before his election as chairman of the National Governors Conference in Cleveland last week, warned of danger in early computer projections of voting results. Governor Sawyer called for a study of possible new election laws. Earlier in the week he said he intended to propose a resolution to put the governors on record calling on the networks to agree to hold up election victory predictions until all the country’s polls closed.

Later a spokesman for Representative Bolton said the congressman agreed with Representative Rogers’s view that the real problem lies in the election laws and, as Mr. Collins had said, too, predictions and projections of elections have been a part of American politics for many years.

However, the spokesman also noted Representative Bolton’s concern for the “danger of the psychological effect of declarations on persons who had not voted”— and he stressed the connotation of officiality carried by the word “declaration.” Such declarations now can be built on statistical models that can be erected on the basis of early returns from key voting precincts, he said.

The major influence would be in the West, he continued. If projected winners were declared as quickly in November as they were by CBS in the California primary, projections could be broadcast nationally at about 7:30 p.m. Eastern Standard Time while voters were still going to the polls on the West Coast where it would be only about 4:30 p.m.

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**Hollywood hoopla surrounds STV’s first customers**

Last Thursday (June 11) was a gala day for Subscription Television Inc.

In typical Hollywood-opening manner, the first STV subscriber’s home was connected to receive STV’s cable pay-TV program service in the presence of a score of reporters and cameramen. Also present were STV President Sylvester L. (Pat) Weaver; James Stoltzfus, an STV director and general manager of the National Consumer Service Division of Reuben H. Donnelley Corp., which is handling sales and billing for STV; Richard Harbison, president of Lear Siegler Service Inc., in charge of installing and maintaining the equipment, and a host of lesser executives. Plus, of course, the technicians who actually completed the installation.

STV’s first family is that of Louis Krakower, sportswear manufacturer, who, with his wife, son and daughter, lives in West Los Angeles, in the first area to be connected with STV’s Hollywood program origination center by program transmission facilities furnished by the Pacific Telephone & Telegraph Co. Under a contract which just a week earlier had been approved by the California Public Utilities Commission (Broadcasting, June 8), other STV-PT & T contracts are being prepared for PUC ratification covering service in the Park La Brea section of Los Angeles and in unidentified parts of San Francisco.

Transmission tests will begin July 1 in Los Angeles, with regular program service to begin July 17 in that city and, if all goes well, on Aug. 14 in San Francisco. All home games of the Los Angeles Dodgers will be available to STV subscribers in that city, with all home games of the San Francisco Giants similarly supplied to Bay Area subscribers, for the remainder of the season. Next year, all games, out of town as well as at home, will be covered by STV, which also will offer a wide assortment of cultural and special interest programs for viewing by its subscribers.
In a typical month, Air Express made overnight delivery of 96.3% of its shipments to RCA at Cambridge, Ohio.

Whatever you make, wherever you are — Air Express delivers overnight. Even if you’re miles from any scheduled airline service. Rates are low...armed surveillance is available. Only Air Express can offer this kind of expedited delivery between 21,000 points in the U.S.A. Call R E A Express for Air Express Service.
FCC racing rule left at the post

Proposal for tight restrictions on broadcasts of horse race news to be quietly dropped

The FCC's proposal to put tight restrictions on the broadcasting of horse race information is being prepared for a decent burial.

The proposal, issued last year in the form of a notice of proposed rulemaking (Broadcasting, April 15, 1963) was designed to produce a rule that would prohibit the broadcasting of information that would aid illegal gambling. But it drew heavy criticism, not only from broadcasters but from horse racing associations and sports writers around the country.

Even the Justice Department, which had been kept informed by the commission staff during the drafting of the proposed rules, commented that the proposal went too far (Broadcasting, July 15).

As a result, the commission staff has recommended that the proposed rule-making be terminated and that, in its place, the commission issue, in slightly revised form, the policy statement it released in 1961 on the broadcast of horse race information. That statement said the commission would consider on a case-by-case basis the record of stations that broadcast a great deal of detailed horse race information.

The commission, at its meeting last week, was reported ready to take this approach. It was understood, however, the agency wants to clear its plans with Justice before taking final action.

Action Due Soon • An announcement is expected shortly. FCC Chairman E. William Henry reportedly wants to be able to discuss the matter in the speech he is scheduled to deliver June 24 before the National Association of State Racing Commissioners, in Chicago.

The proposed rules would have limited to once every two weeks the broadcasts of race information prior to and on the same day as a race, or the results and payoffs of a race before one hour after the last race on the day's card.

The proposal would also have prohibited the broadcast of any program "known or intended [by the licensee] to be of substantial use to persons engaged in illegal off-track gambling on horse races."

Another provision would have permitted the broadcast of a full day's racing card only twice a year, and the tracks involved would have had to be within 100 miles of the station. A blanket exemption from the proposed rule included races with purses of over $25,000 and feature races held in connection with special local events.

More than 200 objections were filed with the commission, most contending that the FCC was proposing to engage in censorship. The Justice Department, while supporting the objective of the proposal, said the needs of law enforcement and free broadcasting should be balanced.

Policy Statement • The 1961 policy statement, which expresses the commission's concern about broadcasting news that would aid illegal gambling, does not contain any prohibitions, as such. But it lists a number of practices concerning the broadcast of horse race information that, it says, causes the commission to consider what interests the licensee involved is serving.

The statement also notes that the commission inquires into this subject when considering the renewal applications of stations that appear to have engaged in the broadcast of horse race information.

The practices mentioned in the 1961 statement include the broadcasting of: a full program of races simultaneously with their running.

Race results as soon as available, or shortly thereafter.

Detailed advance information, such as track and weather conditions, post positions, jockeys, probable odds, scratches and post times. It's understood the staff recommends substituting "off" time, which indicates when the race actually begins, for post times, which indicate when the horses go to the post.

Information sponsored by publishers of "scratch sheets," touts or other persons whose activities may result in aiding illegal gambling.

Film sales...

Open End (NTA): WETA-TV Washington, and KLAS-TV Las Vegas.
25 "Top Rank" features (NTA): KTXV(TV) Sacramento, Calif.
21 Western (NTA): WNYS(TV) Syracuse, N. Y.
18 20th Century-Fox features (NTA): KTTV(TV) Los Angeles.
18 Shirley Temple features (NTA): WBIR-TV Knoxville, Tenn.
Duel In the Sun and Ruby Gentry (NTA): KQBT-TV Harlingen, Tex. and WNEW(TV) Cleveland.

61 For 61 (NTA): WUSD-TV New Orleans.


Group II Wolper Specials (United Artists TV): Sold to WNEW-TV New York; KTEN(TV) Los Angeles; WTTG-TV Washington; KMBC-TV Kansas City, Mo.; KOVR-TV Sacramento; WTVH-TV Peoria, Ill., and WTVP-TV Decatur, Ill.

Q-T Hush Cartoons (M and A Alexander): Sold to WGN-TV Chicago.


Trails West (Peter M. Robbeck & Co.: Sold to WRAP-TV Fort Worth; KTVU(TV) Oakland-San Francisco; WICS(TV) Springfield, Ill.; KITU(TV) Corpus Christi, Tex.; KTVH(TV) Wichita, Kan.; WOR-TV New York; KFMB-TV San Diego; KTRK-TV Houston and WAFB-TV Baton Rouge, La. The program now is in 125 markets.

Survival (Official Films): Sold to WPIR(TV) New York, KCOP(TV) Los Angeles; WWJ-TV Detroit; KTVI(TV) St. Louis; WTIC-TV Hartford, Conn.; KOMO-TV Seattle; WLWD(TV) Dayton; WLWC(TV) Columbus; WFLA(TV) Jacksonville; WFLA-TV Tampa, Fla.; KATU(TV) Portland, Ore.; KTVT(TV) Denver; WBRZ(TV) Baton Rouge, La., and WJXT(TV) Jacksonville, Fla.


America (CBS Films): Sold to KOLD-TV Tucson, Ariz.

Amos 'n' Andy (CBS Films): Sold to KSWO-TV Lawton, Okla.

Call Mr. D. (CBS Films): Sold to WWOV-TV Madison, Wis. and WLWC(TV) Columbus, Ohio.

Deputy Dawg (CBS Films): Sold to WINK-TV Ft. Myers, Fla.

Have Gun, Will Travel (CBS Films): Sold to WKKO-TV Kalamazoo, Mich.

BROADCASTING, June 15, 1964
Vegas; Coos Bay, Ore.; to will Younger Calif. Salisbury, Md.; (Tv) Columbus, Sold wl.wc(TV) Columbus, Detroit, KATV(TV) broadcasts. than free controversial obligation The might do, “casters concerned about what they statement but a week concerned about their views are aired, but some question exists whether names of complainants and the subjects of their complaints can be made public, Representative Rogers said. The FCC does not permit public inspection of its files on this subject. Representative Younger said last week that the commission “has not done a great deal in enforcing its July 26 statement but it has a great many broadcasters concerned about what they might do,” in interpreting its provisions. The statement stressed the licensee’s obligation to air “the other side” when controversial views are broadcast over his facilities (Broadcasting, July 29, 1963, et seq).

The Younger bill would relieve broadcasters of any obligation to give free time to exponents of views other than those that will be aired in paid broadcasts. Representative Younger said he has had letters from many broadcasters who want passage of his bill and who would be willing to testify. He also said, “I think the networks are interested.”

Younger urges action on his fairness bill

If the FCC’s controversial fairness statement of last July 26 represents the will of Congress, then certainly the Congress—and broadcasters—are entitled to know it, according to Representative J. Arthur Younger (R-Calif.). The senior Republican on the House Communications Subcommittee is author of legislation to relieve broadcaster concern about some of the doctrine’s ramifications.

Representative Younger said he had been assured Wednesday (June 10) that his bill, HR 9158, would be considered soon by the subcommittee. Representative Walter Rogers (D-Tex.), chairman, has received a preliminary report from the FCC of fairness complaints it has handled, but some question exists whether names of complainants and the subjects of their complaints can be made public, Representative Rogers said. The FCC does not permit public inspection of its files on this subject.

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In fact, all kinds of possibilities. It’s Collins compact, completely transistorized, portable, threecchannel 808A-1 remote turntable-console. And it offers you all sorts of possibilities for remote broadcasts. Use it for promotion-type shows. Or in a small announce booth. Or in conjunction with sound systems. Or for standby studio facilities at the transmitter site. Or in schools where an economical but complete facility is needed. The possibilities are limited only by your requirements.

Collins 808A-1 is especially designed for broadcast use. The unit offers complete facilities to feed program material into a telephone line to the broadcast station. Look into the remote possibilities Collins 808A-1 turntable-console can open up for you. Contact your Collins sales engineer for details today.

Collins RADIO COMPANY
Broadcast Communication Division, Dallas
ABC unlocks its schedule

Drops 'Hootenanny' for two new shows and reschedules others

ABC-TV last week broke into its supposedly "locked up" schedule for next season to shuffle programs around on Wednesday, Friday and Saturday evenings.

The network dropped Hootenanny, the folk-music program that was to go again into the 7:30-8:30 p.m. Saturday time slot, in favor of Outer Limits, which had been scheduled for 8:30-9:30 p.m. Wednesday.

To fill the hour on Wednesday, ABC-TV is shifting Mickey, the half-hour Mickey Rooney comedy series to 9-9:30, to be preceded by the new Shindig series, a half-hour musical series aimed at younger audiences (Broadcasting, June 8). Mickey had been scheduled for Friday, 9-9:30.

Into the 9-9:30 p.m. Friday spot, will go Valentine's Day, a new comedy series starring Anthony Franciosa and Jack Soo about a bachelor business executive who gets things his own way in the business and social world but has problems with his room-mate, an intemperate gambler with money-making ideas.

Valentine's Day will be produced by 20th Century-Fox, bringing that studio's total network production in prime time for next season to 4 1/2 hours weekly, compared to no programs for the past year (Broadcasting, May 25). Executive producer for the program will be Hal Kanter.

The shift of Outer Limits to Saturday evening and Mickey to Wednesday will give the network "better balance," according to Edgar Scherick, ABC-TV program vice president.

Outer Limits now will be pitted against CBS-TV's Jackie Gleason's American Scene Magazine and two new NBC-TV programs, Flipper and Mr. Magoo.

Shindig, which is to be produced by the independent Selmar-Circle Seven Productions, and Mickey will be facing CBS-TV's formidable Beverly Hillbillies and the Dick Van Dyke Show, as well as the last half hour of The Virginian and the first half hour of Wednesday Night at the Movies on NBC-TV. Selmar also produces Mickey, as well as the one-hour Combat, also on ABC-TV.

Show blacked out in Southern California

CBS-TV outlets in Los Angeles and San Diego did not carry the network's CBS Reports segment on "Mudrder and the Right to Bear Arms" on June 10 (7:30-8:30 p.m. EDT), because part of the documentary dealt with a criminal case now pending in Los Angeles county.

The network blacked out the Southern California area to insure that no prejudice could be formed by the public against the defendant as a result of the telecast. The program discussed the conflict between a citizen's traditional right to bear arms and proposed legislation that would require licenses for weapons.

