NAB TV board wants federal legislation of CATV. p27
The pitfalls that beset unwise TV buyers. p38
Election threatens, but doesn't split, NCTA. p48
Broadcasters answer those FCC letters. p34

COMPLETE INDEX PAGE 7

Only in the newly released
COLUMBIA POST-'50 GROUP II
feature films
can you find great names like these!

DAVID WILSON
TULLY BASCOMBE
JOEY EVANS
JANE OSGOOD

HAL CARTER
MADGE OWENS
PAUL BIEGLER
MIKE HANEY

For availabilities, and the titles of the outstanding films in which these great stars appeared as the above named characters, contact

SCREEN GEMS
With its new antenna on Hogback Mountain, 3468 feet above sea level and 2000 feet above average terrain, WSPA-TV sells powerfully to nearly 50 counties in South Carolina, North Carolina, and Georgia.

There are now 451,600 TV homes served by WSPA-TV—double the TV homes formerly served. Homes with the average annual buying income of $5,500.00.

Ask the man from Hollingbery, for details on how to get your "hog's" share of the huge, rich Greenville-Asheville-Spartanburg market, which ranks 46th in the nation.

Television Magazine
S. M. Survey of Buying Power
Hot line in St. Louis

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

You'll never prove it by Howard Streeter.

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

How come?

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

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

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

May we show you?
all day... every day

From 9:00 a.m. to Midnite, Monday thru Sunday,* KRLD-TV delivers 71% more homes per average quarter-hour than Station “B,” 103.5% more than Station “C,” and 232.1% more than Station “D.” Proof positive that all day every day your ad dollar goes further on Channel 4. See your ADVERTISING TIME SALES representative.

*ARB April '64

KRLD TV
THE DALLAS TIMES HERALD STATIONS

represented nationally by Advertising Time Sales, Inc.

Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Brother Milton

Insiders are guessing that no matter who gets Republican presidential nomination, vice presidential running mate will be an Eisenhower—Milton S., 65, now president of Johns Hopkins University. Dr. Eisenhower, youngest of President's brothers, is more than an educator. His experience includes Department of Agriculture as director of information, 1928-41, which included supervision of radio extension operations; associate director, Office of War Information, 1942-43.

Former President always regarded Milton as "brightest" of Eisenhower clan. Milton was consulted extensively by his brother during his eight years in White House. Insiders feel that magic of Eisenhower name would be boom to Republican ticket.

Longer licenses

Broadcasters may soon get opportunity to press for longer licenses. It's expected bill will be introduced by Rep. J. Arthur Younger (R-Calif.) for "open-end" or indeterminate licenses for non-broadcast users. This would provide vehicle for amendment whereby broadcasters can seek seven-year or even five-year licenses in lieu of present three-year limits. Testimony urging five-year licenses for broadcasters and "open-ends" for other users recently was given House Appropriations Committee by FCC Commissioner Robert E. Lee and Senator John A. Pastore (R.R.I.), chairman of Senate Communications Subcommittee, recently has endorsed five-year tenure.

Why Jimmy didn't run

Rep. James Roosevelt (D-Calif.), eldest son of F. D. R., has confided that he did not run for Senate seat this year in California because he "couldn't raise the $1.5 million to finance it"—largely for television and radio time. He said he had borrowed money from his mother in his 1954 campaign for House seat and that it had taken him years to pay it back.

No STV pro football?

Current attempt by Subscription Television to secure pay TV rights for West Coast college football games (see story, page 61), is not likely to be duplicated in forseeable future in professional football ranks. Reason: sell-out crowds at stadium of four California National and American League Football cities are never certain, indicating not much overflow audience may exist there. NFL's Chicago Bears is only pro team likely to make use of that league's contract provision with CBS-TV allowing use of theater TV during regular season games where home clubs so desire. AFL is now negotiating pay TV clause with NBC-TV, which holds five-year telecasting rights to their games, beginning in 1965.

Will ABC drop U's?

ABC high command has been thinking quite seriously of duping affiliations with UHF outlets in markets with two VHF stations on assumption it can pick up more audience in fringe time on V's than it gets in prime time on U's. Idea has been discussed at highest network level, but no decision has been reached.

One corollary advantage, some ABC officials feel, is that move may force FCC to look with greater favor on network's proposal that VHF stations be limited in amount of programs they may take from one network, or reconsider its decision to withhold drop-ins of VHF channels in two-V markets.

Big 'midget' pitch

Big pitch this fall by set manufacturers will be for "personal" TV receiver. They're timing campaign, to begin Sept. 1, to promote transistorized midget screens, expected to coincide with clearing of "pipe-lines" of all-VHF-only receivers, on which production stopped last April 30. Instead of talking "TV homes," now near saturation, they will sell multiple personal receivers in home as well as self-contained battery units for out-of-home viewing. Record sale of nearly 10 million receivers (about one million in color) is predicted.

TV foreign legion

Headed for brisk activity is newly formed Committee on International Broadcasting of NAB, chaired by John S. Hayes, president of Post-Newsweek Stations and including in its 13-man membership, some of outstanding executives in broadcasting. Committee, which reported to NAB board last Thursday, will retain fulltime staff director. Committee made plans to work unofficially with State Department and USIA at meeting June 12, attended by Under Secretary of State George Ball and Carl Rowan, USIA director, Henry Loomis, director of Voice of America and James L. Greenfield, deputy assistant Secretary of State, public affairs. Broadcasters present were Mr. Hayes, Frank Stanton, CBS president and chairman-designate of U. S. Advisory Commission on Information, LeRoy Collins, NAB, and Herbert Evans, Peoples Broadcasting, committee vice-chairman.

Projects discussed included agreement to set up liaison with committee. Main thrust is to supply emerging nations with U. S. broadcasting teams, drawn from commercial station roster, to voluntarily work with specified government administrations in setting up TV operations. Salaries would be paid by U. S. stations. Conferences appeared to agree that international TV film festivals are largely foreign versions of "EMMY" awards and should be treated as such.

Cable impact study

Picking an economist to do NAB study of impact cable companies have on TV stations may be this week (see page 32). Choice will be made by Douglas A. Anello, general counsel of NAB, and Bernard A. Koteen, Washington communications attorney, who is special counsel for NAB in CATV matters. Mr. Koteen has interviewed number of economists-statisticians-analysts-mathematicians and has narrowed field so that appointment can be made quickly.

Network sales up and up

In view of Foote, Cone & Belding-Needham, Louis & Brorby studies showing housewife viewing of commercials as effective in daytime as in nighttime (see story, page 40), how are TV networks faring in sales for fourth quarter? All three networks report daytime business brisk for fall. For fourth quarter: CBS-TV is sold out in noon-4:30 p.m. periods when network sells on program sponsorship basis only, and can claim fast-track for its morning minute plan; NBC-TV has six of its 12 entertainment shows fully sold and four newstrip in daytime also SRO; other six entertainment programs are nearly SRO; ABC-TV's schedule is 80% sold, three of its top daytimer shows SRO (nine entertainment programs in all on ABC-TV), and in dollars for that quarter is 25% ahead of same time last year even though network is selling daytime at higher rate. In 1963, networks in total grossed more than $217 million (time only at one-time rate) in daytime.
Acquisitives*... are Big Spenders in Cleveland

This is the nub of an exhaustive report published by the U.S. Bureau of Labor Statistics. In fact, Cleveland was the highest-income, biggest-spending, most-saving city of the four which BLS reports. The other cities are Detroit, Chicago and New York. It's smart to advertise where the money is.

*Acquisitive—given to desire, to buy and own.

ACQUISITIVES WATCH

WJW-TV

BROADCASTING, June 22, 1964
NAB boards face Hamlet-like choice on CATV: legislation or no legislation. Decide for legislation, although they are warned by Rogers that this could lead to more and more regulation. See...

**SHOULD FCC CONTROL CATV?...27**

Broadcasters association won’t appear before Congress on cigarette bills, joint NAB boards decide—by one vote. Collins suggestion on tobacco stand debated, but no action is taken. See...

**CLOSE VOTES ORDER OF DAY...32**

Leadership of NAB boards changes: Schroeder is joint chairman, Shapiro heads TV board and Howell leads radio board, last two being elected by one-vote margins. See...

**NEW LEADERS TAKE OVER...33**

Who stands up to the FCC when it questions commercial practices? Obviously, the major broadcasters who insist they’re consistent with policy. Little guys usually promise to fall in line. See...

**BROADCASTERS ANSWER FCC...34**

Advertisers fear dilution of TV commercials’ effectiveness because of clutter, ANA workshop is told. Study shows housewives are reached all right by TV, but does it send them? See...

**UNWISE TV BUYS...38**

Ratings are questionable as measurement of actual performance of TV advertising, study shows. They don’t show whether the viewer is really motivated, ANA told. See...

**DOES TV COMMUNICATE WELL?...40**

Largest CATV convention in history sees sharpest battle in years for association chairmanship, with Merrill finally chosen. Move toward UHF ownership seen by cable operators. See...

**BROTHERLY LOVE TURNS TRICK...48**

Cox still feels local TV stations must be protected against inroads of CATV. Views disappoint cable owners who think they have refuted contention they hurt broadcasters. See...

**PROTECTION FOR LOCAL TV...49**

Ford calls for amalgam of all television under blanket jurisdiction of FCC. Commissioner tells NCTA that TV today means broadcasting, CATV, microwave or no, and pay TV, off-air and wired. See...

**INTEGRATION PLAN FOR TV...52**

EIA president predicts color TV sales of over one million this year will help offset decline in monochrome sales. All consumer electronics should rise by $10 million, Horne estimates. See...

**COLOR TV WILL SPUR SET SALES...64**

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**BROADCASTING, June 22, 1964**
Nonprofit group gets interim bid support

Oak Knoll Broadcasting Corp., nonprofit group in Pasadena, Calif., was supported by other applicants in its bid for interim operation on 1110 kc frequency, now occupied by KRLA Los Angeles. Station, denied renewal, is scheduled to go off air July 1.

Support for Oak Knoll was expressed in oral hearing before FCC Friday (June 19), in which it was disclosed that KRLA's operating net income, before taxes in 1963, was $225,603. Commission made station's financial statement public after counsel for Oak Knoll, Thomas Dowd, referred to information in it. Mr. Dowd is former attorney for KRLA.

Hearing was held to determine whether interim operation should be granted to keep station operating during comparative proceeding on permanent assignment and, if so, who should get it. Nineteen applicants are seeking permanent grant.

Oak Knoll, which is not applying for permanent authority, says it will give 80% of its profits to local ETV, remainder to charity.

Support for Oak Knoll - Goodson-Todman Broadcasting Inc. and Crown City Broadcasting Co., both Pasadena, and both applicants for interim as well as permanent grants, endorsed Oak Knoll's proposal. Support also came from three applicants seeking permanent authority only.

Opposed view Oak Knoll's proposal was fair to all, would not prejudice ultimate commission decision on permanent grant.

Opponents of Oak Knoll included other applicants for interim operation, as well as applicants seeking permanent assignment in market outside Los Angeles area.

All expressed view Oak Knoll's proposal was unfair to other applicants for permanent grant, said commission shouldn't set "anomalous precedent" of making AM facility "satellite" of another station in different medium.

He and others advocating interim operation warned that, if station goes off air, U.S. might lose frequency to Mexico. Opponents of interim operation called this "a red herring." Broadcast Bureau attorney, who checked with staff, said, in existing circumstances, it wouldn't be "appropriate" under treaty with Mexico to notify that country assignment was deleted.

Applicants seeking permanent operation in area outside Los Angeles noted that market has 25 AM's. They said commission should permit station to cease operating, that granting of interim operation in Los Angeles would hurt their chance of moving frequency.

FCC gambols away from gambling curb

FCC announced last Friday (June 19) that it was dropping proposed rules to regulate broadcasting of horseracing information. However, it "stressed that it will continue to consider, on a case-by-case basis at renewal time, certain practices by stations in this connection."


Rules were proposed to prohibit broadcasts of racing information that could illegal gambling (Broadcasting, April 15, 1963).

Label warnings are enough for Rogers

Almost on eve of House Commerce Committee hearing on smoking and health legislation, Representative Walter Rogers (D-Tex.), committee member, introduced bill to require health hazard warning on cigarette packages. But, asked if he went along with other pending proposals to limit cigarette ads, Representative Rogers, chairman of Communications Subcommittee, said he thinks labeling of product itself "is sufficient notice."

Earlier in week National Association of Broadcasters voted not to appear at hearing (see page 32) which begins Tuesday (June 23).

Fast action needed if satellite is to be used

What may put across live television coverage via Syncom relay of "summer" Olympics in Tokyo next October is burgeoning interest by European as well as Japanese broadcasters. On Friday (June 19), European Broadcasting Union met in Vienna with representatives of NBC, CBS, ABC, Canadian Broadcasting Corp., and Japanese NHK, to discuss pooling finances to make television via satellite reality this fall.

If Europeans agree, NHK will go along and, it's expected, NBC will be persuaded. Deadline for decision is this week, because after then it'll be too late to modify Navy's Point Magu, Calif., receiving antenna in time for reception in October from Syncom III, scheduled to be launched in August.

Eastman to use WTRX as training ground

Sale of WTRX Flint, Mich., by John Lord Booth to Robert E. Eastman Co. for $300,000 and $45,000 covenant not to compete was approved by FCC on June 18. Eastman is station representative firm with headquarters in New York. Robert Eastman, president of company, said 1330-kc facility would be operated as wholly owned subsidiary and would be used as training ground for salesmen.

Mr. Booth heads Booth Newspapers, which also own or control WJLB and WMZK (FM) Detroit, WSGW Saginaw, WBM and WBBC (FM) Jackson, all Michigan; WTOP and WRT (FM) Toledo, Ohio; WJYA South Bend and WIOU Kokomo, both Indiana.

Transaction was handled by Edwin Tornberg & Co. WTRX broadcasts full-time, 5 kw day and 1 kw night.

ARB radio report due

American Research Bureau will soon release its first radio audience report to its TV advertiser-agency subscribers as pocketpiece by-product of ARB-RKO General Detroit radio methodology test, RKO General said Friday (June 19). ARB enters syndicated radio survey field next January. Full, detailed report on Detroit multimedia diary test will be available in August.

VAB picks officers

Virginia Association of Broadcasters, holding annual meeting in Staunton, elected following new officers on Friday (June 19): President, Arthur M. Gates, WWVE Wytheville; vice president, Robert M. Lambe, WTRAM-FM-TV Norfolk; secretary-treasurer, Howard B. Hayes, WPK Alexandria.

Elected to the board: Irvin Abeloff,
WEEK'S HEADLINERS

Orphie Bridges, Arvin Industries, named chairman of E.I.A. consumer products division, succeeding Morris Sobin, Olympic Radio & Television division of Lear Siegler Inc. Bruce R. Carlson, Sprague Electric Co., was appointed director of E.I.A. marketing services department, replacing Frank W. Mansfield, Sylvania Electric Products. Posts are effective August 1 (see page 64).

Charles A. Pratt, VP-director of advertising of Alberto-Culver Co., Melrose Park, Ill., has resigned over "basic policy" differences. Mr. Pratt joined firm in 1960. Alberto-Culver's nearly $40 million billing is virtually all in TV, with about $1 million now in radio.

Stephen O. Frankfurt, VP in charge of special projects, and Dermott F. McCarthy, VP in charge of copy department at Young & Rubicam, New York, elected senior VP's to serve as agency's co-creative directors. Mr. Frankfurt joined Y&R in 1954 as art director after serving as TV designer for United Productions of America. Mr. McCarthy joined agency in 1954 as copywriter after serving in similar capacity at D. P. Brother & Co.

Willard Schroeder, VP of Time-Life Broadcast Inc. and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., elected chairman of joint National Association of Broadcasters boards at meeting last week in Washington. Elected to head TV board is Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas, with John F. Dille Jr., president of WSJV-TV South Bend-Elkhart and of WKBW-TV Fort Wayne, both Indiana, as vice chairman. Rex G. Howell, president-general manager of KREX Grand Junction, Colo., elected chairman of radio board, with Jack W. Lee, VP and general manager of WPRO Providence, R. I., as vice chairman (for fuller story see page 27).

Bruce Merrill, Phoenix, Ariz., owner of CATV systems, microwave relay firm and electronics manufacturing concern serving CATV industry, elected board chairman of National Community Television Association at annual convention held in Philadelphia last week. He succeeds Fred J. Stevenson, Rogers, Ark., system owner. Rest of 7-man executive committee, besides elected officers (also see page 48), includes two members named Friday (June 19) by Mr. Merrill: F. Gordon Fuqua, manager of Bluefield TV Cable, Bluefield, W. Va., and Alfred R. Stern, former NBC VP and now board chairman and chief executive officer of TeleVision Communications Corp., New York.


For other personnel changes of the week see FATES & FORTUNES

UNITED STATES

WEXX-TV Petersburg; Charles Blackley, WTON Staunton; James H. Crawford, WBTM Danville; Frank Koehler, WODJ-AM-FM-TV Roanoke; Frank Soden, WRNL-AM-FM Richmond. Retiring president Horace S. Fitzpatrick, WLS-L-AM-FM-TV Roanoke, moves to board.

Predictions restrictions?
Bill to restrict broadcast of election results and predictions while some polls are open was introduced in Senate Friday (June 19) by Senator Karl E. Mundt (R-S. D.). He said he was "perfectly sure something should be done" about problem, although he was not sure his was certain answer and left door open for "self-restraint." Proposal was made, Senator Mundt said, to serve as focus for discussion.

His bill is companion to House measure introduced last week (see page 60).
LOOK WHO'S JOINING FLIPPER AND MR. MAGOO

It's Kentucky Jones—with Dennis Weaver starring as a horse trainer who's saddled with an adopted Chinese orphan. Weaver, who's discarded his identity as "Chester" for this new comedy series, has now become so proficient at not limping that he may well walk off with next season's acting honors.

In Kentucky Jones—which will follow Flipper and Mr. Magoo—the action occurs against the exciting backdrop of horse racing. And helping to win the show a place in the hearts of viewers will be Ricky Der as Dwight Eisenhower (Ike) Wong. The appealing nine-year-old is so happy about being on TV that, given a choice, he'd rather be Wong than President. It's all part of NBC's Saturday night lineup that includes: Flipper (7:30); The Famous Adventures of Mr. Magoo (8:00); Kentucky Jones (8:30); and Saturday Night at The Movies (9:00).

Saturday is just one of the reasons NBC's fall schedule looks so good. (The other reasons are Sunday, Monday, Tuesday, Wednesday, Thursday, and Friday.) 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.
What makes a great salesman?

On a hot July afternoon in 1831, a 22-year-old Virginia farmer gave the first public demonstration of a mechanical reaper that harvested grain four times as fast as a man with a cradle and scythe. This young farmer-inventor was Cyrus Hall McCormick. His crude reaper was the beginning of a billion-dollar agricultural implement industry. Yet, his talent for advertising and marketing proved even greater than his inventive genius.
In the early 1850's, McCormick became the first major manufacturer to introduce consumer credit: a farmer could buy a $125 McCormick reaper for $35 down at harvest time, the balance due December 1. He became the first American manufacturer to guarantee absolute satisfaction or return of purchase price. McCormick was one of the first advertisers to use testimonials. And he was one of the first direct-mail advertisers.

Cyrus McCormick was an innovator who benefited mankind. The Storer stations are innovators, too, with a long list of "firsts" to their credit. Public-interest broadcasts, vital editorials, and programming keyed to local interests not only make them highly respected members of their communities—but turn more listeners and viewers into buyers. In Los Angeles, Storer's great salesman is KGGS, an important station in an important market.
Sure we Broke A Few Records!

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

KABC RADIO 79
The Conversation Station of Los Angeles
AN ABC OWNED RADIO STATION

DATEBOOK

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

June 22—Deadline for reply comments on FCC rulemaking that would prohibit sale before June 1, 1965 of Communications Satellite Corp. stock owned by common carriers.

June 23—Annual convention of the National Association of Telecommunication and Radio Farm Directors, Cherry Hill Inn, Cherry Hill, N. J.

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

June 23—Deadline for comments on FCC rulemaking that would prohibit sale before June 1, 1965 of Communications Satellite Corp. stock owned by common carriers.

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

June 23—Federal Communications Commission has final hearing on its 1965 budget request before Senate Independent Offices Appropriations Subcommittee, 8:30 a.m. U.S. Capitol: Federal Trade Commission has hearing at 9:30 a.m., same subcommittee, same place.

June 23—Hearing on 10 bills to restrict smoking advertising and require hazardous substance labeling of smoking products.

June 24—Annual convention of the Florida Association of Broadcasters. Speakers include FCC Commissioner Kenneth A. Cox; Edmund C. Bunker, president of Radio Advertising Bureau; Sherill W. Taylor, National Association of Broadcasters vice president for radio; Clark Grant, president of Broadcast Promotion Association; Jerome R. Peniger, vice president of Cowles Magazines and Broadcasting Inc., Tom Wall and Bob Heald, Washington communication lawyers, and Howard Bell, director of the NAB code authority. Deauville hotel, Miami Beach.


June 25—Review by Senator Thomas J. Dodd's (D-Conn.) subcommittee of juvenile delinquency of alleged violence and sex on television (previously scheduled for June 18). Testifying initially will be Thomas W. Moore, ABC-TV president, and Henry G. Pilot, president of ABC Films. Other networks will follow.

June 25—Maryland-D. C.-Delaware Broadcasters Association. Speakers will be Representative Catherine May (R-Wash.) and LeRoy Collins, president of the National Association of Broadcasters. The agenda also includes FCC commissioners round table, and a legal discussion with William Dempsey of Dempsey & Koplovitz, as spokesmen. Atlantic Sands motel, Rehoboth Beach, Del.


June 26—Southern California Broadcasters Association luncheon meeting. Bob McCarthy, director of media planning at McCann-Erickson, Los Angeles, is guest speaker; 12 noon. Hotel Continental, Hollywood.

June 26-July 7—Fourth International Film Festival, Berlin, Germany.

June 27-28—Two-day political broadcasting seminar sponsored by the Kappa Psi radio fraternity of University of Wisconsin. Subjects to be discussed will be the equal time provisions of the Communications Act, the FCC's fairness doctrine, and Kansas political and campaign laws. Lecturers include Dennis Gamsudd, general counsel of the National Association of Broadcasters; Hillbirt Stolberg, associate general counsel of FCC; and William Ferguson, attorney general of Kansas. Lassen Hotel, Winona, Kan.

June 28-July 10—Sixth annual seminar in market research, media research, and advertising of the Advertising Federation of America. For additional information write: Professor George T. Clarke, Education Director, Advertising Federation of America, 655 Madison Avenue, New York 22, N. Y. Deadline for receipt of candidates' applications was May 15. Harvard Business School, Cambridge, Mass.

June 29-30—California Broadcasters Association annual meeting. Panel sessions on politics, news, sales and engineering for both radio and television. Theodore Pierson, Washington attorney, will address Tuesday luncheon. Meeting will conclude with presentation of facilities for broadcast coverage of GOP convention. All California Broadcasters are invited to attend the two-day CBA meeting. Mark Hopkins hotel, San Francisco.

June 30—Oral proceeding at FCC on revised proposed AM-FM program reporting forms. Formerly scheduled for June 8.

June 30—July 3—Second annual Broadcasting Institute designed to show high school students opportunities in broadcasting and allied fields. Ithaca College, Ithaca, N. Y.

JULY

July 5-9—Meeting of Advertising Association of the West, Sun Valley, Idaho.

July 6—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was June 18.


July 6-10—International Conference on Magnetic Recording, sponsored by British Institute of Radio Engineer and Institute of Electrical and Electronics Engineers. Scope of the conference will cover all magnetic recording on moving media and will include sessions on audio, video, computers and data recording. Headquarters of Institution of Electrical Engineers: Savoy Place, London, W. C. 2, England.

July 12-18—Fourth annual Texas Association of Broadcasters college guidance program in cooperation with University of Texas, Austin.

July 15—Annual meeting of members of the Texas Broadcast Pioneers, Statler Hilton Suite, Hotel Barcaly, New York.

July 25-31—Management seminar designed for young advertising and marketing executives and sponsored by Advertising Federation of America. Halsey Davidson of Northwood Institute and formerly an executive of Campbell-Kwand Co., Detroit, will serve as seminar coordinator. Northwood Institute, Midland, Mich.

BROADCASTING, June 22, 1964
Denver, the biggest market in the Rocky Mountain States.
And the home of...

KOA (50,000 watts).
"This is Denver"... and better news, views and entertainment can't be heard in the mile-high market. Now, KOA (Ralph Radetsky, President, Gene Grubb, station manager) appoints...

BLAIR RADIO, a division of John Blair and Company, effective July 1, 1964, as its exclusive national representative. This selling power added to the Blair Group Plan makes it, more than ever, America's most influential group of radio stations.
On His 20th Anniversary in Broadcasting

Senate and House Leaders Agree
Joseph McCaffrey of WMAL is Washington's Outstanding Capitol Hill Reporter

Congressional leaders pay tribute to McCaffrey on the floor of the House and Senate:

"an impartial and outstanding job . . . I become better informed listening to his programs . . . in my opinion he is one of the nation's outstanding reporters." Senate Majority Leader Mike Mansfield

"He is knowledgeable, and his reports are so factual that many of us listen to him to help us in our work." House Democratic Whip Hale Boggs

"highly respected among the citizens of Washington for his integrity and fairness . . . intelligent and honest reporting." House Democratic Leader Carl Albert

"His daily WMAL report on Today in Congress is a most valuable summary of Congress' activities for Members of Congress, for Government officials and for the citizens of this area." Representative Frank T. Bow

". . . the great contribution he makes is that he can take a day in the Senate . . . and put what was done into 2 or 3 succinct and easily understood paragraphs." Senator Warren G. Magnuson

On June 6, 1944, Joseph McCaffrey launched his distinguished career in broadcasting and television.

Today, Joe is one of the most widely-quoted, highly respected political reporters working on the Hill. His name appears so often in the pages of the Congressional Record that some sections read like a WMAL script. His substantial Washington audience includes bipartisan partisans in Congress, many of whom took time out on June 5 and 6 to pay tribute to his 20 years of outstanding service to the news media.

Few Washington reporters have McCaffrey's personal resources—wide Congressional acquaintance, insight, experience, presence. This year the Washington chapter of the National Academy of Television Arts and Sciences also honored him with an Emmy for Close-up: The Capitol with Joseph McCaffrey, "the outstanding locally produced discussion program."

Joe McCaffrey has been a key member of our 25-man staff of news and public affairs specialists since 1955, helping to make WMAL-TV & RADIO the news authority in the Nation's Capital.

**NEWS AUTHORITY IN THE NATION'S CAPITAL**

©wmal radio and television ©
OPEN MIKE

The mayor makes an offer

Editor: After nine months of our broadcasting the first 30 minutes of city council meetings, Mount Carmel's mayor and city council are convinced that this project has been most helpful to the city. Mayor Dee commented, "I can't understand any city's reluctance to let radio broadcast its open council proceedings. After all, council meetings should be public."

Then he made an offer. If any radio station is having a tough time convincing its mayor or council to allow such broadcasts, Mayor Dee will be glad to write a letter to that mayor explaining his enthusiasm for the project.

Incidentally, we are a daytime station. In order to have a live broadcast, the Mount Carmel city council voted to change its meeting time from 8 p.m. to 4 p.m. Since our mayor and council are business men, this represented some sacrifice on their part. But they believe in an informed populace.—John F. Hurlburt, WWMY Mount Carmel, Ill.

Word of caution

Editor: I do not feel that the Stan Freberg religious spot announcements scheduled for broadcast, as a public interest, in the New York area beginning July 12 are in the best interest of responsible broadcasters. Without question these announcements are well done, but I urge broadcasters to consider use of these carefully.—Donald E. Macfarlane, WVOX New Rochelle, N. Y.

(The Freberg spots utilize contemporary language to stimulate religious thought. The following 60-second spot is called "The Vice President":

"Man: Look, I'm quite self-sufficient . . . I made myself what I am, thank you, Guy. But don't you think all of us occasionally could use a little divine . . .? Man: Gee . . . I've got to run . . . here's my Rufus card anyhow . . . I'm a vice president now . . . Guy: Well, good . . . Man: Yes, indeed, Guy: But your name . . . it's just pencilled in here . . . Man: Well, there's a big turnover in personnel . . . You know how it is, Guy: Uh huh . . . Well, that's just about how it is in life, isn't it? Man: Pardon, Guy: We're all just pencilled in . . ."

Song by male and female group

"Where do you get the idea You can make it by yourself Doesn't it get a little lonely sometimes Out on that limb . . . without Him . . . It's a great life but it could be greater Why try and go it alone The blessings you lose may be your own.

Passing along a laugh

Editor: I would like permission to use your Sid Hix cartoon (Broadcasting, May 4) in my little monthly publication, Format.—Paul A. Stewart, WRVV-FM Madison, Wis.

(Permission granted. Cartoon shows lightning striking TV tower prompting comment for need of more religious programs.)
Throw away the old book. Group W just came up with a new one on how to buy radio.

RADIO TODAY

This is it.

It's called "Radio Today," a dramatic new presentation that outlines a fresh approach to a more effective use of radio.

Here is a new concept in the purchase of spot radio. A concept that works. Now Group W's "Radio Today" shows how you can cut through the maze of some 4,000 radio stations in more than 2,300 markets and buy the ones you need to fit your marketing strategy.

It shows, for example, that in 30 markets, just 89 stations out of 348 reach 50% of all radio homes in these markets. What's more, it shows you exciting new methods to get balanced impact among all demographic groups. You can reach half the women, half the men, half the old, half the young listeners in the average quarter hour. In short, it shows the role radio, with its surprising reach and impact, can play in your marketing plans.

If you're interested in seeing for yourself how effective national spot radio can be, call Group W sales department in New York, 983-5080, for a presentation.
"It is an excellent compilation of the views of many serious-minded men and I believe it demonstrates the difficulties involved in the issue"

Lyndon B. Johnson
A SOLUTION

Presidential Succession and Disability: President Johnson's commendation of this unique RKO General Broadcasting series emphasizes the contribution made by presenting the original ideas of educators, journalists and government leaders on the current problem of the Vice-Presidential vacancy and the need for a method of replacing the President in the event he becomes disabled.

That all views might be heard, RKO General Broadcasting produced "In Search of a Solution: Presidential Succession and Disability," a continuous symposium expressing the individual ideas of 30 leaders.

To reach the largest possible audience, their opinions were presented around-the-clock for six consecutive weeks on the 12 television and radio stations of RKO General Broadcasting.

The series is based on the conviction that only through full public expression of diverse viewpoints will we form a true national consensus. It is a conviction expressed in the original motto of the United States, "E Pluribus Unum."

MR. DAVID M. AMACKER, Professor of Political Science, Southwestern College, Memphis.
SENATOR BIRCH BAYH, Indiana.
MR. GEORGE C. BENSON, President, Claremont Men's College, California.
GOVERNOR EDMUND G. BROWN, California.
MR. EUGENE BURDICK, Associate Professor of Political Science, University of California.
MR. JAMES MACGREGOR BURNS, Professor of Political Science, Williams College, Mass.
MR. ERWIN D. CANHAM, Editor, Christian Science Monitor.
SENATOR PAUL H. DOUGLAS, Illinois.
MR. WILLIAM E. FRASCA, Associate Professor of Government, Fordham University.
MR. PAUL A. FREUND, Professor, Harvard Law School.
MR. WILLIAM GERBERDING, Assistant Professor of Government, UCLA.
MR. RALPH M. GOLDMAN, Professor of Political Science, San Francisco State College.
MR. OSCAR HANDLIN, Winthrop Professor of History, Harvard University.
SENATOR JACOB K. JAVITS, New York.
MR. MILTON KATZ, Professor, Director, International Legal Studies, Harvard Law School.
SENATOR KENNETH B. KEATING, New York.
SENATOR THOMAS H. KUCHEL, California.
MR. MAX LERNER, Syndicated Columnist, New York Post; Professor, Brandeis University.
MR. JOHN W. MCCORMACK, Speaker, United States House of Representatives.
MRS. RUTH MONTGOMERY, Synd. Columnist, Hearst Headline Service and King Features.
SENATOR THURSTON B. MORTON, Kentucky.
FORMER VICE-PRESIDENT RICHARD M. NIXON.
SENATOR LEVERETT SALTONSTALL, Massachusetts.
SENATOR JOHN J. SPARKMAN, Alabama.
MR. LUCIUS WILMERDING, Jr., Author of The Electoral College.
MR. ROGER A. WINES, Assistant Professor of History, Fordham University.

RKO GENERAL BROADCASTING
WOR AM/FM/TV NEW YORK • KHJ AM/FM/TV LOS ANGELES
WNAC AM/TV AND WRKO FM BOSTON • THE YANKEE NETWORK
CCLW AM/FM/TV DETROIT-WINDSOR • KFRC AM/FM SAN FRAN-
CISCO • WGMS AM/ FM WASHINGTON, D.C. • WHBQ AM/TV MEMPHIS
The making of commercials is a big industry in America. Some 3,800 U.S. advertising agencies wrote and produced about 40,000 commercials of all lengths at a cost to advertisers of about $100 million (Benton & Bowles in New York last year produced something over 1,000 commercials of all lengths).

Most of these commercials were put on the air. The housewife in 1963, if she did nothing else and had the patience and constitution for it, would have seen some 800 commercials a week, 115 a day, or an average of more than 60 commercials every hour of an 18-hour day, seven days a week.

Fortunately for her sanity—and eyesight—she doesn't see that many.

But how many does she see? What impact do they have on her? How effective are selling tools are those tens of thousands of commercials?

If we assume advertising has an integral and vital role in American marketing, it would appear that our ubiquitous housewife is looking at quite a few commercials and that they are moving her to action.

There are also disturbing signs to the effect that while the housewife is looking at some, there are an awful lot of them she isn't looking at, or having looked at, can't remember.

