Collins quits NAB for new civil rights job. p9
Television advertisers will spend more to sell more. p29
FTC cigarette-ad rule is first shot of long battle. p32
FCC to duplicate some clears; raise power of others. p48

COMPLETE INDEX PAGE 7
Tempest in a Teapot?

“Nope. Tempest for a teapot, you might say. Big doin’s for our yachtsmen and the U.S.A. – The America’s Cup races off Newport, Rhode Island. Like a second Armada!

“A thousand boats, lobstermen to liners, loaded to the gun’ls with people an’ good cheer. Everybody hollerin’ and bumpin’ together; Coast Guard chargin’ around. All watchin’ a British sailboat race one of ours, tryin’ to get back a mug we won from them 113 years ago. That’s enthusiasm for you!”

But of course people throughout the Providence market do have a special brand of enthusiasm, in their buying as well as their boating. And from New London, Connecticut to Worcester, Brockton and the Cape in Massachusetts, they have the money to indulge. Providence is Rhode Island, of course. People in television say Providence is WJAR-TV.
Remember Hal Carter?

A great role played by William Holden opposite Kim Novak... in the never to-be-forgotten film (in color)... "Picnic". It's one of 60 prime-time-calibre features, from the Columbia Post-'50 Group II, just released for television.

For details, contact SCREEN GEMS
RELAX

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

MULTI-CITY TV MARKET

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.
Representative: The MEEKER Company, Inc.
New York   Chicago   Los Angeles   San Francisco

BROADCASTING, June 29, 1964
Who succeeds Collins?

Who will succeed LeRoy Collins as president of NAB, now that he has accepted (subject to Senate confirmation) key post of director of community relations services under new civil rights legislation being rushed through Congress? Prospect is that answer won't be forthcoming anytime soon. Vincent T. Wasilewski, executive vice president, will be caretaker. While he's not candidate, Mr. Wasilewski will have considerable support from some board members but likelihood is that majority would favor following precedent of getting outstanding public figure.

When Governor Collins was selected in full of 1960 for presidency, runner-up in eliminations was George V. Allen, who had just retired as career ambassador and who previously had been assistant secretary of state in charge of overseas (now USIA) information operations. Mr. Allen subsequently became and still is president of Tobacco Institute, trade group for tobacco manufacturers. Among others who had been under consideration earlier but were found not available were Henry Cabot Lodge, who subsequently became Republican vice presidential nominee.

Blind spots

Some radio stations are reportedly carrying commercials inviting listeners to "write in for free booklet on family planning." Booklet is actually ad for foam contraceptive product. National Association of Broadcasters' code authorities have advised against direct advertisement of similar products. And stations are doubtless aware of National Association of Broadcasters' code authority's interpretation last week involving KASN in El Paso (Ch. 18) San Bernardino which surrendered its license last Thursday (story page 53).

Times Mirror Co. (Los Angeles Times and related newspaper enterprises) has purchased San Bernardino (Calif.) Sun and Telegram for undisclosed amount. Interpretation of transaction is that Times Mirror Co. didn't want UHF outlet, although it was part of San Bernardino properties. KCCH has been on air since Feb. 26, 1962, and had been unable to make network affiliation. It has lost money both years as independent.

Out in Austin?

Odds are that Texas Broadcasting Co. (KTBC-AM-FM-TV Austin), principally owned by President Lyndon B. Johnson's wife and daughters, will not exercise option to acquire one-half of merged single CATV system in Austin (story page 54). With estimated $1.5 million to be paid for acquisition of Capital Cable by TV Cable, in which Johnson company holds 50% option, and with like amount estimated as investment in latter company, it would entail at least $1.5 million payment by KTBC to acquire over 50% interest. Both companies reportedly have sustained losses. Option runs until Jan. 1966.

Smoke boomerangs

Broadcasting, with history of full support of public service campaigns, may be faced with decision that could bring on case of schizophrenia for radio and TV. Potential lies in mounting pressures for government to undertake national educational campaign to persuade people to stop smoking, or not to start (see page 32). Broadcasters may soon be faced with big problem—carrying public service spots against smoking and at same time commercial announcements for tobacco products.

Luncheon with LBJ

Two members of FCC were White House luncheon guests last week. Commissioner Rosel H. Hyde, dean by virtue of having served continuously since 1946, broke bread on Monday at luncheon given Turkish Prime Minister Ismet Inonu. Commissioner Robert T. Barley, second in seniority, having served since 1952, was luncheon guest last Thursday when President Johnson honored Greek Prime Minister George Papandreou.

Wall Street on Madison Ave.

Current Wall Street look at advertising agency business has come up with this "discovery": instability in agencies appears to be myths, at least in specific case of Foote, Cone & Belding, first major-billing agency to go public. Report on FC&B by unidentified brokerage house, one of 50 underwriters of FC&B stock last fall, found that of FC&B's 18 top executive officers, not one has been at agency less than eight years; turnover of personnel is far below public impression and employment by most large agencies of more than one executive on single account has reduced fear of employee leaving agency with "captive" account.

Among several other findings in study: "No man or group of men who has left agency since 1958 has taken account of "significance"; record of account movement in overall agency business disproves belief that accounts switch so frequently as to cause marked upswings or downswings in income.

Seven Arts over seven seas

Wide expansion in activities is planned by Seven Arts' international division, which intends to place into overseas distribution shortly more than 400 hours of programing, including feature films, cartoons and syndicated series, nearly quadrupling last year's volume. In 1963, Seven Arts placed 88 features, totaling 103 hours, into foreign sales. Rapid growth of global market during past year prompted decision to step up operations in this area.
You come into billions in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Spelled out, these billions look like this: total retail sales, over $1 Billion; total consumer spendable income, over $1 1/2 Billion. Vitally important elements to have when you're seeking markets for sales. Let WSJS Television help market your sales message in its Golden Triangle.
WEEK IN BRIEF

There's no slowdown in buying on television. Gross billing expected to reach $1.84 billion, gain of $140 million over 1963. In top 100 advertiser list, 8 of 9 bought more TV in 1963 than '62. See . . .

BIG TV ADVERTISERS GET BIGGER . . . 29

Commission moves to duplicate 13 of 25 clear channels. Hearing set on KREX's application for 50 kw. FCC orders staff to form criteria for stations to meet if they want to operate with high power on developmental basis. See . . .

FCC MAKES MOVE ON CLEARS . . . 48

Procter & Gamble is still at top in first quarter list of top 100 spot TV advertisers. P&G's billings up $700,000 compared to 1963 period. Total billings of top 100 rose 16.5% to $255,943,000. See . . .

SPOT TV BILLINGS UP . . . 30

House hearing on tobacco rules hits unexpected recess; will resume today. Concern expressed by tobacco men on effect FTC rule will have on state and local governments. Terry says FDA waiting for Congress's expression. See . . .

FTC'S RULE OPENS FLOODGATES . . . 34

Storer plan to give KGBS Los Angeles 'electronic screen' in New Mexico is frowned upon by commission. FCC grants request to dismiss application for Johns' station, which Storer planned to build. See . . .

INGENIOUS PLAN DIDN'T WORK . . . 49

Schwerin asks New Yorkers what they think about liquor spots on radio; two-thirds have no objections to commercials after 10 p.m. Men are more willing to listen to announcements than women. See . . .

MOST DON'T OBJECT TO SPOTS . . . 42

FCC may not have any more worries in Austin CATV situation. Capital Cable has signed agreement to purchase TV Cable for $1.5 million. Texas Broadcasting Co. has option to buy up to 50% of Capital Cable. See . . .

AUSTIN STORY NEARS END . . . 54

FTC rule on cigarette advertising and labeling ignites controversy. Tobacco men say all rules must come from Congress. Dixon says 'death' warning comes under FTC's jurisdiction. See . . .

RANKS FORM ON TOBACCO RULE . . . 32

FCC again facing question of free time for opposing views to paid programs. Position taken by 'Life Line' and 'Dan Smoots Reports' programs is catalyst. Some stations willing to give free time for differing opinions. See . . .

ONCE MORE INTO THE MAZE . . . 62

Supreme Court refuses to review appellate court decision supporting ASCAP in licensing firm's refusal to clear television music at program source. All-Industry Committee unsure of next step. See . . .

SUPREME COURT BACKS ASCAP . . . 68

DEPARTMENTS

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BROADCASTING, June 28, 1964
too late for spring practice ...

too early for fall practice ...

the right time to make your big buy in NFL pro-football in Washington, D.C.

WMAL-RADIO WILL BROADCAST ALL 19 REDSKIN GAMES IN '64!
Choice availabilities before-within-and after each game.
Check McGavren-Guild Company, Inc.

wmal-radio-63  
The Evening Star Broadcasting Co., Washington, D.C.
Collins to move to new civil rights post

HE'LL LEAVE NAB TO BECOME RACIAL TROUBLE SHOOTER

LeRoy Collins will leave presidency of National Association of Broadcasters to take new, high-level job as federal conciliator in civil rights disputes

He'll be released from NAB contract, which was effective through December 1965, and will be paid substantial settlement—reportedly some $60,000. His salary has been $75,000 a year, and his allowances have run to another $25,000.

Because he resigned, NAB was under no obligation to pay him severance, but settlement was negotiated after personal intervention of President Johnson who called members of executive committee of NAB board to his office to request Mr. Collins's release. Committee members met with President for about 20 minutes Friday afternoon (June 26).

Pay Cut • Job for which Mr. Collins has been tagged will be created by Civil Rights Act which is expected to be passed by House and signed by President soon, perhaps on July 4. Though salary has not been firmly established, it is expected to be between $24,500 and $28,500 a year.

New position is director of community relations services. Mr. Collins's mission will be to attempt to settle racial disputes before federal court action, as prescribed in new Civil Rights Act, before it becomes necessary to pay him severance.

In his meeting with NAB executive committee President Johnson reportedly said he deemed new job to rank in importance with cabinet offices. President said Mr. Collins was especially qualified for job.

Mr. Collins, former governor of Florida, is southern Democrat of prominence who has embraced liberal view on civil rights. Last December in speech to chamber of commerce in Columbia, S. C., he told his southern audience that racial injustices must end, and he said it "is time the decent people in the South, with all their might and strength, told the bloody-shirt waves to climb down off the buckboards of bigotry."

His Columbia speech was widely reported in news accounts.

Presidential Word • It was in response to President Johnson's assurance that Mr. Collins's services were needed that NAB executive committee members voted to release their president and give him severance to offset salary sacrifice he will make in taking government job.

Action of executive committee must be ratified by NAB board. Wires recommending approval were dispatched to all board members late Friday.