New Hollywood firm enters TV syndication

A new organization, Beverly Hills Film Corp., has entered the field of TV film syndication through the acquisition of the Telemat Co., film distributors with a library of 198 animated cartoon commercials, and Beverly Hills Productions, producers of the Spunky and Tadpole series of 150 five-minute animated cartoons.

Telemat was acquired in exchange for 4,791 shares of BHFC $27.50 par value stock and Beverly Hills Productions for 2,470 shares of BHFC common stock. The new company plans to assemble a library of feature motion pictures for syndication in addition to the cartoon properties.

Principals of Beverly Hills Film Corp. are Richard H. Loeffler, president; Sidney V. Freeman, executive vice president; Alan Wise, vice president in charge of production, and F. J. Baumgarten, treasurer. All are also directors of BHFC.

Mr. Loeffler, formerly associated with Beverly Hills Productions, remains as an active partner in Arthur Foristall & Co., Los Angeles public relations and financial advisor organization. Messrs. Wise and Freeman were the principals of Telemat. Mr. Baumgarten is a CPA and business consultant who will continue to operate his own business.

BHFC is located at 433 South Fairfax Avenue, Los Angeles. Telephone is Webster 3-5731.

Program notes...

Roman setting • Italian film star Rossano Brazzi will appear in an ABC Films TV pilot next fall concerning a travel service in Rome. If the pilot is successful, the series, titled Via Veneto, would be ready for network sale in the 1965-66 season. ABC-TV has an option.

Procures film rights • Teledynamics has purchased world rights to the motion picture Congolaise, formerly released as Wild Rapture, and Africa in Flames for first-run TV release. The company said it also will soon release a new group of post 1959 first-run films.

New series • The Men Called Cade, a new one-hour dramatic series about an important contemporary American family, is being developed by NBC Productions. William Ludwig and Reuben Bercovit will write, create and co-produce a pilot film and will continue as co-producers and story supervisors for the series.

AFM convenes in Oregon

The 67th annual convention of the American Federation of Musicians will be held in Portland, Ore., today through Thursday (June 15-18) and will be attended by more than 1,000 delegates representing 700 locals in the U.S. and Canada.

President Herman Kenin will present a report on recent contracts signed in the fields of phonograph recording, network radio and television and theatrical and TV films. He also will cover efforts undertaken by the federation in Washington in support of legislation aimed at improving the position of musicians.
NBC views listener wants

Network believes public tunes in for specific radio program features

NBC believes that the change in radio over the past years has led to listeners tuning in "for specific interests" and not with random impulse.

A discussion of how NBC management considers the medium in view of current program revamping of its owned-stations was contained in a letter to employees from Robert W. Sarnoff, board chairman, and Robert E. Kintner, president. The letter was disclosed last week.

While recognizing community needs and interests, and economic and profitability factors as well as existence of a newly fragmented audience, the discussion settled on a discourse on how listeners use the medium.

The letter observed that listeners generally turn to radio at "specific times" and for "specific interests." The times vary from the point of arising, or while driving or when engaged in certain activities or before going to sleep and for such benefits as companionship, news, weather forecasts or baseball scores.

NBC has been reprogramming its owned stations. WNBC New York has started a "full talk and discussion format." The decision for this, the letter noted, was based "primarily on the fact that this offered the best opportunity to develop a distinctive character for the station in a form attractive to young adults accustomed to modern radio..."

But, Mr. Sarnoff and Mr. Kintner said that while NBC realized it wanted to provide an "identifiable, consistent service that will engage an audience of sufficient size to attract the commercial support needed" in terms of business profitability, the network imposed two principal requirements for all of its owned stations. These, they said, were: "we will not take the strident rock and roll route to popularity" and the stations will retain the full NBC Radio schedule including news, Emphasis, the weekend Monitor and other elements of nationwide service.

In Chicago, NBC reprogrammed WMAQ - after audience habit studies were conducted - to concentrate on local news and contemporary and standard "good music" in a diversity of styles with an around-the-clock operation (adding a 1-5 a.m. The Sound of Jazz program).

Mr. Sarnoff and Mr. Kintner concluded, however, that "changing and building radio habits takes time and patience, and it will be some months before the basic program revisions at WNBC and WMAQ have accomplished their purpose. Meanwhile, we will be going ahead in the remaining locations, where formats will be modernized and tailored to fit particular community stations, taking into account the strengths and weaknesses of competitive local radio services."

NBC's other owned radio stations are WRCV Philadelphia, WJAS Pittsburgh, KNBR San Francisco and WRC Washington.

Tele-Tape starts subsidiary

Tele-Tape Productions, New York, announced last week it has established a subsidiary, TTP Corp., which will become active in the creation and development of network and syndicated programming.

Tele-Tape has been specializing in the production of TV commercials, closed-circuit-TV and pay-TV programs and in the tape recording of network and local shows. The company recently produced a one-hour special, Night Life in New York, starring Billy Eckstine, which was scheduled for presentation over WPIX(TV) New York last Saturday (June 13) under the sponsorship of P. Ballantine & Sons, Colgate-Palmolive Co. and Consolidated Cigar Co. A spokesman for Tele-Tape said a series will be produced based on the special to be syndicated in the fall.

Australian show by WBC

The latest program produced for the Nations of Transition series of the International Television Federation is "Room Down Under," an hour show on the growth of Australia. The program, produced by Westinghouse Broadcasting Co. in association with National Educational Television, is scheduled for presentation over the five Westinghouse TV stations this month. It will also be telecast by NET participating stations and affiliate stations of the Canadian Broadcasting Co., the Australian Broadcasting Commission, and Associated-Redefusion, London. The Westinghouse stations are: KDKA-TV Pittsburgh, WPIX(TV) San Francisco, KYW-TV Cleveland, WBBZ-TV Boston, and WJZ-TV Baltimore.

all over America, people of all ages are listening to the radio again, to 
THE LIVES OF HARRY LIME
Orson Welles
CAPT. HORATIO HORBLOWER
Michael Redgrave
SCARLET PIMPERNEL
Marius Goring
THEATRE ROYALE
Laurence Olivier
SECRETS OF SCOTLAND YARD
Clive Brook
THE QUEEN'S MEN
Royal Canadian Mounted Police
THE BLACK MUSEUM
Orson Welles
7 network series . . . 364 radio dramas . . .
irving feld, 230 park ave., new york mu 9-5857
Time-Life opens fair radio-TV center

Time-Life Broadcast has opened a radio-TV World's Fair information center at the Time-Life Building in New York. The center was established for listeners of Time-Life radio and television stations who visit the fair. Highlight of the information center is an electronic exhibit at which visitors can make audio tape recordings of their impressions of the fair. The tapes will be broadcast later over Time-Life radio stations in the visitors' home towns.

The Time-Life stations are: KERO-TV Bakersfield, Calif.; WTCN-AM-TV Minneapolis; WOOD-AM-FM-TV Grand Rapids, Mich.; KGO-AM-FM-TV San Diego; KLZ-AM-FM-TV Denver; and WFBM-AM-FM-TV Indianapolis.

ABC-TV meeting today

ABC-TV will hold a meeting in Hollywood June 15-17 for more than 100 promotion managers from its affiliated stations.

Thomas W. Moore, president of ABC-TV, and Julius Barnathan, ABC-TV vice president and general manager, will head the network delegation. Conducting the meetings will be Michael J. Foster, ABC vice president in charge of press information, and Donald Foley, ABC vice president in charge of broadcast advertising and promotion.

Other network officials to attend the meetings include Armand Grant, vice president in charge of TV daytime programming; Jerome Bredouw, director of on-the-air promotion; Sidney R. Mesibov, director of special exploitation projects; Elliott W. Henry Jr., director of TV network press information, western division, and Jerry Zigmund, director of exploitation, western division.

CBS-TV meets Thursday

Promotion and information services directors of the five CBS-owned television stations will hold their seventh annual meeting in New York, June 18-19, to discuss all phases of advertising, promotion and publicity.

Included in the meetings will be a presentation by the CBS News election unit on the network's Vote Profile Analysis that will be used in the November elections and a discussion by CBS-TV of its promotion plans for its 1964-65 program schedule.

Clarence Hopper, vice president, facilities, for CBS will speak about the network's new broadcasting and headquarters buildings now being built in New York. The five stations are WCBS-TV New York, KNXT-TV Los Angeles, WBKB-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Drumbeats...

Chris crossing agency rows = Actress Chris Noel has been selected as "Miss MGM-TV" to represent MGM's TV division at public and industry events. Miss Noel currently is in New York to visit stations, advertising agencies and station representative firms. The MGM starlet has appeared in The Lieutenant, MGM-TV series on NBC-TV, and in three movies. She has an escort of two Marines during her stay in New York and for a similar trip in Chicago, June 18.

Selling the sellers = Every insurance agent in town received a copy of an article "Radio, the Lively Corpse," compliments of WSON-AM-FM Henderson, Ky. Author Jack H. Frost, writing for The Insurance Field, had stressed the medium's universality and continued popularity. He also advised insurance men that radio can present an advertiser with a captive audience, is selective and enables the low-budget advertiser to compete with larger organizations.

We Thank You = Impressed by the response to an earlier commercial aired over WPNL Philadelphia, National Union Insurance Co. devoted a major part of another commercial to thanking the station for their "generous and capable assistance."

Election almanacs = NBC has compiled "The Huntley-Brinkley Convention and Election Almanac" with 7 million copies to be distributed by Gulf service stations, NBC-TV stations, newspapers and at New York World's Fair.

More FM basics = The National Association of FM Broadcasters has placed its second "Research Bulletin" into circulation. Noted by NAFMB: 52% of all FM listeners did not listen to any AM radio during the week surveyed (by Data Inc.); the average number of hours spent listening to AM in

Students get a lesson from FCC chairman

FCC Chairman E. William Henry last week turned temporary tutor as he explained the intricacies of the communications satellite system to a group of visitors in Washington as guest of WTA-E (TV) Pittsburgh and the Pittsburgh National Bank.

The all-expense trip was part of an award to finalists on the station's Junior High Quiz, which starts its third year on WTA-E next fall under the bank's sponsorship. Agency is Ketchum, MacLeod & Grove, Pittsburgh. The program features teams from schools in the area.

In the FCC chairman's office, between trips to points in Washington and luncheons with legislators and embassy officials, were (1 to r): student Jim Gurley; Edward J. May, Pittsburgh National Bank; student Mark Kalas; Chairman Henry; Ricki Wertz, series coordinator; and Thomas Phipps, program judge.
all homes comes to 11 hours per week, a figure that reduces to 8 hours in FM homes. Also covered is in all homes, the average TV viewing is 16 hours per week compared to 13 hours of viewing among FM homes. The study was a projection from samples taken in the top 30 markets in the country.

Sneak preview * On the principle that a good salesman must know his product and his market, Jack B. Prince, vice president and manager of WTAR Norfolk, Va., took the station's sales force on the ferry S.S. Cape Charles for a sneak preview of the new $200 million Chesapeake Bay bridge-tunnel prior to the opening of the structure which more closely links Norfolk to the metropolitan areas of the East Coast.

Hurt feelings * A WNBC New York advertisement designed to promote listenership to the Brad Crandall conversation program on the station (see illustration) is considered not-so-funny by Soviet embassy officials. The attitude came to light when NBC News UN correspondent Pauline Frederick inquired informally of Soviet Ambassador Anatoly Dobrynin when NBC would be allowed to re-open its bureau in Moscow, which has been closed for more than a year because of a run-in with Russian officials. The ambassador responded in general terms that the Soviet Union was waiting for NBC to do "something constructive." Later an embassy news attaché elaborated: "When you stop insulting our chief of state with those Brad Crandall ads." The exchange was reported in an issue of the NBC newsletter to employees, signed by Robert W. Sarnoff, board chairman, and Robert E. Kintner, president.

Talking it up * Heller-Ferguson, Los Angeles, has produced a series of 25 radio station identification spots, "The Talking People," concept modelled after the Greek chorus idea. Series has been sold to: KING Seattle; WLOL Minneapolis; WYAF, WYPR, and WQAD, Chicago; WRLY, WORC, and WZAY, Louisville; WABC and WOR, New York; and WGMN, Milwaukee.

NAB cites women's group for radio-TV cooperation

The General Federation of Women's Clubs received a plaque from the National Association of Broadcasters last week at the federation's annual convention in Atlantic City.

SNEAK PREVIEW...
TV ad taboos for Britain

Cigarette claims covered in ITA's revised code; other prohibitions listed

TV commercials that suggest, without valid evidence, that it is safer to smoke one brand or type of cigarette rather than another have been banned by Britain's Independent Television Authority. This is one of the new provisions in a revised code of advertising standards and practices just issued by ITA and now in force.

The new code also bars subliminal advertising: "No advertisement may include any technical device by which, using images of a very brief duration or by any other means, exploits the possibility of conveying a message to, or otherwise influencing the minds of, members of an audience without their being aware or fully aware of what has been done."