**Memory Factor**

Recently the research organization, TV Surveys, made a study of Perry Mason on CBS-TV in an attempt to find how many people remembered the commercials. What TV Surveys learned has some sobering implications: The show had eight commercials during the hour; 21% of all viewers could remember seeing no commercial whatever; 19% remembered seeing only one commercial out of eight, and 17% two out of eight.

While there are millions of Perry Mason viewers, a disturbing fact is that the number not able to remember a single advertiser's message also runs in the millions.

This is but one piece of evidence to cite, pointing up that an awful lot of people aren't paying attention to what advertisers are saying these days.

The reasons are not hard to find. Clarence Eldridge, marketing consultant and former top advertising man for General Foods and Campbell Soups, recently gave these factors for a falloff in advertising effectiveness: the lack of substantial differences between competitive products, the decline in believability in advertising, and the sharp increase in advertising's volume.

I would add another factor: the character of the consumer is changing.

Commercial TV in the U.S. is now about 18 years old. A whole new generation, brought up on TV, is moving into the marketplace. It's a better educated generation: by 1970, 8.5% of Americans will be college graduates, 48% graduates of high school.

They are more urbane, more sophisticated, more wary of the blatantly self-serving, "advertisey" language of the run-of-the-mill commercials. And they're terribly young. By 1963, 40% of the married people in America will be under 25. In short, the challenge of this new competitive era might be summed up as: We have fewer things to say—to more and more people—who believe less and less.

**Some Answers**

What is the answer? How can we arouse the interest of this worldy new generation of consumers? One thing is certain: it's going to take more imagination, ingenuity and sure-footed, adroit selling than ever before.

It's going to take advertising that people believe in; TV advertising that lets people know you respect and like them. If you show that you like people, there's half a chance they might like you—and your product.

We can do our job best if we relax a little, drop our voice to a friendly conversational level and tell the story in their terms. To win attention of the young, urbane housewife, we are going to have to be interesting.

Early in TV's history its great strength as a "demonstrator" was recognized and some of its great selling success built on unique, memorable and believable demonstrations. It's still a good way to present your message on TV: Let the product speak for itself.

What really goes on in the pretty head of our housewife? Does she dream, have secret hopes and desires, fantasize? The makers of laundry products believe so and realize the low level of interest of viewers in the soaps and detergents product category—soap means work to the average woman and most women think soaps are much alike.

How do you combat this massive lethargy? At least three manufacturers have decided that every woman really dreams about and secretly desires is a knight in shining armor who will ride up on a white horse and carry her away from it all. (He exists in Ajax's "White Knight" TV commercial.)

We must look harder and longer for product differences, and when found tell them simply and meaningfully. We should urge clients to search for new improvements in establishing products and develop new products. We must be more believable in our advertising, and avoid the false, the exaggerated or the insincere.

We should severely examine the trend toward more and more commercial messages—the "commercial clutter"—which is almost certainly depressing the general level of advertising effectiveness.

How many commercial messages can viewers assimilate and remember? Very few, evidently, when they reach eight an hour, as on the Perry Mason show.

Most important, we must pay attention to the burgeoning new generation of consumers. They speak a new language, this hydrogen bomb, space age, rock 'n' roll, race-to-the-moon generation. The old words, the old ways of unlocking their desires may not be work—may not be working as well as they did in our generation.

This Monday Memo is based on a "States-Eye View of TV Advertising" presentation given by Gordon Webber, vice president and director of broadcast commercial production, Benton & Bowles, New York, before Benton & Bowles Ltd. in London. Mr. Webber joined B & B in 1948 as a TV copy supervisor after nine months with NBC where he had been a script writer and editor. The agency executive is author of three novels, and of short stories and TV dramas.
GRANDMOTHERS LOVE US

because we program for the 1964 Grandmother.

Who is she?

She's a busy, active woman with more time to enjoy, to shop, to join. She can hear her Neighborhood Notes 50 times a day on WKNR. She owns more stocks than anybody and can check her market reports 17 times a day on WKNR. Her average age is a young 53 and, by chance or by choice, she's the world's greatest "baby sitter". She listens a lot; she buys a lot and she likes her lot with WKNR. You will, too.

Let your Paul Raymer man tell you how you can sell a lot, to lots more people, on WKNR.

WKNR
THE STATION THAT KNOWS DETROIT

BROADCASTING, June 22, 1964
Some plain talk from Eastman Kodak about:

**oxide needles and sound brilliance**

What makes good tape good? How we push needles around has a lot to do with it.

As exotic as the many performance parameters of sound tape might be, it all still depends upon gamma oxide particles dispersed throughout a resin binder. Many of the tape's magnetic characteristics depend largely on the size, shape and orientation of these particles. Frequency response, signal-to-noise ratio and general sensitivity are all interrelated, not just to one another, but to how close to optimum these needs of gamma oxide are handled.

Let's see just what's involved.

**Visualize a basket filled with a few million needles.**

They have all been magnetized so they are clinging together in disoriented clumps. The problem? Just take them all apart, lay them along parallel lines so they are all similarly oriented and their magnetic fields all reinforce one another. Oh, one more detail. These needles measure 1 micron by .2 microns; so, of course, they are somewhat delicate. One more point. Don't break any. The lengths are critical. For every broken or disoriented needle, H.F. response and signal-to-noise ratio will be affected. Every time one needle touches another, making electrical contact, sensitivity suffers.

Photographic emulsions are generally considered to be far more critical than sound tape in terms of physical characteristics. But we think that tape made to the gnat's-hair specifications of a photographic film is a better tape. And we proceed on just that basis. We separate the needles in a big-shouldered machine called a ball mill. Visualize a massive stainless steel drum that contains two million ball bearings. As the drum turns, the bearings tumble into the drum goes the binder which will act as a suspension for the oxide. Now add the oxide. Now the mill starts turning, and the ball bearings tumble. As they tumble, they actually shear the honey-like suspension separating the individual needles, coating them with suspension so they can't make electrical contact with each other. This process really takes horsepower—and lots of it! It's like the world's biggest taffy-pull. Now comes the critical part. If you stop milling too soon, you'll have clumps of needles. If you mill too long, you'll start breaking up the individual needles. We never cut milling time. And we can prove it.

Take any well-worn tape. Look at it so that light reflects off the surface. See those glossy spots surrounded by a dull ring? These are nodules—high spots produced by clumping of the oxides. They were caused by too short a milling time.

**In actual practice they cause accelerated head wear and degrade high-frequency response as well as show up on the tape as noise.**

**Now check a well-worn Eastman tape**

If you can't find a clumping immediately, check the entire roll. There must be one there, somewhere. Or must there?

Milling too long is equally bad. Here's why. Best performance is to some extent dependent on the dimensions of the needles. That is the ratio of length to width. If you break the needles into smaller particles by milling too long, you'll get forms that are more cube-like than needle-like.

**Cubes have pretty awful characteristics in terms of their magnetic parameters.** Some of the very first magnetic tapes ever produced had cubes. These cubes do all sorts of other distressing things, such as change the bias requirements of the tape, and elongate the hysteresis curve, cutting sensitivity, and give pretty awful print-through characteristics.

Once the milling operation is complete, the suspension is filtered to remove any clumps that might have remained. Then the real tough problem starts. Coating. All you have to do is to take this honey-like mass and lay it along a base nice and evenly.

**Problem is the needles try to reclump after filtering. To prevent this, we developed our new "R-type" binder. It never reclumps. And it always stays where it's put. No sagging, ever. And this means it can be handled with precision.**

At Eastman Kodak, coating is uniform to within a few millionths of an inch. No, that's not a typographical error—we mean it. Six decimal places. This may be a new standard of precision for sound tape. But remember, we've been doing this sort of coating for years on film. While it's not exactly as easy as falling out of bed, it is a technique which we have down cold.

As one Eastman physicist puts it, "making tape is like being married to a redhead. But luckily, we know how to handle her." Next time, let's chat about base and surface characteristics.
EASTMAN KODAK COMPANY Rochester, N.Y.
"CONDESA DE GONDOMAR" by FRANCISCO GOYA

Goya is considered one of history's greatest portrait artists, and "Condesa" is regarded as one of his finest works. Its simplicity and quiet authority hark back to Velasquez, yet its intensity of spirit and luminosity of color place it squarely in the Romantic Age.

in a class by itself

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

WWJ and WWJ-TV

THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.
Should FCC have CATV control?

TV board votes to seek congressional assistance,

Commissioner Ford urges that all forms of TV be under FCC umbrella, Rogers sees dangers ahead

The community antenna question loomed large on broadcasters' horizons last week.

In two instances it was argued that the best answer to this problem is to ask Congress to give the FCC control over the cable companies.

At the same time broadcasters heard a congressman warn that once an industry asks for economic protection, it's asking for more and more regulation.

Given a chance to go on record against legislation controlling wired pay TV, broadcasters balked.

The legislative control route for CATV was urged by the TV board of the National Association of Broadcasters at its meeting in Washington, and by FCC Commissioner Frederick W. Ford, in an address before the National Community TV Association in Philadelphia (see page 48).

The warning against asking the government to protect broadcasters against CATV was sounded by Representative Walter Rogers (D-Tex.). He predicted that if broadcasters ask Congress to legislate to control CATV they would be opening a "Pandora's box," which could only lead to further regulation (see page 53).

And, in the same meeting in which it agreed to seek legislation to regulate CATV, the TV board of the NAB killed a resolution opposing the use of legislation or any government action to set up controls for wired pay TV.

Change Stand • In its action on CATV, the television board made one significant change in the proposal for legislation submitted for its consideration by its Future of TV in America Committee. This was to delete the provision that CATV systems be required to secure the consent of the originating station before being allowed to pick up and distribute TV signals. This position was abandoned because grave questions were raised as to whether broadcast stations had property rights to many of the programs they broadcast.

The TV board asked its Future of TV in America Committee to submit a second draft of legislation to control CATV by giving the FCC powers to regulate cable companies through the imposition of bans on duplication and origination, and by establishing technical standards. The action came after almost eight hours of spirited and vigorous discussion on the wisdom of asking for legislation.

The decisions by the TV board came after a plea for no legislation or a minimum of legislation by a spokesman for a group of broadcasters with CATV interests. The broadcaster-CATV group met the night before to organize its position.

Pay-TV Position Open • The TV board also voted overwhelmingly against a resolution which sought to put the association on record as opposed to

They opposed giving FCC power over CATV

As the all-day Sunday (June 14) meeting of the NAB's TV board drew to a close, and after the board had decided to ask for new legislation to give the FCC powers to control CATV, William B. Lodge, CBS-TV vice president in charge of affiliate relations and engineering (r, above), electrified the meeting with a simple motion.

In essence he proposed that the board pledge itself (and the association) to refrain from seeking legislation or governmental action to ban or constrain wired pay TV. Because of confusion over the exact position of the NAB on this question, he said, it was necessary to put the board on record once and for all on this question.

When the vote came he was joined by only two other identified members of the 15-member TV board—David C. Adams, NBC senior executive vice president (l), and Payson Hall, president of Meredith Broadcasting Co. (c).

The same trio voted against asking for legislation with which to control CATVs.
SHOULD FCC HAVE CATV CONTROL? continued

legislation to control wired pay TV.
The board again stated it was against all forms of pay TV, over-the-air or wired, and that it intended to use every means to warn the public of these dangers and to take other action which its Future of TV in America Committee might recommend.

Not ruled out was the possibility that it might ask for legislation.

Mother Over All Perhaps the most far-reaching and certainly the most all-embracing suggestion was made by Commissioner Ford. Speaking to the NCTA membership in Philadelphia, the West Virginian recommended that authority over all forms of television be given to the FCC to insure a “united and integrated [TV] system.” This would include broadcasting, CATV (both cable users and microwave users), and pay TV, both over-the-air and by cable.

On the CATV question, Mr. Ford remarked that “the more I have studied these problems, the more I am inclined to doubt the wisdom of trying to regulate one-fifth of an industry through a technical legal device [the FCC’s authority over those CATVs which use microwaves] rather than by seeking legislation to subject the entire industry to regulation.”

In his conclusion, Mr. Ford suggested that a committee be formed representing broadcasters, CATV, pay TV, manufacturers, networks and other interested groups to study all questions arising from these new forms of television; “in short, to study and make recommendations on what form the regulation of wire television should take.”

Minimum Regulation Already on record favoring legislation to provide minimum regulation, the NCTA, in convention in Philadelphia, welcomed the TV board’s proposal to study CATV impact on television stations (NCTA has conducted its own research).

And Bruce Merrill, new NCTA chairman, reaffirmed the association’s goal to achieve agreement on a bill “with the FCC primarily and the NAB, if necessary” (see page 48).

Congressman Rogers made his admonishing comments in two speeches last week; the first before the Georgia Association of Broadcasters, and the second before the Federal Communications Bar Association in Washington.

Because of the thorny problem of program property rights (who really holds the ultimate titles?), the NAB TV board last week dropped a salient provision from its outline for legislation on community antenna systems.

As originally proposed by the NAB’s Future of Television in America Committee, Congress would have been asked to require CATV systems to secure the consent of the originating station before being allowed to pick up TV signals and carry them to subscribers.

The move came after almost eight hours of discussion at the Sunday (June 14) meeting of the TV board. The board, however, affirmed its decision to seek legislation which would give the FCC jurisdiction over CATV, including both off-the-air and by microwave despite a plea for no legislation at all, or minimum legislation, by a group of broadcasters with and without CATV interests.

Anello Draft The TV board had before it a draft of legislation drawn by Douglas A. Anello, NAB general counsel, previously endorsed by the Future of TV in America Committee (Broadcasting, May 18). This proposed to include CATV systems in Section 325 of the Communications Act, which, among other provisions, bans one station from rebroadcasting the signals of another station without permission of the originating station.

The draft proposal also provided that if the FCC felt the public interest would be served by permitting a CATV system to use a station’s programs, the commission could overrule any objection on the part of the station. It also would allow the FCC to veto an arrangement agreed to between a CATV system and a broadcast station.

The TV board instructed the Future of TV in America Committee and the NAB staff to redraft the legislation to provide the FCC with these powers over CATVs:

- To prohibit and/or limit the origination of programs by CATVs.
- To prohibit, limit and establish conditions on duplication of programs carried by local TV stations serving the same areas as the CATV systems.
- To establish technical standards for CATVs.
- To require the keeping of records and reports and to provide for such exemptions as may be appropriate.

The TV board also told the staff to file comments with the FCC in its inquiry into joint TV and CATV ownership (Broadcasting, April 20) opposing any prohibitions on broadcasters owning CATV systems, or vice versa, in their own communities or elsewhere, and objecting to any policy which would count CATV ownership under the broadcast station multiple ownership rules.

To study the impact of CATVs on broadcasting, the board instructed the staff to contract for a research project, estimated to cost upwards of $25,000.

The board’s decision to seek legislation on CATV came after a discussion.

Friendly discussion marked the meetings of the radio and TV boards in Washington. At left, James R. Curtis (I), KFRO Longview, Tex., talks to Daniel W. Kops, WAVZ New Haven, Conn. Both are members of the radio board. In center retiring joint board chairman William Quartzon (I), WMT-TV Cedar Rapids, Iowa, is presented with a plaque in recognition of his services to the two boards by the new joint chairman, Willard Schroeder, WOOD Grand Rapids, Mich. At right, Robert F. Wright (I), WOTK-TV Meridian, Miss., and Otto P. Brandt, KING-TV Seattle, talk.
Improved government, public relations Schroeder goal

Willard Schroeder who runs WOOD-AM-FM-TV Grand Rapids, Mich., for Time-Life Broadcast Inc., and who last week was elected chairman of the joint boards of the National Association of Broadcasters, has definite convictions about what the association should do.

During his tenure (it's one year, beginning Thursday, June 18), he hopes to focus NAB's attention in two principal fields: government relations and public relations.

"These are the two areas which are the prime responsibilities for a trade association such as ours," Mr. Schroeder said last week. "They are the most important fields in broadcasting today and they're where we can be most effective."

But, Mr. Schroeder added, in order to perform these two functions most effectively, broadcasters are going to have to agree to increase the staffs of these two departments in the NAB.

"[General Counsel Douglas A.] Anello can't operate properly with only one assistant and one secretary; it's too much for that small a group. And neither can [John] Couric and his [public relations] staff. We're just going to have to find the money to boost these two departments so they can do the right kind of a job for us."

Active Executives • Promising "a more active executive committee," Mr. Schroeder noted these important subjects for NAB in the coming year:

• CATV
• Pay TV
• Consider a new contract for LeRoy Collins, president of the association. Mr. Collins became president of NAB in January 1961 under a three-year contract. This was re-written in 1963 to run to the end of 1965.

On a long range basis, Mr. Schroeder noted the hope expressed by many broadcasters for a "completely new" Communications Act. "The one we're living with now," he said, "is old and has been revised time after time by patchwork amendments and additions. It's time we started from scratch and had a new law which is based on broadcasting as it is in the second half of the 20th century."

The 51-year-old native of St. Louis and graduate of the University of Missouri School of Journalism, began his broadcasting career in 1936 after a two-year stint in advertising, research and promotion with Hearst newspapers in New York and Chicago. He was a salesman and sales manager for Hearst's WCAE (now WHTY) Pittsburgh from 1936 to 1944 and served from 1944 to 1947 as general manager of WINS New York.

After serving as radio-TV director of Ketchum, MacLeod & Grove in its Pittsburgh headquarters for two years, he joined Wood as general manager in 1950. Time-Life bought the Grand Rapids stations (which included TV by then) in a $154 million transaction which included other Bitter-owned properties in Indianapolis and Minneapolis.

Mr. Schroeder is serving his second two-year term on the radio board. He was first elected to the board in 1961. He is a member-at-large, representing Class B markets (AM). He was chairman of that board in 1963. His term on the board—and as joint chairman—expires next June.

That took almost all day. At issue was whether any legislation should be sought at all. Opposing the idea of legislation completely were Payson Hall, Meredith; William B. Lodge, CBS, and David C. Adams, NBC. This is the same trio which unsuccessfully urged the board to oppose any legislation for wired pay TV (see page 30).

Rights Issue • The question of program rights consumed most of the debate. After lengthy, and sometimes vigorous discussion, the board continued program rights go far beyond those owned by originating stations. Some rights belong to syndicators; others to networks, and some go beyond networks to producers. Also involved, it was pointed out, are other rights: union, copyright, preforming.

This argument persuaded the board to abandon the idea of requiring CATVs to obtain the consent of originating stations in proposed legislation.

Marcus Bartlett, Cox Broadcasting vice president, addressed the TV board as spokesman of broadcasters with CATV interests. The position of the broadcaster-CATV group had been hammered out at a special meeting Saturday night in Washington, attended by 10 broadcasters plus several attorneys.

Mr. Bartlett made these points:

• CATV is not pay TV and should not be considered as such potentially. With few exceptions, CATVs would have to undergo major changes in facilities in order to revise their circuits to be able to carry pay TV. Also, 90% of the CATV companies operate in small markets, far below the size feasible for pay TV.

• Further study should be made of the CATV problem before any proposals for legislation are adopted.

• The FCC shouldn't be given power it does not have now.

• A committee of broadcasters with CATV interests should be named to meet with the Future of TV in America Committee to study the form of the proposed legislation, if any.

Mr. Bartlett emphasized the broadcaster-CATV group is not a protest movement; its members, he noted, are primarily broadcasters whose community antenna television interests are secondary.

Should the TV board conclude that legislation is necessary, Mr. Bartlett said, the broadcaster-CATV group agreed that it would support these points:

• A restriction of simultaneous duplication, whether by microwave or off-the-air. Also possibly a restriction on programs brought in from distant stations which would upset the TV allocations plan.

• A requirement that the CATV system carry the local TV station.

• A provision which would prohibit the CATV system from degrading the TV signal it is carrying.

The years the NAB television board is still undecided on its ultimate position on wired pay TV. A proposal that it go on
SHOULD FCC HAVE CATV CONTROL? continued

record against a legislative ban was rejected.

The 15-man board, with only three apparent dissenting votes, last week refused to approve a motion to that end offered by William B. Lodge, CBS-TV vice president (affiliate relations and engineering).

Instead, the board reiterated its previous position that it was against all forms of subscription television, wired or wireless, and that its opposition will be articulated by its Future of TV in America Committee.

In announcing this action, the NAB noted that neither the Future of TV in America Committee nor the staff has made a decision to seek government control over wired pay TV and "we are not seeking such."

This phrase is generally accepted as meaning that legislation against wired pay TV is not ruled out.

Mr. Lodge's motion specifically instructed the Future of TV in America Committee and the association staff to make no move to secure government action or legislation against wired pay TV.

Collins Opposes* During the discussion, LeRoy Collins, president of NAB, urged the defeat of the Lodge motion on the ground that it was too inflexible and that it would tie the association's hands. He urged the board to take affirmative actions, not negative ones.

Others, speaking for the minority, urged passage of the motion on the ground that it would help clear up the confusion that exists on the NAB's exact position on this question.

David C. Adams, NBC-TV, and Payson Hall, Meredith stations, joined Mr. Lodge in voting in favor of the CBS executive's motion.

30 (SPECIAL REPORT: NAB BOARD AND CATV)

Back to January * The confused pay-TV issue arose following the TV board's meeting last January in Florida when it voted opposition to subscription television in all forms as against the public interest. This action in conjunction with a policy statement on CATV was interpreted generally as being in support of government action against pay TV, including wired as well as wireless pay TV. (The FCC has jurisdiction over over-the-air pay TV under the Communications Act).

Last month Richard S. Salant, CBS Inc. vice president, told network affiliates that CBS took issue with the NAB and opposed any move for legislation against wired pay TV (Broadcasting, May 11).

The same view earlier had been taken by NBC's Robert W. Sarnoff and Robert E. Kintner, chairman and president respectively, in a policy statement circulated to affiliates and repeated three weeks ago to the NBC affiliates meeting in Los Angeles (Broadcasting, June 8).

It was after Mr. Salant spoke that Mr. Collins corrected this impression, affirming that the TV board had indeed voted to oppose all forms of pay TV, but had not taken a position on whether to seek legislation. This was to be decided, Mr. Collins noted, by the Future of TV in America Committee.

Mr. Salant replied a week later by pointing out that not only he but many others had the same impression of the NAB stand. He noted, however, that the NAB position as stated by Mr. Collins did not foreclose legislation, and on that point, he insisted CBS and the association parted company, since CBS definitely was opposed to legislation. (Broadcasting, May 25).

Only two members of the broadcast-CATV group which met Saturday evening completely opposed legislation. They were Payson Hall, Meredith stations, and Bill Wagner, Palmer stations.

Others who were present at the Saturday meeting: G. Richard Shafio, Broadcasting Co. of the South; John F. Dille Jr., Communica nas stations; Gordon Gray, Wkty(TV) Utica, N. Y., and Kaoz-tv Wichita Falls, Tex.; Henry Rhea, Triangle stations; Loyd Sigm on and Norman Boggs, Golden West stations; Bruce Merrill, Kiva(TV) Yuma, Ariz. (and president of Ameco Inc., manufacturer of CATV equipment as well as newly elected chairman of National Community Antenna Assn.); Bill Daniels, Denver, (CATV broker and management consultant). Also present were Washington attorneys Q. B. Smith, representing RKO General; Andrew G. Haley, Meredith Broadcasting; Arthur Scheiner, Triangle stations, and Jack Ricks, Harron-Gray stations.

Among the 10 broadcasters present at the Saturday night meeting, three are members of the TV board of the NAB: Messrs. Dille, Hall and Gray. Mr. Dille was elected vice chairman of the TV board at Monday's meeting.

CATV deadline extended

The FCC last week extended the deadline from June 18 to July 6 for reply comments on proposed rules to govern grants to microwave services supplying facilities to community antenna television systems (Broadcasting, April 27). The commission said the extension was made to give it time to study a petition by the National Association of Broadcasters requesting that the deadline for replies be postponed for four months.

Broadcasting, June 22, 1964

Radio board members shown at left during a break between meetings are (l to r), Lester G. Spencer, WKBV Richmond, Ind.; Everett L. Dillard, WASH(FM) Washington, and Grover C. Cobb, KGVB Great Bend, Kan. In picture at right are radio board members John F. Box Jr., WIL St. Louis; John R. Henzel, WHDL Olean, N. Y., and Gene Trace, WBBW Youngstown, Ohio. Combined meetings lasted through Thursday.
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BROADCASTING, June 22, 1954
Close votes are order of NAB board meeting

NAB won't appear at cigarette hearings; no action taken on Collins's smoking and health resolution

If last week's meetings of the National Association of Broadcasters governing boards can be characterized at all, they best can be identified as the meetings where close votes predominated. Early in the week both chairmen of the TV and of the radio boards were elected by one-vote margins. And only a single vote selected the vice chairman of the TV board (see page 13).

On Thursday, when the joint boards met for the final time in this summer's round of board meetings, another action was taken by only one vote. The joint boards, by 17 to 16 voted down a motion that the NAB appear formally before the House Commerce Committee when it starts hearings tomorrow (June 23) on cigarette legislation (BROADCASTING, June 8).

The move to refrain from appearing before the congressional unit which is headed by Representative Oren Harris (D-Ark.) came after a long discussion on a resolution on cigarette advertising and labeling presented to the joint boards by President LeRoy Collins.

In the Collins proposal, the joint board was asked to agree that if and when the Secretary of Health, Education and Welfare should determine that cigarette smoking "constitutes a substantial danger to the health of the people of the nation" and certify such findings to the Federal Trade Commission, the FTC should be empowered, after public hearings, "to make such rules and regulations limiting the nature and content of labeling and advertising of cigarettes as it may find essential for the public health, safety and welfare..."

The resolution proposed by Mr. Collins, however, contained a clause which would have barred the FTC from requiring any specific copy to be included in such advertising and also making it mandatory that any such regulation be applicable to all advertising media. No action was taken on this resolution.

Longer Licenses • The joint board also instructed the NAB staff to work for longer licenses for broadcast stations. The belief that broadcasters should have a longer license period than the present three-year maximum has been expressed for years. It has been suggested from time to time that licenses be extended to five years, seven years, and in some cases indeterminate life.

During the week it was announced that the four national radio networks have joined the radio code. The networks had been observing code strictures, it was explained, but had not been official subscribers. The action was taken at the radio board meeting. TV networks have been subscribers to the TV code since its inception.

Both the radio and the TV boards authorized Code Director Howard H. Bell to waive commercial time standards for sponsored political broadcasts. This was in line with recommendations of the code review boards, taken earlier this year.

The TV board also agreed to amend the code to count "nonartistic" credits as commercials under the commercial time standards and urged that program content be confined to elements "which entertain or inform the viewer."

Both actions were taken in the recommendation of the TV Code Review Board and are aimed at reducing "clutter." These are the credits, billboards, promotions and other nonprogram announcements that follow programs.

The radio board agreed to amend the radio code to ban from advertisements and programs the use of cigarettes designed to impress youth or make health claims. Earlier this provision was written into the TV code.

Film and Sound • The radio board also told the NAB public relations department to proceed with completion of a 20-minute color film on radio's place in the U. S. The film, which is due for completion in time for the opening of the association's 1965 fall conferences, will cost an estimated $50,000.

The board also approved a study to determine the feasibility of establishing a central source for audio recordings of historic events and personages. The study for an Encyclopedia of Sound, budgeted at $15,000, will be undertaken by Ted Malone, former radio personality and now a producer.

The board also instructed the NAB staff to oppose the proposed FCC radio program reporting forms. The FCC has scheduled an oral proceeding on the forms on June 30.

The TV board decided to ask the FCC to permit two broadcaster representatives on the committee of 25 formed for the purpose of looking into the more efficient use of the frequencies used by land mobile radio services. One of these will be an NAB member, the other a member of the Association of Maximum Service Telecasters. Should the FCC demur it was agreed that the broadcast representative shall be named by the NAB.

The Television Information Office was authorized to increase its dues from 1959 rates to more current ones.

The TV board also appropriated $5,000 as NAB's contribution to a program of exchanging Japanese and U. S. television programs.

In other actions, the joint board:

- Voted to permit associate member film and transcription companies to exhibit and demonstrate in a special section of the headquarters hotel during the 1965 convention in Washington, March 21-24. Under previous policy, film and transcription firms were restricted to displays in the exhibit hall or to hospitality suites with no exhibits.
- Was told that the next meeting of the boards will be at the Palm Springs (Calif.) Riviera, Jan. 25-29, 1965.
- Was notified that the new tape cartridge reproducing standards have been completed by a technical committee and will be submitted to the board within a month for mail balloting.

WMCA wins court fight

On May 1, 1961, WMCA New York and its president, R. Peter Straus, initiated a law suit for reapportionment of the state legislature. Three years, one month, fourteen days and much legal procedure later, on June 15, the U. S. Supreme Court ruled in WMCA's favor, declaring New York's present system of state representation unconstitutional.

At various times in its long struggle, the station had been joined by individual citizens as co-plaintiffs and by the solicitor general of the U. S., the City of New York, and several other organizations as friends of the court.

WCBS-TV New York devoted an editorial to the decision.

32 (SPECIAL REPORT: NAB BOARDS AND CATV)
New leaders take over NAB’s radio and TV boards

Complete change of top elective command of the National Association of Broadcasters was effected last week. A joint chairman, and chairmen and vice chairmen of the TV and radio boards were elected at meetings in Washington.

Willard Schroeder, Time-Life Broadcast Inc. vice president and vice president-general manager of WOOD-AM-FM-TV Grand Rapids, Mich., was elected chairman of the joint boards. Mike Shapiro, WFAA-AM-FM-TV Dallas was elected chairman of the TV board, and Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., of the radio board.

Mr. Schroeder was elected unanimously on the second ballot after Glenn Marshall Jr., WXJY-TV Jackson- sonville, Fla. (Post-Newsweek station), withdrew. On the first ballot, Mr. Schroeder received 25 votes, Mr. Marshall, who was 1963-64 vice chairman of the TV board, 17 votes.

A third nominee for the joint chairmanship, Ben Strouse, WWDC-AM-FM, 1963-64 chairman of the radio board, withdrew before the balloting began. Mr. Strouse threw his support to Mr. Schroeder, after declaring that it was his belief the joint chairman should be a broadcaster with TV experience.

Mr. Schroeder succeeds William B. Quarton, WMT-AM-TV Cedar Rapids, Iowa.

Mr. Shapiro, on the TV board since 1962, was elected chairman over Mr. Marshall by a vote of 8 to 7. Elected vice chairman of the TV board was John F. Dille Jr., WSJV (TV) South Bend-Elkhart and WKJG-TV Fort Wayne, both Indiana, is the new vice chairman of the TV board. Jack Lee, WPRO-AM-FM Providence, R.I., is vice chairman of the radio board.

John F. Dille (r), WSJV(TV) South Bend-Elkhart and WKJG-TV Fort Wayne, both Indiana. Mr. Dille is also president of WTRC-AM-FM Elkhart, Ind., and publisher of the Elkhart Truth. Mr. Dille was elected over Gordon Gray WKHY (TV) Utica, N.Y., and KAWS-TV Wichita Falls, Tex., also by a vote of 8 to 7.

As chairman of the TV board, Mr. Shapiro succeeds James D. Russell Jr., KTV(TV) Colorado Springs, Colo., and Mr. Dille succeeds Mr. Marshall.

The biggest upset came with the election of chairman of the radio board. Mr. Howell, who became a serious candidate the night before the radio board meeting, prevailed over Harold Essex, WJJS-AM-FM-TV Winston-Salem, N.C., by a vote of 15-14. Mr. Essex, the outgoing vice chairman, had been unopposed until the meeting and had not campaigned. Mr. Howell, who is a state senator, also owns a majority interest in KREY-TV Montrose and 50% of KOLN Glenwood Springs, both Colorado. He has been a radio board member since 1962, and was previously on the board from 1959 through 1961.

In a three-way race for the board's vice chairmanship, Jack Lee, general manager of WPRO-AM-FM Providence, R.I., (owned by Capital Cities Broadcasting Co.) received 15 votes, to nine for Lester G. Spencer, WKAV Richmond, Ind., and five for John J. Coyle, KVIL Dallas. In both the radio and TV boards, a simple majority elects. A three-quarter vote is required to elect the joint board chairman.

As chairman of the radio board, Mr. Howell succeeds Mr. Strouse and Mr. Lee succeeds Richard W. Chaplin, KFOR Lincoln, Neb.
Broadcasters answer those FCC letters

Commission's queries on commercial practices evoke varied responses, many with questions

How does a broadcaster reply to a letter from the FCC inquiring about his commercial practices? If he is a relatively small operator who is unsure of his ground, he may promise to cut back the number of commercials he proposes to carry. But if he is a large, perhaps more sophisticated, station operator, he usually stands pat and tells the commission the station is within the limits of the policy it had proposed.

These are some of the impressions gleaned from a check of the replies the commission has received from most of the 14 stations it has questioned about commercial practices. All 14 are awaiting license renewals.

Another is that licensees feel the existing reporting form makes it difficult if not impossible to give an accurate impression of commercial policy.

Time and again the licensees comment that, while the commission is concerned about the number of spots they broadcast, as reported in the renewal application, they also are concerned about the time they devote to commercials. Most say they adhere to the NAB commercial codes, which set time limits for advertising.

The FCC's revised reporting forms for television and radio, which are still in the rulemaking stage, would allow for reporting of commercials in terms of time. The TV code limits commercial material in prime time to 10 minutes and 20 seconds in any 60-minute period. The radio code limits commercial time to 14 minutes an hour, computed on a weekly basis, provided that the maximum may not exceed 18 minutes in any hour or 5 minutes in a 15-minute segment.

Started in February • The commission began examining commercial practices on a case-by-case basis last February, after it abandoned, under congressional pressure, its rulemaking to limit the number of commercials that stations might carry. But the commission made clear it would look into individual cases of "excessive" commercialization as a means of building up a body of standards that would constitute policy.