First word that NAB executive committee members had of Mr. Collins's offer from White House came not from Mr. Collins but from White House aide who last Thursday telephoned Willard Schroeder, of WOOD-AM-TV Grand Rapids, Mich., chairman of combined NAB boards. Mr. Schroeder summoned other members, Mike Shapiro (WFAA-AM-FM-TV Dallas), John F. Dille Jr. (Communique Group of Indiana), Rex G. Howell (KREX Grand Junction, Colo.) and Jack W. Lee (WPRO Providence, R.I.), to meet in Washington next morning with Mr. Collins. After seeing them, they met with Secretary of Commerce Luther Hodges, to whom Mr. Collins will report in new job, and then went to see President. Mr. Collins was not present.

Date on which Mr. Collins will quit NAB reportedly was set at August 1. After his new job is established by law, his appointment must be confirmed by Senate.

Attitude Change • Mr. Collins has not always been among liberals on civil rights matters. He was governor of Florida when U. S. Supreme Court ruled in 1954 that school segregation was unconstitutional, and at next session of Florida legislature he said he would use all lawful powers to preserve segregation in public schools. Mr. Collins, native of Tallahassee, Fla., had roots deep in southern customs and attitudes.

As racial tensions worsened in Florida, Governor Collins began to disassociate himself from white supremacists who wanted to defy Supreme Court. When legislators passed an interposition resolution declaring Supreme Court's decisions null and void, Governor Collins, though he had no power to veto it, declared action amounted to anarchy, though he said he still thought Supreme Court had usurped states' powers.

He was still pleading for moderation in March 1960 when sit-in riots erupted in Tallahassee. He was given much credit for quieting matters when he went on statewide TV and radio broadcast to urge peaceful settlement of racial differences and to announce appointment of bi-racial committee to arbitrate disputes.

Governor Collins came into national prominence in summer of 1960 when he was chairman of Democratic national convention. In preparation for convention he was instrumental in programming speeches by four governors, one of them Luther Hodges, then governor of North Carolina, whom Mr. Collins had known when both were active in National Governors' Conference. Mr. Hodges, it is believed, was instrumental in selection of Mr. Collins for his new job on civil rights.

Mr. Collins became president of NAB on Jan. 4, 1961, at expiration of his term as Florida governor.

Starting Gate • Almost from start, Mr. Collins's tenure as NAB president has been marked by controversy. Appearing at his first NAB board meeting a few weeks after he took office, he made speech critical of broadcasting and of network domination in industry affairs—and took unprecedented step of releasing speech for publication.

It was in speech at regional NAB meeting in Portland, Ore., in November 1962 that he precipitated perhaps strongest reaction. He advocated code restrictions on cigarette advertising which he labeled menace to youth. Cigarette billing in radio and TV amounts to some $150 million a year.

Mr. Collins was originally hired by NAB under three-year contract. At end of second year, board gave him current

Pay-TV legislation not being sought

Broadcasters are not seeking government control of pay TV, LeRoy Collins, president of National Association of Broadcasters, told Maryland-District of Columbia-Delaware Broadcasters Association at meeting in Rehoboth Beach, Del., Friday (June 26).

"We do not seek government control of pay TV," he said. "We have no plans for advocating any national legislative wired pay-TV prohibition. I seriously doubt that any such effort would be constitutional."

Mr. Collins prepared his speech before eventful meeting with NAB executive committee and President on Friday (see story above).
Mr. Pierce  
Mr. Karp

**WEEK'S HEADLINERS**

Frederick Pierce, VP in charge of research, sales planning and sales development at ABC-TV, New York, named VP and national director of TV sales. Marshall Karp, formerly eastern sales manager, promoted to director of sales for eastern division. Other changes in ABC-TV sales department: Mark Cohen, formerly director of sales planning, named manager; Stocum Chapin, VP and national division sales manager, promoted to VP in charge of client relations; Charles T. Ayres, VP and eastern sales manager, named VP and general sales executive, and William K. Ermeling, central division account executive, becomes sales manager of division.

Ivan Hill has resigned as senior VP in charge of Chicago office of Campbell-Ewald Co., effective July 1. Mr. Hill retires from advertising after more than two decades in which he headed his own agency there as well as Chicago office of Cunningham & Walsh. He is to be succeeded at Campbell-Ewald by Keith Munroe, formerly president of Alexander Film Co., who was brought into agency by Mr. Hill earlier this year. Mr. Hill plans to enter retail farm supply field.

Fred M. Mitchell, for past four years senior VP and management supervisor at Norman, Craig & Kummel, New York, joins Erwin Wasey, Ruthrauff & Ryan as executive VP in charge of western division. Mr. Mitchell, who also was elected member of agency's board of directors and of its executive policy committee, will be based in Los Angeles and be responsible for all Pacific Coast operations, including San Francisco office. He began his agency career in 1946 at Foote, Cone & Belding, New York, and moved to Dancer-Fitzgerald-Sample in 1954 as account supervisor.

Leon R. Brooks, assistant general attorney in charge of San Francisco office for CBS Inc., elected VP and general counsel, with headquarters in New York. He fills position left vacant by death of Thomas K. Fisher (Broadcasting, June 15). Mr. Brooks joined CBS in Washington in 1950 as attorney, was made assistant general attorney in 1961. Previously he had been with Department of Justice in alien property office.

Worth Kramer, president of The Goodwill Stations Inc., Detroit, will join Capital Cities Broadcasting Corp., New York, in event FCC approves purchase by Capital Cities of operating properties of Goodwill Stations (Broadcasting, March 2). According to Frank M. Smith, Capital Cities president, Mr. Kramer will assume newly created post of senior VP-corporate affairs, and will operate with corporate staff in both New York and Detroit, while continuing to reside in Detroit. Goodwill stations are WJR Detroit; WJRT TV Flint, Mich., and WSAW AM-TV Huntington-Charleston, W. Va.

George Polk, VP in charge of TV programing and planning at BBDO, New York, named director of advertising at Alberto-Culver Co., Melrose Park, Ill., effective July 6. He replaces Charles A. Pratt, who resigned fortnight ago (Broadcasting, June 22).

For other personnel changes of the week see FATES & FORTUNES

**Time-Life sells WTCN for $500,000**

Buckley-Jaeger Broadcasting Corp. has purchased WTCN Minneapolis-St. Paul for $500,000 from Time-Life Broadcast Inc., subject to FCC approval, according to contract signed Friday (June 26) in New York by Weston C. Pullen Jr., president of Time-Life Broadcast, and Richard D. Buckley, president of Buckley-Jaeger.

Sale of AM followed by several weeks Time-Life Broadcast's agreement to sell WTCN-TV to Chris-Craft Industries Inc. for $4 million. Howard Stark was broker on both sales. WTCN operates on 1280 kc with 5 kw fulltime. Buckley-Jaeger owns WDRC AM-FM Hartford Conn.; KKHI AM-FM San Francisco, and KQIL San Fernando-Los Angeles. Last month it sold WHIM AM-FM Providence, R. I. (Broadcasting, June 1).

Time-Life has KERO-TV Bakersfield, Calif., KOGo AM-FM-TV San Diego; KZTV AM-FM-TV Denver; WOOD AM-FM-TV Grand Rapids, Mich., and WFBM AM-FM-TV Indianapolis.

**Aid for daytimers**

Ability of daytime stations to stay on — and get back on—air before sunrise would be strengthened under rule recommended by FCC staff last week.

Proposed rule, based on proceeding begun in November 1962, sets up procedures for resolving disputes between daytimers and fulltimers, recommendations provide for allowing presunrise operation even by daytimers that interfere with fulltimers.

Commission is scheduled to discuss proposal in special meeting today (Monday). However, no action is expected. Staff was putting finishing touches on recommendation late last week. Under existing rule, daytimers may go on presunrise until fulltimer complains of interference.
The Radio audience pattern in Indianapolis has changed

... Have You Reviewed Your Indianapolis Radio Buy?

PULSE* verifies total dominance for

WIFE

A.M. 46%
P.M. 45%

* PULSE Feb.-Mar. 1964
6 a.m. to 6 p.m. 7 County Metro Area

THE STAR STATIONS

THE STAR STATIONS

SOLD NATIONALLY
By H-R Radio
WIFE AM-FM, INDIANAPOLIS
KOIL AM-FM, OMAHA
KISN, PORTLAND
Comments and compliments

EDITOR: I received a number of very nice comments on my Week's Profile (Broadcasting, May 25), and want to express my appreciation . . . for a fair and thorough job.

. . . On your presentation of news in TV and radio, I can only say that Broadcasting is by all odds the best and most reliable, as it is. Keep it that way.—Everett H. Erlick, vice president and general counsel, American Broadcasting-Paramount Theatres Inc., New York.

Accolades to be had

EDITOR: It is true that people were never as impressed by television as they were during the four days surrounding the Kennedy tragedy. All of the superlatives heaped on the industry were justly deserved. . . .

What perhaps few people have realized, however, is this. All of the ingredients that constitute great television were there but, and this is a big but, without commercials. Had there not been the complete absence of commercials most of the accolades attributed to the industry would have been a severe judgment in reverse.

Great fictional drama and entertainment and sports would impact the American public in the same way were there a tighter control by the industry itself on its abundance of commercials.

Pay television will eventually replace what we have now if this preponderance of commercials continues. It is a slow, creeping disease that is sinking into our present TV circumstances. The only thing that is destroying commercial television is commercial television itself. By the time the industry becomes aware enough to do something about it, it will be too late.—Josh Barry, commercial manager, WNOR Norfolk, Va.

Interesting but

EDITOR: Contrary to what you have reported in Broadcasting, May 25, Wbyn and WFMQ (FM) San Juan, as well as WORA-FM Mayaguez broadcast 100% of their station in the English language. These three stations which comprise the QBS radio network are devoted exclusively to the service of the English-speaking peoples of Puerto Rico. The QBS radio network has sister stations, WORA-AM-TV Mayaguez and WRIK-TV and WPRP Ponce, which are devoted exclusively to the Spanish-speaking population.

I feel your report on the Spanish-language advertising was interesting but a great deal more could have been said about the striving Commonwealth of Puerto Rico.—Bob Bennett, station manager, Quality Broadcasting Corp., Sanuace, P.R.

Slow progress

EDITOR: While it is true, relatively speaking, that Procter & Gamble has not been in radio to any extent during recent years, the $3,500 figure you mention in Broadcasting, June 15, is far too conservative. We have had Procter & Gamble, for several products, using a number of our stations and I can assure you that they have been spending quite a bit more than the figure you indicate.

We have been persistent in our efforts to have Procter & Gamble brands utilize radio effectively and while their investment is much too modest, we do feel we are making progress.—Arthur Gordon, vice president & general manager, National Time Sales, New York.