Other prohibitions: excessive noise, advertisements which play on fear without justifiable reason, trick photography which does not present a fair and reasonable impression of the product or its effects and which is misleading, bait and switch advertising of goods for direct sale in which a cheap and sometimes nonexistent article is offered in order to attract sales prospects who are then pressured into buying something much more expensive.

The new rules supersede the ITA advertising advisory committee code and set down the provisions of the new Television Act under which the authority must closely scrutinize all commercial commitments. The ITA's advertising control staff now sees scripts of most commercials and sits in with companies to view finished filmed commercials before acceptance.

Drawn up after consultations with the advisory committee, the medical advisory committee and the postmaster-general, the new code embodies most of the old provisions plus new ones.

The membership of the advertising advisory committee has been revised. Under the chairmanship of Professor David Jack it has 12 members: four representing consumers, four with professional interests in medical and allied advertising, and four from the advertising industry. The committee will advise on all future reviews of the code and on advertising principles generally. Another change is the appointment of a medical adviser panel of independent experts.

James P. O'Connor, director of the Institute of Practitioners in Advertising, commenting on the new code said it put into writing important rules which had evolved since 1954 but which had not actually been codified. The IPA had formally banned subliminal advertising as long ago as 1958.

Leslie Room, director-general of the Advertising Association, said that the television companies had been working on the principles laid down by the code for a considerable time.

Irish may beam radio commercials to Britain

The Irish Minister for Posts and Telegraphs has set up a committee to study Irish radio broadcasting. The Irish radio network is run by Radio Eireann which carries advertising for local products only. Its time sales income is about $280,000 a year and it is subsidized by the government. The government has announced that it intends to make the post office, which has jurisdiction over broadcasting, completely self-supporting.

The government has decided to allow state sponsored companies to raise capital in the money market. This has led to unofficial reports which suggest that Ireland might allow the building of a high powered commercial station to cover Britain and part of Europe.

Abroad in brief . . .

NC&K to Spain — Norman Craig & Kummel, New York, has associated itself with Ciesa, Lisbon, in opening a new service agency July 1 in Madrid. The move, the agency said, was dictated by its continuing rise in billings in Europe, which now total nearly $20 million. First client for the branch office will be all Colgate-Palmolive advertising for Spain.

Auto account — The Rootes Group, British automotive firm, has assigned its Italian advertising to Publicis-Gardner-Butler-Stip, SpA, Milan, which was founded last year. The Rootes Group manufactures Humber, Hillman, Sunbeam and Singer cars as well as Commer and Karrier trucks.

Account granted — The London office of Young & Rubicam has been assigned to handle advertising for Grants of St. James Ltd. The firm imports wine, and cigars.

Match sponsor — Ampol Petroleum Ltd. has purchased exclusive radio and television rights for Australia for the challenge round of the Davis Cup tennis matches in Cleveland Sept. 25-27. Frequent will coordinate technical broadcast aspects of the matches.

Rep named — George E. Spracklin Associates Ltd., Toronto, Ont., has been appointed exclusive representative of chio Hamilton, Ont., and CKCR Kitchener, Ont.

Y&R in Belgium — Young & Rubicam has opened a branch office in Brussels, Belgium, the fifth European outlet to be put into operation by the company. William G. Tragos, formerly stationed at Y&R's Frankfurt, Germany, office, was named manager of the Brussels office. The new branch address is 20 Avenue De La Toison D’Or.

Films sold — A library of 50 Samuel Goldwyn feature films has been sold for television use in Australia. The films were purchased by Amalgamated Television Services Ltd. and Herald-Sun Television Ltd.

INTERNATIONAL
FATES & FORTUNES

BROADCAST ADVERTISING

Robert P. Bauman, national sales manager for Maxwell House division of General Foods Corp., White Plains, N.Y., promoted to advertising and merchandising manager of that division. He succeeds George Bremer Jr., who becomes marketing director of GF’s international division. Mr. Bauman, who joined GF in 1958, is succeeded by John H. Muller Jr., associate product manager in Maxwell House division. He joined GF in 1962.

Richard R. Bevan, for past nine years member of corporate advertising staff of National Gypsum Co., Buffalo, named advertising manager of Seiberling Rubber Co., Akron, Ohio.

Sydney M. Cassell and William H. Kitchen appointed brand advertising managers at General Cigar Co., New York. Mr. Cassell, formerly assistant account executive at Young & Rubicam, will service White Owl and Wm. Penn brands, and Mr. Kitchen will service Robt. Burns, including Tiparillos and Cigarillos. Prior to joining General Cigar, Mr. Kitchen was advertising sales representative with United States Tobacco Journal.

Donald G. Howell, formerly program supervisor at Needham, Louis & Brorby, Chicago, joins Foote, Cone & Belding, that city, as broadcast supervisor.

Thomas R. Gorey, VP and art supervisor at Needham, Louis & Brorby, Chicago, named VP-executive art director as result of reorganization of agency’s Chicago creative department into three fully staffed divisions. Other new assignments: Christopher Ford, Lee F. Marsh and Donald D. Zabel to executive producers; Jack S. Friedman and Robert F. Nelson to copy supervisors; Joseph L. Berner, Gerritt J. Beverwyk and J. Roy Sandstorm to art supervisors, and William C. Althen to producer.

Richard Griff, formerly with Lennen & Newell, New York, joins Kudner Agency, that city, as media buyer.

Ira Laufer, general sales manager of KEZY Anaheim, Calif., appointed to same post with KABC Los Angeles. Appointment will become effective when KEZY transfers to new ownership following FCC approval of sale. Mr. Laufer is currently part owner of KEZY.

Lawrence Elegant and Gary Korn elected VP’s of Erwin Wasey, Rubloff & Ryan, New York. Mr. Elegant, who joined EWR&R in 1963, is associate creative director. Mr. Korn, production director, joined agency in 1956.

Two new assignments were announced last week in merchandising department of Chrysler-Plymouth division of Chrysler Motors Corp., Detroit. James L. Wichert, with Chrysler since 1946, has

Hattwick named AFA chairman; Cooper re-elected president

Dr. Melvin S. Hattwick, advertising director of Continental Oil Co., Houston, elected board chairman of Advertising Federation of America Tuesday at 60th annual convention in St. Louis (see story, page 30). He succeeds George W. Head, retired manager of advertising and sales promotion for National Cash Register Co., Dayton, Ohio.

Marion Harper Jr., chairman-president of The Interpub Group of Companies Inc., New York, elected first vice chairman of AFA board; and Lee Fondren, station manager of KLZ Denver, re-elected second vice chairman.

AFA officers also re-elected: president, Mark Cooper; treasurer, Samuel Thurman; VP-advertising of Lever Brothers Co., New York; secretary, Harriet Raymond, Celanese Plastics Co.; and director, Douglas L. Smith, advertising-sales promotion director of S. C. Johnson & Son, Racine, Wis.


Charles Whitebrook, of Bishopric/Green/Fielden, Miami, elected VP of AFA and chairman of council of governors of AFA districts.

Newly elected to AFA board: Rex Budd, advertising director of Campbell Soup Co.; Ralston H. Coffin, VP of RCA; Barton A. Cummings, board chairman of Compton Advertising; Clinton E. Frank, president of Clinton E. Frank Inc.; David J. Mahoney, executive VP of Colgate-Palmolive Co.; Thomas B. McCabe Jr., VP of Scott Paper Co.; Gibson McCabe, president of Newsweek; and Fred D. Thompson, advertising director of Reader’s Digest.

Jean Simpson, VP of J. Walter Thompson Co., Chicago, was named “Advertising Woman of the Year” by AFA. Mrs. Simpson is copy group head at JWT.

In three posthumous awards, AFA announced that Edgar Kobak, Homer Buckley and Jesse Neal are 1964 additions to “Advertising Hall of Fame.” Mr. Kobak, advertising consultant at time of his death in 1962, in earlier years had been head of MBS and in executive capacities with NBC, advertising agencies and newspaper field. Mr. Buckley was direct mail pioneer and Mr. Neal was pioneer in business paper and industrial advertising fields.

BROADCASTING, June 15, 1964
Changes in 'Television' ad staff

Mr. Leder and Robert Smith, wor-AM-FM-TV VP and station manager.

Frank Chizzini, advertising director of TELEVISION magazine, promoted to sales director. Mr. Chizzini has been with TELEVISION since 1959 and in broadcasting-advertising field for 25 years. Robert J. Moran, previously with marketing department of American Can Co., New York, joins TELEVISION magazine as sales representative.

Mr. Cowan, 15-year veteran of broadcasting-advertising field, joined Broadcasting Publications Inc. in 1951 as eastern sales manager of BROADCASTING magazine. He was elected VP-business manager of TELEVISION magazine 3½ years ago with purchase of monthly by BPI. Previously, Mr. Cowan was account executive at Henry J. Kaufman & Associates, Washington.

Barry Biederman joins Cunningham & Walsh, New York, as associate creative director. He was previously at Lennon & Newell, that city.

Theodore Barash elected VP of Young & Rubicam, New York. Mr. Barash joined Y&R in 1955 as account executive from Al Paul Lefton agency, that city.


been named advertising and sales promotion manager for Chrysler and Imperial passenger cars. James A. Lawson assumes responsibilities as manager of advertising-sales promotion for Plymouth. He also joined Chrysler in 1946.

William M. Wood Jr. joins McCann-Erickson, Houston, as account director. He was account supervisor at Reiter-Ross Inc., New York.

Edward J. Gardner, formerly with Young & Rubicam and Ogilvy, Benson & Mather, joins Doherty, Clifford, Steers & Shenfield, New York, as VP and account supervisor.

Donald F. Satterfield joins Sudler & Hennessey, New York, as account executive at Bristol Laboratories. He was formerly at William Douglass McAdams Inc., that city.

Bill W. Randa appointed sales manager of WBBR-AM-FM Birmingham, Ala. He was formerly national sales manager at WBRC-TV. Mr. Randa succeeds Carl J. Wagner, who moves to WTVN Columbus. Charles E. Ezzell, account executive at WBRC-AM-FM, named assistant manager. Stations are owned by Taft Broadcasting Co.

Allen B. Long, for past two years account executive at WMAR-TV Baltimore, joins WRC-TV Washington in same capacity. Previously, Mr. Long was associated with Avery-Knodel Inc. in New York as account executive and Dancer-Fitzgerald-Sample as assistant program supervisor.

Wright Ferguson, supervisor on Nox- zema Chemical Co. account at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP of agency.

Harvey M. Andersen, director of marketing, appointed director of marketing and research departments of Wade Advertising, Chicago.


Donna Cunningham, creative director

John J. McMahon, account executive at ABC-TV Spot Sales, New York, named local sales manager of ABC-owned WBKB(TV) Chicago, effective today (June 15). He is replacing Don Bowen, who resigned.

Kenneth B. Arrington, formerly product manager in toilet articles division of Colgate-Palmolive Co., New York, appointed director of advertising and marketing for all divisions of Continental Baking Co. (Wonder Bread, Hostess Cake and Morton Frozen Foods), Rye, N.Y., and Stewart's Inc., Memphis. Mr. Arrington assumes duties of Cedric Seaman, VP in charge of advertising and marketing, who has retired after 34 years with company. Mr. Seaman also resigned from Continental's board of directors.

Mr. Cowan, VP and business manager of TELEVISION magazine, New York, joins WOR-AM-FM-TV, that city, as administrative assistant to Robert Leder, VP-general manager. Mr. Cowan will be charged with executive and administrative responsibilities of RKO General stations in New York, working with

Mr. Chizzini

Mr. Cowan

Mr. Arrington

Mr. Randa

Mr. Barash

Mr. Fernandez

Mr. Ferguson

Mr. Leder

Mr. Smith

Mr. Ruida

Mr. Smith

Mr. Smith

Mr. Smith
Assumes duties

Mrs. Jane Norton, Mrs. Norton has formally assumed presidency of Norton stations following election to post last month (Broadcasting, June 1). Norton stations are WAVE-AM-TV Louisville, Ky.; WFIJ-TV Evansville, Ind., WFSR (TV) Green Bay, Wis.

Mrs. Norton is widow of George W. Norton, who founded WAVE in 1933 and died last February following auto accident in Jamaica. She is mother of George Norton IV, who succeeded his father as president and who was killed in automobile accident May 22 (Broadcasting, June 1).


Thomas C. Neely, for past two years account executive at WEBS Portsmouth, N. H., joins sales staff of WPRO-TV Providence, R. I.

Ernest H. Clay resigns as director of research and production at American Research Bureau, Beltsville, Md., to form own research consulting service in Washington. Dr. Ir a Cisin, research consultant to ARB and lecturer at George Washington University, named director of research and has assumed major duties of directing ARB’s audience research program. R. R. Ridgeway, manager of research and production, named production director.

Jack O’Mara, VP and director of western division of Television Bureau of Advertising, elected president of Hollywood Advertising Club. Richard E. Eastland, advertising consultant, first VP; James Thompson, Campbell-Ewald Co., second VP; Bruce Robertson of Broadcasting, VP for publicity; Betty O’Mea, Kelly Girl Service, secretary; Fred Kemp, Ruth & Roberta Agency, treasurer; Marvin Bryan, inter-club coordinator; Lucille Liedtke, managing director.