The commission staff, in sifting through applications, holds out for a closer look at those that show the greatest amount of commercialization. If the performance on commercials appears to have deviated from what the station had proposed, the staff recommends a letter of inquiry.

The letters ask for an explanation. But the language in which they are couched sometimes has the effect of persuading a licensee to change station policy. An example is warm Pritchard, Ala., a 1 kw daytime. The station had proposed jacking up the number of commercial spots it carried from 648 weekly to 1,780. In response to the commission's request for an explanation, the station said it had been plagued by labor trouble, which had led to a boycott. The station added that the trouble was "easing" and that it would be able to get along with fewer "interruptions." It said it planned to reduce its proposed number of spots to 1,424.

WONN's Reply • A commission letter produced a similar re-evaluation on the part of Duane McConnell, general manager of WONN Lakeland, Fla., which operates on 1 kw day, 250 w night. He appeared to believe a commission rule was involved. The station in 1960 had proposed bringing down the rate of commercial spots to four for each 14 1/2-minute segment of the broadcast day. Instead, its renewal application showed that this limit was exceeded in 129 14 1/2-minute segments. The application also showed that the

COMMERCIAL PREVIEW: Sergeant's dog products

Polk Miller Products Corp., Richmond, Va., through N. W. Ayer & Son, Philadelphia, plans heavy use of network TV in a summer campaign for its Sergeant's dog-care products. The campaign, to run from late June until the first week in September, will feature one-minute announcements on at least six NBC-TV programs: Saturday Night at the Movies, Monday Night at the Movies, Tonight, Let's Make a Deal, You Don't Say and the Loretta Young Show.

One of the Sergeant commercials is an integrated announcement for Flea and Tick Spray and DermaFoam. Another, dealing with Flea and Tick Spray (see cut), features a copy line aimed at a dog's point of view. The dog looks up at his master, and the announcer says: "Next, I suppose he'll be using your Sergeant's Flea and Tick Spray."

BROADCASTING, June 22, 1964
If you want to move goods in volume, the Charlotte market will handle a healthy load for you. To satisfy the buying appetite of this populous area, Charlotte now headquarters over 1,000 wholesalers. Their sales top $2 billion a year. Long-time leader in the Carolinas, Charlotte is now the second largest distribution center in the Southeast! Hardest worker that you can employ here is Charlotte’s WSOC-TV.
DCSS annual radio-TV billings at $18 million mark

Doherty, Clifford, Steers & Shenfield, New York, last week estimated that it is now billing at a yearly rate of more than $30 million of which some $18 million is in broadcast (approximately $16.5 million in TV, and $1.5 million in radio).

The report was part of a luncheon in New York to observe the agency's 20th anniversary.

William E. Steers, the agency's president, noted last week that since 1958 about 42% of DCSS's growth has come from increased billings on established accounts and 27% from billings on new products and 31% from new accounts. Mr. Steers said the agency expects an increase of some 18% in billings for the current year—"coming from a wide variety of new assignments, none of which was in the shop for the full year during 1963." The agency was incorporated in June 1944, as Doherty, Clifford and Shenfield Inc.

The agency initially had some 50 people and $3 million in billings, totals which increased to 125 people and $10.6 million by 1954. Among DCSS charter clients are Bristol-Myers Co. and the Borden Co.

Donal K. Clifford is board chairman, and John R. Rockwell executive vice president of the agency.

The stations were also asked to report on program complaints they had received.

WAPI said the questions about programming involve "judgments which are the right and responsibility of the licensee." However, the station dealt with the complaints in considerable detail in its reply, which ran 32 pages. Wbrc-TV's response was even longer—98 pages, plus almost as many pages of exhibits. Part of the reason for the length was the commission's request that the station give "a full statement" of its plans for locally produced programs. The commission said it wasn't able to determine from Wbrc-TV's application what the station's plans for local public-service programs were.

The commission staff is preparing a report on the replies for submission to the commission at its meeting July 1. The report will contain recommendations as to whether any further action should be taken.

The commission is also expected to act on staff recommendations that letters on commercial practices be sent to six other stations in Mississippi and Arkansas. Renewal date for the stations was June 1.

Commercials

in production...

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

Chuck Blure Creative Services, 10439 Valley Spring Lane, North Hollywood, Calif.


Film Fair, 1040 North McCadden Place, Hollywood 90038.

Foremost Dairies Inc., San Francisco (dairy products); three for TV, live and animation on film. Agency: Guild, Bascom & Bonfigli, San Francisco.

Farmers & Mechanics Bank, Minneapolis (banking); three for TV, animation on film. Agency: Knox-Reeves, Minneapolis.

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

Hardman Associates Inc., 213 Smithfield Street, Pittsburgh 15222.

Hardman Associates Inc., 213 Smithfield Street, Pittsburgh 15222.


BROADCASTING, June 22, 1964
Today: 23 fine youngsters. Tomorrow: Leaders, either among South Florida's burgeoning population or elsewhere in the Nation. We're positive it'll happen because we've come to know these children and their Moms and Dads (and their neighbors, too!). Sure, they comprise part of the audience served by WLBW-TV, but then, we've always considered our audience more like members of the Channel Ten family. — And what parent isn't convinced his kids are something special?

Anyway, getting back to the above photo, our teams never heard of "community participation." They just like to play baseball.
The pitfalls of unwise TV buying

Burgard sounds warning about commercial clutter at ANA workshop in New York; Eaton, Ebel cite the disadvantages of participating sponsorship

Television was depicted last week as a challenging medium, but one with thorns for the advertiser in the form of needless clutter and inordinate risk diluting commercial values.

Such advertiser concern over TV's future effectiveness dominated an all-day TV workshop held by the Association of National Advertisers at the Plaza Hotel in New York June 17.

A challenge also was expressed in a first disclosure of a joint study by Needham, Louis & Broby and Foote, Cone & Belding of TV-viewing housewives which appeared to question prevailing notions on TV commercial effectiveness (see page 40).

The warning over persistent clutter conditions was leveled by John W. Burgard, vice president and director of Brown & Williamson Tobacco Corp., Louisville, and chairman of ANA's broadcast committee.

He said that "if the television advertiser or his agency fail to consider what is happening to their advertising as a result of this [clutter] condition, I would be amazed. If the broadcasters fail to rectify it, he continued, "they are courting disaster."

Sound Off Now • Appealing directly to TV advertisers, Mr. Burgard said he hoped they would be "sufficiently concerned to review what is happening to the effectiveness of their own commercials and advise the broadcasters of their position."

Mr. Burgard's reiteration of the ANA broadcast committee's position on clutter coincidentally phased in with an action taken in Washington by the National Association of Broadcasters' Television Board on the clutter problem (see opposite page).

Mr. Burgard presented a status report for various ANA broadcast committees, and devoted particular attention to the work of a special subcommittee dealing with the twin problems of "encroachment on entertainment time and unnecessary clutter during prime TV viewing hours."

He reported that over a period of three years, the ANA unit has been working with the American Association of Advertising Agencies and the NAB on these problems, but he asserted "little has been accomplished."

Mr. Burgard noted that ANA has offered a blueprint for an approximate 50% reduction in nighttime television clutter (BROADCASTING, Feb. 17) and that since that time NAB has been working out "commendable" proposals for redefining nonprogram elements.

But, he said, "with the present definitions of 'commercial time' I doubt whether there will be any real change. "Except in local shows having four one-minute-in-program commercials in each half hour, with a full-minute commercial at both the half hour and the hour break, everything should fit quite easily into the 10 minutes and the 20 seconds present commercial time per hour allowed by the code in prime time."

Mr. Burgard said the "most disturbing condition" exists in hour participating shows where no single sponsor has a voice in the program's make-up. As an example, he showed clocked sequences for the five minutes preceding and the five minutes opening a participating show monitored on a network-owned TV station in New York. He did not identify the station nor the program (see sidebar box).

Mr. Burgard also mentioned that a new "television circulation and rate trends" report that is now in its final stages will be published later in the year. The report, he said, will have trend data for six years, including latest available audience figures for March, 1964.

What to Buy? • The pros and cons of program sponsorship versus participation sponsorship on network TV was explored by Howard Eaton, vice president, TV Programming, Grey Advertising.

He concluded that commercials in participating shows are less effective than in sponsored programs and that advertisers seeking program identity most often must buy a new show instead of an established one with a track record.

He acknowledged that the purchase of a new program is risky, but indicated ways to reduce the gamble. The prerequisites he mentioned in buying a new program are: (1) A sufficiently large budget so that not all of an advertiser's purchases fall into the risk area; (2) proper negotiation by the agency so that the length of the commitment is short, so that the cost of a hit will not skyrocket and so that the new show will have a better-than-average time period in which to "try its wings"; and (3) enthusiasm on the part of the agency that the new show has "the potential of going through the roof."

Lessens Impact • In upholding the value of buying program sponsorship rather than participation, Mr. Eaton claimed that participation sponsorship lessens commercial impact because of four considerations—conflict in placement of commercial, double-spotting, the lesser chance of product protection and inability to use the cast commercial (in which the star delivers the message).

Short-term Proposal • He urged the industry to consider seriously a proposal for short-term agreements on new programs: to the effect that the produc-

In an informal huddle during the association of National Advertisers' TV workshop in New York (I to r): Richard G. Butler, media director at Lever Bros., New York, and a member of ANA's program committee; Thomas W. Moore, ABC-TV president; Edwin Ebel, vice president - advertising, General Foods, White Plains, N. Y., and Victor A. Sholls, WHAS-AM-TV Louisville.
The clutter around TV's station breaks

A TV monitoring service's clock-time of what surrounds the "program islands" in television was the theme of the talk on "clutter" by John Burgard of Brown & Williamson Tobacco Co. to a closed ANA TV workshop session in New York last week (also see adjacent story).

Emphasized were "interruptive" elements. The clocked period started 7:25:48 p.m., according to figures presented by Mr. Burgard, at which time the following was shown on the station for about 10 minutes: a 60-second commercial, 45 seconds more of the show (the very tag ending), 31 seconds of production credits, nine seconds of commercial billboard, a 20-second promo, and an eight-second show title card.

The station break came at 7:28:41 with an eight-second show promo, a 60-second and a 10-second commercial in that order followed by two seconds of station identification.

The network feed returned at 7:30:01 with 2 minutes 58 seconds of show opening, followed by six seconds for the episode title, another 14 seconds for the show title, nine seconds for a star credit, six seconds for a guest star credit and another five seconds for another guest star credit.

The show title appeared for five seconds at 7:33:39 to be followed by three commercial billboards—two running five seconds each and the third seven seconds—for three different products. A 30-second commercial then followed for still a fourth product followed by 31 seconds of commercial for one of the products already mentioned in the billboards.

"Act 1" of the show opened at 7:35:02.

Similar statistics for the "middle break" in the program were recounted, indicating an eating up of 2 minutes 12 seconds for commercials, title cards, billboards and station break commercials and promos. A similar attrition of nearly four minutes at the end of the hour program was recounted in detail.

Mr. Burgard

Thomas W. Moore, ABC-TV president who was the luncheon speaker, called for advertiser support in future program development while suggesting "nonfiction" programing is "the next broad area for television success." Non-fiction areas to be exploited, he advised, would include documentary, news and public affairs, sports, interview and variety programs.

Mr. Moore told the advertisers there is no program revolution in the offing but cited a need for progressive change. Asserting TV audiences have grown far more sophisticated while program forms have lagged behind, he said networks and stations could not carry the whole weight of developing new programming ideas.

Mr. Moore suggested a period of programing innovation might already be in progress offering the examples of That Was the Week That Was (NBC-TV) and the two-part prime time serial, Peyton Place, to be shown on ABC-TV next season, among others.

Victor Sholis, vice president and director of WHAS-AM-TV Louisville, Ky., speaking from a station operator's point of view and in a five-year forecast of developments in the broadcasting industry, said the short supply of syndicated programing might be expected to expand as a consequence of the all-channel receiver legislation in force. The demand for quality syndicated product, he said, ought to increase with the growth of UHF outlets.

Mr. Sholis also placed the following: "simpler forecasts."

- Pay TV, which must undergo "tortuous labor pains" in major markets before expanding into the country "will not develop to a level of concern or import in a market such as Louisville during the next five years."

- All stations comparable in size to WHAS-TV will originate studio programing in color by the end of the 1960's.

Mr. Sholis told the workshop meeting that network and local news operations could be expected to complement each other in a mutually beneficial cycle.

He called the expansion of network evening newscasts to half-hour length a "spectacular breakthrough." He said it had led the local station to more intensive local reporting, leaving the national and international scene to network coverage.

Independent Ownership Mr. Sholis said the influence of the independently owned station would continue to lessen because of the nature of the business and because of the trend of the whole economy to bigness. "Our dependence upon the network for programing is manifestly greater than it ever was in radio," he asserted. In noting a trend to group ownership, he said a product of it was to provide "a stronger and louder voice when industry questions are debated."
How well does TV communicate?
Cooperative research by FC&B and NL&B in New York,
St. Louis and Chicago finds ratings inaccurate
but points to same fault with all media measurements

New research findings by two major agencies which may help advertisers to more carefully place their television commercials so as to be most effective in communicating with housewives were reported last week before the television workshop of the Association of National Advertisers in New York.

The new studies are said to represent a "first" in cooperative research by different agencies. The studies concern housewife TV viewing habits in St. Louis and Chicago. They were conducted by Foote, Cone & Belding (St. Louis study) and Needham, Louis & Brobery (Chicago study).

Both of the new studies confirm basic findings of earlier research made by FC&B in New York's borough of Queens and reported before the ANA last year (Broadcasting, May 27, 1963). All three bodies of research indicate that television ratings are "a very inaccurate yardstick for measuring the actual performance of television advertising."

The research discloses that while "homes tuned" ratings may show a given total of sets operating (circulation), the number of housewives exposed to programs or commercials is considerably less while the number of housewives who "get" the advertising message is still smaller.

Both FC&B and NL&B emphasized, however, that the problem of ratings versus performance is not exclusive to TV: It is common to all of the major media and it points up the need for more research that is advertiser oriented rather than media oriented.

Performance Measures * "The customary measures of media performance are exactly that, measures of media performance," Frank J. Gromer Jr., vice president and director of marketing services in New York for FC&B, explained, and "as such they greatly overstate the actual delivery of the advertising."

Among highlights of the findings as reported by Mr. Gromer and by Blair Vedder, vice president and director of media and programing for NL&B, Chicago, were these:
- The St. Louis study (fall of 1962) and the similar Chicago study (fall of 1963) both confirm a controversial but basic finding of the earlier Queens research (spring 1961): Daytime television communicates as effectively with Mrs. Housewife as nighttime TV but, of course, there are more of her available at night, especially later evening (Broadcasting, May 27, 1963).
- Both of the newer studies also confirm that high-rated evening programs are "substantially" more effective in communicating advertising to the housewife. The high-rated show gives double value: It not only delivers more audience but its commercials appear to have greater impact, at least with housewives.
- Shows in the general drama category (including detective and adventure) enjoy higher commercial impact than situation comedies and variety programs in the St. Louis and Chicago research. Drama rates higher in St. Louis (1962) than Chicago (1963) while evening quiz and audience participating shows pulsed strongest in Queens (1961), which indicate the need for keeping abreast of taste trends.
- Both St. Louis and Chicago studies find that there are no special advantages to the middle-of-the-program commercial and this position might be less desirable than the open or close positions, depending on factors such as the listener's program involvement.

Should such be true, Mr. Vedder speculated, "then these findings do not give a clear bill of health to all the nonprogram material which usually adjoins the beginning and ending commercials. If this nonprogram material were cleaned up, the commercial in the opening and closing positions might be 'even more effective than they are.'"

* Daytime 60-second spots are nearly as effective as program minutes, according to the St. Louis study. At night, however, the research shows that 20-second and 10-second spots are less effective than program minutes with 10-second spots communicating less than half as well as the typical program commercial.
* Younger housewives watch TV less than older but the younger recall the commercials better, according to the Chicago study. It also found for daytime TV that exposure and recall levels drop as income goes up.
* Housewives in the smallest of three family-size groups show the greatest level of exposure and recall as well as the highest relationship of recall to exposure for daytime TV, according to the Chicago data, but there is a shift in recall levels in favor of the middle-size family group for nighttime TV.

FC&B's Queens study in the spring of 1961 involved over 20,000 telephone dialings and resulted in over 11,000 completed interviews concerning 342 specific one-minute network commercials in both prime nighttime and daytime viewing hours throughout the week. The calls sought to establish set tuning and housewife exposure on an
After the Twin Cities, it's FARGO, N. D.!

AFTER you've covered the wonderful Minneapolis-St. Paul market—your next best bet up thisaway is Fargo-Moorhead!

In fact, F-M is the LARGEST Metro Area between the Twin Cities and Spokane, Wash.!

Aside from the top stations in the Twin Cities, you'll get bigger pay-off from WDAY-TV (or WDAY Radio, for that matter) than from any other station in this region. With apologies to Avis—we too try harder! For instance, ask PGW about the big national advertisers' recent marketing contest in which WDAY-TV won the grand prize, in competition with some of the greatest stations in America!

WDAY
WDAY-TV

BOTH AFFILIATED WITH NBC
FARGO, N. D.

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

BROADCASTING, June 22, 1964
How to make a video-tape commercial

About 130 agency executives and advertisers had an on-the-spot view of TV commercial production June 11 when they gathered at WDAF-TV Kansas City, Mo., to attend a “video tape seminar” sponsored by the Minnesota Mining & Manufacturing Co., St. Paul.

The seminar, designed to display the benefits of video-tape advertising, was part of a nationwide “3M” program involving some 175 TV stations. The WDAF-TV presentation included a demonstration of tape production techniques. A highlight of the show came when a taped commercial was created on the scene from a newspaper advertisement (see picture).

According to the station, action for the commercial was achieved by camera movement in and out on the print advertisement, while narration and music were added as the tape was made. The production reportedly took less than 45 minutes.

immediate recall basis. All homes tuned were checked again 23 hours later to learn the extent commercial impact had upon the housewife.

For every 100 homes tuned in the daytime, the Queens study found 66 housewife viewers to the average network program. Of the 66, there were 49 who were possibly exposed to the commercial and among these 20 could recall some commercial content the next day. The nighttime data proved “remarkably similar,” Mr. Gromer recalled.

Findings Challenged = He said FC&B’s surprising findings in Queens were challenged in some quarters so the agency decided to explore anew. The first phase of the St. Louis study exactly duplicated the Queens procedures, he said, and strongly confirmed the findings of the original study.

The comparative results in St. Louis, he said, gave “convincing evidence that an immediate recall technique produces a more accurate measurement of advertising communication—it minimizes the forgetting that can occur in the case of lightly advertised brands and reduces the overclaiming that results in substantial inflation of recall of commercials for heavily advertised products.”

The immediate recall study in St. Louis, Mr. Gromer said, involved over 14,600 telephone dialings, over 7,800 completed interviews and concerned 317 individual commercials. They were made in October and November 1962.

Meanwhile NL&B had begun to explore television’s effectiveness behind the ratings, Mr. Vedder recalled, and as the agency worked to refine its research plans, the Queens study by FC&B became public. Because of similarities in approach, he said, NL&B and FC&B got together to exchange information. As a result NL&B undertook its Chicago probe instead of a contemplated national study.

Four-Week Study = NL&B’s Chicago study was conducted in a four-week period bridging October - November 1963. It involved somewhat more than 13,000 telephone dialings in the six-county metro area and resulted in about 7,100 contacts.

Both Chicago and St. Louis studies found that housewife exposure to commercials and communication levels increased during the later prime evening viewing hours. Her light viewing earlier in the evening appears to be due to household chores, it was explained.

The FC&B official said the St. Louis study also confirmed the Queens finding that high-rated evening programs “are substantially more efficient in communicating advertising to housewives—in this case (St. Louis) an average of 50% better.”

Terminating this “an especially important finding” in view of the fact that high-rated programs generally are more efficient in terms of cost-per-thousand homes tuned, Mr. Gromer suggested that “there is really a double benefit that accrues to commercials appearing on high-rated programs. They are more efficient in terms of potential audience to begin with and ... they achieve substantially higher levels of television advertising communication within their total audience potential.”

The Chicago findings on this point were completely consistent with St. Louis, Mr. Vedder said, and “program popularity does make a difference.” Popularity becomes a “significant difference if the data is analyzed fully.

As to the unexpected discovery by the studies that the middle program commercial has no special advantage over start or end-of-show commercials, Mr. Gromer said, “frankly, we approached the possibility of reporting this comparison to you with mixed emotions. The results are not what any of us might have anticipated.”

But, he explained, the data are soundly based, from large samples and produced by two independent surveys.

In the Chicago study, Mr. Vedder said, “the recall levels were identical for commercials that occurred in the first five or last five minutes of a half-hour program period to those broadcast in the middle of a program.”

Also in advertising ...

Separate ways = Barney Ochs, president of Bernard I. Ochs Co., Atlanta and Bernard Howard, president of Bernard Howard & Co., New York, will terminate their association, effective July 15. The Ochs firm has been southeastern and southwestern link for the Howard station representative company since 1959.

Dolls on TV = Ross Products, New York, in association with fashion designer Oleg Cassini, plans a widespread spot TV promotion this fall and winter for the introduction of Tina Cassini fashion dolls. Ross’s agency is A. J. Sarett Associates, New York.

BROADCASTING, June 22, 1964
This young schoolgirl is one of more than a million General Motors shareholders. Her parents recently purchased a number of shares of GM stock as the beginning of a fund for her college education. As a shareholder, she could be called, in effect, a capitalist.

Of course, there's nothing exclusive about GM ownership. Every age group and most occupations are represented. GM shareholders live in every state of the nation, every Canadian province and more than 80 foreign countries. More than half of all individual shareholders are women. Three quarters of the people who own GM stock have a hundred shares or less; 85 per cent own less than two hundred.

People is the key word at GM. More than 600,000 employes, thousands of suppliers and dealers—plus the more than a million shareholders—they are the backbone of General Motors progress.

GENERAL MOTORS IS PEOPLE ...

Making Better Things For You
B&B’s clients like to hold reins

So agency creates and develops TV programs for such advertisers as P&G and General Foods

Benton & Bowles is returning in its television activities for the agency's accounts to the time-tested radio formula of client-controlled programs, Atherton W. Hobler, B&B board chairman, said Wednesday (June 17). And he noted that 70% of the agency's domestic annual billings of about $124 million go into TV.

Speaking at an open house for Los Angeles business, industry and entertainment leaders at the agency's new Hollywood offices at 1800 Highland Avenue, Mr. Hobler said that Benton & Bowles is getting back to creating and developing programs for its clients, programs which are produced outside the agency but are licensed to General Foods, Procter & Gamble and other B&B accounts. There are 90 people in the agency's production department, he stated, "and this is for programs alone, not counting those who work on producing the commercials."

The program packagers welcome rather than resent the agency's interest in the programs its clients sponsor, Mr. Hobler said. The producers look on the activity as legitimate and helpful rather than unnecessary interference.

William F. Craig, vice president in charge of the agency's West Coast division, said that two new network programs this coming season, Gomer Pyle, USMC and Many Happy Returns, both to be sponsored by General Foods on CBS-TV, were created for this advertiser by Benton & Bowles. And a new cartoon series, Linus the Lion, which will soon make its TV debut, began with a set of characters used by B&B for General Foods commercials. It has been developed into program fare by cartoonist Ed Graham.

This philosophy of client-controlled programs is nothing new, the agency executives said. They pointed out that in daytime TV such durable serial dramas as Edge of Night and As the World Turns have been controlled by their sponsor, Procter & Gamble, for the past decade.

Looking ahead to the 1965-66 season, Mr. Craig reported that arrangements have already been made with the Mirisch Brothers to star Janet Leigh in a situation comedy series for General Foods, which, like the others, will be licensed and controlled by that company—through Benton & Bowles, of course. He also predicted that Danny Thomas, who has given up his weekly series and will be seen only in five or six specials during the 1964-65 season, would be back with a new series, "maybe next season, maybe the one after that." And that new series, like the old Danny Thomas Show, Mr. Craig confidently expects, will be the property of a Benton & Bowles client.

AAW sets agenda for July convention

Advertising in the American West, where it stands and where it is headed, will be discussed formally and informally July 5-9, in Sun Valley, Idaho, where the Advertising Association of the West will hold its 61st annual convention. On Monday, July 6, representatives of radio (Radio Advertising Bureau President Edmund C. Bunker), television (Harry Floyd, western sales manager television NBC) and the print media will describe various ways of "How to Reach a Billion Dollar Market—Travel in the West" in a session moderated by Gene Duckwall, vice president and media director, Foote, Cone & Belding, Los Angeles. A color film of the "Best in the West" ads, winners of the 1964 AAW crafts competition, will be shown at the Monday luncheon.

Advertising's relationship with government will be highlighted Tuesday, when Richard H. Holton, assistant secretary of commerce, will deliver a talk titled "Government Speaks to Advertising" and Arthur Motley, publisher of Parade magazine, will respond with "Business Speaks to Government."

On Wednesday Charles Stuart Jr., AAW treasurer and advertising manager, Bank of America, will moderate a session on "New Dimensions for Advertising." Julian Watkins, vice president and creative director, N. W. Ayer & Son, San Francisco, will speak on "New Dimensions for Advertising Creativity" and Dr. Melvin Hattwick, advertising director, Continental Oil Co., Houston, on "New Dimensions for Advertising Management."

Club activities will occupy much of the AAW business session time, which as is traditional, will be limited to the morning hours, with afternoons and evenings left free for sports and social affairs.

Political shows' times scheduled

CBS-TV last week disclosed the dates and times it'll schedule five-minute political telecasts purchased by both the Republican and Democratic national committees.

Each committee has purchased 10 five-minute segments in prime nighttime hours, starting on Oct. 11 and ending Nov. 1 for a total cost of approximately $300,000 (Broadcasting, June 15). The orders for the time periods were accepted on May 28. (NBC-TV said it will not accept similar political time orders before July 1; ABC-TV has also had discussions with both committees.)

The Democrats have the following: Oct. 11 (Sunday), What's My Line? (10:55-11 p.m.); Oct. 19 (Monday), To Tell the Truth (7:55-8 p.m.); Oct. 20 (Tuesday), The Red Skelton Hour (9:25-9:30 p.m.); Oct. 22 (Thursday), Password (9:25-9:30 p.m.); Oct. 24 (Saturday), The Jackie Gleason Show (8:25-8:30 p.m.); Oct. 25 (Sunday), Candid Camera (10:25-10:30 p.m.);
TOP MANAGEMENT comes to Topeka

In a push-button world, the most critical problem is still just to understand men.

That's what they believe at the Menninger Foundation and they're doing something about it. Menninger's is our next door neighbor at Hilltop, west of Topeka. All during the year, business leaders from all over the nation attend the Menninger Executive Seminars to study and compare notes on human relations. They're really top level meetings, limited to presidents and vice presidents. We're proud of Menninger's. They prove again that Kansas is BIG—with room for your ideas and a favorable climate for their growth.

We're not psychiatrists. But we do understand our Kansas audience. WIBW TV can take your idea or your product to "the best of Kansas", with dominant coverage day and night in the 32 leading Kansas counties. For case-history proof—call Avery-Knodel.
Oct. 26 (Monday), To Tell the Truth (7:55-8 p.m.); Oct. 28 (Wednesday), The Danny Kaye Show (10:55-11 p.m.); Oct. 30 (Friday), The Entertainers (9:25-9:30 p.m.); Nov. 1 (Sunday), The Ed Sullivan Show (8:55-9 p.m.).

Republican segments (time segments are the same as indicated in the above listing for Democrats, and all given as New York time): Oct. 14 (Thursday), Password; Oct. 16 (Friday), The Entertainers; Oct. 18 (Sunday), What's My Line?; Oct. 19 (Monday), I've Got a Secret; Oct. 21 (Wednesday), The Danny Kaye Show; Oct. 25 (Sunday), Ed Sullivan; Oct. 26 (Monday), Secret; Oct. 27 (Tuesday) Selket; Oct. 31 Gleason, and Nov. 1 (Sunday), Candid Camera.

Rep appointments...


Business briefly...

Sea Breeze Laboratories, Pittsburgh manufacturer of antiseptic, through Ketchum, MacLeod & Grove, that city, has launched a campaign relying heavily on spot radio in three major markets. The Sea Breeze commercials are set for Philadelphia, Pittsburgh and Los Angeles.

Mrs. Smith's Pie Co., Pottstown, Pa., through J. M. Korn & Son, Philadelphia, has launched a summer broadcast campaign with 60-second spots in NBC-TV's Today and Tonight shows, and a heavy schedule of daytime spot TV in Philadelphia; Pittsburgh; Scranton-Wilkes Barre, Pa.; Washington; Atlanta; Memphis; Tampa, Fla., and Miami. Spot TV also is scheduled for various New England markets, starting in August. Radio is set for Washington and Charleston, S. C.

Calavo Growers of California, Los Angeles, through Anderson-McConnell, that city begins a three-week spot radio campaign in six markets starting Wednesday (June 24). The $15,000 time buy for darkskinned summer varieties of avocados is being placed in Detroit, Pittsburgh, Philadelphia, Milwaukee, Cleveland and Toledo, Ohio.

Agency appointments...

- Rival Packing Co., Chicago, has named Grey Advertising, New York, as its national agency effective Sept. 15. Formerly handled by Doyle Dane Bernbach, account bills about $1.5 million with more than half going into spot television.
- Lestoil Products, Holyoke, Mass., has shifted its account, estimated in excess of $3 million, from Fuller & Smith & Ross, New York, to C. J. LaRoche, that city. The account, which includes Lestoil's subsidiary, the Bon Ami Co., New York, puts $2.7-2.85 million in spot TV.
- The Campana Corp., Batavia, Ill., division of Purex Corp., has appointed Erwin Wasey, Ruthrauff & Ryan, New York, to handle advertising for Italian Balm hand lotion. The account was formerly at Post-Keyes-Gardner, Chicago. Radio and TV will be used to promote the product.

FINANCIAL REPORTS

Taft boosts earnings before special fee

Taft Broadcasting Co. boosted its per share earnings, before nonrecurring special charge, by eight cents in the fiscal year that ended March 31, 1964. The special charge reflected abandonment of certain film contract rights, and reduced the per share earnings by three cents from the previous year's $1.41.

In its annual report, issued June 12, Taft Broadcasting noted that the financial figures do not include the three TV and two radio properties (Buffalo, Kansas City and Scranton, Pa.) acquired from Transcontinent Television Corp. Taft paid $26,889,310 in cash and assumed obligations estimated at $6.9 million for the TTC properties which it took over on April 1, the day after its fiscal year ended. The $33 million has been raised through loans from two sources—$19.8 million at 5 3/4% due on or before April 1, 1979, from a group of insurance companies; and $13.2 million at 5% due July 1, 1970, from a group of banks.

The report stated that the TTC acquisitions resulted after preliminary discussion of a merger between the two companies in the summer of 1962. Taft also abandoned two diversification steps in the light of its broadcast acquisitions. One was a program production venture and the other was a closed-circuit medical program service. The cancellation of these two projects involves a pre-tax loss of about $105,000, the report said.

The annual stockholders meeting of the company is scheduled to take place July 14 in Cincinnati.

Twelve months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
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<tbody>
<tr>
<td>Earnings per share*</td>
<td>$ 1.38</td>
<td>$ 1.41</td>
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<tr>
<td>Net revenue</td>
<td>12,922,509</td>
<td>12,489,042</td>
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<tr>
<td>Operating profit before depreciation and amortization</td>
<td>5,615,001</td>
<td>5,752,573</td>
</tr>
<tr>
<td>Other deductions (interest, miscellaneous)</td>
<td>779,111</td>
<td>122,042</td>
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<tr>
<td>Federal and state income taxes</td>
<td>2,532,000</td>
<td>2,565,000</td>
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<tr>
<td>Special charge (abandonment of film contract rights less related income taxes)</td>
<td>193,079</td>
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</tr>
<tr>
<td>Net earnings</td>
<td>2,552,336</td>
<td>2,310,426</td>
</tr>
</tbody>
</table>

*Based on 2,230,000 shares outstanding as of May 1 in both years.

Collins's profits down

Collins Radio Co. last week reported profits for the nine-month period ending May 1, down from the same period last year.

President Arthur A. Collins said the earnings situation continued "to reflect the absorption of heavy start-up costs related to the development of the company's data communication and processing product line." He said all other product lines continue profitable.

Collins Radio's order backlog at the end of the third period was $204 million compared to $242 million a year ago.

Nine months ended May 1:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$ 6.95</td>
<td>$ 1.98</td>
</tr>
<tr>
<td>Net sales</td>
<td>204,617,000</td>
<td>177,356,000</td>
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<tr>
<td>Income before taxes</td>
<td>3,568,000</td>
<td>5,615,000</td>
</tr>
<tr>
<td>Income taxes</td>
<td>1,903,000</td>
<td>2,697,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,665,000</td>
<td>2,918,000</td>
</tr>
</tbody>
</table>

*Based on 2,230,000 shares outstanding as of May 1 in both years.

Doyle Dane Bernbach plans to go public

Doyle Dane Bernbach, New York, was reported last week to be preparing an offering of company stock for sale to the public.

Francis I. duPont & Co., New York investment banking company, reportedly will be the chief underwriter of the stock, but the size of the issue and the date it will be offered to the public were not announced. DDB would not confirm the report.

DDB had broadcasting of approximately $21.4 million in 1963, representing about 29% of the agency's overall billing. Two other agencies have "gone public" in recent years—Papert, Koenig, Lois and Foote, Cone & Belding, both New York.

BROADCASTING, June 22, 1964
Chicago’s pre-eminent Natural History Museum
... first to establish a recognized exhibit of animal and plant life from the major regions of the world.