Comments on TV

EDITOR: Since retiring after 20 years in radio (eight with WMJ Detroit, then 12 with KNMP Los Angeles) I have had the time—and conscience—to watch television. In fact, television has become such an integral part of my retirement that I can't resist speaking out loud whenever it is abused or misused in the hope that its shortcomings may be corrected.

For weeks now I have watched a suffering woman burst into her neighbor's kitchen moaning: "It will take more than coffee. Marge, to stop my headache." Marge suggests that she try a certain pill or powder which the suffering one does.

Now, I ask, if said pill is as effective as the advertiser, through the neighbor, claims, why does the woman continue to get no relief?

Then there is the number one bowler who, to my knowledge, has been trying a certain pill for weeks, yet, still threatens not to show up for a critical match if he can't get relief from his headache. Nowadays, when the friend and fellow bowler ask: "But have you tried——?", I want to stand up and yell: "Yes, brother, he's been trying that pill several times a day for weeks. You'd better suggest something else such as watching his own commercial. That will give him such a pain in the neck, he may forget his head."

How can TV advertisers be so shortsighted? They spend many, many thousands of dollars for network time but will not spend a few hundred for fresh
WE'RE NO JUNE BRIDE

BUT HERE'S A

(blush)

LOVE LETTER

BOB POOLE'S GOSPEL FAVORITES

The biggest and most popular show of its type in the nation, on VIDEO TAPE for TV and AUDIO TAPE for RADIO, with more than 100 hours now available.

Here's a 1 HOUR program of real family ENTERTAINMENT for Sunday morning, usually scheduled 8-9. (We don't say "Sunday Morning" on the show because some folks run it in Class "A" time or even in segments five times a week.)

There are no sermons (we're not qualified), but there is plenty of good clean fun and fine singing by the Nation's top Professional Quartets and your host, Bob Poole. (Please, no singing by Bob.) Here are some of our Happy TV Stations:

\[
\begin{align*}
\text{KPAR} & \quad \text{KOLO} & \quad \text{WIS} & \quad \text{WFBC} & \quad \text{KTVF} & \quad \text{WSVA} & \quad \text{KARK} & \quad \text{WKRG} \\
\text{KTYA} & \quad \text{WXEX} & \quad \text{KYOA} & \quad \text{KAUZ} & \quad \text{KPLR} & \quad \text{KPRC} & \quad \text{XXLY} & \quad \text{WCTY} \\
\text{WAII} & \quad \text{KOTY} & \quad \text{WCBI} & \quad \text{KCEN} & \quad \text{WEFC} & \quad \text{KTAI} & \quad \text{WCIJ} & \quad \text{WKB} \\
\text{WJBF} & \quad \text{WBRC} & \quad \text{WLS} & \quad \text{WTV} & \quad \text{WWOL} & \quad \text{WSJS} & \quad \text{KCP} & \quad \text{KOSA} \\
\text{WBRC} & \quad \text{KTVB} & \quad \text{WTV} & \quad \text{KWSB} & \quad \text{KJE} & \quad \text{WLL} & \quad \text{KBL} & \quad \text{KAR} \\
\text{KBMT} & \quad \text{WCS} & \quad \text{WM} & \quad \text{KVAL} & \quad \text{WWZM} & \quad \text{WFVA} & \quad \text{WTO} & \quad \text{KOA} \\
\text{KWAB} & \quad \text{WSC} & \quad \text{WTTY} & \quad \text{KV} & \quad \text{WN} & \quad \text{WNCT} & \quad \text{KMB} & \quad \text{WT} \\
\end{align*}
\]

Call COLLECT or TWX:

POOLE PRODUCTIONS OF THE S.E., INC.

510 Rutherford St. Greenville, S. C.

PHONE: 803 239-7821 TWX: 803 282-1098

P.S. to Sponsors: Your cost per thousand is less with "BOB POOLE'S GOSPEL FAVORITES" because you get a large audience for Class "D" prices.
A guide to
WAVE WATCHERS
(native "birds" of the Louisville area)

Eagle-eyed Stampsaver

This female really rules the roost in the Louisville sanctuary. She controls average household expenditures of $4,158.00 annually. Last year eagle-eyed stampsavers put the Louisville area into 41st place in U.S. metro area food store sales. (Figures from SRDS.)

You can reach more Eagle-Eyed Stampsavers on WAVE-TV because:

- WAVE leads in total market coverage—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!*)
- WAVE leads in audience appeal—with six out of the area's ten favorite nighttime network TV shows (according to a recent reader-poll by the Louisville Courier-Journal, December 22-31, 1963 viewing period).

*Source: ARB Market Coverage Information.

WAVE-TV
Channel 3 • NBC • Louisville
Represented by The Katz Agency

14 (OPEN MIKE)

commercialsto make that time effective?

It is understandable, Mr. TV Advertiser, that you brag, even extravagantly, about your product but why stoop like an unscrupulous politician, as many TV commercials do, to discredit your competition. TV commercials nowadays sound like a couple of kids arguing over who broke a window. One kid claims: "Joe did it," and Joe's only response is: "I didn't either."

Have advertising agencies become so lazy, so unimaginative, so uncreative that they can't conceive unique and constructive copy that sells without belittling competition? Many TV spots, especially those dealing in pain relief, are strictly on the defensive devoting most of their 60 seconds to rebutting snide remarks by their competition.

Years ago, radio adopted an advertising code prohibiting comparative advertising. Television should do the same.

Despite my affection and loyalty for radio, I must confess to the belief that television is the greatest means of communication ever conceived, and used properly the most effective advertising medium extant. It has come to mean so much to me that I can't remain silent when I feel it is being unjustly abused, abused or misused. However, I do feel that certain practices inevitably will lead to its downfall or at least to strict governmental control. I refer, primarily, to overcommercialization.

On all sides one hears sharp criticism of programing, but I speak in defense of programing. To most viewers what they see and hear is programing though what actually irritates them may be a commercial over which programing has no control. Whatever the cause, they are disgruntled and start shooting at the only phase of telecasting they recognize. Thus programing becomes the scapegoat for abuses that should be charged against network management.

I realize TV is still on its shakedown cruise but it better make port pretty soon else the government will turn it upside down and shake all the loose change out of its cavernous pockets.

Because it is comparatively young and does perform a very worthwhile public service, television seems to expect preferential treatment in the matter of finances. What is needed is a change of thinking on the part of management, the realization that despite its quality and glamour it is just another industry.

Though I have no figures at hand, I doubt that it is necessary for television to crowd every station break with multiple commercials in order to enjoy a satisfactory return on its investment. By limiting and screening commercials television would get the public—and the government—off its neck.—Mark L. Haas, Palm Desert, Calif.
Five years and eight stations ago...
We started the whole idea of a limited-list station rep. We're TvAR. Television Advertising Representatives. Today, we represent eight great television stations. And we're celebrating our Fifth Anniversary. Why did we choose to represent a limited list of major-market stations? Because to us, a limited list means unlimited service.

SERVICE TO STATIONS
A limited-list rep knows its stations more intimately—by their markets, by their programs, by their audiences...works with them hand in glove. It means spending all our time selling a few stations.

SERVICE TO AGENCIES
A limited-list rep saves agencies work and money with a big staff that can spend more time serving them, with modern research facilities to dig out new marketing and audience trends.

WHY TvAR?
Spot TV is the concentrated advertising medium—a way of selling on television by individual markets. There was a need for a concentrated spot rep. That's where TvAR came in. We were the first—since then, others have followed our lead—and being the first has really paid off in success founded on service.
HERE’S WHAT IT MEANS TO STATIONS
More time getting to know them.
More time to sell each individual station.
More time on rate-card analysis.
More time to handle availabilities efficiently.
More time for direct communication and station visits.
More time for their problems.

HERE’S WHAT IT MEANS TO AGENCIES

SPEED OF SERVICE
TvAR gives you finger-tip contact with all stations. Within minutes, your requests can be transmitted to our stations. Information on availabilities, clearances and schedules is yours when you need it—and even before.

QUALITY OF SERVICE
Advertiser schedules on TvAR stations are continually evaluated to strengthen the advertiser’s position in our markets. Another TvAR plus: Our account executives have major-station experience; all know the whys and wherefores of Spot TV.

DEPTH OF SERVICE
TvAR’s Market Information is tops in its field. The “Television Spot Test” lets you measure the effectiveness of Spot in any of our markets. Our “Brand Comparisons” report tells how your products stack up in our eight markets. Plus: A Videotape Room that lets you see what you’re getting on our stations—local programs and personalities and how they handle commercials.
This is our Happy Fifth.

Spot TV is the growing medium.

TvAR is the growing rep.

We’ll continue to be big by deliberately staying small.
To introduce you to AIRWAYS Rent-A-Car — “The Better Service At Lower Rates,” your first day rental is ABSOLUTELY FREE. All you pay is mileage. OFFER GOOD FIRST TIME ONLY. For any additional days you enjoy AIRWAYS low commercial rates — lower than any major car rental system. For a 1964 Impala you pay only $7 a day, or $35 a week, plus 8¢ a mile. Only 8¢ a day plus 7¢ a mile for the popular Chevy II. Even greater savings on leading compacts ... prices as low as $4.50 a day plus mileage. AIRWAYS price is always based on a full 24 hour day with no hidden charges. AIRWAYS price includes GAS, OIL and INSURANCE-AIRWAYS offices are conveniently located adjacent to the airport. Remember, a one day free rental for a first time AIRWAYS user, even if you rent for only one day. We know once you try AIRWAYS you will never rent a car any other way.

All major credit cards accepted. Write for free International Directory.

You Must Present This Coupon For Free Day

Rental. (Pay mileage only).


Name ____________________________

Address __________________________

City __________________ State ______

ATT: AIRWAYS Counterperson

Bauer is entitled to national account rate for any additional days.

AIRWAYS Franchises still available for 4 major cities. Write: D. M. Caplan, President, AIRWAYS RENT-A-CAR SYSTEM. 5410 West Imperial Highway, Los Angeles, California 90045.
Some Negroes have money-
Others don't.
Some are well educated-
Others are not.
Some like sports-
Others can live
Without it.

Simply put:
People are people.
And most people
Buy from people
Who understand them
Best.

That's the real reason
To buy Negro radio.

Negroes are closer
To Negroes.
So - they communicate
Better with Negroes.
They trust them more.
It's as elementary
As that.

One station in the
Greater New York
Negro Community
That everybody trusts
is
WLID.

This symbol of faith
Is its measure
Of strength.
It's the true power
Of any station:
Better than wattage-
Better than numbers-
Better than anything.

Think about it.
One doesn't buy time
Just to reach
An audience, but
To persuade them too.
And for that -
You need people
Who speak best
To the people
You hope to sell.