Audian Paxson, VP and account executive at White & Shuford Advertising, El Paso, elected president of El Paso Advertising Club. Other new officers are Irv Prell, KTSN, VP and June Templeton, KRND, secretary.

Ken Ostrom, account executive at KYW Cleveland, joins staff of AM Radio Sales Co., New York.

Walter A. Wuron, manager of advertising and PR of Renault Inc., New York, joins Jaguar Cars Inc., that city, in same position. Appointment becomes effective today. Mr. Wuron, previously head of his own PR firm specializing in automobile accounts, succeeds late Everett T. Martin.

Mari C. Foster, formerly with Walter Wood Productions Inc., where she was assistant to president in charge of feature and TV film properties, joins advertising and PR staff of Julian F. Myers Inc., Beverly Hills, Calif., as account executive specializing in motion picture and TV personalities.

Dom Cerulli, account executive and copywriter at West, Weir & Bartel, New York, joins Guild, Bascom & Bonfigli, that city, as copywriter. Bob Furman joins Guild, Bascom & Bonfigli, Los Angeles, as TV producer. He was previously in similar position at Carson/Roberts, that city.

THE MEDIA

Leslie G. Arries Jr., for past seven years staff director at WXYZ-TV Boston, joins KYW-TV Cleveland as general manager. Mr. Arries succeeds George Mathiesen, who moves to New York headquarters of Westinghouse Broadcasting Co. as administrative executive in corporate development. Mr. Arries at one time was account executive at CBS-TV Spot Sales, New York, and general manager of WTTG (TV) Washington. KYW-TV is owned by Westinghouse Broadcasting Co.

Mowry Lowe, general manager of WLW Providence, elected president of Rhode Island Broadcasters Association.
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:

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Crosley chief retires
James D. Shouse, board chairman and chief executive officer of Cros-ley Broadcasting Corp., Cincin-nati, announced his retirement last week, effective July 1, for reasons of health. Mr. Shouse, 61, will continue, however, as VP and director of parent Avco Corp., New York, and as director and consultant to Crosley. No successor as yet has been named. Mr. Shouse joined Crosley in 1937 as VP in charge of broadcast operations, was elected board chairman in 1948. Crosley Stations are WLW and WLWT (TV) Cincinnati, WLW(TV) Dayton; WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis.

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program director, effective June 22.

Lon C. Lee joins KOOL Phoenix as continuity director, replacing Kathy Newman, who resigned to join KTRA-TV Phoenix-Mesa, Ariz., as assistant to pro-
CBS affiliates elect

New members elected to CBS-TV affiliates board are Stuart Martin, WCAV-TV Burlington, Vt., district 1; Donald Campbell, WMAV-TV Baltimore, district 2, and Eugene Dodson, WTFS-TV (TV) Tampa-St. Petersburg, Fla., district 3.

They replace retiring board members Thomas Murphy, Capital Cities Broadcasting; Robert Lamb, WTAR-TV Norfolk, Va., and Charles Cutchfield, WBTY (TV) Charlotte, N. C., from districts 1, 2 and 3, respectively.

New members elected to CBS Radio affiliates board last week are H. William Koster, general manager of WEAN Providence, R. I., district 1; William H. Bell, assistant general manager of WENX Syracuse, N. Y., district 2, and Frank Koepler, VP and manager of WDRB Roanoke, Va., district 3. They will take office at affiliates' convention in New York Sept. 23-24.

Sam Babcock, formerly with WMAV Minneapolis as public service director and air personality. Stations are owned by Storz Broadcasting Co.

Frank P. Gilhooly appointed sports director of WTOI Toledo, Ohio.

George J. Mitchell, formerly production supervisor of WLP-TV Springfield, Mass., appointed program director of WKEF-TV Dayton, Ohio.

Stanley M. Gortikov elected president of Capitol Records Distributing Corp., Hollywood. He replaces Alan W. Livingston, who has been head of company as well as parent Capitol Records Inc. Mr. Gortikov joined CRD in February 1960 as director of corporate development, was elected VP-merchandising of CRDC in July of that year and subsequently VP-general manager. Terry Mayer named national merchandising and advertising manager of Tower Records Corp., independent subsidiary of Capitol Records.

Pat Patterson, former program director of WRB Buffalo, joins staff of WPRO Providence, R. I.

Allan Michaels, formerly public service director of WKY Cleveland, named production and public service supervisor of WPIM-FM Philadelphia. Stations are owned by Metromedia Inc.

Henry Lewis, associate conductor of Los Angeles Philharmonic Orchestra, will appear as host, annotator and music authority on several music survey programs to be produced for Subscription Television Inc. by Madison Productions.

Pat Roark, formerly of Hanna-Barbera Productions, Hollywood, joins KHJ-TV Los Angeles as assistant film editor.

Bernard Pippenger, formerly with WISH Indianapolis, joins WPIC-AM-FM Sharon, Pa., as production director, music director and morning personality.

Charles M. Fischbein, former news director of WQX (Adelphi University), Garden City, N. Y., joins production staff of The Original Amateur Hour Inc., New York.

Iris Follows, formerly media director of Gilbert, Ragen & Associates, Los Angeles, named traffic manager of KTLA (TV) Los Angeles.

Bernard Wiesen, recently associate producer on pilot of Daniel Boone series at Century-Fox Television, named associate producer of that studio's Valentine's Day series, scheduled to start this fall on ABC-TV.

Roger W. Marks named continuity director of WTVN-TV Columbus, Ohio.

Maxine Anderson, casting director for Hollywood producers of commercials, has moved her independent office to Goldwyn Studio, 1041 North Fornosa Avenue.

Edward J. Fischer, formerly with Universal Studios, joins Paramount Studios, Hollywood, as publicity manager. He replaces Mac St. Johns, who resigned.

Ralph Levy, producer-director previously associated with such series as The Burns and Allen Show, The Jack Benny Show and various TV network specials, has been signed by Filmways, Hollywood, as producer-director of The Adams Family, half-hour comedy series starting on ABC-TV in fall.

Actor-director John Cassavetes and writer-producer Maurice McEndree are under contract to Screen Gems to develop new TV properties.

Screen Gems also signed three creative programmers to develop new comedy series for 1965-66 season. They are David Swift, veteran writer-producer-director whose list of TV creations runs from Mr. Peepers to Grindl; Sidney Sheldon, creator-producer of The Patty Duke Show, and Hy Averback, producer-director of such series as Ensign O'Toole, The Gerrtrude Berg Show and The Tom Ewell Show. Mr. Averback also directed pilot and first four epi-

BROADCASTING, June 15, 1964
sodes of The Rogues, which Four Star Television is producing for NBC-TV.

William D'Angelo and Herm Saunders named associate producers in TV division of Warner Bros. Studios. Initial assignments are Wendly and Me for Mr. Saunders and No Time for Sergeants for Mr. D'Angelo. Both new series are being produced for ABC-TV.

Tommy Carr, who directed Rawhide series last season, signed by Twentieth Century-Fox to direct initial episode of Daniel Boone series for NBC-TV. Filming begins tomorrow (June 16).

ALLIED FIELDS

Charles Daugherty, air personality at KDEO El Cajon, Calif., has formed Southern California School of Radio, designed to teach for on-air talent jobs. With Mr. Daugherty in new school at 3911 Pacific Highway in San Diego are Noel Confer, also of KDEO staff, and James Hilsen, technical director.

Lawrence W. Lichty, assistant professor of speech (radio-TV) at California State College, Long Beach, resigns to assume similar post at University of Wisconsin, Madison.

FANFARE

Hymen V. Wagner, previously senior VP in charge of customer relations of PR Aids Inc., New York, has formed his own firm, Media/Distribution Services Inc., at 260 West 41st Street, New York. Telephone: LW 4-2230. New firm, according to Mr. Wagner, president, will provide complete production and distribution services for public relations field.

Joel Truitt joins promotion department of WTOP-AM-FM Washington.

BAC elects Wallis


 Newly elected directors are Ralph Beaudin, WLS; Jake Evans, Television Bureau of Advertising; Irik Isgrig, Zenith Corp.; Jack S. Keck, Needham, Louis & Brooby; Robert Lemon, WMAS, and Dick Newton, WIND.

INTERNATIONAL


Stuart Hood, controller of BBC-TV (second in command), has resigned over “important matter of principle,” but would not comment further on reason of resignation. Mr. Hood announced that, effective Sept. 1, he will become controller of Rediffusion Ltd., London weekday commercial TV company. Mr. Hood, 49, joined BBC in 1946, became controller of TV programs in June 1961. Until successor is appointed, Mr. Hood’s duties will be assumed by Kenneth Adam, director of BBC-TV.

John H. Fox, manager of CHC Brampton, Ont., named regional sales director of Radio Sales Bureau of Canada, Toronto.

Barry Bingham, editor and publisher of Louisville Journal and Times, licensee of WHAM-AM-TV Louisville, elected chairman of executive board of International Press Institute at meeting earlier this month in Istanbul, Turkey. Mr. Bingham will assume post Jan. 1, 1965.

DEATHS

Thomas K. Fisher, 48, VP and general counsel of CBS, died of cancer last Thursday (June 11) at his home in Chappaqua, N. Y. He joined CBS as assistant general attorney in 1955 and was appointed VP and general attorney of CBS-TV in 1957. Mr. Fisher was elected VP and general counsel of CBS in 1961. From 1939-42 and from 1944-55, Mr. Fisher had been on staff of New York law firm of Donovan, Leisure, Newton & Irvine. He was an assistant U. S. attorney for Southern District of New York in 1942 and from 1944 to 1945 he served as lieutenant (jg.) in office of general counsel of Navy Department.

William Pettus Hobby, 86, board chairman and chief owner of Houston Post Co., licensee of KPRC-AM-TV Houston, died June 8 at his home in Houston after lengthy illness. He had been in failing health since 1957 when he underwent surgery for hemorrhaging ulcer. Mr. Hobby, former governor of Texas from 1917 to 1921, also owned minority interest in KMML-TV Beaumont, Tex.

Max H. Lavine, 58, general manager of The Evening Telegram of Superior, Wis., and founder and first president of WJON St. Cloud, Minn., died June 9 at hospital in Superior after lengthy illness.

Robert Warwick, 85, actor in The Law and Mr. Jones TV series, died June 6 at his home in West Los Angeles after lengthy illness.


William James Leatherdale, 35, announcer at CBS Simcoe, Ont., and wife Barbara, 34, killed June 7 while landing their aircraft on beach near that city.

Roderic O’Connor, 50, announcer for 15 years for Red Skelton Show on radio and TV and also associated with Art Linkletter series, died June 5 of cancer in Los Angeles.
BROADCASTING, June 15, 1964

APPLICATIONS

Okeechobee, Fla.—Okeechobee Broadcast- ing Inc., is now operating KOCJ, 102.6 kw. Ant. height above average terrain 147 feet. P.O. address Box 1347, Okeechobee, Estimated construction cost $5,274; first year operating cost $6,000; revenue $7,500. Principals: Charles C. Castle (47%), William A. Stekes (47%), Frank Demead (6%), Murriel Lee Castle (1%) and Callie Mae Stokes (1%). Okeechobee is licensee of WOCX Okeechobee, Ann. June 4.

SLex City, Iowa—Donald A. Swanson, 103.1 mc, channel 277, 109 kw. Ant. height above average terrain 300 feet. P.O. address Box 148, Sioux City, Estimated construction cost $37,000; first year operating cost $36,000; revenue $38,000. Princip- ial: Donald A. Swanson. Mr. Swanson is Iowa farmer. Ann. June 9.

Bloom, N.J.—New South Communications Inc. 106.3 mc, channel 293, 2 kw. Ant. height above average terrain 300 feet. P.O. address E. J. Ferry, Bloom. Estimated construction cost $4,900; first year operating cost $20,000; revenue $25,000. Applicant is licensee of WEDE Ellsworth. Ac- tion June 3.

JAMES TIMBER WOODS

ACTION BY FCC

Machias, Me.—Coastal Broadcasting Inc. Granted CP for AM on 1490 kc. 1 kw, W-N, 1 kw-D. P.O. address c/o Donald E. Knowlton, 24 Street, Ellsworth. Estimated construction cost $4,900; first year operating cost $20,000. Revenue $25,000. Applicant is licensee of WDEE Ellsworth. Ac- tion June 3.

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Lancaster, N. Y.—Seaport Broadcasting Corp. Granted CP for new AM on 1360 kc. 1 kw, DA, D, P.O. address 906 Morgan Build- ing. Buffalo, N. Y. Estimated construction cost $46,880; first year operating cost $45,000; revenue $50,000. Principals: Stanley Jastinski (50%), Jack Foster (10%) and others. Messrs. Jastinski and Foster are executives of Seaport. Buffalo. Also (1) granted joint petition for approval of sale of Radio Broadcasting Corp and WEXC Inc. whereby Seaport would reimburse WEXC Inc. $15,000 for out-of- pocket expenses in return for withdrawal, and (2) dismissed with prejudice WEXC Inc. and De-Lan Inc. applications, latter for failure to prosecute. Action June 4.