Chicago’s WGN—first of all Mid-America radio stations in homes reached—because it offers better coverage of everything, everywhere that interests people.

WGN IS CHICAGO
the most respected call letters in broadcasting
Brotherly love city turns the trick

Floor battle over chairman threatened to split ranks at NCTA convention in Philadelphia

The National Community Television Association staged the largest convention in its history last week in Philadelphia, but the politicking and bitterness generated in the selection of its top elected official gave the organization its deepest internal schism since it split during a 1959 legislative battle in the Senate.

Harmony prevailed at week’s end, however, and most of the 1,100 conventioners—double the expected attendance and by far the greatest turnout in 13 years of NCTA conventions—wound up pleased with their meeting. The meanness of the convention program planned by the host Pennsylvania association and the pledges of solidarity given by the major community antenna equipment manufacturers—they formed the key opposition in the election—contributed to the sense of good feeling.

High point of the convention for most was a speech by FCC Commissioner Frederick W. Ford who saluted the industry’s importance in the nation’s overall television service and encouraged broadcasters to enter the field (see page 57).

A number of operators anticipated Commissioner Ford’s speech would please them, but the unexpected development last week was the excitement stirred by a sudden interest in UHF. Throughout speakers urged cable system owners to seriously consider applying for UHF channels in communities lacking local television service. The theme was echoed by FCC commissioners, CATV operators and management consultants (see page 54).

Another development was the large number of broadcasters either present or represented by their communications counsel. They were everywhere. Some, eager to enter the field, were closeted with system owners. Many others, trying to pick up know-how, listened intently to panels about the nuts and bolts of CATV. And the broadcasters seemed generally pleased. Some found CATV owners had few if any horns, and others told fellow broadcasters about the added viewers CATV systems brought them. The historic broadcaster-CATV operator antagonisms were absent.

The Election • Bruce Merrill, broadcaster, system owner, CATV equipment manufacturer and head of a microwave firm serving CATVs, was elected national chairman of the association. Mr. Merrill and the entire slate proposed by the official nominating committee were elected, but only after a pitched battle over Mr. Merrill’s dual role as CATV system owner and manufacturer.

Despite several nights of planning in smoke-filled rooms and midnight delivery of a letter asking Mr. Merrill to withdraw just before election, both he and his opponents said afterward they thought the association had not suffered from the battle and indeed had emerged the stronger for it.

Throughout there was no question of Mr. Merrill’s integrity. He heads several firms related to CATV with headquarters in Phoenix. His Antennavision Inc. and Ameco control 15 CATV systems and operate three others. Antennavision Service Co., his microwave firm, serves 25,000 CATV subscribers in four western states. Ameco Inc., his manufacturing arm, produces “turn-key” CATV systems. And he owns Kiva (TV) Yuma, Ariz., which he bought in 1961.

Milton J. Shapp, president of The Jerrold Corp. (a system owner and the largest CATV equipment manufacturer), was considered the leader of the manufacturer opposition to Mr. Merrill. Mr. Shapp was nominated during Wednesday’s (June 17) election meeting and took the floor to outline his fear that election of Mr. Merrill—or any manufacturer, himself included—to the NCTA’s highest post would create a conflict of interest problem.

Mr. Shapp and others (most major CATV manufacturers) said repeatedly that the issue was strictly a matter of principle. The association has had “an unwritten rule” that no person representing interests of a manufacturer should be head of the NCTA, he said. Mr. Shapp said he thought the NCTA came out of the election fight stronger than before because members talked out “their frustrations” and where able to bring problems to the surface.

If elected, the argument was, a manufacturer “would gain tremendously from the prestige and publicity, and from the direct contact [he] would have with industry leaders.” Mr. Shapp had confronted Mr. Merrill on this question Sunday (June 14) during a meeting of associate members (manufacturers mostly).

Then—and on the floor Wednesday—Mr. Shapp called on Mr. Merrill to withdraw. Finally, Mr. Shapp said he would like to be chairman, and had the qualifications to be one, but because he was a manufacturer, he was withdrawing from nomination. Mr. Merrill did not follow his example, and said that conflict of interest, if it were an issue “ought to have been settled long ago.”

Frank P. Thompson, Rochester, Minn., subsequently elected vice chair-

NCTA vs. TAME

The National Community Television Association doesn’t like to “dignify” the Television Accessory Manufacturers Association (TAME) by discussing the group, but TAME opposition to CATV—coupled with support of theater owners and some TV servicemen—is causing sufficient trouble for people trying to start systems that the NCTA staff has prepared a voluminous document to arm its members to counter charges often made against cable television.

Called “The Facts About Community Antenna Television,” it runs several hundred pages and not only tells what CATV is and what it is not, but includes endorsements from broadcasters, whom TAME and other CATV opponents try to organize early in CATV fights.

Copies are available to NCTA members and the association is urging them to use the book when they apply for franchises and before opposition has an opportunity to organize.
man, was nominated for chairman and opposed Mr. Merrill only, he said, "to give the members a choice."

Proxies Count • Mr. Merrill was elected and while no votes were made public, it was understood to have been about 205 for Mr. Merrill and 110 for Mr. Thompson. Some of Mr. Merrill's votes were by proxy and it was said by some members that this factor was significant in his victory.

The Future • Looking ahead, Mr. Merrill said he sees the organization's major task as "arriving at a workable and mutually agreeable arrangement with the FCC primarily and the National Association of Broadcasters, if necessary," to obtain legislation and "lay the ground rules for the CATV industry's growth and development."

The next most important job, Mr. Merrill said, is to select a president. He intends to retain a selection committee which has been headed since last fall by Martin F. Malarkey of Washington.

As for the NAB's CATV policy, he said, "My first impression is they've swung in the right direction a little bit, but we've still got something to talk about."

He would be unable to discuss the NAB's policy until he had seen it in further detail, he added. However, he offered a view on pay TV: "In my opinion, pay TV would be as dangerous for CATV as it is for broadcasting."

Others Elected • In addition to Messrs. Merrill and Thompson as chairman and vice chairman, the NCTA elected: secretary, Charles Clements, owner and operator, Clements TV, Waterville, Wash.; treasurer, R. L. Stoner, manager, Eastern Oregon TeleVision Inc., La Grande, Ore.

Directors who won three-year terms are Jack Crosby, president, Westex Cable Corp. and KDIX Del Rio, Tex.; Albert J. Ricci, president, Better TV Inc., Bennington Vt.; Alfred R. Stern, chairman of the board and chief executive officer of TeleVision Communications Corp., New York; Archer Taylor, president, Northeast Video Inc., Kalispell, Mont., and Charles W. Fribley Jr., president and treasurer of Community Television Corp., Corning, N. Y.

Elected to two-year terms as directors are Harry C. Butcher, president, Cable TV of Santa Barbara Inc., Santa Barbara, Calif., and Bob J. Magness, president, Community Television Inc., Bozeman, Mont.

Jim Davidson, president, Davco Electronics Corp., Batesville, Ark., was elected to a one-year term as director.

FCC Commissioner Kenneth A. Cox last week reaffirmed his view, shared by some of his fellow commissioners, that legislation to regulate the community antenna television industry must include rulemaking authority to provide protection for local broadcast services from the possible economic impact of CATV.

Addressing an NCTA convention luncheon Tuesday (June 16), Commissioner Cox called on the industry "to really concentrate on helping us draft the best rules possible."

NCTA members, who believe they proved their systems do not harm local television stations in comments filed on an FCC microwave rulemaking earlier this year (Broadcasting, April 20), were disappointed that Commissioner Cox seemed to dismiss their research in his statement that the association's opposition to protection is "not enlightening."

However, some NCTA leaders say that Commissioner Cox has revised his thinking somewhat, and even though he did not say much in his speech, he is understood to believe that the case for CATV impact on television has been overstated. In his talk, though, he stressed concern about CATV's effect on local television in the future, especially when systems grow and begin to serve larger markets with competing stations.

(Earlier in the week Fred J. Stevens, told the association in his final report as NCTA chairman, "We have exploded the myth that CATV systems harm local TV stations.")

The CATV operators were pleased by the commissioner's suggestion of approval for CATV ownership of TV stations in some cases, probably UHF's providing educational and local news programming in small markets with CATV but not presently supporting a television station. Commissioner Cox said he thought the FCC's licensing authority over television "could adequately safeguard the public interest" in cases of dual TV-CATV ownership and that CATV may be the answer to bringing local TV service to communities presently without it (see page 54).

FCC and NCTA negotiations on proposed legislation, however, he noted, have been going on for more than a year and areas of solid agreement have been found. He saw the National Association of Broadcasters as coming into the discussions "rather late," but he also recognized that broadcasters have "only really become concerned with this in the last year."

The CATV industry, Commissioner Cox said, has "left the mountain val-
Now, a daily rate for CATV subscribers

CATV operators have been introduced to a device with which they can offer their customers pay-as-you-go viewing—a flexibility normally associated with pay TV.

A collection system which allows community antenna television subscribers to pay for programming according to daily usage rather than customary monthly fees was exhibited last week by International Telemeter Co., the pay-TV division of Paramount Pictures Corp.

The coin operated equipment—"CATV Meter"—when attached to a television set, would provide a viewer with 18 continuous hours of CATV programming for 25 cents.

Telemeter demonstrated the collection box at the NCTA convention in Philadelphia (see page 48).

A Telemeter spokesman said the system had been designed to attract those potential customers for CATV operators who, in the past, have hesitated at the prospect of paying a fixed monthly fee for cable service. Telemeter estimates that CATV systems generally operate at 30 to 50% of capacity saturation.

The Price Equipment cost to operators is expected to be $19.50 a unit when bought in lots of 100. The Telemeter representative said orders for the CATV Meter have already been received from several operators of community antenna services.

Telemeter claims maximum collection security for the coin boxes. A collector can remove a cash drawer from the CATV Meter by undoing a soft metal seal. A customer who removed the cash drawer himself would find that he could not fit it back into position.

With insertion of a quarter, the viewer can receive a CATV signal for 18 hours, but cannot conserve any portion of that time by turning his set off. Telemeter explains that the 18-hour limit would prevent a customer from viewing in prime time on two periods on two consecutive evenings for only 25 cents.

The cash drawer would hold a maximum of $44 in quarters.

The company said the meter is connected between the drop cable and the antenna terminals of the television set.

What to look for when buying a CATV

A prominent CATV broker told the National Community Television Association convention that the entry of broadcasters into cable television is of great benefit and that the industry "owes a great debt of gratitude [to broadcasters] ... for what they've contributed. They're teaching us some tricks," said Bill Daniels of Daniels & Associates, Denver, a CATV management consultant and brokerage firm.

Broadcasters have brought "a very deep sense of public service" into CATV, Mr. Daniels said, and he looked for much benefit to the industry because of it.

Addressing a heavily attended session on system financing, Mr. Daniels spoke frankly of four major areas "where we lack the most": 1) real sales effort to obtain subscribers, 2) "quality and good equipment in your cable property," 3) good accounting records (he's seen some that "are unbelievable") and 4) "we need to be ashamed" of the "deplorable condition" of some of the offices and rolling stock in the CATV field.

Mr. Daniels, an authority on buying and selling systems, prescribed four items buyers should look for: cash flow, plant condition, number of potential customers and the economy of the community.

Bill Adler of Adler Associates, Washington, a consultant, urged CATV system owners to be honest with themselves because many have "an exaggerated idea" of the value of their systems.

Running over a long list of items owners should check to appraise their system value, Mr. Adler warned that equipment depreciates not only on paper for handy income tax purposes, but it "depreciates in fact" and older systems may require extensive equipment replacement and maintenance before they can be put on the market.

Messrs. Adler and Daniels and H. W. Cassill of the Chicago office of Blackburn & Co., station and system brokers, agreed that CATV's are worth "what a buyer will pay." Mr. Cassill said he sees profitable CATV's in virtually all communities having fewer than three channels available. He, too, welcomed broadcasters into the industry and, with an eye on broadcaster efforts to obtain regulation of CATV (see page 27), he said, "The more FCC-licensed broadcasters in CATV, the better."

T. Rex Rhodes, vice president of the Bank of New York, advised the CATV operators how lending institutions appraise system worth and warned the industry not to organize its future financial planning "to any considerable extent" on the basis of financing through equipment manufacturers. The manufacturers "probably won't like this," Mr. Rhodes observed, but he added that while major manufacturers are presently a source of financing in CATV, they shouldn't be.

Mr. Daniels observed that prices of CATV systems had leveled off since the FCC's work toward federal legislation stalled earlier this year. But once the legislative situation is settled "one way or the other," prices will go up again, he predicted.
These two daily weekday programs of WBEN-TV reflect the practical side of selling ... the side advertisers like to be on.

Practical because their content is all about the home, homemaking, home planning, home cooking which is what people at home find interesting and informative. In Western New York television, WBEN is the only station where they find such programming.

Both John Corbett and the Millers have enjoyed top audience loyalty for over a decade, proving their worth as entertainment and proving their value to satisfied sponsors.

If you are interested in the households that last year spent over 1.3 billion at the retail level (plus the vast Canadian market) you’ll find them on these Ch. 4 “home” shows. And you’ll find these experienced TV salesmen “at home” with your product.
Ford’s ‘integration’ plan for TV

Tells NCTA meeting that only ‘integrated’ and ‘federally regulated’ system of both wire and broadcast TV can provide increased service

FCC Commissioner Frederick W. Ford told the National Community Television Association last week that CATV must play an integral role if the U. S. is to achieve its goal of a competitive, multiservice television system. Only “an integrated and federally regulated system of both wire and radio,” Commissioner Ford said, can both provide the increased program choice and meet the expanding need for local TV service in communities now without stations of their own.

“The CATV industry has demonstrated that it has the capacity, desire and ability to furnish that additional service in the public interest,” Commissioner Ford continued.

But he also expressed concern about the impact of CATV on existing television stations, particularly in one-station markets. The commissioner saw some protection for such stations, “if the facts justify it,” until wire systems might deliver “to a reasonable degree the service that a television station can furnish.”

Commissioner Ford added his voice to a chorus that grew all week at the convention urging CATV owners to seriously consider applying for UHF channels in rural areas and small communities. He suggested “a liberalization of the number of UHF stations permitted one owner for this purpose.”

Major Speech • His speech Thursday (June 18) was hailed as statesmanlike and scholarly by CATV operators. They called it a major contribution to understanding of the complicated issues that the swift expansion of CATV, pay TV and UHF has thrust at the FCC in recent months (see page 48).

Commissioner Ford suggested two steps inside and outside the government to speed formulation of a thoughtful and comprehensive national policy covering all forms of television:

- Establishment of a separate division in the FCC’s Broadcast Bureau “to study the future of television,” including all technical, legal and policy problems in pay TV, STV (for Subscription Television Inc., a firm preparing to originate programs by wire for a fee in Los Angeles and San Francisco) and CATV, to plan television’s orderly development and keep the commission apprised.

- Formulation of an ad hoc committee, representing broadcasters, the networks, cable system owners, manufacturers and STV, to study these areas and “make recommendations for the future orderly growth of a total television system in the U. S.,” and to propose “what form regulation of wire television should take.”

No Preconceptions of His Own • The commissioner, just reappointed to his second seven-year term (see page 57), said he had “no preconceived notions” of what the future of television should be. But he is convinced, he said, that “all forms of television must constitute a unified and integrated system—that it should be united not divided in its objectives. I am also convinced that out of the caldron of conflict and uncertainty that exists today will emerge a total system best suited to serve the public interest, convenience and necessity.”

The convention audience, including a liberal sprinkling of broadcasters, some CATV system owners, others just shopping, and their applause interrupted Commissioner Ford frequently, especially when he said he believed that the government should encourage—rather than prohibit—system owners and broadcasters to enter and develop properties in each other’s fields.

The head of a major broadcasting firm also in CATV said the speech would be considered as a “milestone” in relationships between the two industries.

Commissioner Ford said regulation of all CATV systems—including those not presently under interim rules for microwave-serviced systems—would appear to be essential “if the congressional policy” for a nationwide communications service “is not to be frustrated.” He said he was “inclined to doubt the wisdom of trying to regulate one-fifth of an industry through a technical legal device...” (a rulemaking on microwave-serviced CATV’s).

Commissioners Ford and Kenneth A. Cox, who discussed CATV regulation earlier in the week (see page 49), both were concerned about CATV’s impact on local television, but Commissioner Ford went further to say urban areas should have “the widest choices of serv-

FCC Commissioners Robert E. Lee (1) and Frederick W. Ford (r) greet each other in Philadelphia where both appeared on the National Community Television Association program Thursday (June 18). Looking on are the two top officers of the community antenna TV association, Bruce Merrill (second from left), newly elected NCTA chairman, owner of KIVA(TV) Yuma, Ariz., cable system owner and president of an electronics manufacturing firm, and Fred J. Stevenson, past NCTA president and a system owner.
ice possible unless that choice destroys television service to rural areas, and perhaps prevents the full development of a competitive nationwide television service."

Propounds Questions • In sum, Commissioner Ford raised a great many of the questions that he asked commissioners, broadcasters, cable operators and the Congress to help answer before "one fully integrated and unified television system" is achieved. His questions included many raised first during the formulation of the Communications Act before wired and subscription forms of television were visualized.

A sampling of his questions covered licensing, allocations, exclusivity of market, transfers of ownership, qualifications, reports, program review, fairness, networking, common carrier status, property rights, advertising, technical standards—an entire spectrum.

"I have posed them only for the purpose of trying to stimulate organized research and thought about them," Commissioner Ford explained.

Since his examination of television includes the possibility that cable systems might originate programs, and because FCC ownership rules and limitations are based on a principle of diversity of opinion and voices, Commissioner Ford said, cable systems ownership also could be limited if the systems were to program. However, he continued, since systems audiences represent only fractions of those stations enjoy, present ownership systems might originate "Pandora's box"—catv's opponents. "We are closer to the individual people who are the public than anyone else in the entertainment business," he added. And while the National Community Television Association has armed members with facts necessary to counter ill-founded charges, he said, its members fail "to obtain the cooperation of those persons who can affect our destiny"—congressmen.

Reinsch says solons remember their friends

A broadcaster now also in catv, who ought to know, told the National Community Television Association convention last week to keep their eyes and ears open for ways to help their congressman. "If you do a good job—especially in an election year like this one in 1964—you can be sure that your missionary work will pay dividends when you need a helping hand in the months and years between elections."

That tip came from J. Leonard Reinsch, who in addition to heading Cox Broadcasting Corp. is director of this year's Democratic national convention and held the same post in 1956 and 1960.

Mr. Reinsch assured his catv audience that congressmen attending the Democratic convention in Atlantic City, N. J., this August would be given "a thorough indoctrination" on what catv can do for them.

He revealed that the Democrats plan closed circuit coverage of all convention activities, "something that has never been done before."

Returning to catv matters, however, Mr. Reinsch said: "This industry suffers from a strange inferiority complex that is unbecoming, unnecessary and potentially dangerous to the health of CATV. There is an appalling barrage of negative propaganda, speculation, half-truth, fiction and emotionally-charged misstatements of facts pouring from many strange places"—notably catv's opponents.

"We are closer to the individual people who are the public than anyone else in the entertainment business," he added. And while the National Community Television Association has armed members with facts necessary to counter ill-founded charges, he said, its members fail "to obtain the cooperation of those persons who can affect our destiny"—congressmen.

The Ford TV dictionary

FCC Commissioner Frederick W. Ford found he had to provide a few definitions before he could adequately discuss his views on where television has been, is and may go when he spoke at the National Community Television Association convention in Philadelphia last week.

Pay TV: "All forms of television broadcast service in which some system is employed whereby the public in order to receive the program must pay a fee either at a flat rate, by program or a combination of both."

Subscription television: "All systems using wire for distribution of programs from the local point of program origination to the point of reception for which a fee is charged at a flat rate or by program or a combination of both."

CATV: "All systems which receive programs broadcast by licensed television stations and distribute them by wire to individual customers at a flat rate."

Cablecasting: "Distribution of CATV systems of programs that are originated in some manner other than by a broadcast, payment for which is made at a flat rate or for each program accepted. From time to time I will refer to STV, CATV and cablecasting as 'wire television.'"

Television: "The television broadcast service licensed to use channels 2 through 83, excluding pay TV experimental authorizations, translators and satellites."

Federal control works two ways

Rogers says industry is asking for further controls in seeking catv regulation

Rep. Walter Rogers (D-Tex.) warned broadcasters that they were opening a "pandora's box" when they seek economic protection against community television cable systems.

Speaking at a luncheon of the Federal Communications Bar Association in Washington last Thursday (June 18), and facing many members of the TV board of the National Association of Broadcasters who earlier in the week had voted to ask for legislation to give the FCC control over CATVs (see page 27), the Texas Democrat stated that unless broadcasters want to turn over broadcasting to government control "it is your responsibility to get this problem worked out. . . . There's no reason why you can't work out an arrangement where both you and the cable people get the most out of your business."

Never Rid of It • Mr. Rogers, who is chairman of the communications subcommittee of the House Commerce Committee, cautioned that "if you ever get regulation, even to help you out temporarily, you're never going to get rid of it."

Earlier in the week, Mr. Rogers told Georgia broadcasters virtually the same thing. Speaking at the meeting of the Georgia Association of Broadcasters, he admonished: "Broadcasters can't have something for nothing. If you ask Congress to start protecting you from CATV then it will certainly follow that you will have complete regulation and control of the whole industry."

He urged broadcasters to do "everything possible" to work the CATV situation out to "preserve the identity of your industry in the free enterprise system."

In his speeches both in Washington and in Georgia, Mr. Rogers emphasized that the Communications Act was originally passed because of the scarcity of frequencies "not to control the economics of broadcasting."

Broadcasting today "is at the crossroads" in the matter of regulation, he stated. Many problems are coming up in the next 5 to 10 years and they must be answered. How they are answered, he said, will determine the fate of the industry.

Among these problems:

• Editorialisng and the fairness doc-
One of the troublesome questions, "free" broadcasting matter; the President might be tempted into an indiscretion, either by answering a question or refusing to answer. This must be kept in mind by broadcasters, who undoubtedly will handle it properly.

Reports of early election returns and election predictions—This is not a broadcasting matter; it's an election matter. The federal government should take the responsibility for ensuring "free" elections, free in the sense that voters are not influenced by hearing early returns or "computer predictions.

Mr. Rogers concluded by calling on broadcasters to give "exhaustive" thought to whether they wanted their guidelines to come from Congress or the FCC. He expressed the hope that the answer would be that policy be set by Congress.

**UHF-CATV combine best in small markets**

Combining UHF and community antenna television system operations to bring local television and multichannel service to small towns and rural areas isn't a new idea, but it seemed to catch fire last week's National Community Television Association convention in Philadelphia.

It was spelled out in detail at one of the convention's earliest sessions Monday (June 15) and by the time the affair wound up late Thursday (June 18), the UHF-CATV idea had been endorsed by FCC commissioners, broadcasters and CATV operators themselves.

True faith in the proposal was demonstrated by Frank P. Thompson of Rochester, Minn. A system owner, Mr. Thompson explained why he believed in CATV-UHF operations in a talk on Monday, and then revealed he had just applied for channel 55 Rochester in competition with another local group (Rochester Telecasting Co.).

Mr. Thompson, president of Cable Inc., Rochester, and Hi-Desert TV Cable Inc., Twenty-Nine Palms, Calif., said cable system operators are "by far the most logical and capable people to develop local area, small market UHF television."

Existing CATV plants, with their land, receiving antenna tower, office buildings and rolling stock, have a valuable lead over potential competitors for UHF channels. In his case, he said, "we are $50,000-75,000 under our competitors' costs before we start operating." His competitors' operating costs are "in excess of $200,000 per year more than ours," Mr. Thompson continued. "He cannot survive in the market—we can."

Later speakers, including FCC Commissioners Frederick W. Ford and Robert E. Lee, encouraged CATV operators to seriously consider applying for UHF's.

Commissioner Ford suggested the public interest that would be served by bringing local TV to rural areas might justify modification of FCC multiple ownership rules to permit one licensee to operate more than the present limit of seven UHF's.

Commissioner Lee, UHF's most enthusiastic supporter, and his engineering assistant, Robert G. Weston, reviewed the status of UHF allocations and showed their audience of CATV operators that many channels were available.

Mr. Thompson said the FCC's effort to develop UHF has failed to overcome broadcaster "fear of losing a buck or just breaking even," but with his economic advantage, he will be able to make UHF operate successfully. Coupled with his CATV system, however, his UHF could sustain some losses or break even and still be successful.

Frank Nowacek, head of NCTA research and administration, told the operators that owners of mature systems, six or seven years old, are reached the end of their tax depreciation benefit and would either have to invest their profits or lose some to taxes. UHF was an obvious and good investment, Mr. Nowacek said.

Mr. Thompson also said CATV systems could win "friends we never dreamed of having" if they established translators to carry ETV programming to rural areas. Not only would this generate good will, but, he said, the translator proposal could make good friends of potential CATV customers.

**Scanning problems detailed by ARB**

In a memorandum made public last week, The American Research Bureau listed several problems it finds in mobile TV set electronic scanner rating systems, such as the Tanner TEST system (BROADCASTING, June 15).

ARB said such systems make it difficult to secure a base for computing percentage of sets in use, as the scanning devices cannot count sets that are not in use. Nor can such a system give information on how many viewers there are for each set in use, or what members of the family are watching.

For economic reasons, the use of a mobile system "would probably have to be limited to city or metro areas, making it necessary to project these results to the outer coverage areas." ARB commented that different coverage patterns and viewing habits beyond the metro areas would tend to make such projections "very misleading."

Other problems cited in the ARB memo included the impossibility of cumulative ratings and other special tabulations that are often desired; the possibility of measuring the same set more than once as a city block is circled; the expense and "electronic bugs" likely to be encountered, and the difficulty in selecting the rating sample.

ARB said it had examined several similar systems in the past, and its opinion is that they have a limited use for "a few special test surveys."

The memo concluded: "In view of the reasonable accuracy of a good diary and its ability to gather a week's viewing separately for all family members, it seems to us to be a much more useful tool for today's advertiser with the great emphasis he places on pinpointing target audiences for his commercials."
Are we passing you by?

Could be our video tape is. Unless you're taking advantage of its live look and production convenience for your tv commercials. And unless you're taking advantage of the complete, comprehensive 3M package of helpful brochures, manuals, other materials tv stations now offer.

Consider what you have to gain with video tape (SCOTCH® BRAND, of course). Incomparable "live" picture and sound quality, without danger of a live goof. Pushbutton-fast special effects, no lab processing. Immediate playback of what you've shot. Fact is, today there are very few commercials which can't be done better on tape than live or on film. And the best way to discover this is to call in your local tv station or tape studio for costs and counsel on your next tv commercials.

Already over 175 tv stations have signed up for 3M's new assistance program. These stations can show you an idea-starting tape demonstration reel, have available a variety of helpful printed materials that aid in creating and producing better commercials on tape. Call your local stations for details. (If we haven't contacted them yet, write 3M Magnetic Products, Dept. MBX-64, St. Paul, Minn. 55119.)

Magnetic Products Division
3M COMPANY

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FCC lifts clouds from Mid-Florida

Reaffirms its 1957 decision granting permit for channel 9 Orlando, and gives it three-year license

The FCC has reaffirmed its 1957 decision granting a permit for channel 9 in Orlando, Fla., to Mid-Florida Television Corp. (WFTV-TV). In the process, the commission swept away any clouds remaining over the original decision as a result of the ex parte activities of a former Mid-Florida attorney.

The commission, in an order released last week, not only reinstated the grant to WFTV but also awarded the applicant a regular three-year license. WFTV has been operating under program-test authority since 1957. The commission also denied the competing application of WORZ Inc. (WORZ Orlando).

The vote was 4-0, with Commissioners Rosel H. Hyde, Robert E. Lee, Frederick W. Ford and Lee Loevinger voting. Chairman E. William Henry and Commissioner Robert T. Bartley were absent. Commissioner Kenneth A. Cox did not participate.

The ex parte aspects of the case involve the actions of William Dial. The former Mid-Florida attorney had made several off-the-record representations to the late Richard A. Mack, then a commissioner, while the case was pending.

The commission, in January 1963, held that the WFTV principals had been unaware of Mr. Dial's activities and were not responsible for them. It said that since Mr. Mack did not disqualify himself from participating in the 1957 decision, the commission should reconsider the case on its merits (Broadcasting, Jan. 14, 1963).

The commission, in its order last week, said it had reviewed its findings concerning Mr. Dial's activities and adheres to them, "and to the conclusion that Mid-Florida did not secure, aid, control, ratify or have knowledge of Dial's ex parte conversations with Mack."

**Kluge Was Principal*** Among the Mid-Florida principals at the time of the grant was John Kluge, now president of Metromedia Inc. In 1957 he was a 25% stock owner in Mid-Florida, as well as treasurer and a director. He resigned from these positions in 1960, and sold his stock to Joseph L. Brechner, president and director. The additional stock holdings gave Mr. Brechner a majority of the Class B stock.

The commission said it reaffirmed its 1957 decision after re-evaluating the evidence which formed the basis of the earlier action. It gave Mid-Florida preferences in the areas of integration of ownership with management, broadcast experience, diversification of control of mass communications media, and equipment and programing proposals.

The commission also held that while both applicants received comparative demerits because of the actions of their principals, Mid-Florida's demerit was less serious. The WORZ principals were said to have made misrepresentations. The Mid-Florida demerit resulted from the actions of the late Hyman Roth, an officer and 20% owner of the company. He had sent a letter, purportedly signed by the secretary of the Florida Bar Association, to the commission.

The commission's decision last January holding that the Mid-Florida principals were not responsible for Mr. Dial's activities followed a remand from the U.S. Court of Appeals. The case had been sent back there by the Supreme Court in 1958, after the old House Legislative Oversight Committee disclosed the off-the-record contacts.

**On Instructions from Court*** The commission's latest decision was the result of further instructions from the court last July. The commission was directed to determine whether the 1957 decision should stand or whether the grant should be given to WORZ, or whether the record should be opened for new applications (Broadcasting, July 8, 1963).

The commission, in its order, concluded that there was no need to reopen the record since both applicants were qualified for a grant. It also held that the record was not "so stale that the filing of new applications should be permitted."

The commission said that "other than the fact" that Mid-Florida has been operating on channel 9 since 1957 under test authority "as a result of grant of its application in the proceeding which is now being reconsidered, it cannot be said that Mid-Florida received any benefits from Dial's misconduct."

**Parties Equal*** "To the contrary," the commission added, "the conduct in question resulted in vacation of the grant made to Mid-Florida and put the parties on an equal footing in the sense that a new public interest determination is required as to which of the two applications should be granted."

The commission said that whether Mid-Florida is to be held responsible for Mr. Dial's misconduct, even though the principals were unaware of his ex parte communications, depends on the attorney-client relationship.

The record, the commission said, shows that Mr. Dial was retained by Mr. Brechner and Mr. Kluge "to follow the Roth matter in Orlando and to determine whether the local bar association contemplated action . . . which might be adverse to the interests of Mid-Florida." Mr. Dial was then to report to Mr. Brechner and Mr. Kluge in Washington, the commission added. "The record discloses no other authority given to Dial in this connection," the commission went on.

"Clearly, in the circumstances here shown, Dial's contacts with former Commissioner Mack were beyond the scope of the authority extended to him by the Mid-Florida principals. Since Mid-Florida's principals in no manner ratified the unauthorized actions of Dial, or even had knowledge of such activities until subsequent public disclosure thereof, we believe that Dial's misconduct occurring beyond the authority given to him is not to be imputed to the principals of Mid-Florida."

**Flood hits KFBB-AM-TV**

The floodwaters that ravaged Montana two weeks ago did not spare KFBB-AM-TV Great Falls. The stations were forced to leave the air after waist-deep, muddy waters forced evacuation.

The stations, which signed off at 7:30 p.m. Friday, June 9, were silent for 40 hours, returning to the air only after a back-breaking clean up. The stations reported 2 to 6 inches of mud had to be scooped, swept and mopped from the offices and studios. Wiring had to be dried by hand blowers and other equipment was salvaged. Damage was estimated at several thousand dollars.
Progress in first audits of raters

Rating Council report made by McGannon includes check on measuring devices

A progress report on Broadcast Rating Council activities was presented by Donald H. McGannon, president of the council's chairman, at the Association of National Advertisers' TV workshop session held in New York last week.

Highlights of his report:
- Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations, has invited both the council and the National Association of Broadcasters Research Committee to report in public hearing on activities to date. The council expects Department of Justice appearance at the end of June or in early July, or if Congress is in session at the time—between the political conventions this summer.
- The council has completed a first stage in auditing the raters—that of developing "minimum criteria and standards"—and is now concluding the first actual audits of the rating services. From this point, a continuing audit will be established, under financing of the services themselves.
- Mr. McGannon noted that procedures and "machinery" for establishing accreditation as well as a means to handle any failure to comply or perform have cleared legal review and the council expects Department of Justice approval soon.
- Several research projects for improving methodologies of audience measurement systems are in various stages of development.
- He noted that preliminary "information" on demographic characteristics of cooperators and non-cooperators is expected by mid-year and that an entertainment study is virtually complete. Both these projects are under the auspices of the NAB research committee. In another phase, Mr. McGannon noted, the TV networks working with NAB research have completed a study of national sample size and also made comparisons of ARB and Nielsen.
- The joint radio study of the NAB and the Radio Advertising Bureau, which he described as "most challenging and difficult," has progressed: Listeners' ability to identify stations has been tested and experiments on a laboratory model tuner that records auto radio listening.
- Another study, Mr. McGannon reported, is one pending on TV's relationship to children. This study which is to be made in association with the Department of Health, Education and Welfare as an outgrowth of the Dodd hearings on crime and violence in TV programming, has thus far concentrated on proposals.