DATEBOOK

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

JUNE
June 28-July 10-Sixth annual seminar in
marketing management and advertising of
the Advertising Federation of America.
For additional information write: Professor
George T. Clarke, Education Director, Ad-
vertising Federation of America, 655 Mad-
sion Avenue, New York 21, Harvard
June 29-30—California Broadcasters Asso-
ciation annual meeting. Panel sessions on
politics, news, sales and engineering for
both radio and television. LeRoy Collins,
president of the National Association of
Broadcasters, will speak Monday (June 28)
morning. WTVJ, Washington, attorney,
will address Tuesday luncheon. Meeting
will conclude at Cow Palace with preview
of facilities for broadcast television.
All California broadcasters are invited to attend the
two-day CBA meeting. Mark Hopkins hotel, San
Francisco.
June 30—Oral proceeding at FCC on re-
vised proposed AM-FM program reporting
forms. Formats scheduled for June 8.
June 30-July 2—Second annual Broadcast-
ing Institute designed to show high school
students opportunities in broadcasting and
allied fields. Participating include Charles
Underhill, U. S. Steel; Jack Cantwell, BBDO;
Harold Neal Jr., ABC-owned radio stations;
John Rakocy, Park Broadcasting; Richard
Landman, WOKR(TV) Rochester; Bernard
Rutheberg, WNEW New York; Dr.
Bernard Cooper, NYS Education Depart-
ment; Robert Earle, College Bowl; Arthur
Peeck, CBS Radio; Robert Bendict, Rochester
Bendict Productions; Gerard Stryker, USIA,
speaker, WHEN-TV Syracuse. Ithaca Col-
lege, Ithaca, N. Y.
June 30—Rescheduled date for Senate Spe-
tial Subcommittee on Juvenile Delinquency
review of alleged violence and sex on tele-
vision, postponed from June 18 and late
June 25, 10 a.m., Senate Caucus Room. Wit-
tnesses include Thomas W. Moore, ABC-TV
president, and Henry G. Pitt, president of
ABC Films Inc. Other networks to follow.

JULY
July 5-6—Meeting of Advertising Associa-
tion of the West, Sun Valley, Idaho.
July 6—Deadline for reply comments on
FCC rulemaking to govern grants in mic-
rowave services to systems supplying com-
munity antenna operators with facilities.
Former deadline was June 18.
July 6-8—Second annual National Broad-
cast Editorial Conference, to be held in as-
soociation with National Association of
Broadcasters, and Broadcast Television News
Directors Association, under the auspices
of Columbia University Graduate School of
Journalism. Speakers include FCC Chairman
E. William Henry; Dr. Frank Stanton, presi-
dent of CBS Inc., and Jacques Barrun, dean
of faculties and provost of Columbia Uni-
versity. Conference chairman is Ralph
Rendick of WTVJ(TV) Miami; program
chairman is Roger Turner of WMCA-New
York. Arden House, Harriman, N. Y.
July 6-10—International Conference on
Magnetic Recording, sponsored by British
Institute of Radio Engineers, and Insti-
tute of Electrical and Electronic Engineers.
Scope of the conference will cover all mag-
netic recording on moving media and will
include sessions on audio, video, computer
and data recording. Headquarters of Insti-
tution of Electrical Engineers: Savoy Place,
July 12-18—Fourth annual Texas Associa-
tion of Broadcasters college career guid-
ance program in cooperation with Uni-
versity of Texas, Austin.

RAB CONFERENCE SCHEDULE

Dates and places for the Radio Ad-
vertising Bureau's fall management
conferences, as set by the RAB board
at its midyear meeting, are:

- Sept. 17-18 — Tarrytown House,
Tarrytown, N. Y.
- Sept. 21-22 — Homestead, Springs,
Va.
- Sept. 28-29 — Fort Horizon, Saras-
sota, Fla.
- Oct. 1-2 — Hyatt House, San Fran-
cisco.
- Oct. 5-8 — Western Hills Lodge,
Wagoner, Okla. (near Tulsa).
- Oct. 12-13 — Hotel Moraine, Chi-
cago.
- Oct. 15-16 — Northland Inn, De-
troit.
How to get more
   — interest
   — effort
   — attention
   — concentration

from your TV representative

Be *important* on a compact list
   — like ours.
YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV/KGIN-TV!

Lincoln-Land is the nation's 74th TV market!* Nailing down Nebraska's two major TV markets is no problem: you need a station in each. One of the markets is Lincoln-Land.

Lincoln-Land is the 74th largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV offers you 206,000 homes — homes you can't afford to miss on any top-market schedule.

Get all the facts from Avery-Knodel on KOLN-TV/KGIN-TV — the Official CBS Outlet for most of Nebraska and Northern Kansas.

SUBSCRIPTION APPLICATION

BROADCASTING The Businessweekly of Television and Radio
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for —
□ 82 weekly issues $8.50  □ 104 weekly issues $14.00  □ Payment attached
□ 82 issues & 1964 Yearbook $13.50  □ Please bill
□ 1964 Yearbook $5.00 (so long as supply lasts)

name__________________________title/position__________________________
address__________________________Business__________________________
________Home__________________________

___city__________________________state__________________________zip code__________________________

company name__________________________

*March, 1965 ARB Rankings. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.
A logical extension of today’s telephone service...

Bell System introduces PICTUREPHONE service

Both ends of telephone conversations are pictured; people phone by appointment from family-type booths in attended centers.

New York (Grand Central Station), Chicago (Prudential Building), Washington (National Geocraphic Society Building) have service.

Bell System PICTUREPHONE service now lets callers see as well as talk on the telephone. And “hands-free” if they wish.

For the first time, people can make a visual telephone call to another city—the latest example of the research, invention and development that are constantly improving the communications we provide.

The new service is being offered in the cities listed at the left. Bell System attendants at each local center help callers enjoy prearranged face-to-face visits with friends or relatives in either of the other cities.

Further development of PICTUREPHONE service is still in the future. But the service is another step toward our goal of providing you with better, warmer, more nearly complete communication by telephone.
WINNERS IN A WALK. As far as we know, neither Chet Huntley nor David Brinkley has ever won a trophy in a walking race. Nor are we suggesting that they'll be walking to San Francisco for the Republican Convention.

We are saying that their coverage of that Convention (coverage supported by an able army of NBC News colleagues) is a very good bet to walk off with most of the reporting honors—again.

Yes, again. For there's little doubt as to who won most of the accolades in television's coverage of the 1956 and 1960 Conventions.
Since the last national get-togethers (in Los Angeles and Chicago) Chet and David have added four years of experience, knowledge and insight to their already powerful arsenal of reporting equipment. Which is why—this year as before—NBC viewers will be getting the best understanding of what is happening on (and behind) their television screens.

Huntley and Brinkley—two of the many reasons for our expecting more people to watch the upcoming Republican National Convention on NBC Television than on any other network.

Look to NBC for the best combination of news, entertainment and sports.
Following are excerpts from an address by Mr. Depew at the second annual meeting of the International Television Exchange Convention in London, June 1969. Highlighted are the major developments in the television industry during the past five years.

Multi-TV-Set Homes • In 1964, the majority of TV stations were VHF; new TV receivers were being made to accommodate all 82 UHF channels; Color and CATV were starting to become important.

In the intervening five years, we have seen a vast growth of multi-TV-set homes particularly of satellite TV and educational TV. Market TV is growing by leaps and bounds and who's-viewing-what research is now fool and critic-proof.

The three motivating/control factors on the growth of television can still be broadly classified as programing, engineering and cost. Technicians continue to out-distance programers and increase the program availability lag factor which has kept pay television to a minimum and given impetus to market television.

Today, in 1969, nine out of ten homes have two or more TV sets, at least one of which is a color receiver. One-third of all families have portables, usually owned by teen-agers. Now the advertiser knows he can reach teen-agers with television at a reasonable cost efficiency.

TV Networks • The three networks continue to provide the bulk of entertainment television. Two department stores, one discount, one drug, one food and one classified business have their own networks of UHF stations. The use of split-screen telephone buying has reduced by a third newspaper advertising revenue from what it was in 1964; it has so changed our buying habits that total marketing is more the norm than the exception.

Color • Color is great. Combining it with international, satellite TV is nothing short of magnificent. Seeing the people and streets of Paris, Hong Kong, Cairo or Geneva in living color is so vivid one can almost smell the aromas.

VHF-UHF • Due to the farsightedness shown by the TV industry back in '65, the development of performers and particularly production talent has made network programing so strong and effective that it minimized pay TV and kept the government from attempting to convert all TV to UHF in 1966 although it's now fairly certain that within three years VHF will be a thing of the past. Making this move in 1972 instead of 1966 makes sense the way our industry has developed. By '72, there will be enough stations to provide each of the networks with the greatly increased number of stations they need to cover what the VHF's reach today.

Educational TV • The four-day work week has become so prevalent among blue-collar workers and with it a desire for greater purchasing power, that adult education programs are doing well in the major industrial markets. Employer-supported programs for employees offer entire communities benefits.

The cost of TV receivers has been greatly reduced. A 16-inch color set can be bought for $160; the same size in black and white, $50. Portables sell as low as $40.

Pay TV • Pay TV has had numerous—and in some cases violent—upheavals before settling down to its present and basic feature-film status. It's all wire, a refinement of CATV systems of the mid-60's. The public rebellion to paying for sports, particularly baseball, was the clincher for some early attempts at pay TV. The grandiose ideas of opera and ballet just couldn't and didn't work. Broad comedy and Ian Fleming-type adventure were what the majority wanted, and what they got on free television.

Free TV programing has been greatly augmented by international TV exchange and the perfection of dubbing techniques. If nothing else, TV viewers have become geography experts through watching programs produced in Egypt, New Zealand, Scotland and now even Red China.

Advertising and Market TV • Advertising has expanded almost as rapidly as TV. On one hand, you have market TV where the buyer literally asks for a commercial when she calls the local outlet for a TV demonstration of a cooking range or lawn mower. On the other hand, there are only two minutes of commercial time per prime hour with the billboards commercials all appearing together at three set times of the day. All this would have startled the advertising fraternity five years ago. It worked so successfully because people do want to see a greater percentage of quality advertising.

Commercial closed-circuit television has become almost as important as the telephone. Time is saved by providing instant here's-what's-happening or here's-what-it-looks-like. The resultant saving of time and money is just one more contributing factor that is about to make the four-day work week applicable to virtually the entire working force.

Home Tape Recorders • Home video tape recorders and personal TV cameras have turned many people into amateur producers. Comedies and classics are available on tape, and cans of tape are fast replacing books in home libraries.