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<td>RAYMOND E. ROHRER &amp; Associates</td>
<td>Consulting Radio Engineers</td>
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<tr>
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<td>375 Sunbelt Blvd.</td>
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<td>6325 Sunset Blvd.</td>
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<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
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<td>Consulting Engineers</td>
<td>6325 Sunset Blvd.</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
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<tr>
<td>Broadcast Engineering</td>
<td>R. R. 2, Box 27 4786</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
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<tr>
<td>Broadcast Engineering</td>
<td>West Terre Haute, Idaho</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>broadcast 7597</td>
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 10

<table>
<thead>
<tr>
<th></th>
<th>Linc.</th>
<th>CP's</th>
<th>NOT ON AIR</th>
<th>TOTAL for all stations</th>
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<tr>
<td>AM</td>
<td>3,899</td>
<td>75</td>
<td>75</td>
<td>329</td>
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<td>FM</td>
<td>1,139</td>
<td>35</td>
<td>193</td>
<td>255</td>
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<tr>
<td>TV</td>
<td>521</td>
<td>62</td>
<td>80</td>
<td>149</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 10

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<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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<tr>
<td>Commercial</td>
<td>519</td>
<td>156</td>
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<tr>
<td>Noncommercial</td>
<td>56</td>
<td>50</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

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<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>Licensed (all on air)</td>
<td>3,895</td>
<td>1,136</td>
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<tr>
<td>CP's on air (new stations)</td>
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<tr>
<td>CP's on air (morning stations)</td>
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<tr>
<td>Total authorized stations</td>
<td>4,047</td>
<td>1,341</td>
<td>662</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>202</td>
<td>218</td>
<td></td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>53</td>
<td>58</td>
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<tr>
<td>Total applications for new stations</td>
<td>295</td>
<td>252</td>
<td>129</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>153</td>
<td>50</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>43</td>
<td>11</td>
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<tr>
<td>Total applications for major changes</td>
<td>236</td>
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<tr>
<td>CP's deleted</td>
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*Does not include seven licensed stations off air.

*Includes three noncommercial stations operating on commercial channels.

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SUBSCRIPTION APPLICATION

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BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington, D.C., 20036

Please start my subscription immediately for—

☑ 82 weekly $8.50 ☑ 104 weekly $14.00 ☑ Payment attached
☐ 82 issues & 1964 Yearbook $13.50 ☐ Please bill
☐ 1964 Yearbook $5.00 (as long as supply lasts)

name... title/position...

address ☑ Business ☑ Home

city... state... zip code...

company name...

98 (FOR THE RECORD)

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BROADCASTING, June 15, 1964

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incurred by WBJA-TV and WEPA-TV and to provide $90,000 of new finance. Empire TV and Radio, Inc., will be the holding company for WBJA-TV and WEPA-TV Erie, Pa. (see subscription for WBJA-TV below). Ann. June 9.

WBJA-TV Erie, Pa.—Seeks assignment of license from WBJA-TV, Inc., owned by Alfred K. Ansonbee (56.8%), Small Business Investment Co. of New York Inc. (28.04%) and James E. Gressley (24.9%). Action June 6.

WEPA-TV—AM-FM Medford, Pa.—Seeks relinquishment of negative control of licensee corporation, Regional Broadcasters Inc., by William H. Rich (50% before, none after). Stock will be retired and ownership of corporation will be Edward F. Martin (30%), Alastair B. Martine (25%), Dorothy Martin Moore (20%), Robin B. Martin (30%) and Edwin A. Bernstein (5%). Consideration $150,000. Ann. June 9.


SUPPLEMENTAL INITIAL DECISION

■ Hearing Examiner Herbert Sharman issued Supplemental Initial Decision looking toward denying application of Beacon Advertising Inc., for new daytime AM on 1560 kc. IRA, to move to a substitute channel on channel 19 in Victoria, Tex. Action June 10.

DESIGNATED FOR HEARING

WSIV Inc., Pekin, Ill.—Designated for hearing application for WSIK-AM-FM (ch. 237.5, 89.0 mc, ERP 2400 kw, ext. height 89 feet) to determine whether grant would create a concentration of control of media of mass-communication in Illinois contrary to public interest. Application is not closed. Action June 9.

KGVL Greenville, Tex.—Designated for hearing application to increase daytime power on 1460 kc from 1 kw to 100 kw, continued nighttime operation with 250 w; issues include section 73.37 overlap determination; made KNBD Athens, KFYF Bonham, and KBEC Waxahachie, all Texas, parties to proceeding. Action June 3.

OTHER ACTIONS

■ Commission invited comments to notice of proposed rulemaking. Comment by Rome Broadcasting Corp. (WGBA), Rome, Ga., to substitute channel 22A for 272A at Carrollton, Ga., and reassign latter channel to Rome. Petitioner is in comparative hearing for Rome’s only presently assigned channel. If proposed changes are adopted, outstanding authorization to Faulkner Radio Inc., for channel 272A in Carrollton, would have to be modified to specify operation on 22A.

KATV(TV) Little Rock, Ark.—Granted application to move trans. antenna site in Jefferson County, in direction of Little Rock, increase vis. ERP from 170 kw to 275 kw, with aur. ERP 248 kw, and increase antenna height from 1,010 feet to 1,220 feet. Chairman Henry absent. Action June 3.

KCCG Centerville, Iowa—Granted increased daytime power 1400 kc from 100 w to 500 w, continued nighttime operation with 100 w; conditions June 2.

■ By order, commission accepted for filing applications for new daytime AMs of Radio Monticello, Monticello, Fl., 1000 kc, 1 kw; and Radio Oshkosh Inc., Oshkosh, Wisc., 590 kc, 1 kw. DA Action June 3.

By memorandum opinion and order, commission granted request by Hubbard Broadcasting Inc., for waiver of AM
“freeze” rule and accepted for filing application to change operation of KSTAR St. Paul, on 1250 kHz, 50 kw, unti, from directional to non-directional during daytime, and 10 kw, 2 kw, at night, subject to compliance with Sect. 1.580 of publication rules. Action June 3.

By memorandum opinion and order, commission granted joint request by Live- stock Broadcasting, Inc., and Fortunata Telecasting Corp., applicants for new TV stations on channel 2 in Terre Haute, Ind., for approval of agreement whereby livestock application would be withdrawn and filed as Growing Radio, Inc., to reflect 35% of stock would be held by J. R. Live- stock, and Kenneth W. W. Walls, thus increasing number of stockholders from Livestock holding under 21%, thus becoming principal stockholder; waived Section 1.560 of rules requiring merger agreement to be filed with the FCC; and denied opposing petition filed by IIIiana Telecasting Corp., third applicant for channel. Commissioner Cox not participating. Action June 3.

KBIX Muskogee, Okla.—Granted increased daytime power on 1480 kc from 500 kw to 1 kw, continued nighttime operation with 1 kw. Commissioner Udell participating. Action June 3.

By memorandum opinion and order, commission denied joint petition by MOZ, Inc., and Edwin K. Estes for reconsideration of decision of May 31, 1964, in proceeding of license of Estes for WPFA Pensacola, Fla., and WJBL Holland, Mich., for renewal of license WJBL Inc. (of which Estes is 99% owner) for WJBL. Opposing petitioners request for further oral argument. Petitioners' request was denied. Commissioners Williams and Udell participating. Action June 2.

By order in Boston, channel 5 proceeding, commission denied application by WGBH-TV, Inc., to change channel assignments, held by J. R. Livestock Broadcasting Co. (WGBH), Houghton, Mich., to 970 kc from 1490 kc, and denied opposing petition filed by Dliana Telecasting Corp., third applicant for channel. Commissioner Cox not participating. Action June 3.

ETV fund grants

Following grants for educational television services approved by Department of Health, Education and Welfare:

- Austin, Tex.—Southwest Texas Educational Television, Inc., to improve facilities of KLRN-TV, channel 9, total project cost $13,100.
- Vincennes, Ind.—Vincennes University: to establish new educational television channel 52, total project cost $181,000.

In ant, heights, etc., granted in part petition by KRON-TV, KGO-TV, and intervenor Westinghouse Broadcasting Inc. (KFBK) by RAO, with conditions, held by J. R. Livestock Broadcasting Co. (WJBL), Bridgeport, Conn. for new AM in Bridgeport, Conn. Action June 3.

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By memorandum opinion and order, commission granted joint request by Livestock Broadcasting, Inc., and Fortunata Telecasting Corp., applicants for new TV stations on channel 2 in Terre Haute, Ind., for approval of agreement whereby livestock application would be withdrawn and filed as Growing Radio, Inc., to reflect 35% of stock would be held by J. R. Livestock, and Kenneth W. W. Walls, thus increasing number of stockholders from Livestock holding under 21%, thus becoming principal stockholder; waived Section 1.560 of rules requiring merger agreement to be filed with the FCC; and denied opposing petition filed by IIIiana Telecasting Corp., third applicant for channel. Commissioner Cox not participating. Action June 3.
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.
- RPM ads $200.00 per column inch.
- All other classifications, 30¢ per word—$4.00 minimum.
- No charge for blind number. Send resumes in typewritten, 5x7-inch, technical, Box F-208, BROADCASTING.
- Illinois. Opportunity for salesman announcer to manage branch studio. Box F-233, BROADCASTING.
- Manager for well established small market station. Must have background in management, sales and programming. Write full details to general manager, Port Angeles, (Washington) Evening News.

Sales

Los Angeles . . . Strong salesman, proven management abilities. Top opportun- ity to take to station, multiple group, Box C-5, BROADCASTING.

Salesman with management potential. Must have success in one of country's best top 60 market stations. Box F-189, BROADCASTING.

Florida—Wanted—An aggressive experienced radio announcer who will have the opportunity to earn any amount he desires in a beautiful south Florida community. Salary plus commission. Box F-259, BROADCASTING.

Sales manager for northeast respected country-western oriented station. Well-rounded and established in major market. We want aggressive worker with ideas. Send all details first letter. We reply in kind. Box F-219, BROADCASTING.

Illinois-Iowa group has openings for sales- man and announcer combo. Box F-235, BROADCASTING.

Sales manager, small market experience. Producer can advance to station manager. Must have strong imagination, plus sales experience. Box F-359, BROADCASTING.


Virginia station seeks sales manager with announcing background and experience. Excellent opportunity for an individual to grow with one of the state's best known market stations. Salary plus commission arrangement. Write in resume and if possible, with photograph to: J. W. Swayne, Manager, WFLJ, Fredericks- burg, Va.

Salesman needed immediately for expanding Florida daytime (FM soon). Prefer at least 1 year experience. Write and produce own copy. Mature voice with no re- gional accent. We feature good music, adult programming . . . strong on news and public service. Send resume, photo, and recent video tape to W. R. Richards, WFTW, P. O. Box 16, Ft. Walton Beach, Florida.

Sales—(Cont'd)

Sales manager moving up, need thoroughly experienced, capable, GM. Must be earning better than $8,000 annually. Guarantee plus commission. Highly productive account list. Prefer minimum of 5-years radio sales background. No "pitchmen" need apply. Send resumes to: Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Immediate opening for 1st phone announcer. Strong news, sports, and morning shows. Applicable to KMON, Marian, Montana. Liberal middle road. 75,000 city population.


Experienced better music air personality with mature voice for Ohio market under $10,000—more complete fringe benefits—fine sound and service image—860-450 kw. Box F-129, BROADCASTING.

Mid-west, 5,000 watt looking for top flight announcer with first phone. An opportunity worth investigating. Send complete resume, tape and minimum required salary to: Box F-169, BROADCASTING.

East coast near Baltimore first phone an- nouncer. Send tape and resume. No drifters. Box F-315, BROADCASTING.

Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Big band sound. Send audition tape, photo and resume. Box F-250, BROADCASTING.

Announcer-Mature, bright swingin' dj for 1 station. Established station, top 40 experi- ence. Send tape and resume to: Box F-223, BROADCASTING.

Opportunity for 1st phone announcer-engineer. Experienced. Large midwest market. Box F-257, BROADCASTING.

Need two experienced djs immediately for middle of the road swingin' station in the Chicago area. Established station needs two men that know how to talk to people. No one here works more than 40 hours. Box F-251, BROADCASTING.

Wanted for big major market good music radio air personality with mature voice. Must have third class license and be fami- liar with combo operation. Send resume and experience together with air tape of performance. Box F-264, BROADCASTING.

Salesman—Announcer. Opening. Send tape and resume to KDAM, Carrington, North Dakota.

Staff announcer for night shift some TV, married, at least 3 yrs. experience. Send resume, photo, and recent tape to Ray Lusting, KFBC, Cheyenne, Wyo.

Immediate opening 1st phone announcer—permanent position. Send resume, photo and tape. Box F-179, BROADCASTING.