Hopes ANA Will Join • Mr. McGannon said he regretted that the ANA had decided not to become a participant in the council but expressed a hope that ANA will reverse itself and both participate and contribute. The council has representation of—all three TV networks, Mutual, NAB, Association of American Advertising Agencies, Television Advertising Bureau, RAB, the National Association of FM Broadcasters and Station Representatives Association.

Mr. McGannon said the council has as yet no "precise or effective" role in the growth of proposed "mechanical means of measuring sets in use and viewership to individual channels," but that Julius Barnathan of ABC, chairman of the council's subcommittee on new audience-measurement developments, was in Los Angeles conferring with developers of two systems (Broadcasting, June 15).

Mr. Barnathan, questioned upon his return to New York on June 18, said he had conferred with the Tanner Engineering Co. on its mobile system of counting sets-in-use from a moving truck, and with the American Pipe & Steel Co. of Alhambra, Calif., that would measure set usage by registering audio signals radiating from transmitter site to receivers.

The ABC vice president and general manager said he exchanged views with Tanner executives "in terms of what the industry would be interested in and the statistical problems involved." Mr. Barnathan said he did not discuss engineering aspects, but suggested a "package" research proposal be offered to the industry.

Mr. Barnathan said both systems were research "tools" and not "proposals" and that a question remained on how they could be applied by the industry in research, or more specifically, for audience measurement. Tanner has scheduled a demonstration for the California Broadcasters Association in San Francisco on June 30.

Of the American Pipe & Steel Co. development, Mr. Barnathan was expected to report a point of view that as a research tool the system probably would be of use only in conjunction with other survey work.
FCC's turndown of a proposed rule-making that would have short-spaced an additional VHF in eight markets. And Commissioner Ford said he would "use all my power" to achieve full competition in network television.

Then Senator Pastore unleashed his attack at the FCC's "unbelievable vacillations . . . in dashing off in one direction and then reversing its course overnight. The tragedy of this allocation vacillation on the part of the commission is that the public is being deprived of truly competitive network action.

"Thousands upon thousands of dollars have been spent in hearings, studies and conferences. Many thousands of man hours have been expended by people in and out of government on the question of encouraging a truly nationwide television system.

"Recent actions of this commission indicate to me that this seven-man commission apparently is unable to cope with this situation and it may be time to call for a reorganization. It appears to me that if the present commission of seven men is unable to work out proper solutions that will protect the public interest then the Congress must take the proper steps to create a body that will rise to meet the challenge of the future."

**Blame Must Be Shared** • The senator indicated that the commission was not the sole culprit in the lack of "a truly nationwide" system. He said Congress joined with the FCC to promote UHF development "in this artificial way to compel manufacturers to make all-channel sets. It was our responsibility and we passed it. We're always putting the cat on someone else's back."

The senator complimented Commissioner Ford, a Republican, as "a credit to public service, a credit to the FCC, a credit to the government."

Additional praise came from a non-committee member, Senator Jennings Randolph (D-W. Va.). Commissioner Ford is a native West Virginian.

The committee is expected to act favorably on the commissioner's nomination and present it to the full Senate sometime next week, if the civil rights bill has been cleared by then.

**FCC won't reconsider grant of WBOY-TV sale**

Community antenna television subscribers in Clarksburg and Fairmont, both West Virginia, have failed in their last-minute efforts to block sale of WBOY-TV to the owner of the local CATV system.

The FCC last week, in addition to dismissing the petitions on the ground that no evidence was offered that would have warranted a reconsideration of the commission's approval of the WBOY-TV sale, said "no good reason has been presented for the failure to file a pre-grant petition to deny. . . ."

The Clarksburg station and its AM affiliate was sold by the Rust Craft Broadcasting Corp. to Northern Virginia Television Broadcasting Co., for $825,000 (BROADCASTING, March 16). Northern Virginia is a subsidiary of the Fortnightly Corp., which operates the CATV's in Clarksburg and Fairmont. The two companies plan to close the sale on June 30.

The opposition to the sale was registered by the Clarksburg Citizens TV Protest Committee, a similar group in Fairmont and the Clarksburg Publishing Co. (Clarksburg Telegram and Clarksburg Exponent). Approval of the sale was conditioned on Fortnightly's promise to protect WBOY-TV and WJPB-TV Weston, W. Va., from simultaneous duplication by the signals of WTAE-TV Pittsburgh and WTRF-TV Wheeling, W. Va., on Fortnightly's CATV system.

**Changing hands**

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

- WKST New Castle, Pa.: Sold by Lazar Emanuel and associates (Communications Industries Stations) to Herbert Scott for $350,000 and $100,000 covenant not to compete. Mr. Scott owns WTM-AM-FM Trenton, N. J., and WJWL Georgetown, Del. Other Communications Industries stations are: WTV (TV) Youngstown, Ohio; WAGC Chicopee, Mass.; WBOY Poughkeepsie, N. Y., and WJBN Newark, N. J. WKST is 1 kw daytimer on 1280 kc; holds CP for 5 kw day, 1 kw night. Broker: Edwin Tornberg & Co.

- KBZU-AM-FM Phoenix: Sold by Shertwood R. Gordon to W. S. Rutherford for $252,500. Mr. Gordon also owns KSOL San Diego. KBZU is fulltime on 1310 kc, 5 kw day and 300 w night. KBUZ-FM is a 16 kw station on 104.7 mc. Broker: Blackburn & Co.


- WRRK Tuscaloosa, Ala.: Sold by Robert C. Kent and associates to Ervin Parks Jr. for $45,000. Kent group also owns KCTA Corpus Christi, Tex. Mr.
Parks is a former manager of WNTN Natchez, Miss. WRCX is a 500 w daytime on 1410 kc. Broker: Chapman & Co.

**APPROVED** The following transfers of station interests were among those approved by the FCC last week (for other commission activities see *For THE RECORD*, page 77).

- **WRSJ** Bayamon-San Juan, P. R.: Sold by Julio Morales Ortiz and Clement L. Littauer to the Transportation Corp. of America for $650,000. TCA, headed by O. Roy Chalk, owns Trans Caribbean Airlines, District of Columbia Transit Co. (buses), railroad company in Central America and New York Spanish-language dailies *El Diario* and *La Prensa*. Sellers hold CP for UHF stations in San Juan, Mayaguez and Ponce. WRSJ operates fulltime on 1560 kc with 5 kw day and 250 kw night. It was bought by Mr. Ortiz in 1961 for $70,000.

- **KM BY** Monterey, Calif.: Sold by John L. and Muriel L. Burroughs to Stoddard P. Johnston for $325,000. Mr. Johnston is former owner and general manager of KCOY-AM-TV Watson, Tex. KM BY is a fulltime station on 1240 kc with 1 kw day and 250 kw night.

- **WRBB** Tarpon Springs, Fla.: Sold by Dorothy C., Allan B. and Gwen E. Margolis, Alexander S. Klein Jr. and Rose Leidman to Cyril W. and C. Winsett Reddoch and John B. McCrary for $150,000. Assignee buyers also own KD LA De Ridder and KREH Oakdale, both Louisiana, and KSTV Stephenville and KFYN Bonham, both Texas. WRBB is a 5 kw daytimer on 1470 kc.

**North Carolina meets Senate candidates**

The North Carolina Association of Broadcasters held its annual spring meeting at New Bern with more than 200 members in attendance.

The highlight of the June 14-16 meeting was an open discussion between the two candidates for the Democratic nomination for the U. S. Senate. The program, on the eve of the state’s primary election, was carried live by more than 100 North Carolina radio stations and by 4 television stations. Eight other TV stations carried the program on a delayed basis. A question-and-answer period followed the candidates’ statements.

Representative James T. Broyhill (D-N.C.) said that the FCC’s proposal to impose limits on commercials was an attack on free enterprise. He maintained that broadcasters would not be completely free until the Senate passes HR 8316 (introduced by Representa-
erating stations and from existing or proposed CATV's. The area has a popu-
lation of 75,000.

There was some question, however, as to what effect the hearing will ac-
tually have on the future of television in the area. Lompoc Valley is already
serving its CATV customers. It is using off-the-air pick-up to receive the
signals of the Los Angeles stations—some 120 miles to the south—and is
relaying them by wire. This leaves the carrier outside the jurisdiction of the
FCC.

Unified front will produce big payoff

"There is no such thing as bad radio," Harold Kreelstein, president of Plough
Broadcasting Co., Memphis, told 250 Georgia broadcasters last week at the
spring meeting of the Georgia Association of Broadcasters.

"The real evil in radio," Mr. Kreel-
stein said, "is the game of playing
knock-knock—get out and knock your
competitor."

The head of the Plough stations said
that broadcasters must end the game of
"monitor." "The biggest single weak-
ness in radio," he said, "is the recruiting
of advertisers from each other."

The Plough president said that "every
station has something to sell. If you're
not selling on merits, then get out of
the business."

Radio rates could increase 5, 10 or
50% and radio would still be the best
advertising buy in America, Mr. Krel-
stein said. But, he added, there's only
one way to keep it that way — by
quality selling—idea selling."

The Georgia broadcasters also heard:

- Avery Gibson, vice president of
H-R Representatives and H-R Televi-
sion, New York, who predicted that
within five years, every major advertis-
ing agency will require availabilities in
a format that computers can read.

Robot Station Here * If broadcasters
want a completely automatic station—
radio or TV—the manufacturers can
give it to him, A. Prose Walker, director
of broadcast communications division,
Collins Radio Co., told the Georgia
broadcasters.

Don't blame the FCC for everything,
Mr. Walker said. There are satisfactory
engineering standards, but they were
degraded because of pressures on the
commission.

At the Sunday night session of the
June 13-16 convention, these awards
were announced:

Georgian of the year, Governor Carl
E. Sanders; broadcaster-citizen of the
year, Raymond E. Catrow, WALB-TV
Albany; station of the year, WGAU
Athens; promotion of the year, WBMK
West Point.

Utica CATV signs equipment contracts

Contracts for installation of one of
the largest CATV systems in the coun-
try, involving a potential investment of
$1.5 million for 60,000 possible con-
nections, were signed last week by
Mohawk Valley Community Antenna
TV Inc. of Utica, N. Y. President of
the company is Gordon Gray, president-
general manager of Mid-New York
Broadcasting Corp., licensee of WKTV
(TV) Utica and KAUV-TV Wichita Falls,
Tex.

Most of the equipment for the broad-
channel system, having a 12-channel
capacity, will be supplied by Entron
Inc., Silver Spring, Md. National The-
atre Supply Co., Tarrytown, N. Y., is
master contractor for the installation.

First two phases of the 10-phase in-
stallation will serve 18,000 homes, be-
ginning in Deerfield, N. Y., and extend-
ing into North Utica. These phases will
be completed Jan. 1, according to Mr.
Gray, and will entail a $450,000 invest-
ment, bring in programs of TV sta-
tions in Syracuse and Albany-Troy-
Schenectady.

The overall system will include a
microwave relay, for which an applica-
tion now is pending before the FCC
from Eastern Microwave Co., Oneonta,
N. Y., common carrier operating other
microwave relays as well as CATV sys-
tems. The relay will bring in programs
from the four New York City independ-
ent stations.

MVCATV is 71% owned by Mid-
New York. Paul Harron, veteran broad-
caster and owner of World Broad-
casting System, Philadelphia transcrip-
tion service, is chairman and, with his
family, 51% owner of Mid-New York.
It is the first CATV venture by Mid-
New York. Franchises are held by
MVCATV for Marcy and New Har-
tford, both New York, in addition to
Deerfield and the entire city of Utica.

**PROGRAMING**

Effort made to curb predictions

Rep. Gubser's bill would prohibit broadcast of

election results before western polls close

A congressman offered a bill and a
broadcasting executive offered an opin-
on Wednesday (June 17). Both were
designed to put a curb on election pre-
dictions by radio and television stations
based on minute fractions of the vote.

But the day after Representative
Charles S. Gubser (R-Calif.) entered
his bill to amend the Communications
Act, Representative Walter Rogers (D-
Tex.), chairman of the House Com-
 munications Subcommittee, reiterated
his feeling that any restrictions in this
area must come as local election laws.

James C. Hagerty, vice president,
American Broadcasting-Paramount The-
aters, indicated his feeling Tuesday that
early reports of eastern election returns
"could" influence voters in the West
and "could" discourage some people
from voting and persuade others to get
on the bandwagon.

In remarks at an Army information
school at Fort Slocum, N. Y., and sub-
sequent amplification to BROADCASTING,
Mr. Hagerty said it would be wrong for

broadcasters or the press to issue any
reports on voting trends before all the
polls had closed if there were any pos-
sibility the reports would interfere with
the personal choice of persons who had
not yet voted.

The California congressman said his
bill was "not an attempt to place un-
reasonable restrictions on broadcasting," that he doesn't want "to restrict cold,
hard election returns." However, the
congressman said, predictions before
the western polling places close "could
have a psychological effect on voters."

A similar opinion had been offered
earlier in the month by Representative
Oliver P. Bolton (R-Ohio) (BROADCAST-
ing, June 15).

Representative Gubser, whose bill
would ban predictions "of certain elec-
tions before all polling places in the
continental United States are closed," said he didn’t include the state of Hawaii in the measure because a six-hour delay in returns “between New York and Hawaii was too much to ask of the industry [and he] wanted to make that much of a concession” to the broadcasters.

He said he offered the bill, HR 11648, because there was “a lot of feeling about it” in California, where CBS News picked Senator Barry Goldwater (R-Ariz.) as winner of the June 2 state Republican primary although polls in some parts of the state were still open.

The congressman said he wanted to see if there was as much interest generated nationally as there appeared to be in his home state.

Representative Rogers, whose subcommittee would conduct hearings on any such legislation, has said it is unlikely Congress would act on this type of legislation before the November elections (BROADCASTING, June 8).

Mr. Hagerty, who spoke of Republican bandwagon tactics in 1948 and 1952, and similar maneuvers by the Democrats in 1960, said if the national consensus showed early reports and predictions interfere with the voting process, then something should be done about that problem.

**CBS-TV sets up more golf dates**

CBS-TV will present a half-hour special Aug. 28 (9:30-10 p.m. EDT) to introduce the $200,000 Carling World Golf Championship, world’s richest golf tourney, which is being played for the first time.

CBS-TV has a four-year contract to cover portions of the tournament. Telecasts will be on Saturday, (Aug. 29) 5-6:30 p.m. EDT, and Sunday (Aug. 30) 4-6 p.m. EDT.


CBS-TV last week also announced it will teletelecast portions of the PGA golf championship July 18, (5-6 p.m. EDT) and July 19 (4:30-6 p.m. EDT).


**STVickers for college football**

**Takes advantage of pay-TV clause in NBC’s contract with NCAA to try for four schools’ games**

Subscription Television Inc., Santa Monica, Calif., is seeking to take advantage of a clause in the $13 million contract between NBC-TV and the National Collegiate Athletic Association.

The contract signed last December (BROADCASTING, Dec. 23, 1963) gives NBC rights to the NCAA football games for 1964 and 1965. It also permits experimental televising of college games on pay TV.

Last week, with the approval of the NCAA, STV began negotiations with four member schools of the Athletic

In fact, all kinds of possibilities. It's Collins compact, completely transistorized, portable, three-channel 808A 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.

**Here’s a remote possibility**

**30 Years in the Broadcast Business**
A new approach to get them to join the Army

A series of one-minute public service “featurettes,” designed to interest young men and women in joining the U. S. Army, is being developed by Ketchum, MacLeod & Grove, New York, for presentation on TV stations starting in September.

On behalf of its client, U. S. Army Recruiting, KM&G has devised a miniature program, titled Great Moments. Using newsreel and stock footage, 40 seconds of the featurette will be devoted to a significant episode in history, exploration, science and sports. There will be a five-second billboard and 15-seconds of actual commercial, stressing the theme: “If you’re good enough to get in . . . a proud future can be yours in the new Action Army.”

Stations will receive four one-minute programs a month and are free to use them at their discretion. An informal sampling of opinion by KM&G among TV stations indicates there is considerable interest in this new approach to public service advertising.

James Bridges of KM&G is the account executive for U. S. Army Recruiting. Great Moments is being written under the supervision of Art Rose, vice president in charge of radio-TV for the agency. Elektra Films, New York, is the production company handling the assignment.

Association of Western Universities to show their hometown to STV subscribers this fall in the Los Angeles and San Francisco areas where STV is to begin baseball telecasts this summer. STV is talking to the University of California at Los Angeles and University of Southern California, Los Angeles, the University of California at Berkeley and Stanford University, in the San Francisco region.

Other AAWU members are the University of Washington, Washington State University, University of Oregon and Oregon State University.

Along with the football games, the plan calls for the pay-TV firm to provide coverage of other college sports which are not in such demand: basketball, baseball, track and field, tennis, soccer, water polo and others.

The Money-Maker • But football is the big sport and the one that should prove most popular with STV subscribers, and most profitable to STV. What kind of financial arrangement the pay-TV firm would make with the universities for the right to cover their games with its color cameras is not known.

STV would be expected to supply the schools with enough money to compensate for any loss in gate receipts that might result from its coverage. This year, with STV service available only in a few areas, any dent that might be made in personal attendance would probably be negligible, but if the future is even fractionally as bright as the STV management believes it is, there is a real financial threat in future years.

That is exactly why the NCAA over the years has been adamant in maintaining the free TV blackout over home football games of the nation’s colleges and universities. Nor does the NCAA intend to permit any pay TV arrangements to interfere with its present schedule for free TV coverage of collegiate football.

Restricted Pacts • In Los Angeles, UCLA and USC are parties to contracts for over-all sports coverage on KTTV(TV) in that city as part of that station’s sports package, which includes a wide variety of noncollegiate events, professional as well as amateur, sponsored by four national advertisers on a year-round basis. But the KTTV coverage of the football games of the Los Angeles institutions has been stringently restricted. KTTV camera crews are allowed to cover only road games. No live coverage is permitted. The games are taped for broadcast the following day.

KTTV has argued for the right to cover home games on the same 24-hour delayed basis, but the schools currently will not permit this, presumably on the theory that the chance to see a game at home and without cost would keep some people away from the stadiums.

With STV’s pay TV set-up, that situation is changed. Here the universities are guaranteed two things: a cash payment from the pay TV firm, and a charge to the home viewer which would remove some of the economic advantage of staying home instead of going out to the game. STV has said that it expects to make the same charge for watching a game at home as the cost of a seat in the stadium.

Program notes . . .

Stars signed • Ricardo Montalban and Stanley Holloway will head the cast of the Hallmark Hall of Fame production of The Fantasticks on NBC-TV Oct. 18 (10-11 p.m. EDT). Also signed are Susan Watson and John Davidson.

More racing • Triangle Stations, Philadelphia, has acquired exclusive broadcasting rights to the Double 500 annual auto classic at Bridgehampton, N. Y., Sept. 19-20. Triangle will cover the races live on radio and will prepare a color TV film for syndication.

Films to TAC • Three half-hour programs have been added to Television Affiliates Corp. library: Behind the Badge produced by WJJS-TV Winston-Salem, N. C.; 24 Hours produced by WGAN-TV Portland, Me., and Ferryland to the North a KOMO-TV Seattle production.

Special on slums • KMOP St. Louis last Wednesday (June 17) took its listeners on a tour of the slums of St. Louis as it visited tenement houses, settlement workers and ministers. Broadcast were sounds of children who had never been to school, a coffee klatzch and
WBC sets intensive election-year coverage
SPECIALS TO SUPPLEMENT ON-SCENE PROGRAMS

Westinghouse Broadcasting Co. last week said it will use four special commentators and more than 30 newsmen to report events leading to, during and after the Republican and Democratic conventions and the elections this fall.

The news staff will be headed by WBC's national news director Jim Snyder, primarily assisted by Sid Davis, White House correspondent for the group, and Jerry Landay, national roving reporter.

Reporters from WBC's six radio and five television stations will fill out the staff, which will concentrate on providing regional, state and local political aspects as well as the national news coverage for the member stations.

Special commentators will be Erwin D. Canham, editor-in-chief of the Christian Science Monitor; author-playwright Gore Vidal, and Pulitzer Prize winners Marc Connelly, playwright, and Allan Nevins, historian. They will attempt to give the coverage "an expertise that will give our audiences an insight and point-of-view which otherwise might not be obtained from any journalistic source this year," according to Donald H. McGannan, WBC president.

Special programs to be telecast by WBC, in addition to extensive on-scene coverage during the conventions, will be one-hour documentaries on the history of both party conventions; special news reports preceding the conventions, and interviews and special reports of local interest during the conventions.

WBC has designed a special compact mobile unit for use during the conventions.

After the nominations, WBC plans to produce at least two half-hour programs dealing with the campaigns of each presidential candidate and an additional one-hour summation of the campaign on election eve.

The Westinghouse stations are WZEV-AM/FM-TV, Boston; KYW-AM/FM-TV, Philadelphia; KSDK-AM/FM-TV, Pittsburgh; WJZ-TV, Baltimore; WINS New York, WIND Chicago and WOVO Fort Wayne, Ind.

Agenda set for Crosley meeting

Walter Bartlett, vice president-television of Crosley Broadcasting Corp., Cincinnati, last week announced the speakers for the group's June 23-25 television programing plans meeting for 1964-65. The agenda for the Cincinnati meeting will include Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters; Edgar Scherick, vice president-programming of ABC; Mort Werner, vice president-programmers, NBC-TV, and John T. Murphy, president of Crosley.

The meeting, which will be coordinated by Mr. Bartlett, will feature local program plans by each of the Crosley TV stations, as well as presentations by the two networks.

Crosley television stations are WLWT (TV) Cincinnati, WLDW (TV) Dayton, WLWCTV (TV) Columbus, all Ohio, and WLSITV (TV) Indianapolis.

GOP debate falls through

An attempt last week by CBS-TV to telecast a face-to-face, two-hour debate involving Republican presidential hopefuls Senator Barry Goldwater (Ariz.), Governor William Scranton (Pa.) and Governor Nelson Rockefeller (N.Y.) fell through when Senator Goldwater declined the network invitation. The other candidates had accepted.

Although Governor Rockefeller subsequently took himself out of the nomination battle, Governor Scranton has continued to press for a national TV debate with Senator Goldwater on the ground that it would be the best way for the people to evaluate the differences in their political philosophies. Senator Goldwater has so far declined to accept Governor Scranton's challenge.
It's 'Trade—or Fade' for the Pacific Northwest

"By all odds, the most effective and persuasive presentation of the importance of foreign trade that I have ever seen." So wrote Robert E. Lee, director of the Washington State Department of Commerce and Economic Development, about Trade—or Fade, an hour-long documentary produced by the Crown TV Stations (KING-TV Seattle, KG W-TV Portland, KREM-TV Spokane) to show the dollars-and-cents stake of the Pacific Northwest in world trade.

Seven months' work and 50,000 travel miles went into the program broadcast on KING-TV, with Puget Sound Power & Light Co. as sponsor. It will be carried at later dates on KGW-TV and KREM-TV.

Local and regional import-export trade is pictured in the program as a vital two-way activity supporting 140,000 jobs in Oregon and Washington and likely to grow or dwindle depending on decisions now in the making. One decision center is the General Agreement on Tariffs and Trade (GATT) headquarters in Geneva, where a KING-TV film unit interviewed Ambassador W. Michael Blumenthal, chief negotiator for the U. S. in talks currently taking place.

On a more familiar level, the documentary includes interviews with Hank Grant, foreman of a Wenatchee, Wash., apple-crating plant, and an overseas counterpart, Fred Struck, supervising mechanic at the Volkswagen factory in Wolfsburg, West Germany. These sequences, filmed on the jobs and in the homes of the two men, demonstrate the direct and indirect interaction of buyers and sellers in all walks of life around the world.

Other sequences shift from factories on one side of the world to markets on the other, with emphasis on Washington-Oregon products, from Boeing jets to Jantzen swimsuits. But the program makes it plain that the Pacific Northwest cannot rest on its laurels. Canadian promotion of wood uses in England and Europe, Italian merchandising of apples, a modern French apple-crating plant and a West German particle-board factory show clearly the ever-growing challenge to important Northwest markets.

Kenin cites musicians' gains at networks

Substantial wage and hour gains for musicians in the field of network radio and TV broadcasting, television and theatrical films and phonograph recording were reported by Herman Kenin, American Federation of Musicians president, during the 67th annual convention of the AFM in Portland, Ore., last week.

Mr. Kenin said that a two-year agreement reached in network radio and TV last February resulted in the retention of about 75% of network staff employment; a 10% wage increase, and substantial severance payments for staff members whose employment is terminated.

Mr. Kenin was assured of a seventh consecutive term as president of the AFM when he was nominated without opposition to succeed himself. Other officers nominated without opposition were: Stanley L. Ballard, Newark, N. J., international secretary, and George V. Clancy, Newark, international treasurer.

Benny galore next year

The 1964-65 season will be the year of the Jack Benny fan.

CBS-TV announced last week it will show reruns of old Jack Benny programs on a daily basis during the week (Monday-Friday, 4:30-5 p.m. EST) and The Best of Benny on Sundays (5-5:30 p.m. EDT), beginning in October.

Mr. Benny ended his contract with CBS-TV this year and next season his new shows are scheduled for NBC-TV, Fridays, 9:30-10 p.m. EDT.

EQUIPMENT & ENGINEERING

Color TV will spur electronics industry

Healthy rebound in all sales predicted by retiring EIA president at 40th convention in Chicago

The consumer products segment of the electronics industry should enjoy a "healthy rebound" this year, spurred chiefly by the sales of color TV sets which should go well over the million mark, the 40th annual convention of the Electronic Industries Association was told in Chicago last week by its retiring president, Charles F. Horne of General Dynamics/Pomona.

EIA's new president is Dr. Harper Q. North of Thompson Ramo Wooldridge Inc. (see page 10).

Mr. Horne saw a possible decline in the sale of monochrome TV sets this year because of imports and higher prices brought by the all-channel change, but he felt this should be more than offset by the color sales rise.

Market Up = The consumer product market this year should total $2.63 billion, up from 1963's total of $2.53 billion, he predicted. The total of all electronic product sales should hit $16.12 billion in 1964, he estimated, up from last year's $15.12 billion.

Mr. Horne said the electronics industry will be the least affected of all industries by cutbacks in government defense spending and it is best equipped to recover from them.

Dr. Albert J. Kelly, director, electronics and control, Office of Advanced Research and Technology, National Aeronautics and Space Administration, told the EIA of the vast future market in aerospace gear but pointed out difficult technical hurdles too. Eventual exploration of space and other planets, he said, "will require new electronic devices and systems not yet invented."

Morris Sobin of Olympic Radio and

BROADCASTING, June 22, 1964
Television, retiring chairman of the EIA consumer products division, reported that the television industry had its greatest unit sales year in 1963, selling 8.5 million sets including monochrome, estimated color and imports. Based on current trends, 1964 could be a 9-million unit sales year, he said.

Transistors Imported • Total radio sales in 1963, Mr. Sobin reported, reached 23.5 million including automobile radios and imports. About 50% of the total and 75% of all transistor radios were imported. Estimate of total for 1964: A slight drop to 22.8 million radios.

Mr. Sobin also was chairman of a meeting during the EIA convention looking toward a cooperative venture among all segments of the manufacturing, distribution and broadcasting industries to promote greater sales of home entertainment products. He said initial reaction from representatives of various interests attending was very favorable. EIA will coordinate the joint promotion which it is hoped will include radio-TV stations. The National Association of Broadcasters as well as the Radio Advertising Bureau, the Television Bureau of Advertising and other organizations are cooperating.

Sometime next month representatives of the EIA expect to appear before the House Ways and Means Committee to seek immediate excise tax relief on TV sets because of the economic effect of the all-channel law. They will ask for relief of 5% or $8 now, whichever is lower, and seek eventual complete removal of excise taxes on radio and TV sets and phonographs once the tax laws are overhauled.

Technical topics . . .

New meter • An AM noise meter, AM-25, is being marketed by McMartin Industries Inc., Omaha. The compact self-calibrating meter is designed to facilitate measuring AM noise of FM or AM transmitters.

New catalog • Prodelin Inc., designers and manufacturers of antenna and transmission line systems, has a new 96-page general catalog (number 644). The catalog is a compendium of total product and engineering data researched, developed and field tested over the company's 20 years of operation.

Black light audio developed by NBC

NBC News said it has perfected a new system for transmitting sound using invisible light that will give it two additional audio channels on the floor of the national political conventions.

Hyde, LBJ open Tokyo cable

FCC Commissioner Rosel H. Hyde (l) joined President Johnson last Thursday night at ceremonies opening the first telephone cable to Japan. The 6,000-mile link, from Hawaii to Tokyo, is jointly owned by AT&T, Hawaiian Telephone Co., RCA and Kokusi Denshin Denwa Co. It carries 128 voice channels and cost over $80 million. Mr. Hyde received the first call from Japan, from that country's minister of posts and telecommunications, following initial call by Mr. Johnson to prime minister.

Called black beam sound, the system was developed by J. Lewis Hathaway, senior project engineer, NBC development engineering, and consists of an FM-modulated transmitter that sends out ultraviolet light rays and a telescope-like receiver that picks up the light and converts it into electrical energy.

The transmitter is contained in a small metal box and is powered by a battery that can operate for about 20 hours. A recent test proved that the transmitter could send an effective signal four-fifths of a mile.
Emmy fences being mended

Academy holds discussions with networks, plans talks with West Coast producers

The National Academy of Television Arts and Sciences is rapidly going about the business of settling the dispute that erupted last month when CBS-TV, ABC-TV and a few independent producers withdrew recognition of the academy’s Emmy awards presentations (Broadcasting, May 18 et seq.).

Peter Cott, executive director of NATAS said that academy officials last week completed two weeks of discussion in New York with executives of the three television networks. Mr. Cott said the discussions concerning the future status of the Emmys produced many suggestions from the networks, “all of which had merit and will be studied further.” Although it would be premature to speculate what changes will be incorporated into the Emmy structure, Mr. Cott said that none of the network suggestions were rejected out of hand.

Academy officials, having obtained the networks’ opinions, next will confer with program producers on the West Coast to learn their positions. Following that, Mr. Cott said that all the suggestions would be brought before the academy’s national awards committee for consideration. In addition, he said that academy president, Rod Serling may appoint a special committee to study the feasibility of an independent group making a separate study of the entire awards structure, as has been advocated by both NBC-TV and ABC-TV.

Mr. Cott said that some decisions on the future structure of the Emmy awards probably could be reached within the next two months.

Meanwhile, a separate study proposed by the International Radio and Television Society last month has still to get off the ground. However, the IRTS emphasized that “some kind of study” would be made as soon as an acceptable committee could be formed.

A CBS-TV study on that network’s participation in any future industry awards presentations was reported as continuing, but no results were announced.

12 promotion men win in ABC-TV contest

Winners of a one-month ABC-TV daytime promotion campaign were announced last Wednesday (June 17) at the conclusion of the seventh annual ABC-TV Affiliates Promotion Managers Seminar in Hollywood.

The 12 winners, who received cash vacation bonus awards, were judged on an over-all campaign that included on-the-air promotion, print advertising, publicity and exploitation.

Jack Curry, director of advertising and promotion operations for the TV network, presented the awards.

Winners in major market areas were: Casey Cohlmia, WPAA-TV Dallas; Dave Crantz, WTA(TV) Pittsburgh; Bob Favoro, KMSP-TV Minneapolis; Don Fisher, KTVI(TV) St. Louis, and Randy Godding, WKBY-TV Buffalo.

Winners in the smaller markets:

‘Fireside Chat’ mike now in Smithsonian

One of the microphones used by President Franklin D. Roosevelt in his “Fireside Chats” of the thirties and forties, was installed in the Hall of Historic Americans in the Smithsonian Institution’s Museum of History and Technology in Washington last Wednesday (June 17).

The microphone and other broadcast equipment was presented to the museum by CBS Radio and WTOP Washington. Another Roosevelt era microphone was given to President Johnson for display in the White House.

President Roosevelt broadcast his first “Fireside Chat” on March 12, 1933—one week after he took office. It was the first of many reports to the nation that he delivered during his over 12 years as President.

Participating in the presentation were (1—r): Arthur Hull Hayes, CBS Radio president; John S. Hayes, president of Post-Newsweek Stations (licensee of WTOP); Frank A. Taylor, director of the U. S. National Museum; Ralph Dungan, special assistant to President Johnson (holding the microphone presented to the White House); CBS News Correspondent Robert Trout, who used the phrase “Fireside Chat,” and Clyde Hunt, engineering vice president of the Post-Newsweek Stations, who was engineer on the Roosevelt broadcasts and preserved the equipment.

The microphone presented to the museum is mounted as part of an exhibit on politics and the mass communications media (at left in picture).

Vote registration campaign set to go

The Advertising Council and the American Heritage Foundation said last week that about $10 million in time and space has already been pledged for the 1964 campaign urging Americans to register and vote. Aided primarily at young people in the 21-29 age group, the campaign was developed by Grey Advertising, New York.

"Vote . . . and the choice is YOURS. "Don't vote . . . and the choice is THEIRS.

"Register . . . or you have NO choice."

Support of the campaign and promises of cooperation came from John M. Bailey and Representative William E. Miller, chairmen, respectively, of the Democratic and Republican national committees.

Drumbeats . . .

Howdy • KDKA-TV Pittsburgh will use animated salutes to conventions held in that city. The 10-second films will welcome groups visiting the city as well as slides which will identify the specific groups. All the salutes will be featured in prime time periods.

Market factbook • WSN Atlanta has published its second annual factbook on the area market for advertisers and agencies. The 32-page booklet includes advertising information on communications, culture and recreation, employment, income and finances, population, sales and sales outlets, and transportation.

Try, try again • CKY Winnipeg, Man., unsuccessful in its attempt to have the town of Binscarth, Man., change its name to Seekaywye (CKY), has extended the proposal to the ski resort of La Riviere, 110 miles southwest of Winnipeg. Binscarth residents refused the offer by 7 votes. Under the Seekaywye plan, CKY would undertake a permanent promotion campaign to develop tourism in the community in exchange for the official change of the town's name.