If we stop to think not only of these developments which have occurred in the past five years, but also of their impact on politics, education, world understanding, entertainment, we can realize and appreciate how vitally important a role television plays in our lives and how much further it can still develop.

Following Mr. Depew's address, there was an informal discussion on what will happen in the next five years. It was agreed that 3-D TV would arrive and that television still has many new frontiers to conquer.
In December, 1960, Metromedia presented Mohini, the rare white tigress of Rewa, India, to the National Zoological Park as a gift to the children of America. Today, there are two white tigers in Washington.
"Seasoned to Please!"

TOTAL NEWS
ED SULLIVAN
THE LUCY SHOW
RED SKELTON
GALE STORM SHOW
Beverly Hillbillies
RAWHIDE
MOVIE SPECTACULAR
The Defenders
THE SAINT

WKRG-TV
Mobile–Pensacola
Channel 5

Represented by H-R Television, Inc.
or
Call C. P. Persons Jr., General Manager
Big TV advertisers getting bigger

First quarter figures show big buyers continuing to increase spot and network TV budgets; 8 of 9 in top 100 bought more television in 1963 than in 1962

A progressive increase in television budgets by a large majority of the biggest national advertisers is indicated this year in an analysis of current plans and past buying patterns of the top 100 TV users.

This view is buttressed by a sampling of network, advertiser, agency and advertiser opinion, and, where formed, an examination of plans now underway for the year.

Authorities predict TV gross billing in 1964 should climb to approximately $1.84 billion, a record total that represents a $140 million gain in network and spot spending.

And this total may be conservative as it is equivalent to an 8% increase over last year's gross billing estimates of $1.7 billion compared to a 12.1% rise in 1963 over 1962.

Constant Pattern - The pattern in TV advertising on the national level has been one of continually expanding TV budgets by companies, large and small. An analysis of past spending, as well as of current plans of leading national TV advertisers, indicates a similar flow this year.

Though network and especially spot TV investments for next fall are incomplete, indications are strong that advertisers by a majority of at least 8 to 1, will be enlarging their expenditures in the medium this year. Significant cutbacks will be relatively few, and other reductions generally will be of a minimal nature.

An examination by Broadcasting of both the top 100 television advertisers in 1963 and for the first quarter of 1964 points up the conclusion that 8 out of 9 advertisers bolstered their 1963 spending over 1962 and that this ratio will be sustained in 1964. Some advertisers registered spectacular gains and others more modest increases (see tables below).

A sampling of advertisers and media authorities indicated that substantial increases for 1964 are expected from such advertisers as Procter & Gamble, General Foods, Chrysler, Gulf Oil, Liggett & Myers, Xerox, Consolidated Cigar, Beech-Nut, Royal Crown Cola, Quaker Oats, Nestle, Miles Laboratories, Coca Cola/bottlers, Shell Oil, Revlon, General Mills and Brown and Williamson. This list by no means includes all such advertisers.

Few Cut-Backs - Observers stressed that at this juncture, it is risky to pinpoint the television "reducers." But based on activity in the past two quarters and a knowledge of marketing and competitive factors, advertisers which appear likely on the cut-back list are duPont and U. S. Steel (both big spenders at the New York World's Fair), Studebaker, P. Lorillard, International Latex, Mennen, A. G. Folger, Campbell Soup, General Electric and

<table>
<thead>
<tr>
<th>Trend continues upward among top users of TV advertising</th>
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<tbody>
<tr>
<td>These are the most active advertisers on the basis of increased national television spending (network and spot) during the first quarter of 1964 as compared with the first quarter of 1963. All but three of the 16 (indicated by *) also showed increases in their television advertising in 1963 over the total amount used in 1962 (see second table). Figures were compiled from Television Bureau of Advertising records and show gross time investments in millions of dollars.</td>
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<tr>
<td><strong>1963</strong></td>
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<td>Shell Oil*</td>
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<td>Gillette*</td>
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<td>Philip Morris</td>
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<td>Beech-Nut</td>
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<td>American Home Prods.*</td>
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<td>General Mills*</td>
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<td>Sterling Drug*</td>
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<td>R. J. Reynolds*</td>
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Following are the advertisers showing the most substantial gains in total TV advertising in 1963 over 1962.

<table>
<thead>
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<th>1963</th>
<th>1964</th>
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<tr>
<td>Shell Oil</td>
<td>8.4</td>
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<tr>
<td>Brown &amp; Williamson</td>
<td>16.9</td>
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<tr>
<td>William Wrigley</td>
<td>18.0</td>
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<tr>
<td>Coca-Cola/bottlers</td>
<td>21.0</td>
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<tr>
<td>Pepsi-Cola/bottlers</td>
<td>10.3</td>
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<tr>
<td>Miles Labs</td>
<td>19.7</td>
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<tr>
<td>Ford Motor/dealers</td>
<td>7.3</td>
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<tr>
<td>National Biscuit</td>
<td>14.0</td>
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</tbody>
</table>

BROADCASTING, June 29, 1964
Spot TV billings up 16.5% in 1st quarter

P&G INCREASES EXPENDITURES BY $700,000 OVER 1963 PERIOD

Spot television gross time billings for the first quarter this year totaled $255,943,000, the Television Bureau of Advertising is reporting today (June 29).

The spot TV volume for the quarter represents an increase of 16.5% over 1963, and reflects the reporting from 391 TV stations, according to N. C. Rorabaugh data which TVB releases. On the basis, however, of 330 stations reporting in the same quarter this year and 1963, the increase comes to 16.3%.

TVB noted that Procter & Gamble, which leads the list of the top 100 spot TV advertisers at nearly $17.7 million, was some $700,000 above the same period in 1963.

Network TV's gross time billings for the quarter was $224,110,300, which represented an increase in gross billing (the total for time and talent for the quarter came to $307.5 million). TVB said the increased spot was brightest for the product categories of automotive (up 31% to $9.7 million), confections and soft drinks (up 42% to $23.2 million), gasoline and lubricants (increased 46% to $8.2 million), household paper products (49% rise to $7.4 million) and transportation and travel (up 32% to $4.6 million).

First-time appearances in the listing were: American Can Co., $741,900; Beatrice Foods Co., $686,800; Clark Oil & Refining Corp., $538,500; E. J. McAler & Co., $619,500, and National Airlines Inc., $613,800. Also noted by TVB: Of the first quarter spot total, $80.4 million was placed in prime night hours, another $65.3 million in day periods, $60.6 million in early evening and $51.49 million in late night periods. One minute spots in length forms took the greatest proportion of the total ($167.6 million), 20-seconds (includes 30's) was next at $49.9 million; 10-second commercials totaled $16.7 million, and programs, $19.6 million.

The list of top 100 spot TV advertisers for the quarter:

TOP 100 SPOT TV ADVERTISERS—FIRST QUARTER 1964
(Source: TVB-Rorabaugh)
1. Procter & Gamble $17,699,200
2. General Foods 8,730,800
3. Colgate-Palmolive 8,428,800

BIG TV ADVERTISERS GETTING BIGGER continued

Aluminum Co. of America.

Two of the more spectacular investors in television in recent years, Bristol-Myers and Alberto-Culver, seem to have reached what some authorities called a "plateau," though each of these advertisers is expected to invest at least several million dollars more in the medium in 1964 than in 1963. Viewed, however, from the perspective of their past TV record, the increases are expected to be modest.

Bristol-Myers, for example, more than doubled its TV spending between 1961 and 1963, going from $24 million to $51 million. Similarly Alberto-Culver climbed from $12.3 million to more than $30 million in 1963. As one network official commented: "there's a limit to how fast you can expand."

P&G Gaining* The king-pin television advertiser, Procter & Gamble, on the other hand, is expected to score an impressive gain in 1964. P&G's gross spending rose from approximately $106 million in 1961 to $130.4 million in 1963 and, judged on its present rate of expenditure, conceivably could add $12-14 million to last year's total.

Despite the FTC action last week on cigarette labeling and advertising (see page 32), agency and media officials felt there would be no depressing effect on cigarette advertising, at least for this year. In fact, the present trend points to an upward climb in TV spending. In the first quarter of 1964, according to figures compiled by the Television Bureau of Advertising, gross time spending by major cigarette companies jumped by almost $6 million and this pattern is expected to be continued throughout the year. Lorillard is the only cigarette maker that probably will cut back its budget for the year, while American Tobacco, Philip Morris, Liggett & Myers and R. J. Reynolds appear headed for modest or substantial boosts in TV spending.

In a related development, major cigar manufacturers are expected to make their biggest splurge in TV this year. Consolidated Cigar is expanding its overall budget to approximately $10 million, of which an estimated $9 million will be in TV (as compared with $6 million in TV in 1963). General Cigar, which spent almost $4 million last year, is expected to move into the $6 million TV class in 1964. Bayuk Cigars spent an estimated $650,000 in spot TV last year and this total probably will be expanded slightly in 1964.

Chrysler Up* Chrysler Corp., a prime example of an advertiser on the ascendency, gradually dropped its gross TV spending from $14.7 million in 1958 to $5.8 million in 1962 and moved up again to almost $10 million in 1963. This upward trend will continue this year and Chrysler should move into the $14-15 million class, paced by its sponsorship of the Bob Hope Show on NBC-TV.

Other auto manufacturers' investments in television on a corporate basis should remain about the same as last year, experts forecast, and there may even be a slight reduction from Ford. They were quick to point out that total revenue from the auto classification should rise because of hefty boosts in spending from Ford, General Motors and Chrysler dealer groups, plus a modest increase in TV activity by American Motors.

Advertisers in the gasoline and lubricant classification seem to be moving in the direction of healthy spending in the medium. Gulf Oil is a striking example of an advertiser making a "comeback." In 1963 it was dropped from TVB's listing of the top 100 advertisers when its gross billing dipped to an estimated $3 million from a high of $4.2 million in 1962. This year its investment should rise to $8 million or more with its sponsorship of news specials on NBC-TV and of convention and elec-

TV viewing up

Hours spent watching television were on the rise during the first quarter of 1964 according to A. C. Nielsen information. For that period, television per TV household averaged six hours per day, comparing to five hours and 58 minutes per day in the first quarter of 1963.

TV viewing in April this year reached a record for the month—five hours and 50 minutes per day—according to Nielsen. The former high for April had been five hours and 36 minutes in 1958.
tion coverage on that same network this summer and fall.

Shell Oil seems primed for a climb to $11-$12 million from its $8.3 million investment last year. Oil companies that seem certain to expand their use of television this year are American Oil, Clark Oil and Refining Corp., while other companies are expected to continue at 1963 levels or increase slightly.

**Diet Beverage Campaigns** Soft-drink companies are headed for bullish spending, spurred, in part, by the introduction of numerous diet beverages. Coca-Cola and its bottler and Royal Crown and its bottlers particularly intend to step up their television purchases substantially this year, while Pepsi-Cola and Seven Up are expected to implement increases on a more modest basis.