Excellent opportunity for young combo man in mid-west. Prefer permanent and maintenance man with some announcing. Permanent position. Send resume, tape and picture. Box F-179, BROADCASTING.

Excellent opening in July for chief engineer who can announce. Well-located mid-western AM-FM operation. Send resume, photo, salary requirements and tape. Box F-180, BROADCASTING.
Technical—(Cont'd)

Chief engineer-announcer opening in August at mid-south station, able operation. Bachelor. Applicant. Announcing duties will average three hours daily. Immediate necessary. Box F-197, BROADCASTING.

Needed chief engineer for Illinois daytime station going FM. Some announcing, but engineering. For details, contact Jack Hallstrom, WIZZ, Streator, Illinois.

First class engineer. Must be capable maintenance man. AM-FM equipment, transmitters and audio. Present chief, with us 21 years, losing battle with cancer. Good prospective. Broadcasting, excellent small town, prefers reference to applicant from south. WLAG, LaGrange, Georgia.

Chief engineer opening—since 1960 WMIK has had three engineers. All worked full time—attended college part time. Results: one with Westinghouse, one at Oak Ridge, third going with engineering consulting firm. If you have desires to further your professional career with a college degree, we may have situation. Send your resume, operation experience, etc. Box F-57, BROADCASTING.

First class engineer for Atlanta, Ga., Southeast. Combined opening. Joel Lawhon, 111 Hillrose Avenue, Greenville, S. C.

Production—Programming, Others

Program-news director. Willing to work. Good for right man. Middle Atlantic. Box F-33, BROADCASTING.

Experienced, dedicated program director for good music—network affiliated large southern market. Excellent details on current references and photo. Box F-90, BROADCASTING.

Top-rated, format station in one of New York State's largest markets seeks newcomer with first class ticket. Rush tape, resume, and picture to Box F-161, BROADCASTING.

Program director for medium-modern pop format operation for station located in beautiful Great Lakes city in Mid-Atlantic region. Prior experience of over 5 years. Relocation is possible. Willing to learn. Identity desired. Box F-319, BROADCASTING.

Nationwide group operator seeks Admin. Asst., preferably with previous experience in programming, marketing research and publicity. Must be capable of taking future with diversified company. Complete resume to: Box F-202, BROADCASTING.

RADIO—Situations Wanted

Management

Station manager desires change to radio operation. 10-year experience including announcing, news, production, management. Sales. Box F-29, BROADCASTING.

Nationwide group seeks morning face. Excellent resume. Box F-73, BROADCASTING.

Outstanding executive with wide experience in radio and television management. Presently employed. Resident of firm outside broadcast field. Seeking top flight management position in radio and/or TV. Highly successful business graduate, married, family man, dependable, hard working, available on short notice. Will consider promising opportunity anywhere. Box F-165, BROADCASTING.

No fancy phrases, just 14 years sales, programming, management experience. Reading necessary to work for you. $14,000 minimum. Box F-174, BROADCASTING.

Help! Shirtsleeves manager, 30, married, 13 years radio. Ownership—Box F-178, BROADCASTING.

Proven record, manager, . . . administrator. Age, 34, college, large family, 13 years experience. Desires medium/large market. Would consider sales manager large market. Only top flight owner or organization need write. Excellent references will prove my abilities and readiness to advance. Box F-158, BROADCASTING.

Billing down? Do you want it up or do you enjoy starving? 3 man management team on the air and in the street working for your station. Any market—you solve your billing blues. Combined experience, 10 years. Box F-190, BROADCASTING.

Manager available soon. 14 years experience all phases broadcasting. Age 49, reliable, conservative. Box F-189, BROADCASTING.

Ten years experience, three as station manager. Should be management. AM or FM, old or new, fulltimer or daytimer, indie or net. Believes in radio and likes to work. Will also consider position of responsibility with large station. Radio or rep agency. Business administration degree, 39 years old, family. Box F-307, BROADCASTING.

Ready to manage small market or be excellent second man. Ten years varied experience. Top civic record, references. Midwest Plains-Southwest. Box F-218, BROADCASTING.

Sales and station manager. Same station last five years. Medium market, desire change due to change in ownership. South-west or west coast . . . other areas considered. Box F-221, BROADCASTING.

9 years experience. Held back by outside ownership. Previous management or management assistant. My experience includes production, sales and announcing, and play-by-play in both medium and metropolitan markets. You live up to your promises, I'll get it done. Local no factor. Just opportunity and teamwork is all that's required. Call 614/895-3121.

Not quite enough experience for GM, but have the potential, re my employers. Have confidence. Know broadcasting. Experienced all phases including administration. Seeking opportunity for management. St. College. Family. Willing to invest. Phone 513-266-6746 after 2 p.m.

Sales

Top notch salesman, first change in 7 years, exp. in TV and radio—want major market east or west. Box F-138, BROADCASTING.

Announcers

Sportscaster. Experienced. Top play-by-play baseball, college football/basketball. First phone. Box F-109, BROADCASTING.

Young dj, tight board, good news, commercial radio, willing worker. Box F-130, BROADCASTING.

Top 40 talent—third ticket, married, college, available now. Box F-135, BROADCASTING. Experienced top 40 announcer on the way up. Also production techniques and news delivery. Box F-149, BROADCASTING.

High caliber first phone disc jockey. No maintenance. Experienced jock. Box F-139, BROADCASTING.

Supreme Sebastian needs money—announcing school graduate—Disgustingly youthful voice, offer first job or send tape to Keith Sebastian. Box F-164, BROADCASTING.

Top forty personality seeks relocation in southwest Tennessee. West Alabama, Mississippi, Louisiana or Arkansas. Box F-166, BROADCASTING.

Meadows? Yes! I'll relocate anywhere! All I need is that important first break. Broadcasting school graduate, some college. Box F-170, BROADCASTING.

C&W dj family, third phone, w/endorsement, will sell, prefer California or southwest. Box F-179, BROADCASTING.

Top forty dj salesmen seeks relocation in southland eight years experience. Box F-181, BROADCASTING.

C&W dj, 7 years experience seeking dj and sales job, will go anywhere—preferably south. Available now. Box F-190, BROADCASTING.

Top morning personality in three station market. Warm, adult provocative. Proven records of success, want solid deal. Box F-291, BROADCASTING.

Experienced morning personality, bright articulate sound, good sense of humor, 3rd class license, play-by-play experience, part-time kick for comedy routines. Box F-204, BROADCASTING.

Two years experience, 25, married, likes radio and likes to work. Will consider all. Am presently employed and desire to relocate. Box F-205, BROADCASTING.

Good announcer wants start. Third phone, college. Ambitious, hard worker willing to learn business. Box F-213, BROADCASTING.


Todays Menu: Appetizer—college; Entree: 6 years morning man major markets, pd. md., production topped with showmanship. Dessert: 1st phone. $100 per week. Box F-216, BROADCASTING.

Southwest, recently left, want to return. Young, ambitious. Finest background. Veteran, college. Knowledgeable and news and Salary open. Box F-218, BROADCASTING.

Florida major: Midwestern powerhouse personality-production director desires final change. Presently afternoon with 40-plus Hoover and Pabst in top 10 market. Twenty-five, married. B.S. degree, five years experience. In Florida middle of July for personal interview if interested. May I be an asset to your organization? Write Box F-222, BROADCASTING.

Top afternoon man with multi-million dollar sales record in major market. Run easy style show with top sales potential. Can do sports and program management. Mature, top references, interested in permanent job with top salary only. Need fast answer. Box F-225, BROADCASTING.

Long experience—all phases, bright delivery, employed and desire midwest. Box F-201, BROADCASTING.

Seasoned staff announcer, age 36, family, wish to return to coast. Excellent, reliable—good board, interviews, production, sales. Box F-110, BROADCASTING. For P-D—No experience preferred. Box F-330, BROADCASTING.

First phone C&W dj—pd. Some tv 10 years. First phone or write Steve French, 2140 Stone Ave. #11, San Pablo, Calif. Phone 415-232-0785.
Announcers—(Cont'd)

First phone announcer. Some maintenance. Strong on announcing and news. Southeast on AM and FM. Send pass convention. Box F-176, BROADCASTING.

Announcer dj with first phone, looking for position with good popular music station. If you have large turnover in personnel don't answer this ad. I plan on staying, offer six years experience production, programming, & some possible maintenance. Contact Thomas E. Powell 1430 S. 10th Street, Colorado Springs, Colorado. Phone 303-632-3693. $125.00 wk. minimum to start.

First phone dj engineer, experienced, immediately. Ft. Myers, Fla. ED 4-5246.

Immediately available experienced announcer—dj with a preceptive knowledge of broadcasting. For middle of the road or top 40 sound. Can fill your need for creative local production. Experience in local news coverage. Last position in five station market. Now looking for permanent situation where I may become part of an active station in a small to medium market. College grad. With B.S. degree in broadcasting. PD experience, award winner in news field. Has various contacts. 576 San Leandro, Calif. tape and resume or call 472-6513.

3rd phone—studying for 1st. Inexperienced— anxiously to learn—good voice—contact Don Coss, 1611 Be Franklin, Beaverton, Ore. 97003.

Top rated air personality, top ten market wishes to relocate immediately. Area Code 314—ME 1-0123.

Technical

Six years chief, eight years experience. College grad. Experienced. Available immediately. Box F-171, BROADCASTING.

25 years electronics consisting in part: 15 years adrost; 8 years chief eng. in AM-DA & FM, Age 46—family—announcing. Box F-152, BROADCASTING.

Engineer, 15 years chief maintenance operator AM, FM, multiplex, desires permanent position any location references. Box F-194, BROADCASTING.

Fifteen years. Directional. Engineer. Some announcing. McClain, WHON, Richmond, Ind.

Well qualified engineer desires position AM-FM station or will contract maintenance of two or more stations. Will relocate. Present chief engineer AFRIS AM-TV Thule, Greenland. Available immediately. Box F-389, BROADCASTING.

Production—Prorgramming, Others

Experienced sportscaster. unusually knowledgeable. Available immediately. Box F-171, BROADCASTING.


Now here's a news story! After 1½ years of weekly commercials directed to over 400 TV stations, after 2 years as one of the world's busiest news writers in Philadelphia with his own radio and television newscasts, after innumerable news feeds, both radio and TV, for the NBC network during this same period, preceded by 10 years directing news feeds for 2 major Midwest stations, this unemployed 25 years old man can't find a good job. Box F-206, BROADCASTING.


Production—Prorogramming, Others

Confined

Newscasting, writing, editorializing, etc. B.A. & A.M. required, will relocate, also administrative. Recent graduate. Dependent. Box F-105, Kaptan, 3727 Boarman Ave., Balto., Md.

TELEVISION—Help Wanted

Sales

Wanted: Account Executive who wants to grow with a top southeastern NBC affiliate located in fast growing news listening area. A home owned station, you'll work with experienced personnel and become part of a television family that believes in the future of this area. Salary plus commission. Car and expenses to the right man. Send resume to G. Earl Broome, Vice President-Sales, WITN-TV, Washington, North Carolina.

Announcers

Experienced television announcer needed for immediate position with Midwest CBS TV affiliate. Please send resume, tape/videotape, film to Program Manager, WANE TV, Fort Wayne, Indiana.

Technical

Wanted: Chief engineer, west coast ETV. Degree required. Industry experience, availability, and ability to train students. Salary $9,000+ and resume. Box F-180, BROADCASTING.

Opening for transmitter supervisor. Must have some experience and desire to work. Permanent position. Good residence provided at transmitter location. Send application with full details to Manager KAWS TV, Roswell, N. Mexico.

Studio and transmitter/engineer, experienced and ready to relocate. Excellent opportunity and working conditions with growing station. Reply to Robert Kusinger, WBGU-TV, Bowling-Green, State University, Bowling Green, Ohio.

Experienced studio maintenance technician, permanent position, first phone, CBS affiliate, large market, progressive and stable management, well equipped, RCA cameras. Ampex videotape, technical development encouraged, initiative and originality recognized, good fringe benefits, salary open. Send qualifications and photograph to Chief engineer, WLC-TV, Nashville, Tennessee.

Production—Prorogramming, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details and original work with application. Box F-191, BROADCASTING.

Wanted immediately, producer-director. Minimum bachelor degree for major large northeastern ETV station. Instructionally oriented, experienced, imaginative. Must have professional competency and ability to utilize highly trained professional staff. Box F-210, BROADCASTING.

Wanted writer for Midwest TV station very strong local commercial production. Needs good fast creative man or woman writer immediately. Box F-226, BROADCASTING.

Report for vacancy on aggressive, five-man television news staff. Journalism graduate with some broadcast experience, capable of gathering, writing, editing, and broadcasting. Send resume to Personnel Manager, WDBJ-TV, Roanoke, Virginia.

Program director—leading VHF has opening for pd. with proven administrative ability or who wishes to move up to such a position. The man we are seeking must be well grounded in program operation and capable of heading certain important programming assignments, including either a news director show. Send complete information, photo, S.O.F., or VTR to WSR, Savannah, Georgia. All replies confidential.