Pretty pick • Ann Minert, 20, has been chosen to represent the WMT Stations and the Iowa Electric Light & Power Co. at leading midwest farm events during the coming year. Miss Minert, of Jewell, earned the title of "Iowa's Favorite Farmer's Daughter," in a competition that drew nearly 300 nominees representing 72 Iowa counties. In addition to various merchandise awards, she earned a trip for two to Washington next month. Miss Minert (left) is shown being congratulated by Rosalie Bowman, whom she succeeds. WMT Stations include WMT-AM-AM-Cedar Rapids and KWMT Fort Dodge, both Iowa.

Civic praise • As a radio month tribute, the May issue of St. Louis Commerce carried an eight-page salute to area radio stations, including brief comments by executives of each station.

School support • KG0-TY San Francisco sponsored a one-week campaign, June 7-14, to encourage young people to finish their schooling and to urge employers to give them summer jobs. In the campaign KG0-TY ran its first local color telecast. The station featured seven special programs pertaining to the problems of the "dropouts" and to summer employment as well as job appeals by students from schools in the Bay Area.

Stationary display • Seven Arts Associated Corp., New York, is using a lighted display in Grand Central Station to promote the firm's 100-five-minute Out of the Inkwell color cartoons. Seven Arts said the display is designed to attract "commuting media buyers."

Everyone in the act • The Kentucky Association of Broadcasters will sponsor its third annual state talent contest in conjunction with the Kentucky State Fair. Twenty radio stations, which will furnish the talent for the Sept. 15 program, will broadcast it live for the first time from the fairgrounds.

New award • Crosley Broadcasting Corp., Cincinnati, has established the James D. Shouse Recognition Award at six universities in honor of Crosley's retiring chairman of the board. The awards will consist of an inscribed plaque and cash prizes to be presented to the schools and to the outstanding students in the arts of radio-TV at: the University of Cincinnati, Cincinnati; Miami University, Oxford, Ohio; University of Dayton, Dayton, Ohio; Ohio State University, Columbus; Indiana University, Bloomington, and the University of Kentucky, Lexington.

Frey winners • Cliff Kirtland, vice president of Cox Broadcasting Co., Atlanta and Tom McAvity, NBC, New York, were the top winners at the annual Frey-Day tournament. Event was held at the Biltmore Golf Club, Springfield, N. J., by the National Association of Reluctant Advertising Titans and Eager Sportsmen. More than 75 advertising and broadcasting executives from all parts of the country gathered at the one-day affair honoring George Frey, ex-NBC and Sullivan, Stauffer, Colwell & Bayles executive. Mr. Kirtland won the Robert Dunville Trophy while Mr. McAvity garnered the NBC golf cup. The SSC&B Trophy was won by Ernie Zobian, Vicks Co., and Al Schrott, WJAC-TV Johnstown, Pa. won the new Fred Horton Memorial Trophy.

In the groove • A promotional LP record typifying the quality music-news-public affairs programming of WFIL Philadelphia is being distributed to advertising agencies. By answering correctly five questions pertaining to material on the record, participants can win prizes ranging from an Admiral AM-FM console stereo hi-fi to a man's two-suit suitcase.

Pitchman • WMFJ Daytona Beach, Fla., has a new staff member, "Melvin," who would put his heart into sales promotional work if he had one. Instead, being a mechanical man, he relies on a tape recorder and motors controlling his arms and head when WMFJ assigns him to various stores in the area to promote station sponsors' products.
FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Anthony Mr. Blend

Alfred A. Anthony, formerly senior VP and special creative assistant to Lou Maxon of Maxon Inc., New York, joins Mogul Williams & Saylor, that city, as VP and creative director. Previously, he was principal and creative director of Adams & Keyes. Robert Blend named VP-art, top administrative post in agency's art department. Mr. Blend, who had been serving as VP-executive art director, joined MW&S in 1955 from Norman, Craig & Kummel. Alfred Berger and John Begley, MW&S VPs’, named to newly created posts of associate creative directors. In other shifts during expansion of MW&S's creative department, Donald Elridge has been named executive art director, and Lester Friedman becomes art director. Regina Ovesey, president of her own New York agency for past 11 years, joins MW&S as senior VP.

Dr. Robert C. Sorensen, VP and director of research of D'Arcy Advertising, New York, assumes added responsibilities of assistant to board chairman of agency, newly created post.

Stuart M. Newmark, account supervisor and PR director of Foote, Cone & Belding, Los Angeles, elected VP.

Michael G. McDonald elected VP of J. M. Mathes, New York. He was also named senior account executive on Canada Dry.

Joseph A. Hannan, Eben W. Keyes II and Alan O. Pando elected VP’s of Benton & Bowles, New York. All are account supervisors, Mr. Hannan on Texaco; Mr. Keyes on Crest and Prill concentrates, and Mr. Pando on Instant Maxwell House.

Conant Sawyer, media director, and John Steeves, agency office manager, elected VP’s of Ted Bates, New York.

Five staff members of Wade Advertising have been elected VP’s. They are Mary Afflick, senior creative supervisor on Toni account; Grover Allen, director of TV production; Harvey Andersen, director of marketing and research; Dave Nelson, account executive on Miles’ Chocks and Nervine; and Weldon Yocum, executive on Berry Refining Co., Fannie May Candies, Herrud Packing Co. and Waterfill and Frazier Distillery Co. accounts. Laddie Franci was elected secretary in addition to position of treasurer, and Wayne Schott, assistant treasurer, assumes added duties as assistant secretary.

Gary G. Gresham, for past year account executive at Burdon Advertising, Peoria, Ill., elected VP. Previously he was promotion manager of WTVN-TV Peoria. Brian Wakefield joins Burdon agency as copywriter.

Hillman Yowell, 30-year veteran with California Date Growers Association, promoted to marketing services manager. He succeeds Howard Benn, who resigned because of ill health.

Richard Bergh, central division manager of NBC-TV Spot Sales, Chicago, moves to division's New York office as eastern sales manager. Jack Treacy, member of NBC-TV Spot Sales office in Chicago, succeeds Mr. Bergh as central division manager. Both joined NBC as pages, Mr. Bergh in 1949 and Mr. Treacy in 1929.

Bill Thompson, formerly of NBC-TV Spot Sales staff in Chicago, moves to network's eastern division spot sales staff in New York. Robert Walsh, formerly of Westinghouse Broadcasting Co., joins staff of NBC-TV Spot Sales in Chicago. Walter Davison moves July 1 from NBC-TV Spot Sales' New York office to San Francisco branch.

Dick Stern, former VP and Atlanta branch manager of Fletcher Richards, Calkins & Holden before agency’s merger into The Interpublic Group of Companies, joins management staff of Leber Katz Paccione Inc., New York advertising agency. Mr. Stern will operate on corporate level in account management and planning and will develop broadcast activities of agency, reporting directly to Stanley H. Katz, president.

George Allen, formerly on sales staff of KWH-AM-FM Santa Ana, Calif., named sales director of KRHM(FM) Los Angeles.

Paul Byrne joins domestic toiletries division of Shulton Inc., New York, as marketing director. He was formerly group product manager at Colgate-Palmolive Co., that city.

Lee Marts appointed sales manager of KCMM-TV Kansas City, Mo. R. L. Turner named KCMM retail sales manager.


Marvin Stoves joins Papert, Koenig, Lois Inc., New York, as executive on Xerox Corp. account. He was formerly account executive at Ted Bates, that city, for Boyle-Midway's Griffin shoe polishers.

Fred Johnson joins Bomar Lowrance & Associates, St. Louis, regional representative of NBC-owned stations. He was formerly with Edward Petry, that city.

Mr. Eskridge Mr. Garbanati

Robert L. Eskridge elected VP in charge of marketing, and H. A. (Bill) Garbanati as VP in charge of sales for Van Camp Sea Food Co., Long Beach, Calif. Mr. Eskridge, currently director of product management and advertising for grocery products division of Ralston Purina Co., St. Louis, will assume his new post July 1. Mr. Garbanati is presently national sales manager of Van Camp Sea Food, which became division of Ralston Purina in 1963.

John Rothschild and Barry Lewin join Cunningham & Walsh, New York, as account executive and PR copywriter, respectively. Mr. Rothschild, most recently assistant advertising manager of Reichhold Chemicals, previously was director of PR at Richard & Gunther, New York. Mr. Lewin joins C&W from Olsen Publishing Co., New York, where he was associate editor.


Thomas W. Downer Jr. joins West Coast division of Campbell-Ewald Co. to work in radio-TV programing department in Los Angeles. Mr. Downer joins agency from CBS where he was in charge of continuity and practices of good taste for all programs and commercials.

Lewis Lanyi, formerly account executive at Charles W. Hoyt Co., New York, joins Co-Ordinated Marketing Agency, that city, as account executive and assistant to president.

James Sefert, of Peters, Griffin, Woodward Inc., elected president of Detroit chapter of Station Represen-
broadcast director, giving him specific responsibility on New York-based accounts. Prior to joining M&J & A nine months ago, Mr. Brennan was with Foote, Cone & Belding, New York.

Tal Johns, creative director of Reach, McClintock & Co., Los Angeles, named advertising PR supervisor for Minco division of Minnesota Mining & Manufacturing Co., Camarillo, California.

Edwin J. Gottfried, formerly with bureau of business research of Ohio State University, Columbus, joins Pittsburgh offices of Fuller & Smith & Ross as research associate.

Jerry Birdwell, formerly executive assistant to general sales manager of KTLA TV Los Angeles, appointed head of sales promotion for station.

Rush Hughes, formerly with sales staff of WGTG Cypress Gardens, Fla., named sales manager of KWWX Palm Springs, Calif.

Howard Sosbee, formerly account executive with Doyle Dane Bernbach, Los Angeles, joins Great Western Savings and Loan Association, that city, as advertising manager.

Norman R. Berkness, previously merchandising manager for Friskies Pet Foods division of Carnation Co., Los Angeles, promoted to canned products manager of division. Dale G. Casto, who has been operational assistant in grocery products division in Chicago, appointed product manager for Friskies dry products division.

Jack Beck joins Rust Corp. of America, Boston, as head of eastern sales staff. He was previously transmitter engineer at WPX TV New York and transmitter supervisor of WBGH-FM-TV Boston.

Dean M. Murdock, account executive at CKLW Windsor-Detroit, named local sales manager, effective July 1. He has been with station for 13 years.

Bob Chenault, formerly VP in charge of production of Don Fedderson Productions, joins Gerald Schnitzer Productions, Hollywood, as producer. He will also develop new director-cameraman teams for Schnitzer organization, whose work is primarily in TV commercial field.

Ronald H. Wayland appointed account executive at Kettell-Carter Inc., Boston sales representative firm. He formerly was with WBZ and WXON, both Boston.

J. Peter Hahn, formerly of Ogilvy, Benson & Mather, joins C. J. LaRoche & Co., New York, as account executive.

Roslyn Levenstein named copy supervisor at Young & Rubicam, New York. She joined agency in 1962 as copywriter.

Renee Gruman, for past five years media buyer at J. Walter Thompson Co. on Ford Dealers Association of Southern California, joins Carson/Roberts, Los Angeles as broadcast traffic manager.

Andrew Halmay and Alfred Wegener join Cunningham & Walsh, New York, as copy supervisors.

John Pansuti, Alan Yoblon, George Huelser, Seymour Goldis and Howard Gerber appointed to newly created posts of associate media directors at Doyle Dane Bernbach, New York.

James L. Streicher, formerly with KPHO Phoenix and PR director of American Heritage Wax Museum in Scottsdale, Ariz., joins WTOL Toledo, Ohio, as account executive.

Robert Dickenson joins Peters, Griffin, Woodward, Los Angeles, TV staff. He was formerly account executive at Metropolitan Broadcasting Sales, Chicago.

James J. Kilian, formerly of WTGR TV Washington, joins sales staff of WCBM-AM-FM Baltimore. Stations are owned by Metromedia Inc.


Owen D. Lee, formerly program operations manager of WJRT TV Flint, Mich., moves to station's sales department as account executive. Bruce Ruh-
Doss is GAB president

Charles Doss, president and general manager of WRAM Rome, elected president of 300-member Georgia Association of Broadcasters for coming year at GAB meeting last week. Mr. Doss succeeds Raymond E. Carow, WALK-TV Albany, who remains member of GAB board.

Other officers elected: Don K. Hamagold, WWNS Statesboro, VP for radio; Ridley Bell, WRBL-TV Columbus, VP for television; Esther Pruett, WTC Savannah, treasurer (re-elected). Continuing as executive secretary is Jack Williams.

Edward (Ned) Armsby, freelance journalist for past two years in The Netherlands, joins radio-TV division of Triangle Publications, Philadelphia, as assistant director of advertising and promotion. Previously, Mr. Armsby was director of promotion, presentations and production for Television Bureau of Advertising and account executive at Ketchum, MacLeod & Grove, both New York.

John Lauer, head of his own art studio for several years, joins Earle Ludgin & Co., Chicago, as art director.

Ronald Condon joins Clinton E. Frank Inc., Chicago, as art director. Mr. Condon formerly had been with Young & Rubicam and Leo Burnett Co. there.

Don James, formerly representative in Phoenix for McCann-Erickson, joins Charles Bowes Advertising, Los Angeles, as account executive.

Sirje Helder joins J. M. Mathes Inc., New York, as art director. She was formerly at McCann-Marschak, that city.

Jim McDonald, formerly an account executive with Smith & Garrick, Beverly Hills, Calif., PR firm, joins Carson/Roberts, Los Angeles, in PR capacity.

John B. Cogan, director of capital investment activities for Litton Industries, Los Angeles, named treasurer.

THE MEDIA

T. Ballard Morton Jr., since 1959 general partner in J. J. B. Hildtard & Son, Louisville, member of New York Stock Exchange, elected VP in charge of finance of WAVE Inc., licensee of WAVE-AM-TV Louisville; WFB-TV Evansville, Ind., and WFOR(TV) Green Bay, Wis. Mr. Morton, who will assume his WAVE post July 20, is son of U. S. Senator and Mrs. Thurston B. Morton of Kentucky, and nephew of Mrs. Jane Morton Norton, newly elected president of WAVE Inc., (BROADCASTING, June 1).

E. Berry Smith, for past two years VP and general manager of WLKY(TV) Louisville, Ky., joins Polaris Broadcasting, Chicago, as station manager of WTVW(TV) Evansville, Ind. Previously he had served as VP and general manager of WFRV(TV) Green Bay, Wis., and WFB-TV Evansville. Immediately prior to joining WLKY (TV), Mr. Smith served in broadcast executive function with Marine Capital Corp., small-business investment firm in Milwaukee.

Arnold S. Friedman, formerly on sales staff of WBOY Miami, joins WHOM Homestead, Fla., as executive VP and general manager.

David J. Shurtleff, VP of WJAR-TV Providence, R. I., appointed VP of WJAR-AM-TV.

Robert J. Crohan named WJAR station manager. Mr. Shurtleff joined WJAR in 1951 as account executive, became WJAR-TV station manager in 1960 and VP in 1963. Mr. Crohan joined stations in 1960, has served as WJAR-TV local sales manager since 1962.

Irv Schwartz resigns as VP and general manager of KUOL Kansas City, Mo., to establish his own broadcast operation, Kenton County Broadcasters, licensee of WCLD Covington, Ky. Mr. Schwartz, 21-year veteran of broadcast industry, has directed operation of KUOL since 1954.

Dean R. Dietrich, member of sales staff of WTMJ Milwaukee for past three years, appointed administrative assistant of WTMJ-AM-FM-TV.
Hershel Cary, national sales manager of KNTV-TV Tacoma, appointed general manager of KOL Seattle. Dan Smith, promotion manager at KNTV, also moves to KOL in same capacity.

Earl Morgenroth, since March 1963 operating director of KOVA Missoula, Mont., and with station since 1959, promoted to manager.

William D. Greene, assistant general attorney of CBS Inc. since Aug. 1, 1960, promoted to director of administrative operations for CBS Radio. He replaces Andrew Subbiondo, who was named controller of CBS Radio in March.


PROGRAMING

Francis J. Purcell, New York attorney and former regional administrator of Securities & Exchange Commission, elected to board of Subscription Television Inc., succeeding late Matthew M. Fox. Mr. Purcell is also director of Tolvision of America, director of Tolvision of America Television Inc., succeeding Mr. Purcell as general counsel for television company, Qualis Productions. For IPI Mr. Brogger will develop four television series: Monterey with writer Ben Masselink, Tally Ho, Scrambler and Green Beret.

Milton Hoffman, formerly producer of syndicated Steve Allen Show, will produce new taped TV show at Universal City Studios, announced as first use of tape on major studio lot. Bill Leyden will host series, now in its final preproduction stage, with taping to start next month.

Morton P. Beebe, formerly executive producer and director of Globecombers Ltd., international photo and art service for advertising industry, elected executive vice president of Independent Producers Associated, San Francisco.

George Stump, program director of KCMA Kansas City, Mo., appointed director of programming for KCMO-FM, as well as assuming duties as salesman. Replacing Mr. Stump as KCMA program director is Bill McReynolds, radio sales manager.

Lloyd Rosamond appointed associate producer on 20th Century-Fox Television's Peyton Place series. Under system devised by Richard Goldstone, producer of series which will start on ABC-TV this fall in two evening prime time half-hours per week, Mr. Rosamond will work with writing team while William Hole, also associate producer, guides production team.


Richard L. Chalmers joins Community Club Awards Publications Inc., New York, as general sales development manager. Mr. Chalmers was national director-member development for Radio Advertising Bureau from 1962-64. Prior to joining RAB he was president of Planned Broadcast Service Inc., Stamford, Conn.


Gertrude Rosenstein, since 1958 associate director of NBC-TV's daytime game show Concentration, promoted to director, effective July 24. She replaces Ted Nathanson, NBC staff director, who will work on NBC sports programs.

George Marshall, veteran motion picture-TV director, who directed pilots of two new 20th Century-Fox TV series, Valentine's Day and Daniel Boone, assigned to multiple directing contract for Valentine's Day, which debuts Sept. 18 on ABC-TV as Friday 9-9:30 p.m. series.


John Willis, longtime newscaster at KHJ-TV Los Angeles and recently news director of KSL-TV Salt Lake City, joins Rick Spalla Video Productions, Hollywood, to explore new TV properties. He continues to narrate RSVP Holly-
Devery Freeman joins Universal City (Calif.) Studios as producer of "Harris Against the World," one of three half-hour series in 90 Bristol Court this fall on NBC-TV.

Bob Thompson, previously program director of WTDI Newport News, Va., joins WOR Grand Rapids, Mich., in same capacity.

Steve Mills, production manager of KABC-TV Los Angeles, promoted to executive producer. He replaces James B. Patterson, who has resigned to form own production unit.

NEWS

Donald W. Parcher, for past three years director of news and special events of WYTV (TV) Youngstown, Ohio, joins WLKX-TV Green Bay, Wis., in same capacity.

Mr. Parcher

Joel R. Albert, assistant director of news at WFIL-AM-FM-TV Philadelphia, elected president of Pennsylvania News Broadcasters Association. Other officers elected are Mike Ross, WTPT-FM-TV Harrisburg, VP; Marlowe Froke, director of broadcasting at Pennsylvania State University, secretary, and W. LeRoy Schneck, WNIE and WRRN(FM) both Warren, treasurer.

Tom Hooper, newscaster for past six years at WKOW-TV Madison, Wis., and program director and operations manager of wkow, joins news staff of WTTV Milwaukee.


Arthur S. Baron joins CBS News, New York, as producer. He was formerly director of creative programs at Metropolitan Broadcasting Co., that city.

Richard Spangler, formerly journalism major at San Fernando Valley State College, joins news staff of KFWB Los Angeles.

Mel Kampmann, writer-producer at NBC News, Burbank, Calif., and formerly news director of KFKE-TV Fresno, Calif., joins KRON-TV San Francisco as assignment editor. David A. Zarkin, also of NBC News-Burbank, joins KRON-TV as news writer.

Bob Liddle, with KIXI Seattle since October 1961, promoted to news director.

Howard S. Williams, formerly director of communications for Los Angeles County Medical Association, named to research, compile and write editorials for KNXT(TV) Los Angeles. Dick Shoemaker, formerly reporter for Newsweek magazine in San Francisco and Los Angeles, joins KNXT(TV) newswriting staff.

Josephine, Midland area newsmen for KMD-TV Midland-Odessa, Tex., promoted to news director. Jack Harrington appointed news editor.

Braner (Bud) Petway, formerly administrator-newswriter with NBC News in New York, appointed to news division's Washington bureau as supervisor of film operations.

EQUIPMENT & ENGINEERING

A. D. Davis, head of Allied Radio Corp. (distributor of electronic components), Chicago, since 1932, elected board chairman and chief executive officer. Succeeding him as president is William E. Cowan, Allied's operations VP, Arthur E. Davis, executive VP, elected vice chairman of board. Under Mr. Davis, Allied's annual sales volume has increased from approximately $350,000 in 1932 to high of $62 million in last fiscal year.


Bart Swift rejoin Teleprompter Corp., New York, after four years as director of sales development for Theatre Network Television. Mr. Swift was named to newly created post of director of sales in Teleprompter's new group communications division. Newly formed division is concerned with live staging, closed circuit television and film production for industrial meetings and special events.

Frank Maser appointed chief engineer of KDKA-TV Pittsburgh. Mr. Maser has been with KDKA-TV engineering department since 1955 when Westinghouse Broadcasting Co. purchased station from DuMont.
Dr. Raymond M. Warner Jr. appointed director of engineering for semi-conductor products division of Motorola Inc., Phoenix. Dr. Warner had been manager of device and materials research for division since joining Motorola in 1959.

Esterly C. Page, founder and former president of Page Communications Engineers, Washington, and authority in radio communications, elect- board chairman and chief executive officer of Telcom Inc., Arlington, Va., communications technology firm. Mr. Page resigned several months ago from Department of Defense as technical director of national military command system to re-enter private industry.

James R. McNitt elected president of American Cable & Radio Corp. and named group general manager of International Telephone & Telegraph's International communications operations, New York. He was previously in charge of ITT's international communications in Latin America. Mr. McNitt succeeds as president of ACR, John W. Guilfoyle, recently elected VP of ITT and head of defense/space group.

Granville Klink appointed chief engineer of WTOP-AM-FM Washington, in charge of all technical matters, personnel, and operations for stations. Mr. Klink, most recently chief engineer under Clyde Hunt, VP-engineering for Post-Newsweek Stations (WTOP-AM-FM-TV and WJXT-TV Jacksonville, Fla.), will report to Lloyd W. Dennis Jr., VP and general manager of WTOP-AM-FM.

Robert James, chief engineer of Fulton Steel Ltd., Oakville, Ont., joins Stainless Inc., manufacturer of broadcast and communications towers, North Wales, Pa., as manager of microwave division. He will direct sales, estimating, contract administration, standardization and other activities associated with microwave sales and contracting.

Dr. Gerhard E. Weibel, for 10 years with General Telephone and Electronics Laboratories, Bayside, N. Y., joins Zenith Radio Corp., Chicago, as assistant director of research.

C. Phil Frame, for past 13 years in various marketing positions with Champion Spark Plug Co., appointed director of marketing for J. Herbert Orr Enterprises Inc., Opelika, Ala., manufacturer of tape cartridge equipment, recorders and background music systems.

Howard H. Hadley appointed manager of production control for Kin Tel division of Cohn Electronics, San Diego.

INTERNATIONAL

Henry S. Bradsher, formerly chief of Associated Press' India bureau at New Delhi, named chief of AP's Moscow bureau, replacing Preston Grover, who will be reassigned to U. S.

J. Berkeley Smith appointed program controller of Southern Television Ltd., London. Mr. Smith joined BBC in 1946 and left to become head of outside broadcasts with Southern when company started operating in 1958.

Pat Skilling appointed associate director of Young & Rubicam Ltd., London. Mr. Skilling joined Y & R as account executive in 1960, was promoted to account supervisor in 1963. Alan Taylor appointed art department manager of Y&R Ltd. Mr. Taylor joined agency in 1956 as art director, was appointed art supervisor in 1960.

Alan J. Freeman joins Childs-Greene Associates Ltd., London, as media director. For past six years he has been media manager of Napper, Stinton, Woolley Ltd., London.

Joseph Bech elected chairman of Radtico Luxembourg, which includes Luxembourg TV. Mr. Bech is former minister of Grand Duchy. He replaces Emile Reuter, who has been elected honorary chairman.

Louis Hepp appointed manager of NBC News' Paris bureau, replacing Paul Archinard, retired. Mr. Hepp, with NBC News for past 10 years, was formerly assigned to division's bureau in Nairobi, Africa.

John Senecal named manager of Montreal office of Hardy Radio and TV Ltd., Toronto station representative firm.

Dave Shaw, engineer at CHUM Toronto, joins sales staff of CFOS Owen Sound, Ont.

FANFARE

Joe Cook joins RKO General Broadcasting, New York, as promotion manager. Mr. Cook was formerly at WCBS New York as program director and before that as station's director of public information. He has also written, directed and produced several network TV and radio programs.


Herman Lewis resigns from NBC press department in Hollywood, effective July 3.

Timothy F. Moore, VP and general manager of KXPN Portland, named chairman of broadcast committee of Oregon Welcome Inc., in charge of developing new radio-TV spots. Program will emphasize welcome to all out-of-state visitors, encouraging them to "Stay and Play an extra day."


Nelson (Bud) Ruddy, for past 1½ years regional promotion representative in Cincinnati for TV Guide magazine, appointed promotion director of WTWW (TV) Evansville, Ind.

DEATHS

John C. Ianiri, 37, VP and account supervisor at Leo Burnett Co., Chicago, died June 16 at Lake Forest hospital after short illness. Earlier he had been with Grey Advertising, New York.

Charles F. Coffman, 78, VP and editor of Fond du Lac (Wis.) Common- wealth Reporter and VP of KFIZ, Fond du Lac, died June 13 there.

Elmer E. Bucher, 78, retired general sales manager of RCA and VP of RCA

Pioneers laud Hedges

William S. Hedges, former NBC VP, received distinguished service award last week from New York chapter of Broadcast Pioneers. Newly elected officers for 1964-65: Robert Coe, vice president of ABC-TV station relations, re-elected president; Geraldine Zorbaugh, CBS general attorney, vice president; Donald Mercer, director station relations, NBC, vice president; Geraldine McKenna, continuity acceptance supervisor, Westinghouse Broadcasting, secretary; and Robert J. Higgins, treasurer, Broadcast Music Inc., re-elected treasurer.
Gayle Vincent Grubb, 68, special West Coast representative of Storer Broadcasting Co., died June 16 at home in San Francisco of cancer after six-month illness. Veteran of 40 years in broadcasting, Mr. Grubb entered field as “Gloomy Gus,” personality at KFAB, Lincoln, Neb., in 1924. Five years later he was named manager of WXY Oklahoma City, position he held until 1945 when he moved to San Francisco as general manager of KGQA and, later, of KGO-TV, which he put on air in 1949 when he was made ABC VP. In 1952 Mr. Grubb joined Storer as VP and general manager of WJHKAMTV-Detroit and in 1955 he returned to San Francisco as special West Coast representative for Storer. His son, Gene Grubb, is general manager of KOA Denver, Colo.

Robert Cannon, 54, animation director and producer at Playhouse Pictures, Hollywood, died June 9 of heart attack at Northbridge (Calif.) Community hospital. He also was instructor at San Fernando Valley State College. As VP of UPA in 1945, Mr. Cannon directed Gerald McBoing Boing and Madeline cartoon series which he produced for CBS-TV in 1955 and 1956.

Robert Dall’Acqua, 47, VP and executive TV producer of McCann-Erickson, New York, died at his home in Syosset, N.Y., from injuries suffered in fall from ladder. Mr. Dall’Acqua joined M-E in 1956.

William J. McCauley Jr., 38, manager of production operations at Videotape Center, New York, died June 14 in Mid-Island General hospital, Massepequa, New York, after long illness. Prior to joining Videotape in 1960 as account executive, Mr. McCauley had been with NBC-TV Telesales, Chicago and New York.

Milt Samuel, 63, PR director of Young & Rubicam, Hollywood, died of heart attack June 15 in San Francisco, where he was vacationing with his wife, Marie, Native of San Francisco. Mr. Samuel had been publicity manager for KGO and for NBC in that city before transferring to Hollywood in 1938 to head Blue Network (now ABC) publicity department, which he left in 1945 to join Y&R.

William E. Drips, 73, host of Saturday morning program on KON-TV Portland, Ore., and from 1934 until 1953 news director for farm programs of NBC in Chicago, died June 13 in Waterloo, Iowa.

INTERNATIONAL

BBC-2 audience small, so far

Agency survey shows new service has only 90,000 homes watching

BBC’s second television channel, BBC-2, has a regular audience of only 90,000 homes out of a potential half million, says a report issued by the London Press Exchange Ltd, a major advertising agency.

The report is based on a survey which covered a sample of 976 households in the area in which BBC-2 can be received. It is the first detailed analysis of BBC-2’s impact. Not only has BBC-2 failed to win over viewers from BBC-1 or the commercial network, it has been unsuccessful in persuading people to buy new sets to pick up the new channel which broadcasts on UHF.

The report says that only about 4% intend changing to a BBC-2 receiver in the near future. This is the normal replacement rate for the past few years and indicates that BBC-2 programs are not stimulating purchase or renting of new sets in advance of regular requirements.

The survey showed that out of the whole area covered by the new channel fewer than 500,000 homes have installed sets able to pick it up. Only one in five who could watch BBC-2 saw it regularly. Of these, 80% thought the programs either about the same or not so good as BBC-1 and 74% thought they were about the same or below the commercial network standard.

Kenneth Adam, director of BBC-TV, has denied that BBC was worried about small audiences for BBC-2 but he admitted that fewer people were able to receive the new channel than had been originally estimated.

He said that the potential audience was at present 850,000. BBC would not publish any audience figures for BBC-2 until they were considered reliable.

British commercial TV grabs bigger ratings

Following the 3% rise in the commercial network’s share of Britain’s TV audience for April, Television Audience Measurement Ltd. reports a further increase of 1% in the network’s share to 65% for May, the highest for nearly three years. BBC’s share of viewing fell to 35%.

The trend in network audience share over the past four months has been:

<table>
<thead>
<tr>
<th>Month</th>
<th>Commercial network</th>
<th>BBC</th>
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<tbody>
<tr>
<td>February</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>March</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>April</td>
<td>64</td>
<td>36</td>
</tr>
<tr>
<td>May</td>
<td>65</td>
<td>35</td>
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</tbody>
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The last time the commercial network share was as high was in September 1961, when it was 68%.

TAM also says that the three-way share of audiences between the channels in the London UHF area among those able to receive BBC-2 in May was: commercial network 53%, BBC-1 37%, BBC-2 10%.

BBG authorizes new Canadian stations

One new television station, two new AM’s and two FM’s have been authorized by the Canadian Board of Broadcast Governors.

The BBG approved a new TV station for the CBC at Deer Lake, Newfoundland. The new station will be on channel 12 with 246 w video and 123 w audio and an antenna height of 425 feet. It will carry mainly CBC network programs.

Seven new low-power TV rebroadcasting stations have been approved across Canada. Theodore S. Soskin has been recommended for a new radio station on 810 kc with 10 kw at Calgary, Alta. William R. Jeffcott is to operate a new AM station at Duncan, B. C., on 1500 kc with 1 kw.

Gordon E. Spackman has been recommended for an FM station at Red Deer, Alta., with 133 kw on 98.9 mc. CKCLO Truro, N. S., has been sanctioned to operate an FM station with 360w on 100.9 mc. The CBC was
recommended for 10 new 40 w radio relay transmitters in various parts of Canada.

Changes in power of a number of stations have been recommended, including cewv Toronto, which will go from 5 kw to 10 kw daytime on 590 kc, retaining 5 kw at night. C2av Port Alberni, B. C., goes from 250 w to 1 kw day and 250 w night on 1240 kc.

White calls for a
world broadcasting union

John F. White, president of National Educational Television, New York, has called for support of a "world broadcasting union."

Mr. White warned that "for lack of a North American union of broadcasters—and hence a world union—we are allowing the Europeans to assume world leadership in a field which they entered long after we did."

A union of broadcasters in this hemisphere, he said, is unlikely in the near future. Noting that major foreign broadcasting unions have grown out of nationally operated broadcasting services as in Europe, Asia and Africa, he acknowledged the difficulty of forming such an association in this hemisphere.

In concluding remarks, delivered to a seminar on international educational broadcasting at Fordham University Law School, Mr. White said "the time may soon come when the channels of international communication through television will be open to American broadcasters only by invitation."

Abroad in brief . . .

Adventures in Canada • Embassy Pictures announced that it has reached an agreement with Independent Film Distributors of Toronto for Canadian distribution of Sons of Hercules, a series made up of 13 color features. Following their initial presentation, each of the pictures will be reshown as two-part programs.

Contract extended • The Royal Shakespeare Theater Company and British Broadcasting Corp. have extended for three years the contract agreed to two years ago for TV plays staged by the company. Under the new contract BBC-TV will transmit seven Royal Shakespeare productions. These will be drawn from the company's Shakespeare repertoire at Stratford-upon-Avon and its London repertoire of modern and classical plays.

British licenses • The number of combined radio and TV licenses in Britain and Northern Ireland went up by 58,465 in April bringing the total to 12,943,796.

Program buyer • Charles Michelson Inc., New York, has been appointed U. S. program buying representative for Radio Manx, a station that began operating on the Isle of Man, situated in the Irish Sea, on June 8.

Three British companies to co-produce TV series

A co-production agreement has been signed by Independent Television Corp., Associated Television in England and MCA (England) TV Ltd. for the production of a new one-hour dramatic series, Court-Martial, it was announced last Thursday (June 18) by Michael Nidorf, ITC president.