The listings do not cover many companies which spot and network TV specialists feel reasonably certain are preparing to place more money into the medium in 1964.

The consensus was that some airlines, including National Airlines and Eastern, will beef up their spot TV spending. Other classifications primed for expansion are cosmetics and toiletries and food companies.

**A BROADCASTING analysis of the top 100 television advertisers in both 1963 and 1962, based on TVB gross time billing figures, shows that 89 companies expanded their spending in 1963 over 1962 while 11 cut back on their expenditures. This ratio of approximately 8 to 1 continued through the first quarter of 1964 as compared with the first quarter of 1963.**

**P&G the Leader** In terms of added dollars invested, Procter & Gamble led both the annual and quarterly lists. Its gross billing of $130.4 million in 1963 was $18.5 million more than P & G spent in TV in 1962. In the first quarter of 1964, P & G allocated $33.7 million, a gain of $4 million over the comparable quarter last year.

Among the top gainers, 1963 versus 1962, were Bristol-Myers, General Foods, General Mills, American Home Products, Alberto-Culver, American Tobacco, Colgate-Palmolive, Chrysler, Kellogg and Ralston Purina.


Of the 16 advertisers with an increase in television advertising of more than $1 million during the first quarter this year all but three had shown substantial increases in 1963 over 1962.

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**Quick estimator for spot TV buyers**

A booklet that is designed to assist advertisers in planning individual market, regional and national spot TV campaigns by providing coverage levels and quick estimation of costs was distributed last week by CBS Television National Sales to approximately 1,000 advertisers and to agencies throughout the country.

The first section of the booklet, titled "Spot Television Planning Guide," supplies cost and coverage data for individual markets arranged so that totals for the top 10, top 20, top 30 and through the top 216 markets are available.

The second section of the guide gives information on cost and coverage levels for a TV campaign in an entire Nielsen test area, or in an individual market or groups of markets. It develops data for 27 Nielsen test areas throughout the country.

The guide devotes a third section to cost and coverage levels for TV campaigns on the basis of Nielsen territory sections. It supplies data on the New England, Metropolitan New York, Middle Atlantic, East Central, Metropolitan Chicago, West Central, Southeast, Southwest and Pacific Nielsen territories.

The guide supplies for each market a number of credited TV shows in the total viewing area and dominant viewing area and costs for typical commercial units, such as daytime minutes, prime time 20-second announcements and minutes in fringe and late evening time.
Ranks form on tobacco rule

FTC 'death' warning on cigarettes will probably face drawn out court battle; tobacco men say Congress is only body that can resolve matter

Advertising by cigarette manufacturers, which brought broadcasting more than $150 million in 1963 and which is continuing its climb in the first quarter of 1964 (see page 29), may well remain unaffected for three or four years, notwithstanding the shock administered last week by the Federal Trade Commission.

The FTC ordered a skull-and-bones label on all cigarette packs and in all cigarette advertising last Wednesday (June 24) by issuing a regulation to require that the public be informed that smoking is a health hazard and may cause death from cancer or other diseases. The labeling section is effective Jan. 1, 1965; the advertising section, July 1, 1965.

The consensus that it may be a number of years before the FTC regulations become effective, if at all, was sounded on all sides. FTC Chairman Paul Rand Dixon agreed that the ruling is going to be challenged in court and that the litigation up to and including the U.S. Supreme Court may well run three or four years. Several bills already have been introduced in Congress to force a delay.

At the same time, Mr. Dixon acknowledged that if the regulation is put into effect, 10-second spots for cigarettes may be dropped by advertisers.

Warning regulations always cause difficulties, he said.

Advertising agency people in New York and Chicago were loathe to make any predictions as to what effect the regulation would have on broadcast advertising.

The issue now, one agency executive said, is "above our level." Another said: "It's now a situation for the government, the tobacco industry and the economy."

Tobacco spokesmen in New York expressed surprise at the timing of the FTC announcement, and at its "severity."

Fight, Fight • The determination of the cigarette manufacturers to challenge the FTC's authority to issue the regulation was publicly made by Bowman Gray, chairman of R. J. Reynolds Tobacco Co., who testified for the cigarette manufacturers before the House Commerce Committee last Thursday (June 25). He stated:

"... our attorneys have advised us that the [Federal Trade] commission does not have the authority to issue this trade regulation rule."

The matter, Mr. Gray said, "should be resolved by Congress and not by a federal agency."

Mr. Gray was the first and only tobacco industry witness at last week's Hill hearings being conducted by Representative Oren Harris (D-Ark.).

Central figure in last week's House hearing on smoking and health was Paul Rand Dixon, chairman of the Federal Trade Commission, whose FTC unanimously endorsed a rule that cigarette advertising contain warnings that smoking may be dangerous to health.

Other witnesses were advocates of controls and labeling (see page 34).

Warning Label • Although few believe it's going to follow this timetable, the FTC ordered cigarette manufacturers to label their cigarette packs, including cartons, and to include in their advertising the warning that "cigarette smoking is dangerous to health and may cause death from cancer and other diseases."

The order goes on to explain that failing to include this warning is an unfair or deceptive act or practice within the meaning of Section 5 of the Federal Trade Commission Act.

At the same time, the FTC implied it might rescind or modify the advertising section of the order if the industry shows that self-regulation is successful along these same lines.

Technically, the FTC's open-ending took this form:

"... the commission will entertain an application filed prior to May 1, 1965, by any interested party to postpone the effective date or otherwise suspend, modify or abrogate the provisions of the rule as to advertising.
INDIANAPOLIS is the 28th U.S. Metro Area
NEW ORLEANS is the 27th
DENVER is the 26th
MIAMI is the 25th
ATLANTA is the 24th

but WHO Radio
gives you America's
23rd RADIO MARKET!

That's right. The cities listed above are 24th through 28th, among all U.S. Metro Areas*—but radio stations in only 22 U.S. markets give you a larger audience than does WHO Radio, Des Moines.

WHO Radio covers a 117-county area in which there are 850,000 housewives... gives you weekly circulation in 42% of all these homes in 117 counties in and adjacent to Iowa. That's 354,050 homes weekly. Our daily circulation gives you 239,000 homes!**

In other words, WHO Radio belongs on every radio list of "the top 25 markets" in America. Ask PGW for ALL the facts!

*SRDS, April 15, 1964  **NCS, '61

WHO Radio
for Iowa PLUS!

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

Peters, Griffin, Woodward, Inc., National Representatives
upon a showing of such change in circumstances as to justify such requested action in the public interest."

The FTC's report was unanimous, except that one of the four sitting commissioners, A. Everett MacIntyre, objected to the trade commission prescribing the wording to be included on labels and in advertising. He would have required cigarette makers to disclose "an appropriate warning to the effect that cigarette smoking is a health hazard of the nature and to the extent found in the Surgeon General's Advisory Committee Report. . . ."

Mr. MacIntyre also would have made the effective date for full compliance July 1, 1965 in all respects.

Chairman Dixon said that cigarette makers did not have to follow the exact wording of the FTC rule. He acknowledged, however, that he knew of no adequate substitute for the words used in the agency order.

Self-Regulation Chance * The FTC also said it had dropped some sections of its proposed regulations to give the tobacco industry time to correct alleged abuses through its own voluntary cigarette advertising code.

The industry has named former New Jersey Governor Robert B. Meyner to administer its code. The code, issued last April, would prohibit appeals to people under 21 years of age and medical claims that cannot be substantiated. It would also ban attempts to "glamorize" smoking—impressions that smoking is essential to "social prominence, distinction, success or sexual attraction" (Broadcasting, May 4).

Last week, the Justice Department told the nine cigarette manufacturers sponsoring the code that it would not prosecute the group for antitrust violation. It warned, however, that it could give no permanent clearance until both the FTC and the Congress had decided what standards are appropriate and whether they should be enforced by public agencies or by private action.

The letter was from William H. Orrick Jr., antitrust chief of the Justice Department, to Paul A. Porter, attorney for the tobacco companies.

Mr. Porter said that he considered this sufficient clearance for the code to be put into effect. When the code was announced, it was said it would go into effect after an administrator was chosen and after clearance was received from the government that the tobacco companies would not be prosecuted for antitrust violation.

At week's end, however, no official word could be secured from Mr. Meyner or any tobacco spokesman on just when the code would begin to operate.

Up to Code * In its original proposal last January, the FTC had also proposed to bar advertising which said or implied that cigarette smoking (1) promotes good health or physical well-being or is not a hazard to health, (2) is less a hazard to health than other brands—unless the advertiser can substantiate this claim. It also proposed to require uniform and reliable testing procedures for verifying claims on the quantity of tars and nicotine in a brand.

These provisions were not incorporated in last week's FTC rules. The trade commission said that it would be held in abeyance until it could see how the cigarette code worked out.

**FTC's rule opens flood of comment**

Tobacco men show much concern over rule's possible effect on state, local governments

The tobacco industry went to Capitol Hill last week to fight threats of a tough government smoking control program and found the threats had become real.

A House Commerce Committee hearing on the smoking and health issue exploded like a trick cigar Wednesday (June 24) when Federal Trade Commission Chairman Paul Rand Dixon announced that the FTC had adopted a ruling requiring cigarette advertising and labels to warn of health hazards (see page 32).

Bowman Gray, R. J. Reynolds Tobacco Co. board chairman and spokesman for domestic cigarette manufacturers, said the FTC action "is wholly inappropriate" and would be fought in the courts if necessary.

The cigarette manufacturers have set up their own advertising tobacco code (Broadcasting, May 4), he said, and the industry should be given an opportunity to demonstrate its effectiveness.

Congressmen representing tobacco producing areas quickly denounced the rule and introduced retaliatory legislation, including a bill that would give congressional committees veto power over actions of federal agencies.

Plans Revised * The hearing, which had been scheduled to run through and end last Friday, was cut short on Thursday, and sessions were set for today (Monday) and Thursday (July 2). Witnesses yet to be heard include George V. Allen, president of the Tobacco Institute, physicians, medical statisticians, representatives of health organizations and the general public.

Last week Dr. Luther L. Terry, U. S. Surgeon General, outlined broad plans for a government role in the smoking controversy, but unlike Chairman Dixon, Dr. Terry indicated he wanted to know the wishes of Congress before acting. He said the Food and Drug Administration, which, like his office is under the secretary of the Department of Health, Education and Welfare, should exercise controls over labeling.

The FTC claimed authority for both advertising and labeling, as its rule asserts.