WANTED TO BUY

Equipment


You won't be disappointed if you consider a large unBroadcated equipment into cash! Send list, description, price. Broadcast Equipment, Box 341, Bristol, Tennessee.

Need 25 kw high-band television aerial amplifiers. Would prefer RCA type TT-53AH or BTR. Write stating location, price, and condition. Box F-238, BROADCASTING.
FOR SALE

Equipment

Television/radio transmitters, cameras, microphones, tube, audio monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Exmision Line: Tetron insulated, 1/4" rigid, 51.5 Ohm. Flanged with bullet and all hard-ware. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 28, California. Telephone 2-6977.

Everything in used broadcast equipment. Check with us first, Broadcast Equipment, Box 3141, Bristol, Tennessee.

3- RCA RT6B cartridge playback units. 1- RCA RA1—record unit. Station converted to Stereo—used 3 months—excellent condition. Box F-185, BROADCASTING.


550 good Blaw-Knox H-21 self-supporting tower. Dimensions ready to ship. Box F-185, BROADCASTING.

1500 feet 3/4" UHF transmission line MI #10889 available. Contact Morris Barton, KSLA-TV, Shreveport, La.

2—Spot master 500 stereo playback units. 1—Spot master 500 record unit. Used one month—excellent condition. Box F-185, BROADCASTING.

One RCA HBF-3 kw FM transmitter in excellent condition—selling for only $1,25 per watt! Box F-209, BROADCASTING.

Amplx parts: Service parts available for all models. Inquire about Amplx head rebuild plan. Contact Mr. Cook, Shrander Sound, Inc. 2803 M St. NW, Washington, D.C. 20008.

Automatic log time recorder for spot announcements on automated station $175.00. Box F-185, BROADCASTING.

One kw FM transmitter ready for use. Good condition, make offer over $1,500. Box F-144, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Line! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy, Box F-309, Atlantic Beach, N.Y.

Need help? 1000 Super dooper hooper scooper—one liners exclusive in your market. P.O. box are located in Lyla Publications, 3221 Steiner St., San Francisco.


Audio News—your choice of 28 or 40 daily actualities and voice reports from San Francisco, Washington, New York and other key news centers. Personalized identification of your call letters and exclusive market guarantee. Special delivery eliminates phone cost. Write Box F-73, BROADCASTING.

Commercials taped by professional announcers $0.00 per minute spot. Send copy and check! Audio Enterprises, 6623 Sedan Avenue, Canoga Park, Calif.


Religious Sponsor list. Names and addresses of over 500 religious time buyers. Individual calls and agencies interested in radio time. This mailing list compiled from recorded religious program. $500 buys this list, exclusive in your market. Write today if interested on this list on a non-exclusive basis. Box F-37, BROADCASTING.

Convention Specials—10 daily 3½ minute features tailored for local sponsorship—plus off- duty actualities and commentaries. Box F-78, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Angeles, Seattle, Kansas City and Washington. For free 44-page brochure, 4-K, Grantham Schools, 1500 N. Western Ave., Hollywood, Calif. 90027.

Be prepared, first class FCC license in six weeks. Top quality theory and laboratory training in ELkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for the FCC First Class License. Outstanding theory and laboratory instruction in ELkins Radio License School of New Orleans, 533 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. C.I. approved. Request free brochure. ELkins Radio License School, 3603 Inwood Road, Dallas, Texas.

Elkins License School of Chicago—Six weeks training in laboratory methods and theory leading to the FCC First Class License. 31- East Jackson Blvd., Chicago 4, Illinois.

Telling, programing, console operation, Twelve weeks of practical training. Finest, most modern equipment available. One (PULSE) Radio License School, 2603 Inwood Road, Dallas, Texas.


Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William E. General Manager—Radio License School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone license guaranteed. Full tuition $550—private rooms $10 per week. Job placement free. Classes begin June 20—Aug. 6—Sept. 5—Oct. 4—Nov. 2. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.


Americas pioneer. 1st in announcing since 1924. National Academy of Broadcasting, 814 H St. NW, Washington 1, D.C.


FCC license in six weeks. Not a Q and A course. Get your license and a working knowledge of electronics. This is specific City's Texas-sized opportunity. Next class June 26. Enrolling now at Institute of Electronics, 904 M and M Blvd., Houston, Texas.


RADIO—Help Wanted

Manager

MANAGER WANTED Illinois Full Time. In medium sized Market. Needs in top positions and strong on sales and administrative functions and personnel. Excellent chance of advancement for right man. Must have outstanding class experience. Send photo. All inquired held in strict confidence.

Box F-188, BROADCASTING

Situations Wanted

ANNOUNCERS

TOP RATE AIR PERSONALITY top ten market wishes to relocate immediately.

Area Code 314-ME 1-4319

Number One [PULSE] Good music personality (6-6 p.m.) in Top Metro Market now seeking similar top position. Present Station is changing broadcast philosophy with new Management. Twelve weeks from contractual settlement.

Box F-178, BROADCASTING

Production—Programming, Others


Box F-186, BROADCASTING

TELEVISION—Help Wanted

Announcers

Wanted Yesterday

KID PERSONALITY to take over established daily program in major market. Candidate must be a show-biz personality. Some booth work. VTR or recent Kid will be requested. Send resume, pix, proof of performance and honest salary requirement.

Box F-104, BROADCASTING

MISCELLANEOUS

OLD or NEW RADIO PROGRMS?

On tape or disk for national syndication. Complete show—national. Write or call George Tucker, Pres.

Tucker Productions, Ltd.

151 W. 57th St., New York 10019

212-CO 5-4048

BROADCASTING, June 15, 1964

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Continued from page 99


- In proceeding on applications of Henry Weisstein, receiver, Television Co. of America inc. et al., for renewal of license, assignment of license and transfer of control of KHBO-TV Las Vegas, Granted Weisstein's petition to reopen record, and scheduled further hearing for June 10.

- Issued order granting nunc pro tunc request of James E. Valley, Owsville, Calif., for continuance of May 21 hearing to June 17 in proceeding on AM application. Action June 4.

- By Hearing Examiner Isadore A. Honig

- Formalized by order certain agreements reached June 8, prehearing conference in proceeding on applications of Springfield Telecasting Co., and Midwest Television Co. for new TV Stations in Springfield, Ill., and scheduled certain procedural dates and continued July 15 hearing to July 21, Action June 8.

- By Hearing Examiner H. Gifford Iron

- Continued June 11 hearing to July 16 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KJFX-FM), both in Yakima, Wash. Action June 10.

- Granted request by American Colonial Broadcasting Corp., for further prehearing conference on June 9 in proceeding on application to change to new station and increase power of WSBM-TV, Caguas, Both Puerto Rico. Action June 8.

- By Hearing Examiner Jay A. Kyle

- By memorandum opinion and order, dismissed as moot Progress Broadcasting Corp. (WHOM), New York, N.Y., on its own motion for change of hearing and commencement of hearing in proceeding on application for change of stations and ground systems, continued operation on 1480 kc, 5 kw, DA-2, U. and, because of pendancy of Broadcast Bureau's petition to dismiss for failure to prosecute continued hearing without date. Action June 9.

- By memorandum opinion and order in proceeding on applications of Chronicle Publishing Co. (KBON-TV), and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, in Dockets 12956-6, cancelled June 16 prehearing conference and scheduled further prehearing conference for June 23, Action June 8.

- In proceeding on application of Burlington Broadcasting Co., and WJWJ-Burlington Broadcasting Co., Inc., both in Burlington, Vt., and Burlington, respectively, in Docket 13591, 13593, granted motion by Mount Holly-Burlington to extend time from June 15 to June 22 to tender exhibits to Burlington Broadcasting Co., Burlington Bureau and examiner, and extended from June 22 to July 2 time for Burlington and Burlington Bureau to request any additional information from petitioner. Action June 5.


- On own motion, continued to date to be determined June 6 hearing in proceeding on AM application of Progress Broadcasting Corp. (WOMN), New York, and scheduled oral argument for June 8 on applicant's petition for postponement of certain dates for exchange of exhibits and hearing. Action June 3.

- By Hearing Examiner Herbert Sharman

- Granted petition by Lompoc Valley Cable TV for leave to amend its application for operational need stations in Business Radio Service in Docket 12532 by changing name to Lompoc Valley Cable TV Inc. Action June 9.

- In proceeding on AM applications of
Southern Radio and Television Co., Libeh Act, and a filing to Hecker (WJBK) in Fort Myers, both Florida, in Dockets 14808-16, at June 3 prehearing conference, on remand, anniversary of the decision of the Commis- sion, and to hear for Section 9. Action June 8.

By Hearing Examiner Elizabeth C. Smith:

In proceeding on applications of United American Corp., and Northland Broadcasting Corp., for new FMs in Rochester, Minn., in Dockets 15171-78, granted Northland's re- quest for a second prehearing conference, to be held on June 24.

In proceeding on applications of United American Corp., for new FMs in Rochester, Minn., in Docket 15171, granted Northland's petition for leave to amend to substitute new applicant—North Central Video Inc. Action June 3.

By Office of Opinions and Review:

In proceeding on application of Blue Ridge Mountain Broadcasting for all new AM in Ellijay, Ga., granted joint petition by Ellijay depot and WBTQ Indian Wells, Inc., doing business as WDTQ, Calhoun, Ga., to extend time to June 23 to file application for a review of Review Board's May 5 decision which denied application. Action June 5.

**BROADCAST ACTIONS by Broadcast Bureau**

**Actions of June 9**

| WUCM-TV | Montana | Granted mod. of CP to change ERP to 234 kw, increase horizontal and vertical polarized; and type ant.; ant. height to 470 feet; and make changes in sys. equipment and condition. |
| KIXE-TV | Redding, Calif. | Granted mod. of CP to change ERP to 40 kw, change horizontal and vertical polarized; and type ant.; ant. height to 326 feet; and make other equipment changes. |
| WZFP-FM | Cincinnati | Granted mod. of CP to decrease ERP to 70 kw; increase horizontal and vertical polarized; and type ant.; make changes in ant. system. |
| WGGY | Columbus, Va. | Granted CP to replace expired permit for new AM. |
| KLEX | Lovington, N. M. | Granted CP to install station. |
| KJEO (TV) | Fresno, Calif. | Granted mod. of license to change ERP to 289 kw vis. and 268 kw mod. of CP to change height 1790 feet. |
| KQRC (TV) | Jacksonvile, Fla. | Sun. July 1; WGGY Minneapolis to Aug. 1; KCMA-FM Sacramento, Calif. to Sept. 1; KBQI (FM) Ogden, Utah, to Aug. 8. |

**Actions of June 8**

- **Granted renewal of license for following FMs**: KCMU-FM Charlotte, Va.; WCYY Charlie’s, WDCY-FM Dover, Del.; WDPS De Forest, Wis.; WIGG Grand Forks, Minn.; WBEW Red Wing, Minn.; WJIL Springfield, Ill.; WJNE West Palm Beach, Fla.; WAC-FM Camden, N. J.; WJRT Lansing, Mich.; WJW Scranton, Pa.; KWTW Atlanta; WKG-WQ Indiana Falls, Ind.; WRPR Rossville, Ga.; WUSM Havelock, N. C.; WARB Medford, Wis.; WPKU Tupelo, Miss.; WBTB Bridgeport, Ala.; KOAS-B Flesher, Montana; KRLX-AM St. Paul, Minn.; WPLJ West Palm Beach, Fla.; WAXY Lake Charles, La.; WNEW New York; WJPN Rockford, Ill.; WGBR Chicago; WJTA Milwaukee; WXYZ Detroit; KGMR Great Falls; KQO-FM Rapid City, S. D.; WZKN Oklahoma City; WFB-SK Jacksonville, Ark.; WLBX Bay City, Mich.; WQKE Altoona, Pa.; WSCC Tuscaloosa, Ala.; WBMX San Antonio, Tex.; WRX-D Alexandria, Va.; WJXK Roanoke, Va.; WHDQ Asheville, N. C.; WADE Atlanta; WRQY Indianapolis; WJMI Jersey City; WJFJ Chicago; WJQF Jacksonville; WHAS Louisville; WCIW Des Moines; WQW Philadelphia; WJQL Knoxville; WSTK Atlanta; WBSF Meridian, Miss.; WJAI Akron; WABN Milwaukee; WFAA Dallas; WABC New York; WQFX Longview, Tex.; WBBM Chicago; WJIM Kansas City; WJOK Orlando; WJLV Nashville; WLS Chicago; WOR New York; WJR Detroit; WCTA San Francisco; WDIA Memphis; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Washington; WJZ Baltimore; WJZ Atlanta; WRC Wash
Parents who teach their children sensible eating habits help the young avoid costly food faddism

IT HAS BEEN ESTIMATED that Americans spend from 500 million to one billion dollars each year needlessly on food fads, vitamin pills that are not necessary, and so-called "health foods" which may be perfectly good foods but which do not live up to some of the elaborate health claims made for them and which may not be worth the premium prices charged. Parents really interested in getting their children off to a good start in life should be alert to food faddism and health quackery and should prepare their children to avoid being victimized by the faddists and quacks who prey on the young, as well as the aged, because they know of the concern the young have for health and strength and body development.