The series, which is to be made available on a worldwide basis in 1965, will deal with the investigative work of the U. S. Army Judge Advocate General's office, both in combat zones and behind the lines during World War II. Production is scheduled to start this summer in England and in various other European locales.

ITC is the distribution subsidiary of ATV, which is a program contractor and producer in the United Kingdom. MCA (England) TV Ltd. is a subsidiary of MCA Inc., New York.

UN communications yearbook is updated

The United Nations Educational, Scientific and Cultural Organization has issued a revision of World Communications, the fourth since its initial publication in 1950.

World Communications remains one of the most comprehensive reference works on the subject. This edition is 380 pages and contains detailed statistical information on literacy, radio, television, film and news facilities in 201 countries and territories. Also included are brief discussions of technical patterns of technical development and competence in the various communications media.

Among its observations:
• The "phenomenal ratio of 100 [radio] sets per 100 persons" in the United States.
• "Some 2,000 million persons, living in more than 100 countries and representing 70% of the world population . . . have less than the bare [yardstick] minimum of 10 copies of daily newspapers, five radio receivers and two cinema seats per 100 people. . . ."
• For the first time since the development of television, the U. S. does not have over 50% of the world's receivers.
• "Pigeons have come back as carriers of newsmfilm items across metropolitan areas. Pigeons are not worried, as dispatch riders can be, by traffic jams."

World Communications is available from the UNESCO Publications Center, 517 East 34th Street, New York 10016.

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BROADCASTING, June 22, 1964
Canada to consider color TV in November

Color television will once more be discussed by the Canadian Board of Broadcast Governors at a meeting at Ottawa, Ont., Nov. 3. The BBG has announced that it will be interested in receiving the views of broadcasters, manufacturers and others for this public hearing, the first on color TV since that of January 1963. The BBG ruled then that Canada was not ready for color TV. Briefs are to be in the hands of the BBG at Ottawa no later than Oct. 23.

Most Canadian TV broadcasters and the government's Canadian Broadcasting Corp. are not in favor of an early start on color TV in Canada. Manufacturers are already building color receivers in Canada for sale in areas close to the United States border where color telecasts can be seen.

Commercial TV gets green light from Swiss

The Swiss government has decided to permit television advertising beginning in 1965. Programming and commercials will be kept separate.

Advertisers will have a choice of one of three stations, each broadcasting in a different language—German, French, Italian—or may use all three in this multi-language country.

Total advertising time will be 12 minutes a day. It will be increased to 15 minutes in 1966. Commercials will appear in four segments between 7 p.m. and 8:30 p.m.

Alcoholic drinks, tobacco, medicines and goods sold on the installment plan are banned. Rates have not yet been fixed but will probably be about $1,400 a minute.

Advertising will be supervised by a new company, 40% of which will be owned by the Societe Suisse de Radio-diffusion et de Television, 40% by the Association for the Development of Television, and 5% each by the Swiss Federation of Trade and Industry, the Swiss Union of Arts and Crafts, the Swiss Farmers' Union and the Swiss Press Association.

U.S. TV shows scheduled for Canadian networks

Three new series that begin on CBS-TV next fall have been sold to Canadian networks, CBS Films has announced.

Sold to the Canadian Broadcasting Corp. was the Mr. Broadway series, while The Cara Williams Show and The Balboas of Balboa were sold to the CTV Network. Sponsors of the latter two programs in Canada will be General Foods and Procter & Gamble, and American Home Products and Procter & Gamble, respectively.

CBS Films also announced renewal sales of The Defenders, Perry Mason and The Beverly Hillbillies to the entire CBC network; Candid Camera to CBC's owned-and-operated stations plus other selected affiliates, and Petticoat Junction on a spot basis to about 40 Canadian TV stations. American Home Products, through Young & Rubicam, bought the Petticoat Junction series for placement in Canadian markets.

Other new U. S. comedy shows to be telecast on the CTV Network include Bewitched and Flipper. A new Canadian show, produced by CFCF-TV Montreal, is It's Your Move, which will be on both afternoon and evening CTV schedules.

Canadian-produced shows returning to CTV for the fall season, include Telepoll and Platform. Other shows returning to the network are the Jack Paar Show, Mr. Novak, Dr. Kildare, Let's Sing Out, Walt Disney Presents, The Hourglass, Take A Chance, To Tell The Truth, The Andy Griffith Show, McHale's Navy, The Wide World of Sports and mid-week hockey games.

Compton in Scandinavia

Compton Advertising, New York, Garland-Compton, London, and Mon-terossis Bureau a/s, Copenhagen, have announced the formation of a joint organization which already represents, in Scandinavia, Alberto-Culver and Rowntree & Co., an English confectionery company.

The new firm, to be called Garland-Compton a/s, is headquartered in Copenhagen under the direction of Max Hendriksen, managing director of Mon-terossis Bureau a/s. Compton's international operation also has members in Frankfurt, Brussels, Manila, Melbourne, Sydney and Tokyo.

Skull and crossbones is emblem of this station

British pop singer Screaming Lord Sutch has set up his own offshore radio station on an unused anti-aircraft gun tower about 5 miles off the Essex coast in the Thames estuary.

The army department claims the World War II defense installation is its property and says it intends to evict trespassers. Screaming Lord Sutch, brandishing a pirate flag, has said he would repel all attempts by officials to get into the defunct fort.

Radio Sutch, as the station is called, was originally going to be located in a 60-foot trawler but this plan was abandoned because of difficulty insuring the vessel.

Policy of the station is no commercials. Programming consists mainly of tape recordings of amateur and little-known singers. Cost so far, says the 22-year-old singer, has been $11,200. He has written the first month's operation with a further $3,360. He hopes to get donations from singers and other supporters to keep the station running.

According to news reports the station has only a few miles range.

Other Developments: Radio Caroline, Britain's first offshore radio station, has sold more than $168,000 worth of time according to a station spokesman.

Tests are being carried out to increase the floating station's power from 10 kw to 20 kw. Air time is going up from 12 to 16 hours. Programs will close down at 10 p.m. instead of 6 p.m.

Leslie Parish, general manager of Radio Atlanta's London office reports several national advertisers buying time on Britain's second offshore radio station.

He said that transmissions were being picked up from a far wider area than originally anticipated. The station was about to commission the first of a series of depth studies of its audience. Research would be carried out by Attwood Statistics Ltd.

Radio experts from 17 countries have called for a ban on all commercial radio stations operating from boats or aircraft outside territorial waters or airspace. They urged that time purchases on such stations be made illegal.

These views were in a recommenda- tion to the committee of ministers of the Council of Europe. This committee will consider whether to ask member governments to act on the recommendations.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 11 through June 17, and based on filings, authorizations and other actions of the FCC during that period.


New TV stations

ACTION BY FCC

Commission granted applications by Sterling Information Services Ltd., for two 100,000-watt UHF-TV transmitters to broadcast on channels 70 and 73, respectively, New York City, programs from closed-circuit TV facilities operated by the Linc and RCA at New York World's Fair. Antennas will be installed on top of the hotel lobbies. Program sources: New York City. One station will colorcast programs carried by Fair, the other wired-TV system; other will broadcast information about fair programs. To permit this service during two years of fair's duration, commission approved (a), (b) and (c) of Part 74 of its rules since operation concerns broadcast of programs from closed-circuit TV facilities rather than re-broadcast of programs of TV stations. Grants are conditioned: that program sources are properly reported; that payment of license fees be made; that results of grantee's promised study of closed-circuit TV service be made public; that all program sources be used; that ant. heights be at least 100 feet.

APPLICATIONS

Richard Davis, of Cable Inc., Chapel Hill, N.C., for extension of ULV-TV license, which operates CATV system in Chapel Hill and Rochester, both Minnesota.

Existing TV stations

CALL LETTERS ASSIGNED

New FM stations

APPLICATIONS

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Existing TV stations

CALL LETTERS ASSIGNED

New FM stations

APPLICATIONS

Existing FM stations

FWFM(FM) Denver—KDEN Broadcasting Co. Changed from KDEN-FM.

WFMW FM in Philadephia—WJMJ

KWKE-FM Fort Worth—Texas Christian University

KHOK-FM Housam, Wash.—Twin Cities Broadcasting Co.

WLR(P FM) Sauk City, Wis.—Sauk Prairie Radio Inc.

Ownership changes

ACTIONS BY FCC

KMBY-FM Montery, Calif.—Granted assign- ment of call sign to Cities Service Corp., after, a sale of $350,000. Owners: John L. and Murlie L. Burroughs (each 50%). Consideration: $5,000. One condition of sale is that all the indebtedness will be paid.

WJMJ-FM—Grant of assignment of license to Fort Lauderdale Broadcasting Co., owned by M. S. and E. L. Cutrer (each 50%). Consideration: $175,000 and agreement not to compete for 10 years within 25 miles of WJMJ. Mr. Cutrer is manager of WJMJ. Action June 10.

WAVY Rockingham, N. C.—Granted assign- ment of license from Radio Station WJMJ Inc., owned by W. D. and W. M. Rice (each 50%). Consideration: $20,000 and agreement not to compete for 10 years within 25 miles of WJMJ. Mr. Rice is manager of WAVY. Action June 10.

KFLY Corpus Christi, Tex.—Granted relinqu- ishment of license to licensee company, Radio Broadcasters Inc., by James L. and Ted C. Brown (each 50%). Consideration: $157,430 after sale of stock of radio station to Donald M. Heine (17.54% after). Consider- ation: $157,430 and agreement not to compete for 10 years within 25 miles of WJMJ. Mr. Heine is manager of KFLY. Action June 10.

KFLY Corpus Christi, Tex.—Granted relinqu- ishment of license to licensee company, Radio Broadcasters Inc., by James L. and Ted C. Brown (each 50%). Consideration: $157,430 after sale of stock of radio station to Donald M. Heine (17.54% after). Consider- ation: $157,430 and agreement not to compete for 10 years within 25 miles of WJMJ. Mr. Heine is manager of KFLY. Action June 10.

KWIX-FM Saratoga, N. Y.—Granted assign- ment of license from Cities Service Corp., after, a sale of $350,000. Owners: John L. and Murlie L. Burroughs (each 50%). Consideration: $5,000. One condition of sale is that all the indebtedness will be paid.

KWKE-FM Montery, Calif.—Granted assign- ment of call sign to Cities Service Corp., after, a sale of $350,000. Owners: John L. and Murlie L. Burroughs (each 50%). Consideration: $5,000. One condition of sale is that all the indebtedness will be paid.

KWKE-FM Montery, Calif.—Granted assign- ment of call sign to Cities Service Corp., after, a sale of $350,000. Owners: John L. and Murlie L. Burroughs (each 50%). Consideration: $5,000. One condition of sale is that all the indebtedness will be paid.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 17

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AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 17

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COMMERCIAL STATION BSCORE

Compiled by FCC, April 30

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Canadian concurrence would be required on either part of Commission's decision on Mr. O'Konski's request for order to show cause why the permit for WAKO-TV should not be modified to specify location at Alhambra instead of Hurley. Action June 17.

By memorandum opinion and order, commission denied petition by Boone Biblical College, licensee of KFOW-FM on channel 25A in Boone, Iowa, to substitute channel 25B, which was deleted on June 1 but could proceed on a conditional basis on its present assignment by increasing its area of service to include all counties in the sole Class C assignment. Action June 17.

Commission gives notice that April 27 initial decision which ordered local granting of two additional TV stations to existing broadcasting Co. to increase power of WCNX Middletown, Conn. from 100 to 350 kw and substitute channel 25 for channel 21, was conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Docket 4410, became effective June 11 pursuant to Section 1.276 of rules. Action June 17.

By order, commission (1) granted application by Hudson Valley Broadcasting Corp. for review of March 9 decision of Review Board which denied its application to relocate trans. site of WORK Poughkeepsie, N. Y., and to continue from new site (a) its present daytime directionalized operation on 1300 kc with 5 kw and (b) to operate nighttime directionalized operation on 1500 kw, (2) afforded parties time to file briefs by July 11 and replies by Aug. 5, and (3) scheduled oral argument before commission on en banc on Oct. 1. Action June 17.

By memorandum opinion and order, Commission denied petitions for reconsideration of March 11 grant of assignment of license of WBOY-TV (ch. 12), Clarksburg, W. Va., from Rust Craft Broadcasting Co., to Northern West Virginia Educational Broadcasting Co., subsidiary of Fortnightly Corp., which owns CATV systems in Clarksburg and Fairmont, W. Va., with condition against simultaneous duplication of programs of WBOY-TV and WPBC-TV (ch. 4, Weston) on either cable. Petitions were by some subscribers of two CATV systems and Clarksburg Publishing Co. Commissioners Bartz and Ford concurred in result; Commissioner Leevinger dissented. Action June 18.

Commission announced its decision in Orlando, Fla., channel 9 remand proceeding which affirmed, with modifications, June 1, 1957 decision and reinstated grant of new TV (WFTV) to Mid-Florida Television Corp. and denied competing application of WORZ Inc.; also, granted application of Mid-Florida for license for regular three-year term. Action June 12.

By order, commission granted petition by KFAB Broadcasting Co. (KFAB Omaha), Nebraska, to increase power of its station KFAB (KRLA), Pasadena, Calif. By separate order, scheduled oral hearing for presentation of parties and their allotted time and permitted each party to address testimony to any of pleadings filed in this proceeding. Action June 12.

First state-wide educational translator system employing matching federal funds for construction was authorized by commission in granting applications by University of Utah for 18 new UHF translator stations to rebroadcast programs of its educational TV station KUTV (ch. 7), Salt Lake City. Grants cover translator channel operation and transmission costs of three stations on channel 17 to serve, respectively: Torrey; Circle City, Kingston and Junction; Washington and rural Washington county; Two stations on channel 71 to serve, respectively: Rapid City and rural Beaver county; El- calante; Three stations on channel 72 to serve, respectively: Richfield and Monroe; Monticello and Blanding; Myton; One on channel 45 to serve Encinal and rural Millard county; One on channel 78 to serve, respectively: Enoch and rural Iron county; rural Wayne county; Two on channel 80 to serve, respectively: rural Iron, Kane, Iron county; Two on channel 85 to serve, respectively: Orangeville and rural Emery county; One on channel 81 to serve Beaver City; One on channel 82 to serve rural Juab and San Pete counties; Three on channel 83 to serve, respectively: Columbus and rural Duchesne, Carbon and Emery counties; Virgin, Maple and, on April 23. Action June 12.

ACTIONs BY REVIEW BOARD

By memorandum opinion and order in AM proceeding in Dockets 14510 et al., (1) granted joint petition of Paul Dean Ford and J. T. Winchester, London, Charles H. Clark, and Brown Publishing Co., both Urbana, all Ohio, for new FM's, held in abeyance further consideration of Chamberlain and Brown's petition for approval of agreement whereby Rockland Radio would reimburse Rockland Broadcasters for expenses incurred in prosecution of its application in return for latter's withdrawal, but dismissed, but further proceedings on Rockland Broadcasters application. Member Nelson not participating. Action June 16.

By memorandum opinion and order in proceeding on applications of Paul Dean Ford and J. T. Winchester, London, Charles H. Clark, and Brown Publishing Co., both Urbana, all Ohio, for new FM's, held in abeyance further consideration of Chamberlain and Brown's petition for approval of agreement whereby Chamberlain and Brown's petition for approval of agreement whereby Rockland Radio would reimburse Rockland Broadcasters for expenses incurred in prosecution of its application in return for latter's withdrawal, but dismissed, but further proceedings on Rockland Broadcasters application. Member Nelson not participating. Action June 16.

By memorandum opinion and order in proceeding on petition for approval of new FM station by Rockland Broadcasters Inc. and Rockland Radio Corp., South Valley, N. Y. for approval of agreement whereby Rockland Radio would reimburse Rockland Broadcasters for expenses incurred in prosecution of its application in return for latter's withdrawal, but dismissed, but further proceedings on Rockland Broadcasters application. Member Nelson not participating. Action June 16.

By memorandum opinion and order in proceeding on application of Northern Indiana Broadcasters Inc. for new FM station by BROADCASTING, June 14, to expedite record on AM proceeding by Broadcast Bureau to reopen record, without prejudice to filing of any future date in event such action is warranted. Action June 16.

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for action on their applications for new FM stations in Valparaiso, Ind., Action June 11.

• By Broadcast Bureau, April 16, and scheduled oral argument for July 14 in proceeding of Partridge Broadcasting Co., Brainerd, Minn., Action June 11.

• Scheduled oral argument for July 9 in following AM proceedings: WGNU Inc. (WGNU), Cincinnati, Ohio; WDOQ Inc. (WDOQ), Richmond, Va.; WINF Inc. (WINF), Providence, R.I.; and WVSN Inc. (WVSN), Herndon, Va., and Prince William Broadcasting Co., Inc., Alexandria, Va., Action June 9.

• By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Norbertine Fathers to dissemble without prejudice application for new FM in Appleton, Wis., Action June 15.

■ Granted petition by Holton D. Turn- bough for new AM station to serve Mississippi Broadcasting Co., to extent of diagnosis of impairments in health for new AM in Mississippi, Miss., and terminated proceeding, Action June 15.

By Hearing Examiner Thomas H. Donahue

By Commission

■ Granted joint petition by The Broad- casting Co. of the South and other TV li- censees requesting that proceedings from June 19 to July 19 and for replies from July 19 to July 27 and on ac- quisition of community antenna television system over TV licenses, Acted June 11.

By Chief Hearing Examiner James D. Cunningham

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By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Central Broadcasting Corp. and WCBB Inc. for new AM station in Springfield, Mass., and Springfiel, respectively, that Massachusetts, in Doc. 15419- 20, extend time for filing exceptions to certain procedural dates and reschedule July 7 hearing for Sept. 14, Action June 15.

By Hearing Examiner Millard F. French

■ Rescheduled time of June 17 prehearing conference from 10 a.m. to 9 a.m., June 18, in proceeding on applications of Dirigo Broadcasting Inc., and Downeast Television Inc., for new TV stations to operate channel 7 in Bangor, Me., Action June 9.

By Hearing Examiner Walther W. Guenther

■ At oral request of Charles A. Seaman, unsuccessful bidder for new FM station, June 19 prehearing conference to June 25 with unsuccessful bidder for all licenses will meet during morning of June 25 to formulate a schedule of orders to be presented at afternoon conference. Action June 17.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Spring- field, Ill., request to increase initial power of new FM station in Springfield, Ill., and granted request of Broadc- ase, Inc., to continue certain proceeding dates, and reschedule July 21 hearing for July 28, Action June 12.

By Hearing Examiner H. Gifford Irvin

■ Continued July 7 hearing to Sept. 2 in proceeding on applications of Sky balk Corp. and Downeast Television Inc., for new TV stations in Kingston, N. Y., Action June 11.

By Hearing Examiner David J. Kraushaar

■ Approved agreements and understand- ing with consideration, in proceeding prehearing confer- ence in proceeding on application of Tri- angle Publications Inc. for new AM TV translator at Johnstown, Pa., and, among other things, ordered hearing to commence, as scheduled, July 16. Action June 16.

■ In proceeding on AM applications of Massillon Avenue Broadcasting Co. and Cobb County Broadcasting Co., both Mari-etta, Ga., in Doc. 15319-20, pending rul- ing on joint request for approval of dismis- sal agreement and dismissal of Cobb’s ap- plication in proceeding prehearing confer- ence for July 16, Action June 15.

■ In Peterson, N. J., UHF TV proceeding, granted new amendment in proceeding of Carter Broadcasting Co., Inc. for leave to amend application so as to substitute an amendment, and by sep-

arate order, granted Bartell’s request to extend time from June 13 to June 17 for granting of certain direct written cases. Action June 15.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 17 prehearing confer- ence in proceeding in petitions of Dover Broadcasting Inc. and Tuscarawas Broadc- asting Inc. for new AM stations in Dover-New Philadelphia and New Philadelphia, respec- tively, petitioners have agreed to sched- ule certain procedural dates and con- tinued July hearing to be hereinafter determined. Action June 17.

By Hearing Examiner Chester F. Nazmowicz Jr.

■ Forfeited by order certain agreements reached and time extended, June 11 prehearing conference in proceeding on applica- tion of Pacific Symphony Network Association Inc., and Chapman Radio & Television Corp., for new TV stations to operate on channel 54 in Fairfield and Homewood, respectively, both Alabama, in Doc. 15460-1, scheduled certain procedural dates and continued July 13 hearing to July 21, Action June 11.

By Hearing Examiner Sol Schlithausen

■ Granted petition by Ottawa Broadc- asting Corp. (WJBL), Holand, Mich., for leave to amend application for new FM in Detroit, Mich., and granted motion for grant of petition, Action June 11.

■ Granted petition by Ottawa Broadc- asting Corp. (WJBL), Holand, Mich., for leave to amend application for new FM in Detroit, Mich., and granted motion for grant of petition, Action June 11.

■ In proceeding onapplications of Central Broadcasting Corp. and WCBB Inc. for new AM station in Springfield, Mass., and Springfiel, respectively, that Massachusetts, in Doc. 15419- 20, extend time for filing exceptions to certain procedural dates and reschedule July 7 hearing for Sept. 14, Action June 15.

By Hearing Examiner Millard F. French

■ Rescheduled time of June 17 prehearing conference from 10 a.m. to 9 a.m., June 18, in proceeding on applications of Dirigo Broadcasting Inc., and Downeast Television Inc., for new TV stations to operate channel 7 in Bangor, Me., Action June 9.

By Hearing Examiner Walther W. Guenther

■ At oral request of Charles A. Seaman, unsuccessful bidder for new FM station, June 19 prehearing conference to June 25 with unsuccessful bidder for all licenses will meet during morning of June 25 to formulate a schedule of orders to be presented at afternoon conference. Action June 17.

By Hearing Examiner Isadore A. Honig

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum (HELP WANTED 25¢ per word—$2.00 minimum.

- DISPLAY ads $20.00 per line—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENTS advertising require display space.

- All other classifications, 30¢ per word—$4.00 minimum.

- No charge for blind box number. Send replies to Broadcasting, 1753 DeSales St., N.W., Washington, D.C. 20036.

- Applications for help must include a stamped, self-addressed envelope and may be submitted to Box F-233, BROADCASTING.

- All personal/* local offers* are best responses; no responsibility or liability for personal*/local offers* is assumed.

- Classified service starts on page 4.

- For more complete details on how to reply, see box below.

RADIO—Help Wanted

Management

Ohio daytimer wants station manager with first 5 years on-air and management experience, including sales, copy, announce, production and technical. Box F-238, BROADCASTING.

Illinois. Opportunity for salesman announcer to manage branch studio. Box F-233, BROADCASTING.

Wanted: Assistant manager for medium market station, $110 a week. Will do some writing. Send tape. Box F-246, BROADCASTING.

Excellent management opportunity in group of stations in southeastern states. Strong market, good staff. Need hard-working, aggressive manager. Box F-236, BROADCASTING.

Manager, strong on sales, Midwest small market, staff of 5. Complete story, references, first letter. Write Box F-271, BROADCASTING.

Vice pres. for group of radio stations in sub-state area. Must be strong on sales. Excellent position for family man. College degree and close by. Box F-278, BROADCASTING.

Immediate need for general manager in single station Western Texas Market. No-high salary artist wanted. If you can run this station and produce you will be paid well because you will earn it. Present manager leaving only because I am helping him to buy into another station we have purchased. Send complete resume to: Box F-286, BROADCASTING.

Manager with eye toward ownership. Midwest medium market. Excellent salary plus commission. Have two proven programs. Send full particulars. Box F-287, BROADCASTING.

Station manager, with strong emphasis on sales. Will join the most talked about, talented and dynamic group in the Western US. If you can do the job, look forward to acquiring the individual to an expanding corporation. If you're looking for a "Stepping stone" this isn't it. If you're looking for a future, this is it. Complete resume to: Dan Liebe, KSNN radio, Pocatello, Idaho. Can this handle a daytimer with twelve employees?

Wanted manager for radio station in sunny Florida with previous experience in all phases of broadcasting and sales. 35 or over. Must stand inspection on previous record as this position will develop as the business grows. Many fringe benefits. Prefer Florida born. Write fully. Box F-294, BROADCASTING.

Manager for well established small market station. Prefer man with background in management, sales and programming. Write full details, including salary, to General Manager, Fort Angeles, (Washington) Evening News.

Sales

Baltimore. Experienced top salesman capable of management. Good salary plus with top station, multiple chain. Please write fully. Box F-48, BROADCASTING.

Salesman with management potential. Must have successful Top 40 track record. One of country's best Top 40 music stations located in first ten markets. On East Coast. Send resume, references and latest picture. Box F-28, BROADCASTING.

Florida—Wanted: an aggressive experienced radio salesman in the option to earn any amount he desires in a beautiful south Florida community. Salary plus commission. Send complete resume with references to: Box F-163, BROADCASTING.

Sales manager for northeasterb respected country-western operation. Well-rated and established in major market. We want aggressive worker with ideas. Send all details first letter. Write in kind. Box F-219, BROADCASTING.

Illinois-Iowa group has openings for salesman and salesman announcer combo. Box F-222, BROADCASTING.

Sales manager position open one of our stations. Midwest. Experience in sales essential. Good management, aggressive, retiremen- tary plan. Box F-277, BROADCASTING.

Explore color ski New York, Vermont, Maine or any of oil country's best pop music stations located in same area. Excellent salary plus commission. Send resume to: Box F-135, BROADCASTING.

Dominant coastal station seeks ambitious salesman. Initiative more important than long experience. Salary plus commission. Send resume, references, photo to KGMI, Box 943, Bellingham, Washington.


Virginia station seeks sales manager announcing background and experience. Excellent opportunity for an individual to grow with one of the state's best known medium sized market stations. Salary plus commission arrangements. Apply with resume and if possible, with photograph to: Jim Poole, Manager, WFLS, Fredericks- burg, Va.

Immediated opening for radio salesman with desire and potential to advance to management position. Must have experience, and be interested in sports sales. Call collect or send complete resume to: Manager, WJOB, Hammond, Indiana.

Sales manager moving up, need thoroughly experienced, mature salesman capable of earning better than $8,000 annually. Guarantee plus commission. Highly productive account list. Prefer minimum of 5-years radio sales background. No "pitchman" need apply. Send replies to: Robert L. Whittaker, Vice President, WMIX, Mt. Vernon, Illinois.

Announcers

Need versatile announcer. Strong news, sports. Capable DJ. Northeast. Box E-332, BROADCASTING.

Announcer with experience in gathering, writing and handling local news. Send sample tape and resume to: Box E-34, BROADCASTING.

Midwest station looking for top flight announcer with first phone. An opportunity worthy investigating. Send complete resume, tape and minimum required salary to: Box F-169, BROADCASTING.

East coast near Baltimore first phone announcer—wide experience. No drifters. Box F-212, BROADCASTING.

Announcer—Mature, bright singing DJ for top station in New York City. Experience. Send tape and resume to: Box F-233, BROADCASTING.

Community station needs full time staff announcer. Send resume to: Box F-278, BROADCASTING.

Immediate opening for experienced versatile announcer for AM-FM-TV network station. Send tape and resume to: Box F-244, BROADCASTING.

Expanding east coast adult music station needs full time board announcer for 6 a.m. slot. Must be aggressive. Box F-250, BROADCASTING.

Western station in major market needs air personality. Send complete resume and salary requirements plus tape to: Box F-256, BROADCASTING.

Audition with 1st ticket. Michigan day- time station. Salary open—dependent on experience and ability. Opportunity for advancement. Send resume, photo, tape. Box F-263, BROADCASTING.

Fasgrowing regional station in Illinois, not Chicago, wants to add to its staff a young announcer who also write news. Send resume, photo, Box F-275, BROADCASTING.

Immediate opening. Deep south, well rated, net station for experienced good music, air person- sonality must be stable. Able to express himself. No "top 40s". Salary commensu- rate with ability. Send photo, tape, resume, photo. Box F-279, BROADCASTING.

Need good southeastern announcer for top morning spot in medium market. Prefer at least 5 years experience and would like to remain permanent. Send complete resume. Box F-281, BROADCASTING.

Do you have morning personality sound? Do you have personality sound? Prefer at least 5 years experience. Send full details plus resume. Box F-281, BROADCASTING with all extra- curricular and tape. This may be advancement you've worked for.

Our 1st job opening in 3 years. Top 40 personal- ity. Major market, excellent salary. Send aircheck to: Box F-290, BROADCASTING.

Lively one for medium metro swinger, sharp production, happy sound, Midwest vacation land. Box F-292, BROADCASTING.

Morning announcer for suburban New York City station—programming better music. Exce- llent opportunity. Send resume quickly. Box F-310, BROADCASTING.

Adding one staff announcer middle of road policy. Send tape and resume to: KABI Box 455, Abilene, Kansas.

Immediate opening 1st phone announcer prefers ABC, KGSN, Fort Collins, Colorado, or house wife volunteer. Excellent board ability essential for morning person- ality. Send complete resume to: Box F-298, BROADCASTING.

A man that can handle production, office routine and run a board shift two days a week. Please send tape and background infor- mation in first letter. Radio station KSOX, Raymondville, Texas.

Immediate opening for night man, 2nd year, experience. WVOS, Liberty, N. Y.
Announcers—(Cont'd)

Experienced announcer wanted to settle down in small town of 14,000 and become part of community oriented station. Preferably married and at least 25 years of age. Well equipped with such things as Ampexes, five-speed turntable, contact Jack Halstrom, WZZZ, Streator, Illinois.

Chief engineer for full-time, non-directional operation, experienced in production plus equipment and cartridge machine maintenance, send resume to: Manager, WJQO, Hammond, Indiana.

Chief engineer opening—since 1950 WMIK has had all worked full time—attended college part time. Results; one wife, two children, one at Oak Ridge third going with engineering consulting firm. If you have desires to further your professional degree, let us know, we may have situation. Send your resume, career ambitions, and picture—Maureen X. Henry, General Manager, WMIK, Mountains, Kentucky.

First class who can maintain FM stereo station. Light announcing. Send resume to G. W. Smith, 801 N. Bush, Santa Ana, Calif.

Production—Programing, Others

Program-news director. Willing to work. Good pay. Medium market. Box E-332, BROADCASTING.

Top-rated, format station in one of New York State's largest markets seeks newcomer with first tape, resume, and picture to Box F-101, BROADCASTING.

Program director for medium-modern pop format station for location in beautiful Great Lakes city in Mid-Atlantic region. Prefer organizer who will pull short air shift and direct entire program operation. Write stating full background and experience, including salary requirement to Box F-155, BROADCASTING.

Nationwide group operator seeks Admin. Asst. preferably with previous experience in programming, marketing research and publicity. Good future with diversified company. Complete resume to: Box F-202, BROADCASTING.

Management opportunity with expanding group operation for program manager. If you are college grad., approximately 26-32 with 5 years announcing or production experience, can produce award winning public affairs program. Circles control music policy, supervise aggressive news operation all and are eager to do the job better than required so you'll get more money than your man Salary open. Write, Box F-252, BROADCASTING.

News Director announces. Prefer college graduate. Contact Don Uker, KDSN, Denison, Iowa.

RADIO—Municipal

Excellent opportunity for young combo man in upper midwest. Must be good maintenance man with some announcing. Permanent position. Send resume, tape and picture. Box F-178, BROADCASTING.


"Interpretive Announcing" will teach you why I used to go to a beautiful literary trial and error "Interpretive Announcing," the complete, copyrighted voice training system, available now in lecture series. Complete course in commercial script, Broadcast Guild of America, Inc., 970 North 35th St., Milwaukee 8, Wisconsin.

Management

Announcer available soon. 14 years experience in all and in network work. Have proven records of success with fresh, unique approach. No rookies. Sponsors will fight to get on your station. Any market you select. Excellent total 33 years experience. Box F-189, BROADCASTING.

Manager available soon. 14 years experience in all and in network work. Have proven records of success with fresh, unique approach. No rookies. Sponsors will fight to get on your station. Any market you select. Excellent total 33 years experience. Box F-189, BROADCASTING.

General manager or sales manager-15 years experience in small and large markets. Have knowledge of increasing importance of the medium. Top management experience in metro market. California only. Presently employed, Combination. 12,500-15,000.00 range. Box F-239, BROADCASTING.

General manager—radio and newspaper background. Top sales and program leadership. Northwest preferred. Box F-250, BROADCASTING.

Sales

Top notch salesman, first chance in 7 years, exp. in TV and radio—want major market east or west. Box F-138, BROADCASTING. Competent radio salesman looking for employment in north eastern location. No market to tough. Can sell under any condition. Salary $7,200 plus bonus. Prefer small to medium community. Write, Box F-288, BROADCASTING.

Announcers

Experienced top 40 announcer on the way up. Also good production techniques and news delivery. Box F-148, BROADCASTING.

C&W dj family man, third phone, w/endorsement, will sell, prefer California or southwest. Box F-178, BROADCASTING.

Top morning personality in three station market. Warm, adult provocative. Proven mail pull. First ticket. No hurry, want solid deal. Box F-261, BROADCASTING.

You are looking for a tight, bright, top 40 dj with plenty of good years experience, key man at the present station. Good job, combine excellent resume write, Box F-237, BROADCASTING. Better hurry though. Willing to relocate anywhere, prefer broadcast or south. Box F-241, BROADCASTING.

Announcer 18 years interested Carolina's. Box F-240, BROADCASTING.

Announcers—(Cont'd)

Specialist in classical music, comprehensive knowledge all recorded music—some announcers. Box F-268, BROADCASTING.

Good music personality, experienced, hard working 3rd, college—southern California, prefers type of station, others. Box F-282, BROADCASTING.

Not great; but good; major experience, want high pay, security. Box F-285, BROADCASTING.

Available October 1st. Six years broadcasting experience. Versatile, productive announcer. Box F-286, BROADCASTING.