The committee, showing little en-
Firstest with the mostest

Atlanta's retail sales jumped 23.2 percent for the past two calendar years, by far the highest gain among the top 25 markets. People with something to sell can't overlook booming Atlanta. And they can't overlook the best selling medium in town, WSB Radio. It's the firstest medium to reach the nation's mostest market. Run there for results now. It's like stealing home.

*SM Survey of Buying Power 1/1/63-1/1/64.
thrusting for any of the dozen or so bills it has under consideration, could be forced into action by the FTC rule — and soon. Many members asserted that federal activity in the smoking and health field requires congressional guidance first, but failure of the committee to devise some immediate policy could have the effect of endorsing the FTC rule.

Chairman Dixon indicated this when he commented that inasmuch as the FTC is "a creature of Congress," it was merely enforcing the law as Congress had written it, and the FTC could not change course without passage — by both the House and Senate — of a policy-setting resolution or bill.

What disturbed tobacco spokesman, aside from their claims that the requirement for advertising warnings might force the end of their advertising programs, was that the FTC rule would not prevent state and local governments from setting up their own regulations. Representative Oren Harris (D-Ark.), committee chairman, said in announcing the hearing that one of the major questions to be explored was whether Congress should pre-empt action by other jurisdictions (Broadcasting, June 8). The tobacco industry wants pre-emption, and as Mr. Gray said, conflicting laws and regulations "would be intolerable."

Omission. Chairman Dixon explained that while the FTC took no official notice of the tobacco code, the cigarette manufacturers' effort at self-regulation (see page 32), the trade commission's rule purposely omitted references to two points covered by the code — deceptive advertising and unfounded health claims.

If the tobacco code authority were willing to incorporate provisions for health warnings, Chairman Dixon said, the FTC could probably be persuaded to alter its rule.

"I'm hopeful rules won't be necessary," he added, and that the tobacco industry "does what it says it's going to do."

Asked to explain what "changes in circumstance" would be necessary for the FTC to postpone its rule further than Jan. 1, 1965, for labeling and July 1, 1965, for advertising, the FTC chairman said that "how much an educational program is mounted to inform the public" on the smoking and health problem, whether by the government or the tobacco industry itself, would bear on this.

Representative Lionel Van Deerlin (D-Calif.) former newscaster in the San Diego area he now represents in the House, asked whether the rule's requirement that advertising include health warnings wouldn't eliminate 10-second spots as vehicles for cigarette ads.
LOOK WHO'S JOINING ANDY WILLIAMS

It's Alfred Hitchcock—returning to NBC for the new haunting season. As usual, his millions of fans won't stand a ghost of a chance guessing the shows' surprise endings—and that's just how they like it. For Hitchcock is the master of the unexpected; indeed, the only predictable things about his full-hour dramas are their high quality—and their strong audience-appeal.

This year Hitchcock follows The Andy Williams Show. So, after Andy's hour of free-and-easy songs, Hitch will be tensioning things up for the people—a chilling climax to NBC-TV's Monday night lineup: Ninety Bristol Court (7:30); The Andy Williams Show (9:00); and The Alfred Hitchcock Hour (10:00).

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

Look to NBC for the best combination of news, entertainment and sports.
Role Call!

The important role that television stations play in community affairs will be documented in the fourth annual, "The Many Worlds of Local TV," to be published in the August TELEVISION.

Personal copies of TELEVISION will be received by every member of the FCC, U.S. Senate, House of Representatives, state governors and communications officials. When the roll is called, make sure you've told your story.

DEADLINE FOR ADVERTISING RESERVATIONS: JULY 17TH

TELEVISION
444 Madison Avenue, New York 10022
something rather than desist from some action.
AFA position - Mark F. Cooper, president and general manager of the Advertising Federation of America, wrote the committee favoring the tobacco code, noting that government regulation should be "a last resort" and saying actions such as the FTC rule would infringe on "the advertiser's right under the First Amendment of the Constitution." Mr. Cooper urged the committee to exclude legislation requiring warnings in advertising and to defer action until the code could demonstrate its effectiveness.

Senator A. Willis Robertson (D-Va.) said the FTC deliberately ignored the tobacco code.

Another bill, introduced by Representative Roy A. Taylor (D-N.C.), would delay the effective date of the rule until Jan. 1, 1968, and would in fact bar any FTC rule on labeling before then.

AFA starts its Harvard seminar

John J. O'Mara, vice president-western division of the Television Bureau of Advertising, and William G. Walters, vice president-sales manager, are among 55 advertising executives enrolled at Harvard Business School this week for the start of the Advertising Federation of America's sixth annual seminar in marketing management and advertising. The seminar, which will use the "case method" of study made popular by Harvard, runs from June 28 to July 10.

Also appearing on the AFA advance registration list: Fred W. Dickson, vice president-advertising manager, Coca-Cola Co., Atlanta; William W. Carty, advertising manager (plastics) and John S. Swajeski, manager of advertising and sales promotion (automotive specialists), both with E. I. duPont de Nemours Co., Wilmington, Del.; Richard Bennett, senior advertising specialist of Humble Oil & Refining Co., Houston; H. Copland Robinson, advertising manager of Liggett & Myers Tobacco Co.; and several executives from advertising agencies that include McCann-Erickson; Needham, Louis & Broby; J. Walter Thompson Co.; Young & Rubicam; The Aitkin-Kynett Co.; Leo Burnett Co.; Campbell-Ewald, and Campbell-Mithun.

Also represented on the list are advertising executives of Allied Chemical Corp. (Robert K. White, assistant director of advertising); American Oil Co. (Winford C. Peterson, assistant advertising manager); General Mills (Frank C. Blodgett, marketing manager); and Scott Paper Co. (Burt B. Roens, advertising-merchandising).

WNEW gives Barney 30-year tribute

In tribute to more than 30 years of continuous advertising by Barney's Men's Store on WNEW New York, the station last week honored Barney Pressman, the store's president and founder, at a testimonial luncheon.

Emil Mogul, president of Mogul, Williams & Saylor, which has been the store's agency for more than 30 years, said Barney's advertising on WNEW over the past three decades was halted only when station policy dictated an absence of commercials (Christmas or days of mourning). Mr. Mogul credited radio with being the single most important factor in building Barney's "from a small shop to the world's largest men's and boys' clothing store." He estimated that Barney's has invested more than $12 million in local radio in New York over the past 30 years and referred to WNEW as "the mainstay" of the advertising effort.

Value of radio not restricted to daytime

The value of advertising on radio between sundown and sunrise is pointed up in a newly released presentation by Edward Petry & Co.

Titled "It happens when the sun goes down," the presentation stresses that at sundown, 1,500 of America's 4,000-plus stations go off the air and at midnight, all but approximately 300 stations shut down operations. To indicate the extent of radio listening at night, the Petry study cites A. C. Nielsen findings which show that from 6 p.m. to midnight, 50.1% of U. S. homes listen to radio a weekly average of 4 hours, 11 minutes per home and from midnight to 6 a.m., 16% of U. S. homes listen to radio a weekly average of 4 hours, 44 minutes per home.

A supplement to the presentation contains a list of all clear channel stations in the U. S. plus basic information on power, frequency and directional patterns of every 24-hour radio station in the top 100 markets.

Scranton buys half-hour program on CBS-TV

Governor William Scranton of Pennsylvania was to take his case to the people last night (Sunday, 9:30-10 p.m. EDT) on CBS-TV in a nationwide broadcast in his campaign to win the Republican presidential nomination.

Gann Advertising Agency, Scranton, Pa., the agency for the "Scranton for President Committee," bought the half-hour segment for about $80,000.

Most of the program was pre-taped at the governor's home and edited to meet time requirements.
KOIN Radio
in
Portland, Oregon

Proudly announces
the appointment of

HENRY I. CHRISTAL
COMPANY

as its
NATIONAL SALES
REPRESENTATIVE
Effective July 1, 1964

(Portland's CBS Affiliate)
Most don’t object to liquor spots

Schwerin study in New York finds ‘permissive, tolerant’ attitude of adults to liquor advertising after 10 p.m.

The Schwerin Research Corp. last week added a reflective voice to the talk about hard liquor advertising activities at WQXR New York. The research firm released results of a study which indicates that two-thirds of the adults in the New York area would not object to liquor commercials after 10 p.m.

The Schwerin study also showed that men are more willing than women to listen to hard-liquor commercials, while parents of children under the age of 15 have no “special apprehension” over the prospect of such advertising. The study revealed, however, that the majority of all respondents was less willing to accept hard liquor on broadcasting media than in print.

Schwerin’s conclusion from its study: “While the results of our survey do not constitute a mandate to flood TV and radio with booze advertising, they do point to a fairly permissive and tolerant consensus in favor of allowing radio the same privileges enjoyed by the print media.”

The study, involving 972 respondents, was carried out at Schwerin’s expense. John V. Roberts, the firm’s vice president, said Schwerin was “just curious” about public reaction to WQXR’s announcement last March that McKesson & Robbins and Schenley Industries would present hard liquor commercials during sponsored half-hour programs after 10:30 p.m. (BROADCASTING, March 23, 30). Word of the planned sponsor-ships stirred up a widespread dispute, and both advertisers eventually modified their copy lines, avoiding actual mention of hard liquor.

M&K Drops, Schenley Stays • The already diluted controversy appeared to lose more of its kick last week when McKesson & Robbins, through Kenyon & Eckhardt, New York, announced it would not renew its 13-week schedule with WQXR. The M & R commercials, for Galliano liqueur and some wines, were to be discontinued after the schedule’s expiration Saturday (June 27).

WQXR also said that Schenley, through Norman, Kraig & Kummel, has renewed its 13-week schedule, which features public service announcements. The Schenley commercials, presented six nights a week between 11:30 p.m. and midnight, mention the firm’s name but avoid any product identification. The renewed schedule, to start July 20, reportedly will maintain this approach. The station said it will continue to make late evening time available for hard liquor advertising, but it did not expect new accounts of this nature in the immediate future.

Helffrich finds there are many bad apples

Stockton Helffrich, manager of the New York code office of the National Association of Broadcasters’ Code Authority, last week told food and drug officials some unvarnished facts about advertising.

Most false and deceptive advertis- ings, Mr. Helffrich said, is excused on the ground that the bad practices of the few smear the good practices of the many. Not so, he said: “In my more frustrated moments, I wonder whether one could not as readily presume an opposite argument: The grey area practices of the majority of advertisers blur the sunny virtues of a minority elite. The fact is that too substantial a number of advertisers who stretch the boundaries of truthfulness simply never get caught. Many never get caught because they are highly skilled at being a shade less than truthful. . . .”

He went on: “Experience in my office reveals a steady flow of copy which borders on the ridiculous and which common sense viewers cannot identify with or believe in. . . . This is bad for advertising, Mr. Helffrich said, because it builds consumer resentment “damaging to advertisers and media alike.”