Although scientific research has demonstrated that drinking milk on the day of an athletic event apparently has no adverse effects on the athletes' performance, there are still athletic coaches in high schools and colleges who instruct their teams to avoid milk at certain periods or meals. Some physical education teachers, who influence the attitudes of young people they are instructing, are not well informed about sound nutrition principles.

Parents concerned about the good health of their children should be aware of what the children are being taught, if anything, about what they should eat and why. Generally, schools use nutrition teaching materials prepared under careful supervision of nutritionists who know their business, but there are some cases in which nutrition teachings are not based on well established nutrition principles.

PARENTS CAN TEACH THROUGH GOOD EXAMPLES
In most families, it is likely that the examples set by adult members in their own eating habits will be a very strong influence on the children's eating habits. If adults shun certain foods, then the children, especially the teen-agers, may assume they, too, can avoid these foods. Parents should understand at least the fundamental principles of good nutrition so that they can guide their children towards sensible eating habits and toward an understanding of the role which food plays in health and development.

Parents need not be walking textbooks on nutrition. Nutritionists have made life much easier for us by developing the Daily Food Guide. Family meals may be planned for both taste appeal and good nutrition by selecting from four major food groupings: (1) Milk and Other Dairy Foods; (2) Meats, Fish, Poultry, Eggs, Dried Peas and Beans, Nuts; (3) Fruits and Vegetables; (4) Breads and Cereals. The groupings are based largely on the kinds of nutrients provided by each group. The Guide recommendations provide only a foundation for a well balanced diet. Depending upon total calories required, other foods not included in these four groups may be selected to round out the daily diet.

The Daily Food Guide is excellent because it fits the needs of the entire family. Food selection varies only in terms of individual nutrient needs. In other words, an adult whose life is quite sedentary does not require the same quantities of food as a very active teen-age boy or a growing child. (See below for instructions on how to receive your copy of the Daily Food Guide for your family.)

THE DAILY FOOD GUIDE IS EASY TO USE
The Daily Food Guide is designed to make food selection for the family as easy as possible. Here is an example of how the Guide suggests that selections be made:

Milk and Other Dairy Foods: The Guide suggests 3-4 glasses of milk daily for children and teen-agers and 2 glasses daily for adults (or the equivalent amounts of milk in other dairy foods such as cheese and ice cream). These quantities of milk are recommended because milk provides important nutrients for all age groups.

Milk is a leading source of calcium, essential for the development of bones and teeth and required for proper functioning of muscles and nerves and for normal clotting of blood. Milk is an important contributor of riboflavin—which is vital in the body's metabolism—and high quality protein that provides the amino acids needed for body tissue growth and repair. Milk also supplies other vitamins and minerals.

For a moderately active adult man, two 8-ounce glasses of milk provide about 10-15% of his recommended daily calorie allowance; about 25% of his protein; about 70% of his calcium; about 45% of his riboflavin; about 15% of his vitamin A; and over 10% of his thiamine.

For an adult woman percentages of these nutrients provided by 2 glasses of milk would be slightly higher because of the generally lower nutrient recommendations for women, but the calories in 2 glasses of milk still provide only 14-20% of the recommended daily allowance for a moderately active adult woman.

Selecting foods from the other food groups in proper quantities provides the additional nutrients recommended. If the entire family follows this very simple Daily Food Guide, and if reasonable effort is made to develop understanding among the young why it is wise to select foods in this pattern to provide a balanced diet, then it is likely that the young will be less susceptible to the siren songs of faddists and quacks who promise them a "quick and easy" path to super bodies and brains via their pills and "health foods."

WHEN members of the National Community Television Association hold their annual convention in Philadelphia this week, as usual one among them will be Martin F. Malarkey, who, in its early years, really was the NCTA.

Many rushed into CATV in the early 1950's, but Marty Malarkey foresaw that the industry would require a national trade organization. So he put one together.

It started with 19 members as the Pennsylvania Antenna Association in 1952, but almost immediately changed its name and put itself on a national footing, largely because Mr. Malarkey persuaded his colleagues that CATV would expand so rapidly that a national association would be needed.

He was the NCTA's first president, was re-elected four times and has been an officer or director almost every year since. Throughout the NCTA's growth (it now has more than 550 system members serving upwards of 750,000 subscribers), Mr. Malarkey has remained a guiding influence. An accomplished speaker, a shrewd businessman, and a candidate of a natural charm a professional politician would envy, he was for years spokesman of the growing, dynamic new industry.

Today, while the NCTA's very size has tended to diminish the influence of any one member, Marty Malarkey's counsel still is sought and often heard on industry matters.

Mr. Malarkey's zeal has earned him many friends and some detractors. Critics say he has tried to claim too much credit for NCTA's success. Others say that is the natural result when a man puts as much of himself into an idea as Mr. Malarkey has in NCTA.

A Long Way Since his early CATV days, Mr. Malarkey has become a prosperous system owner, a CATV consultant and now a broadcaster. But he is primarily a CATV man.

His roots go back to eastern Pennsylvania, his home, where mountainous terrain causes the poor reception areas that spurred the birth of commercial community television.

In the great growth days of television his father's music store in Pottsville, Malarkey's Inc., was having difficulties selling TV sets because of bad reception. Marty Malarkey found the solution (and although he didn't know it then—the start of a new career for himself) when in 1950 he visited George Bright, a department store owner in neighboring Lansford who had put a CATV system together to bring in better signals and help sell TV sets. Young Malarkey became so enthusiastic that he returned to learn all he could about CATV. Soon, working with RCA engineers, he installed his own system in Pottsville and within a year had signed up 1,000 homes. And with the $135 connection charges common in those days, it was apparent that his career in CATV had begun.

Others Rush In—Meanwhile, word of the Malarkey and Bright success brought curious entrepreneurs streaming into the area. Mr. Malarkey, showing a characteristic business acumen, began conducting explanatory tours of his system—for a fee.

Fred J. Stevenson, NCTA chairman and a former Arkansas radio broad- caster, likes to describe his own visit to Pottsville where he says crowds lined up awaiting an audience with Marty Malarkey. He paints a vivid picture of Mr. Malarkey's tours and also of jamming Mr. Stevenson, a man of generous proportions, plus two other customers, into a red banner and whizzing the group up Sherrill Mountain to see the Malarkey system.

(Mr. Stevenson says, too, that Mr. Malarkey, having heard the colorful and ever "improved" story many times, recently offered a $50 refund if Mr. Stevenson would stop telling it. He didn't accept. Mr. Stevenson says, "I get too much mileage out of it.")

Mr. Malarkey soon built other systems and bought WRTA Altoona, Pa., in 1956 and later put WMBT Shenandoah, Pa., on the air. He and his radio manager, Louis H. Murray, are especially proud of WRTA winning Sigma Delta Chi's distinguished editorializing award for radio (Broadcasting, May 11).

Although he would like some day to get into TV broadcasting, Mr. Malarkey has been devoting an increasing share of his time recently to consulting rather than expanding his personal CATV investments. "The cream is off the pie in the smaller communities," he said the other day. Almost all the fewer-than-1,000-subscriber systems are taken and he sees CATV's future in systems located in one and two-market areas serving upwards of 5,000 subscribers.

A Car Lover—Tall and trim at 46, Mr. Malarkey likes fast cars and all—Mr. Malarkey likes fast cars and has owned several—a Ferrari, a Mercedes Benz. He raced them for years until he felt his eyes were not sharp enough to continue. Now he restricts himself to a sedate Rolls Royce or two. He's an airplane pilot and presently is working for a helicopter license.

His business enterprises keep him so much on the go that Mr. Malarkey has worked out a four-week cycled schedule. It begins in Washington, headquarters of Malarkey & Associates. His office is a handsome room in his luxurious Georgetown home and features a beamed ceiling, thick leather chairs, a built-in hi-fi system and scale models of cars he once raced.

After two weeks he departs for Wilmington, N. C., site of his most ambitious CATV system, a $1-million service with a potential of 17,000 subscribers. A few weeks later he flies to Canton, Ohio, where he owns a hotel. And when he can, he and his wife flee to Elvida Farm, their hideaway near Malvern, Ohio, where he raises horses and has built a go-cart race track.

WEEK'S PROFILE

You need a calendar to find him

EDITORIALS

Unnecessary warm-up

IN response to an FCC notice of inquiry, community anti-
tenna operators, broadcasters and other interested parties are
spending much time and money working up proposals
for a national policy on CATV regulation. Such work will
occupy the attentions of the National Community Antenna
Association and the television board of the National Asso-
ciation of Broadcasters in meetings this week.

The question is whether all the work is for a useful
purpose. There are strong indications that the Congress
will want to set policy on CATV, and on the closely related
field of subscription television, when it can get around to
those subjects next session. If Congress is going to make
policy, there is little reason for the FCC to spin its wheels
now. Unless the commission wants deliberately to make
work for itself and for those who do business with it, the
FCC would be wise to suspend its inquiry until the Congress
has had a chance to act.

Those LBJ investments

BECAUSE the office of the President of the United States
is the most newsworthy in the world, every public act
of the chief executive is covered intensively.

When Lyndon B. Johnson ascended to the Presidency
after the tragic event of last November, it was logical that
the biographies of the new President, broadcast and pub-
lished, should plumb every detail of his public and private
life. The fact that the Johnson family was in broadcasting—
and had been since 1943—was duly chronicled.

But it didn't stop there. In recent weeks there have
been numerous depth articles about the Johnson family
fortune and how it grew out of small beginnings with a
single radio station in Austin. Newsworthy? Yes, because
everything about the President and his family is fair game.

These pieces establish the fact that the Johnson family
is one of the wealthiest ever to reside at the White House.
Because broadcasting is a licensed pursuit, and because the
Johnson family established itself in broadcasting while Mr.
Johnson held elective office, there is the innuendo that im-
proprieties may have been involved.

Broadcasting is an honorable pursuit. When Mrs. Johnson
acquired radio station KTXC in 1943, the station was a loser.
Austin was a secondary market. The Johnsons took a risk.

There was nothing mysterious or surreptitious about the
LBJ Co.'s application for VHF channel 7 in Austin after the
allocations freeze was thawed in 1952. The facility was
wide open for all who might want to apply. Even then in
a market the size of Austin, a television station was a
gamble. Television grew and so did Austin. It later proved
to be a prudent investment, as did many other TV ventures.
But in some communities VHF operations flopped.

In the zeal to pique interest, a lot of nonsense has been
published about the value of an option held by Texas Broad-
casting Co., successor to LBJ Co., for one-half interest in
a CATV system in Austin—one of two in the market. The
$10 million value blandly used doesn't square with appraisals
of qualified experts. One, quoted in this magazine a week
ago, even questioned the wisdom of exercising the option.

Whether the Johnson family is worth $9 million or double
that figure should be no cause for concern about the ability
of the President to exercise the functions of his high office.
Whether he should have prevailed upon Mrs. Johnson to
sell these properties rather than place them in an irrevocab-
le trust was a matter of private judgment.

Certainly Mr. Johnson, as a congressman and a senator,
was conversant with the investments made by Mrs. Johnson.

It is evident that he is a good businessman as well as a
masterful politician. Would he have made a better or more
independent public servant if he had been entirely dependent
upon his congressional salary or upon contributions to his
election campaigns?

Does news make news?

THE decision by ABC, CBS and NBC to pool their
coverage of next November's election returns, and to
supply results to other news agencies, is an eminently sensi-
tible accommodation among vigorous competitors. The pool
will eliminate wasteful duplication of manpower and facili-
ties. It will provide a single, dependable source of basic
information without inhibiting individual participants from
engaging in their own interpretations and analyses. It will
not, however, assuage—indeed it may even intensify—the
worry of some political observers that the rapid reporting
of returns can influence the outcome of an election.

This worry has been expressed on numerous occasions
since the networks developed the art of making fast predic-
tions on the strength of computerized projections of early
total returns. It was revived after CBS on the evening of the
California primaries announced—38 minutes before polls in
the northern part of the state had closed—that Senator Goldwater had won the Republican nomination.

It may be expected that before the national elections
next November there will be increasing demands that the
networks withhold projections until the whole vote is in.
So far the networks have rejected those demands on the
quite reasonable grounds that they suggest an artificial and
—at this point unjustified—restraint on journalistic enter-
prise. For our part, we hope the networks will proceed to
cover next November's election with all the responsible
ingenuity that has made them the principal source of elec-
tion news in this country.

They do, however, have some responsibility to investigate
whether rapid reporting or projections can in fact exert an
influence on the final returns. Now that the three television
networks have agreed to pool their coverage the way would
seem open to another joint effort to find out how, if at all,
that coverage affects the vote. Unless they have conducted
some kind of research, broadcasters will be in a poor posi-
tion to defend their coverage practices if the clamor for
restraints is raised again after next November's election.

"We get the sheep to jump over the fence all right, but the
cameraman keeps falling asleep!"

Drawn for BROADCASTING by Sid Hix

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**PETRY has the details.**
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