Announcer/Copywriter. Good commercial and news voice. Quality copy. Straight stuff. Box F-286, BROADCASTING.

Attention Florida... announcer, engineer seeks position, preferably top forty. Box F-272, BROADCASTING.

10 yr. Radio pro, adult personality. Married major markets only. Box F-274, BROADCASTING.

Experienced announcer dj. Family, personable, tight, board, sales, authoritative news- caster. Box F-280, BROADCASTING.

Announcer, Negro. Light experience. Excit- ing. Sparkling, hip personality. Tape avail- able. Box F-281, BROADCASTING.

DJ, Gospel or rock-n-roll, like to establish self with new, growing station. Excellent news. Box F-300, BROADCASTING.

1st phone dj no maintenance, 4 years radio experience. Excellent voice, years theatre. Complete shop music only, 20 years old, single, thoroughly professional manner, warm informal manner. Will go anywhere. Preferable Calif.-coastal area or near N.Y. Also interesting in TV work. Box F-302, BROADCASTING.

Negro announcer dj bright personality. Authoritative newscaster. Family man, not a bucko or prima donna. Box F-305, BROADCASTING.

Experienced dj combination man. Copy writer, news editor, age 24, will work anywhere in the U.S.A. Box F-306, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-production man with strong number one ratings in metro markets ready to tackle new challenge! Single, reliable, experienced over ten years, good references, ambition unlimited. Will deliver highly professional air work, programming and production, promotion, third class license. Further information on request. Box F-346 James Street, Hazelton, Pennsylvania.

1st phone announcer, available immediately, no maintenance. Strong news delivery, good commercials, tight board. Veteran, limited experience, locate anywhere, William Per- done, 52 Taylor St., Waterbury, Conn. 533- 7880.

Announcer 1st phone. 8 months experience, good voice, $115/wk. Call 261-5580.

Technical

Chief engineer—announcer, major market experience. Minimum $125. Available now. Write, Box F-256, BROADCASTING or phone 303-742-5814.

Studio and transmitter engineer looking for residency in eastern or northeast. Preferably, Arizona or New Mexico. Minimum $450.00. Box F-282, BROADCASTING.

Experienced first-phone engineer with col- lege degree and a little announcing experience. Presently in Ohio, but will relocate. Box F-287, BROADCASTING.

Well qualified engineer desires position AM- FM station or will continue maintenance of two or more stations. Will relocate. Presently chief engineer ANTRs AM-TV Thule, Greenland. Available 16 July, Write L. H. Hamnack, 925 With Lincoln Avenue, Pitts- burg 12, Penna.

Production—Programming, Others

Experienced sports director play-by-play all sports. Strong on special events. Box F-56, BROADCASTING.

Experienced and enthusiastic PR man with broadcasting background. Single. Free to travel. Presently employed. Box F-172, BROADCASTING.

Award winning news and special events producer wishes to return to West Coast. Strong on press pic- ture shows. Can do all aspects of news, live or live by phone. College graduate. Administrative ability. Married. Box F-190, experience, references, appearance. Six years in radio. Box F-197, BROADCASTING.

Announcers—(Cont'd)

Female dj, 18, 1st phone, no experience. Dying to do top 40—like to learn engineer- ing. California. Will work anywhere. Box F-266, BROADCASTING.

Immediately available experienced an- nouncer-dj with a preceptive knowledge of broadcasting, for middle of the road or top 40 sound. Can fill your need for creative local production. Experienced in local news- coverage. Last position in five station mar- ket. Now looking for permanent situation where I can use my active station per- formation in a small to medium market. College grad, with 3 years' experience, Pl. experience, award winner in news field. Hard working, versatile. Write Box F-257 San Leandro, Calif. tape and resume or call 6-3427.

Girl—radio/TV announcing — clerical— sales — responsible — trustworthy — please telephone, 601-421-7365; Write Apt. 8, 133 Benefit St., Providence 3, R. I.

Attention tiger radio-center ringmaster available June 27, 26 years old college grad with seven years experience manage- ment, promotion, programming, news, an- nouncing, continuity, production. Consider all good offers, prefer medium market: PD Ratings, recommendations, resume, tape on request. Box 5169 G. E. F., 1350 Ninth, Des Moines, Iowa.

Canadian with 12 years experience desires position in American radio, programming, production. Box F-702-760, tape and resume available now.

Announcer, third phone element 9, Radio school graduate. Phone 622-2100, Pottsville, Pa.

Experienced announcer desires position in Northeastern Pennsylvania station. Tight board, good production, promotion, third class license. Further information on request. Write, 546 James Street, Hazelton, Pennsylvania.

1st phone announcer, available immediately, no maintenance. Strong news delivery, good commercials, tight board. Veteran, limited experience, locate anywhere, William Per- done, 52 Taylor St., Waterbury, Conn. 533- 7880.

Announcer 1st phone. 8 months experience, good voice, $115/wk. Call 261-5580.

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**TELEVISION—Help Wanted**

**Technical—(Cont’d)**

NBS affiliate has immediate opening for TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have a valid Technician License. Replies held in confidence. Send qualifications, references and personal id to: E. W. Marshall, WBMP-TV, New York City.

Experienced studio maintenance technician, preferably with experience in color television, is needed to work in our Miami studio. Applicants must have B.S. degree in electronics, be computer literate and have knowledge of color television equipment. Send qualifications and references, including salary requirements to: Box F-266, BROADCASTING.

Production—Programming, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wages required in original application. Box F-191, BROADCASTING.

Newman for combined radio-television operation in midwest. Group station building and program department. Send resume, photo, audio tape, and salary requirements to: Box F-285, BROADCASTING.

Film Editor—News, features, documentary, with knowledge of double system editing. Complete resume with first letter to Film Director WJR-TV, Providence, R. I.

Reporter for vacancy on aggressive, five-man news and engineering staff. Must have experience in a combined radio-television station, preferably in the midwest. Must be able to manage a news department. Send resume, photo, audio tape, and salary requirements to: Box F-248, BROADCASTING.

Program director—leading VHF has opening for pd. with proven administrative ability and desire to move to a position of such a stature. The man we are looking for must be well grounded in all phases of TV program operation. Must be capable of handling certain important performing assignments, including news, commercial continuity and weather show. Send complete information, photo, SOF, or VTR to WSB-TV, Savannah, Georgia. All replies confidential.

**TELEVISION—Situations Wanted**

**Management**

Program director thoroughly experienced both AM & TV programming, 12 years experience. Experienced in newscasts, programs and series to offer. Box F-299, BROADCASTING.

Announcers

Triple Threat man—Children’s entertainer, producer, salesman. Experienced, network quality. Attractive, dependable, professional. Box F-284, BROADCASTING.

Polished announcer. Good appearance. Flexible. Twelve years experience. Television and/or radio. Box F-236, BROADCASTING.

**Technical**

First phone engineer. Experienced UHF/VHF. UHF, Box 588, El Cajon, California.

**Production—Programming, Others**

Do you need a man with more than a decade of television experience with a leading group operation in a top market area? A man who is responsible, creative and industrious? A man with AAA management potential and production know-how, proven ability in public affairs, news, promotion, sports and documentaries. Then look no further—Write: Box F-168, BROADCASTING.

Newman—University of Missouri TV Journalism Program seeks graduates of the 26th—Experience on-camera, newswriting and interviewing at Missouri. Box F-178, BROADCASTING.

Ten years experience in AM, three in FM/WBMP, extensive experience in news and commercial work. Must be available to ship. Box F-299, BROADCASTING.

Production—Programming, Others

Desire network quality in local TV news? With voice and air presence second to none, you'll never take a back seat with this responsive, aggressive AMU. B.B.C., or TVU. Looking for an experienced, aggressive, well-versed news director to direct a rapidly growing television operation. Must be available to move up immediately. Box F-265, BROADCASTING.

Director-producer offers ten years heavy, live production experience in commercial/educational in exchange for production manager's position. Will consider director-producer with advancement opportunity. Presently employed, family, university degree, Box F-258, BROADCASTING.

Scrubb Books-move cameras-produce or direct-play talent B.S. degree plus PD SW, Box F-238, BROADCASTING.

Director-announcer-writer able Creative, believable 8 years experience $125 minimum. Dave Davis 319-552-3144.

**WANTED to Buy**

Equipment

Turn unwanted broadcast equipment into cash! Send list, description, price. Broadcast Equipment, Box 3141, Bristol, Tennessee.

Must have 25 kw high-band television audio amplifier. Would prefer RCA type TT-25AH or BH. Will consider good condition. Box F-228, BROADCASTING.

Used...ten inch turntables in fair to good condition. Send offer to Dan Liege, KSUN, Postacito, Idaho.

AM transmitter in good operation condition for use as stand-by on 1300 KC. Either 250 Watt or 1 kw. Prefer Collins 500 C, Contact E. M. Tink, VP Eng., Black Hawk Broadcasting Company, Waterloo, Iowa.

Wanted: Gates M633-A sub carrier generator. Box F-256 or phone 703-538-6400.

5 kw FM transmitter and associated equipment. State age, condition, model, price, etc. Contact: RCA, CPG Radio, Box 696, Burgaw, N. Carolina.

everything in used broadcast equipment. Check with us first. Broadcast Equipment, Box 3141, Bristol, Tennessee.

1500 feet 3/16" USF transmission line $1.000 available Sept. Contact Morris Bartin, KSLA-TV, Shreveport, La.

For Sale: General radio 73-B modulation monitor in excellent condition. First check for $250.00 to Jimmy Richardson, P. O. B. 649, Palestine, Texas.

Complete Schaefer 1300-C Automation consists of 4200A, 1700R, 1700U, 1700T, one AT-2500 audio clock with two IBM units, two Milton M4 memory record units, three M5 8500 memory playback units. Very good. N. R. Barbic, 707-41st Street—Miami Beach, Fla.

4 Bay Andrews antenna Gray equilizers, Ampex 900% track 3000 cs G.E. 10 watt micro wave transmitter and receiver. Box F-268, BROADCASTING.

For sale: Virtually new two Model A 214X Crown playback units ($1,000 each, one model 852 record playback $750.00. Best offer accepted. Box F-268, BROADCASTING.

**FOR SALE—(Cont’d)**

Tripods Houston—Fearless all metal TV camera tripods with heads. New in original package. $75.00 value for $35.00 shipping. Only six left. Steven Walsh, 6204 North Tripp Ave., Chicago, Ill. 60631.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. $100.00 each, $600.00 for low & Twenty-Fourth Streets, Oakland California. 532-3657.

Like new B-3A late production iConsonant heads. $75.00 each. Write for information on request. Box F-385, BROADCASTING.

Helix cable, latest type Andrews 1358, less than 2 years service. Perfect condition. On spec ready to ship. Will consider cash only. $1,500.00.

Send qualifications, references, and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

**FOR SALE—(Cont’d)**

20,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Interviews with famous people. Orben Comedy Books, Atlantic Beach, N. Y.


Desjay manual—A collection of gag, statistical information, scripts, memos, etc. $250.00. Send to—Bill Mimms, 65 Fairway Court, Brooklyn, N. Y. 11235

Hollywood highlights—fifty 15 second voice reports by Lee Gordon, with personal identifications as "J. S. H. Electronics Correspondent." Profitably aired by stations from coast to coast. Box F-90, BROADCASTING.

Religious Sponsor list. Names and addresses of over 650 religious buyers. Individuals, organizations and agencies interested in radio. This mailing list compiled from national advertising, communications periodicals. $500 buys this list exclusive in your market. $250 buys this list non-exclusive basis. Box F-37, BROADCASTING.

Audio News—your choice of 25 or 40 daily national activities and voice reports by Frank Solomon, Washington, New York and other key news bureaus. Personalized identification of your call letters and exclusive market guarantee. Special delivery eliminates phone cost. Write Box F-15, BROADCASTING.

**INSTRUCTIONS**

FCC first license preparation service by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City, and Washington. For free 44-page brochure write Grantham Schools, 115 City Ave., N. Western Ave., Hollywood, Calif., 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 113B Spring St., N.W., Atlanta, Georgia.


FOR SALE—(Cont’d)

BROADCASTING, June 22, 1984

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INSTRUCTIONS—(Cont’d)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training in all modern equipment. Available. G. I. approved. Elkins School of Broadcasting, 2863 Inwood Road, Dallas 35, Texas.


Since 1948. 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 25. For information, references and reservations, write William H. Ogden Radio Operational Engineering Institute, 1358 Main St., Sarasota, Florida.

RBIs down among the swaying palms beside the Pine Tree Club in Sarasota, Florida. FCC first phone In (5) weeks guaranteed. Two bedroom $55 weekly private room $10 per week. Job placement free. Classes begin June 30--Aug. 4--Sept. 25. For reservations write or call Radio Engineering Institute, 1358 Main St., Sarasota, Florida.

We suspect that our mail has been returned to the sender because of an error made by the Post Office. If this has happened to you please contact us again. Radio Engineering Inst., 1358 Main St., Sarasota, Florida.


America's 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 space City's Texas-sized opportunity. Next class July 15.ROLLER Institute of Electronics, 904 M and M Blvd., Houston, Texas.

Our graduates are working in top jobs all over the nation. 1st class, 1st phone--6 weeks home study--6 weeks residence--announcing, programing, newscasting, sports casting taught by pro's. Next class starts July 5th, 1964 in Los Angeles or Pacific Northwest Electronics Workshop, 409 S. W. 12th Ave., Portland--Oregon--268-0376.

Management

MANAGER WANTED

Illinois Full Time in medium sized Market. Needs to be successful and strong on sales and on handling of administrative functions and personnel. Equalitarian chance of advancement for right man. State salary requirements and previous experience. Send photo. All industries held in strictest confidence.

Box F-128, BROADCASTING

Production--Programing, Others

WANTED

PROGRAM MANAGER

Who can be the market's outstanding DJ personality, get top performances from his staff and handle the excellent station and advertiser production. This is a 5000 W. Tune in one of the top 25 markets, with DJ personalities playing mids. Starting salary $250 per week. Salary not less than $12,000 per year.

Box F-236, BROADCASTING

Production--Programing, Others Continued

CONTINUITY DIRECTOR

Experienced, creative radio and commercial copywriter. Strong emphasis on creativity and production. Production side available.

Pittsburgh, WICC, 2190 Post Road, Fairfield, Connecticut.

Situations Wanted--Management

IF YOU ARE SEEKING A STATION MANAGER

or KEY BUSINESS EXECUTIVE

An alert, experienced manager is available. Capabilities include more than 15 years total experience in a key network position and as general manager of a prime market station. To work with and develop a 95-year-old outlet; to set policy and procedure on a profitable, expanding, non-commercial basis. States personality, not afraid of responsibility. Write:

Box F-286, BROADCASTING

Production--Programing, Others

SPORTSCASTER/DIRECTOR

9 years play-by-play Basketball, Football, and Baseball.

If you're looking for a professional sports announcer who takes pride in doing a good job in a professional manner, here is an opportunity to be involved in a new, exciting radio station located in a major metropolitan area where your talents can be utilized to their fullest potential. Send resume to:

Box F-324, BROADCASTING

TELEVISION--Help Wanted--Sales

CENTRAL PENNSYLVANIA TV STATION

desires top notch salesman. Excellent opportunity--Security--Company benefits--Complete details first letter to:

Box F-224, BROADCASTING

WANTED TO BUY--Equipment

WANTED

Completely Equipped Television Remote Unit preferably with track. Need at least three camera shots with full compliment of long range lens; also need one or two video-tape recorders for any or all of above.

Box F-265, BROADCASTING

WANTED TO BUY--Stations

Want to Buy

VHF OR UHF TV

Wish to purchase Television Station or CP. Write in strict confidence giving full details to:

Box D-291, BROADCASTING

FOR SALE--Stations

Pacific Northwest College Town

Active sports area. 1 .5 Daytimer ideal for owner/operator. Low cost operation. FM at slightly over last year's gross, $75,000 in forms.

Box D-337, BROADCASTING

TV NEWSMAN

WHO CAN DELIVER OR KEEP NUMBER ONE RATINGS

(Cont’d)


Now looking for happy home in pretty town where kids can be well-educated. Life can be pleasant. Americanism means something and hard work is appreciated.

Write:

Box F-246, Broadcasting

Phone Area Code 213-784-1307

EMLOYMENT SERVICE

COME WHERE THE FUTURE IS! Texas needs all types

BROADCAST PERSONNEL NOW! For free listing and/or information, write Texas Association of Broadcasters, 1000 International Life Building, Austin 2, Texas.

Production--Programing, Others

RETURN TO TOP

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Continued from page 81

cense covering changes in ant. system, and installation of new trans.
WAYFQ(FM) Shelbyville—Granted license covering installation of new ant.
KTCB Port Smith, Ark.—Granted CP to change call and studio location.
KDNT Denton, Tex.—Granted CP to change call from KDNT to 4 miles south-east of center of Denton.
WHSB(FM) Alpena, Mich.—Granted mod. of CP to change call from WHSB to Hurron Shores Broadcasting Corp.
WYCO-FM Waterbury, Conn.—Granted request to cancel CP for new FM. Call letters deleted.
WYUP(FM) Terre Haute, Ind.—Granted request to cancel SCA on sub-carrier frequency of 87 kc.
WENC Englewood, Fla.—Granted extension of temporary license date to Oct. 1.
*Granted licenses covering increase in power and installation of new trans. for following licensees: WEMF, WOUI, WHAL, WJAF, WUEM, WBIV, WJEG, WSHD, WABI, WBEN, WJSH, KBLE, and WTAM in addition to those listed above in previous year. (For details see Box 2-355, BROADCASTING.

License of 1 kilowatt daytime in Ocosco County, Florida wishes to sell its interests in a qualified broadcast station for a monthly rental of five thousand dollars, cash, plus assumption of liabilities. Box 2-355, BROADCASTING.

Actions of June 11
WOOF Dothan, Ala.—Granted mod. of license to change name to Agnes W. (Dowling) Simpson, trustee of WOOF trust.
WMAK Rogers City, Mich.—Granted mod. of license to change name to Huron Shore Broadcasters Corp.
WBRW广播 Washington, D.C.—Granted mod. of license to change name to Boston University, School of Public Communication, Division of Broadcasting and Film.

Columbia Broadcasting System, Inc., New York—Granted CP and license to add 16 Comrex A207 with C207 amplifiers, and emission for low power auxiliary station; conditions.
KEFZ(FM) San Antonio, Texas—Granted CP to increase ERP to 81 kw.
KBSO-FM San Diego—Granted mod. of CP to decrease ERP to 30 kw (horizontal) and 20 kw (vertical) and change ant. height 500 feet (both horizontal and vertical); move antenna to La Mesa, Calif. Change type ant. and type trans., and specify new studio location.
WIZZ-FM Chicago—Granted mod. of CP to change type ant. change ERP to 2.9 kw, and decrease height to 140 feet.
WDBI-FM Springfield, Tenn.—Granted mod. of CP to change type ant. and trans., and specify new studio location.

Following were granted extensions of completion dates as shown: WEXX Wyoming, Mich., to Aug. 1; WTJU-WTEMET at Tempe, Ariz., to Oct. 1; WMLT Leitchfield, Ky., to Aug. 1; KUDY Spokane, Wash., to July 29; WXYZ Fort Myers, Fla., to Aug. 14; WPPC (auxiliary) Atlanta City, N. J., to Aug. 1; KTOL-FOX Los Angeles, to Aug. 1; WJSJ-FM Bayamon, P. R., to Aug. 1; WCOG-FM Memphis, Tenn., to Sept. 15; WWL-FM Buffalo, N. Y., to Aug. 24; WWPL-FM St. Petersburg, Fla., to Nov. 15; WCTA-FM Anderson, N. J., to Aug. 1; WCLM(FM) North Attleboro, Mass., to Nov. 14.

Actions of June 12
KDRA-TV Pittsburgh—Granted mod. of license to change aural frequency to 700 kw (main trans. and ant. 900 feet height 990 feet).
KOLO-TV Reno—Granted mod. of license to reduce aural ERP to 15.5 kw (DA); alt. height 2250 feet.

KTVY-TV Cleveland—Granted CP to reduce aural ERP to reduce to aural frequency to new type aural trans. (main trans. and ant.).
WOR-TV New York—Granted CP to reduce aural ERP to reduce to new trans. and new ant. (no change in site description).

WMAL-FM Washington—Granted CP to install new trans. and new ant., increase height to 410 feet (both horizontal and vertical); and decrease ERP to 24.5 kw (both horizontal and vertical).

KFSR-FM Fresno, Calif.—Granted CP to install new trans. and new ant. increase ant. height to 1350 feet, and change ant. location (no change in site description).

WFMG(FM) Gallatin, Tenn.—Granted CP to install auxiliary antenna.
WRKFM Chicago—Granted CP to install new ant.

WMAL-FMWashington—Granted mod. of SCA to delete operation with subcarrier frequency of 65 kc and add operation with single-frequency of 67 kc (continue using any frequencies of 66 kc).

KIMO Hiawatha, Iowa—Granted authority to operate with sign-off at 6 p.m., daily, for period ending Sept. 1.

KFNN Shenandoah, Iowa.—Granted extension of authority to operate with sign-off at 7:30 p.m., daily, and 7:30 p.m., Sunday, except for special events, for period ending Aug. 1.

KGUC Gunnison, Colo.—Granted extension of temporary license, to July 7, p.m., Monday through Saturday, for period ending Sept. 1.

Following were granted extensions of completion dates as shown: WVEC (auxiliary) Hampton, Va., to Aug. 1; WYCV Shellpot, Blytheville, Ark., to Aug. 1; WBBJ(WF) Christiansburg, Va., to July 25; KYOK Houston, Tex., to Nov. 17; KEEN San Jose, Calif., to Aug. 1; WPVL Fairview, Ohio, to Oct. 1; WVJI(FM) Terre Haute, Ind., to Sept. 28; WAWR-FM Green, Ohio; WVSH-FM San Jose, Calif., to Sept. 1; WHTG-FM Paterson, N. J., to Sept. 15; WWAOF-FM Manchester, Conn., to Oct. 20; WIAF-FM Islip, N. Y., to Aug. 10; K7FAL-FM (auxiliary trans.) Shreveport, La.-Texarkana, Tex., to Nov. 2.

Action of June 9
WBJA-TV Inc., Conklin, Dickinson and South Dakota Radio and TV Producers, Inc., Bismarck, N. D.—Granted CP for new UHF TV translator on channel 76, to rebroadcast programs of WBJA-TV (ch. 34), Jamestown, N. D.

Actions of June 8
Slater Butte Translator Co., Fort Goff, Happy Camp and North Indian Creek, Calif.—Granted CPs for new translators on channels 11 and 23, to rebroadcast programs of KRVV and K(GM)TV (ch. 3), both Eureka, Calif.

Chama Valley Television Service, Chama and Village of Chama, N. M.—Granted CPs for new UHF TV translators on channels 74 and 76, to rebroadcast programs of KGGM-TV (ch. 7), and KGGM-TV (ch. 12), both Albuquerque, N. M.

Fines

* By memorandum opinion and order, commission ordered Tennessee Valley Radio and Television Corp. to forfeit $500 for willful or repeated violations of rules by company for failure to keep records and accounts necessary for the Public Communication

* By memorandum opinion and order, commission ordered Western Seaview Inc., to forfeit $500 for willful and repeated violations of the Interference with M6

* By memorandum opinion and order, commission ordered licensee's response, as well as extent and seriousness of violations and actions of commission held that reduction of penalty specified in April 1 notice of apparent violation was unwarranted. Licensee has 30 days to apply for mitigation, or remission of forfeiture. Action June 10.
"WHY DIDN'T WE CALL HIM DADDY SAM?"

In some nations he might have been called Daddy Sam. But not in America.

The people who wrote our Constitution decided that our Federal Government should not be a Great Father. They limited Uncle Sam’s role rather strictly, to assure freedom and opportunity for individuals.

One result has been America’s unparalleled record of industrial achievement. The investor-owned electric power industry is just one example. Financed in the traditional way of American business, it provides Americans with by far the best electric service in the world.

Yet billions have been spent for Federally owned electric power plants and lines.

And billions more are proposed.

This would not only burden the taxpayers unnecessarily, but it would also do something worse. It would endanger the spirit of American enterprise and the faith we all ought to feel in our relationship with Uncle Sam.

Investor-Owned Electric Light and Power Companies

...more than 300 companies serving 140,000,000 people

Sponsors’ names on request through this magazine
An actor’s ingenuity pays off in business

sociates formed Frieder Films Inc., which initially distributed feature films produced by Republic Pictures and later performed a similar function for Allied Artists. The film distribution operation flourished. In the next 10 years Frieder set up branch offices in the Far East, including Hong Kong, Bangkok, Singapore, Indonesia, Formosa, Japan and Korea. A general manager of Frieder, Mr. Mandell was instrumental in importing French and Italian features to the Far East.

It was while functioning as a motion picture distributor that Mr. Mandell used his ingenuity to build the Manila “movie tent” from corrugated sheets. Subsequently, as basic construction materials became available, Frieder built conventional theaters in the area. In time, Mr. Mandell supervised the operations of a string of theaters in the Far East.

Back on the Boards • Though deeply immersed in flourishing business enterprises in the Far East, Mr. Mandell found time to form a theatrical group in 1948; this evolved into the Manila Theater Guild, which is still operating. One of the fledgling actors in the group was Harry Reasoner, then a government employee and now a CBS News correspondent.

In 1956, after a decade in the Far East, Mr. Mandell felt the time had come to find roots for his growing family in America. He decided that his future lay in television, and, once in New York, he made the rounds. His background made a strong impression on Walter Kingsley, general sales manager of Ziv Television Programs (now United Artists Television), and his new career in television was launched.

Track Record • Mr. Mandell is in the enviable position at ITC of syndicating programs that already have had acceptance in the United Kingdom. As a subsidiary of ATV, which is a major program producer in the UK, ITC has access to series that already have had a test run in England and other Commonwealth nations.

Though English-produced programs in the past have had an in-and-out record in the United States, Mr. Mandell is pleased that ITC programs in the past four years have won warm acceptance by stations here. He noted that the company’s Espionage series was on NBC-TV and that sales on its syndicated series, particularly The Jo Stafford Show and The Saint, have been proceeding briskly.

Another bright point at ITC is that the company has been operating profitably for the past four years and in 1963 net profits amounted to approximately $600,000.

ITC’s offerings for 1964 include Man of the World, Mr. Piper, Champions in Action (all first-run in the U.S.), Espionage (off-network) and second-year productions of The Saint, The Jo Stafford Specials and Danger Man.

ITC is optimistic about the prospects for first-run syndication, Mr. Mandell pointed out. With the growing scarcity of feature film product, he noted, there will be an ever-expanding need for quality syndicated series.

“We will go anywhere in the world to produce series,” Mr. Mandell declared. “We have produced in Canada and Australia and we are prepared to produce in the United States.”

W HEN Abe Mandell was a feature film distributor in the Far East shortly after the war, he decided to build a theater in Manila. One small problem: basic construction materials were not available in that war-shattered area.

“We built a theater by using GI corrugated sheets,” Mr. Mandell recalls with a grin.

This episode tends to spotlight Mr. Mandell’s ability to improvise and to adapt himself to changing circumstances. This quality apparently has been useful in a career that has included stints as an actor, soldier, motion picture theater operator, feature film distributor, TV program salesman and syndication company executive.

Mr. Mandell now is executive vice president of Independent Television Corp., a subsidiary of the British-owned Associated Television. In this capacity, he is charged with sales and administrative supervision of the worldwide distribution company.

The World Is a Stage • Mr. Mandell, a medium-sized, solid-built man of 44, recalled the other day that his boyhood ambition was to become an actor. At 13, he joined an amateur theatrical group in his native Cincinnati on a spur-of-the-moment decision: “I played the parts of the boy and the young man for the next four or five years. I became hopelessly stage-struck and decided to become an actor.”

While attending the University of Cincinnati, he participated in each of 20 productions staged during his four years there. He spent the summers of 1939 and 1940 as an apprentice actor with a professional theatrical group near Plymouth, Mass.

He sharpened his acting skill at WLW Cincinnati for almost a year, performing all types of roles and appearing in straight drama as well as soap operas.

The advent of World War II cut short his career and derailed the course of his future life to the business side of the entertainment field. His sojourn in the U.S. Army took him throughout the Far East and finally to the Philippines. There he made the acquaintance of several persons who had been active in feature film distribution before the war.

“There had been only Japanese films during the war and the area was ripe for well-made U.S. programs,” Mr. Mandell recounted. “Since I was returning to the United States, I was asked to see if I could round up some financing to bring American features back to the Philippines.”

Mr. Mandell was released from service in late 1945. After a vigorous fund-raising spree in the United States, he returned to Manila with the needed funds to revive the flagging film industry there.

In Manila, Mr. Mandell and his as-

WEEK’S PROFILE

EDITORIALS

Looking ahead

EVENTS last week failed to clear up the complexity of problems confronting broadcasters in the swiftly emerging areas of CATV and pay TV. There was lots of advice, but no pat answers.

The NAB is confronted with tough policy problems and no unanimity on how to cope with these newest offshoots that threaten the economic health of television and indirectly, because of audience competition, of radio, too. A strong minority already has gone into CATV operations and most of those that have not are pondering whether and how they should enter the field.

CATV is a reality, here to stay. The public won't be denied television service by whatever means it may be procured. The success of pay TV is conjectural. Its future may be resolved in the outcome of the Subscription TV wire operations to begin in Los Angeles and San Francisco.

The most significant and meaningful warning out of last week's meetings came from Representative Walter Rogers (D-Tex.), whose subcommittee on communications in the House holds the legislative whip. He warned against seeking congressional protection because the repercussions could bring legislative and regulatory control of all business aspects of broadcasting. This is the basis—sound, we think—on which a minority has opposed legislative relief against pay TV by wire.

NAB's position vis-a-vis these new services won't be finally resolved for some weeks—probably not until after the current Congress adjourns.

The NAB boards at last week's meetings elected a strong slate to direct policy in the demanding year ahead. Willard Schroeder, of Time-Life's WFAA-AM-FM-TV Grand Rapids, Mich., has demonstrated leadership qualities. Rex G. Howell, KREX-AM-TV Grand Junction, Colo., new chairman of the radio board, knows the small station problems and the legislative front, as a Colorado state legislator. Mike Shapiro, WFAA-AM-FM-TV Dallas, the new television board chairman, has an impressive track record. In John F. Dille Jr., WJBV-TV South Bend-Elkhart, Ind., and Jack Lee, WPRO Providence, respective vice chairmen of the TV and radio boards, the association has two young men on their way.

Wonders never cease

WE never expected to see the day when newspapers would concede that the broadcast media are first in news. Yet that is what just happened.

Our contemporary, Editor & Publisher, yielded reluctantly but nonetheless positively in its issue of June 13. In commenting on the pooling of election returns through the creation of the Network Election Service in which both AP and UPI have joined, the trade journal said some newspapermen object to the wire services cooperating in any way with broadcasting in this project. In reproving the protestors, the journal said:

"They should realize that television is here to stay; newspapers cannot compete with television in getting figures to the public fast; the newspapers' forte is the completeness of their printed record."

A more discerning and scholarly appraisal came a few days earlier from Otis Chandler, publisher of the Los Angeles Times, the nation's leading newspaper in lineage and number three in circulation. In an address before the Washington professional chapter of Sigma Delta Chi, the society of journalists, he said:

"Television and radio, particularly television, not only have us beaten, timewise in spot news, but more and more they can give the background and meaning for a story, almost as it is happening, with commentary, and then squirt in documentaries they pull from their news and photographic staffs all over the world and their huge film libraries."

Mr. Chandler didn't throw in the sponge. He urged newspapers to recognize their role "before it is too late."

It is gratifying to have confirmed by newspaper spokesmen what broadcasters have known for years. Television and radio happen to be faster methods of news dissemination today. Tomorrow will bring new methods through laser and transmission that will multiply available channels by the thousands and thereby present new opportunities. Through communications satellites it will be possible to transmit intelligence into homes throughout the world, thus giving life to the international newspaper.

Broadcasters can never rest on their oars. Nor can newspapers, the more foresighted of which got in on the ground floor of radio and television. Every new advance in mass communications is bound to be electronic. Electronic communications are the heritage of the broadcaster.

So what's new?

THIRTY years ago the FCC was born. It became the most controversial of the numerous independent agencies that inhabit Washington.

The Communications Act of 1934 which created the FCC was enacted on June 19 but became law on July 1, 1934. It succeeded the five-man Federal Radio Commission which, likewise, had been controversial throughout its seven tempestuous years. The FCC covered the whole broad field of radio, cable, telephone and other wire communications, whereas the FRC had been limited to those services which used the radio spectrum. The radio provisions were transplanted bodily into the new Communications Act.

Franklin D. Roosevelt was serving the first of his four elected terms when the FCC came into being. At about the time the new commission assumed office, he said:

"Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the keystone of the American press."

For those three decades broadcasters have waged an unrelenting battle to achieve parity with the press. So far, through both Republican and Democratic administrations, it has been a futile effort. There has been lip service from every administration, but no fulfillment. As long as there are fairness doctrines and program standards the Roosevelt mandate will be meaningless.

"Sure his weather predictions are better, but I miss the rain dances!"

Drawn for Broadcasting by Sid Hix

BROADCASTING, June 22, 1964
1685' UP
THIS FALL
ADDING
75,000 TV HOMES—
275,000 POPULATION

TELEVISION
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FORT WORTH/DALLAS

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Visual Zoom Camera provides top performance for videotape recording of visual programming

The Mark 10 Visual Zoom Camera is the first truly new camera design since the beginning of commercial TV. It is a key portion of the Production Facility at the Communications Demonstration Center, Hall of Education, New York World's Fair.

COMPLETE PROGRAM FLEXIBILITY WITH LOW COST OPERATION

- Used for on-air and VTR production
- In studio and by simple transport around Fair Grounds
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