In his talk to the annual conference of the Association of Food and Drug Officials of the United States in Denver last Thursday (June 25), Mr. Helffrich suggested: (1) more demonstrations are going to have to reveal the actual effectiveness of the product in use, not theoretically or by puffery; (2) all testimonials must reflect “objective realities,” not unusual advocates; (3) selling must be on the merits of the prod- uct, not by disparaging competition; (4) surveys and clinical data must be adequate in size of the sample, the neces- sary controls, the design and the sig- nificance of the tests.

And above all, Mr. Helffrich stated, advertisers must make available to media before an advertising campaign is launched, “bona fide substantiating ma- terial.”

Spot radio for Dodge

Following up a heavy radio spot drive in May in 60 markets, Dodge currently is sponsoring an extensive radio campaign on over 1,300 radio stations through July 12 to help build traffic for the automobile’s 2,700 dealers.

Special emphasis of the drive is the July 4 weekend, according to A. C. Thomson, Dodge car advertising manager. BBDO, Detroit, is the agency.

“This is the broadest radio station reach we have ever undertaken,” Mr. Thomson said, “and it’s aimed at covering the sales markets of virtually every one of our dealers.” He reported that the May radio campaign “gained impressive and favorable dealer reaction.”

Commerce Dept. against Rogers bill

Representative Walter Rogers’s (D-Tex.) House-passed bill to block FCC restriction on commercials, which has been languishing in the Senate since February, has sustained a fresh blow.

The Department of Commerce has recommended that the bill, HR 8316, not be enacted.

In a broad review of the contributions of broadcast advertising to business and the public, the department said “some control of excesses in adver- tising over the public airwaves is essential if the value of this advertising is not to deteriorate.”

The FCC “should develop a strong factual background, which is apparently lacking, as a basis for any require- ments” for commercial limitations, the department said.

Noting that the commission “is not actively pressing for uniform standards at the present,” the department said the FCC “should be free to study the matter and determine the most reasonable means of bringing restraint which may be needed in broadcast advertising practices.”

Precipitous action on the bill “is like- ly to discourage constructive exploratory activities” by the FCC or broadcasters and, the department continued, broadcast- ing and the public would be hurt “in the long run.”

The bill was passed by the House and sent to the Senate early this year (BROADCASTING, March 2).
THE OFFICERS OF
MUZAK®
TAKE GREAT PRIDE IN ANNOUNCING
THE 1963 WINNER OF THE
ANNUAL GOLDEN EAR AWARD

Mr. Eldon Campbell

In recognition of his outstanding contributions to the business and civic communities of which he is a citizen, Mr. Eldon Campbell is awarded the Muzak Golden Ear Award for 1963. Currently President of the Central Indiana Better Business Bureau and First Vice President of the Central Indiana Boy Scout Council, Mr. Campbell is a member of the Board of the "500" Festival Associates, Inc., member of the Community Service Council Board, member of the Advisory Board of the Girl Scouts of Indianapolis and member of the Indianapolis Chamber of Commerce. Mr. Campbell is also a member of the Board of Directors of the Association for Professional Broadcasting Education. Presently Vice President and General Manager of the WFBM stations in Indianapolis, in 1962 Mr. Campbell was awarded a Doctor of Humane Letters degree from Christian Theological Seminary, Butler University. Last year, Mr. Campbell received the Isadore Feibleman Award on behalf of B'nai B'rith as Indiana's Man of the Year. He was selected for this honor in recognition of his life-long dedication to civic welfare and public service.

JUDGES: RALPH T. REED, Chairman of the Executive Committee of American Express Co.
JACK WRATHER, Chairman of the Board of Wrather Corporation
CHARLES COWLEY, President of Muzak

THE GOLDEN EAR AWARD is an annual award established by MUZAK to honor the franchiser whose achievements in National, State or Community affairs mark him as the outstanding citizen of the year in the MUZAK family.... In making this award, MUZAK seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy, government, business, or other meritorious human endeavor.

MUZAK®
A Division of Wrather Corporation
229 PARK AVENUE SOUTH, NEW YORK, N.Y. 10003
Taft sets own study of commercials

Taft Broadcasting Co. is taking its code responsibilities seriously. Even before the National Association of Broadcasters Code Authority has established plans on its study of commercials and the public's reactions to them, Taft Broadcasting announced it will institute its own research on the public's response to various commercial placement patterns.

"The questions to which we hope to get some answers," Lawrence Rogers II, president of Taft Broadcasting, said, last week, "have been the subject of debate involving every group association with television . . . But nowhere that we know of has valid research been conducted among the audience—the people every viewpoint is attempting to serve."

Taft proposes to begin its tests using feature motion pictures in prime time this fall. Although it has not yet formulated specific plans, it intends to establish a panel of viewers who will be interviewed before and after the various commercial placements for "irritation" factors. The TV Code Review Board last March authorized the code authority to make such a study.

Also announced last week by Don Chapin, sales vice president of Taft, was a statement on the acceptance of piggyback commercials.

Where an advertiser orders a piggyback commercial in a fixed position, Taft will charge a 200% premium of the card rate, Mr. Chapin said. He explained that in such cases the piggyback may force Taft to pre-empt a single commercial in order to maintain compliance with the code's requirement that no more than three commercials may be run consecutively.

Piggybacks, according to a TV code amendment, must be counted as two commercials, unless they are produced so that they are integrated in product or in format.

Bruskin surveys radio audience attitudes

A study conducted by R. H. Bruskin Associates, New Brunswick, N. J., reveals that 70.7% of radio listeners consider themselves "active" listeners as opposed to passive audience.

The research firm's report, commissioned by CBS Radio, was specifically directed at comparative audience attitudes toward spoken and jingle-type commercials. Conducted by personal interview among 2,500 adults, the study found jingles to be "slight favorites" over straight commercials. Women were more partial to jingles and men found spoken commercials more effective.

Of the sample, 2.5% reported themselves as nonlisteners, and 26.8% said they used radio as a "background" medium.

Business briefly . . .

Parker Pen Co., Janesville, Wis., has bought participation on four NBC-TV programs, starting this fall: The Andy Williams Show, Mr. Novak, The Virginian and International Showtime. Agency: Leo Burnett Co., Chicago.

Yamaha International, through Hixson & Jorgensen, Los Angeles, has started a 5-week campaign in Southern California for Yahama motorcycles using radio, TV and outdoor advertising. Five radio stations: KFI, KPWB, KLAC and KNX, all Los Angeles, and KRLA Pasadena are being used to reach the young adult audience. In TV, one-minute spots are scheduled on KABC-TV, KCOP, KNXT, KTLA and KTTV, all Los Angeles.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty, New York, has purchased sponsorship in the Andy Williams-Jonathan Winters Show: to be presented on NBC-TV next season (Monday, 9-10 p.m., EST). R. J. Reynolds has also purchased sponsorship, starting July 6, in NBC-TV's Today Show.

The Regal Crown division of Murray-Allen Imports, English candy manufacturer, through Bauer-Tripp-Foley, Philadelphia, has purchased sponsorship in NBC-TV's Today and Tonight shows. The $300,000 Regal Crown buy, which runs through September, represents the firm's first order in network television.

The Scott Paper Co., Philadelphia, through J. Walter Thompson, New York, has purchased sponsorship in three NBC-TV programs for next season: Mr. Novak, The Alfred Hitchcock Hour and Daniel Boone.

General Mills, Minneapolis, through Knox Reeves Advertising, that city, has purchased full sponsorship of NBC's 15-minute All-Star Scouting Report, which will precede the network's coverage of the All-Star Baseball Game on July 7 (12:30-12:45 p.m., EDT).

A heavy schedule of TV spots will be used to support the new Barbie line of girls' apparel, according to Irwin Greene, general manager, Mattel Fashions. The campaign placed through Carson-Roberts, Los Angeles, will begin in August on top-rated children's and family programs in Albany-Schenectady-Troy, N. Y., Denver, Indianapolis, Los Angeles, Omaha and Syracuse, N. Y., and will expand to nationwide proportions as distribution of the new clothing line for girls 5- to 12 is extended from the initial market areas. By November, the TV advertising will be seen in the country's top 50 markets, plus occasional inclusion on the Saturday-morning programs on all three TV networks for the toy line of the parent company, Mattel Inc.
PETERS, GRIFFIN, WOODWARD, INC.

Congratulates WDBJ RADIO on its

40TH ANNIVERSARY

This is a brief sketch of the 40-year history of WDBJ Radio, 960 kc AM, 94.9 mc FM, CBS in Roanoke, Virginia, operating from 1924-1964 in the public interest, convenience and necessity. The first broadcast of WDBJ was on June 20, 1924, from a small transmitter in the rear of the Richardson-Wayland Electrical Corporation at 106 Church Avenue, S. W. Broadcasts were made one or two hours a day. In those early days there were no regular schedules and programs consisted largely of phonograph records played on a Victrola in front of a microphone; there was also some fiddle-playing and singing. The improvised studio measured about 12 feet square and was actually an office of the Corporation. The station had a 20-watt transmitter compared to 5,000 watts today.

The first real studio was located in the Thurman & Boone Furniture Company, now out of business, but then located in the building now occupied by Heironimus department store on the corner of Jefferson Street and Church Avenue. Later a second studio was opened in the old Grand Piano Company, then located on the west side of Jefferson Street midway between Church Avenue and Kirk Avenue.

When the American Theatre building was erected, enlarged studio space was provided on the fourth floor of this new building. About the same time, the WDBJ transmitter was moved to the top of the Shenandoah Building. The licensee and owner of the station during this entire period was the Richardson-Wayland Electrical Corporation.

In May 1931, WDBJ was purchased by the Times-World Corporation, publishers of The Roanoke Times and The Roanoke World-News and in 1936 offices and studios were moved to a new building on West Kirk Avenue and transmitter facilities were built at the present location on Colonial Avenue, S. W. This location is now known as Towers Shopping Center, the "towers" being those of WDBJ Radio.

In 1938 Peters, Griffin, Woodward, Inc. was engaged to represent WDBJ Radio nationally. Last year a 25th Anniversary celebration was held; proof of the stability of these two fine organizations. This is perhaps one of the longest and most successful of all station-rep associations.

WDBJ was the second radio station in Virginia, going on the air only a short time after WTAJ in Norfolk, Virginia. The station has had many notable "firsts", including the distinction of being one of the first stations in the southeast section of the United States to join the Columbia Broadcasting System on October 8, 1929. The CBS Network affiliation has enabled WDBJ to broadcast some of the world's outstanding programs.

The Virginia Polytechnic Institute Farm and Home program began January 6, 1930 and is the second oldest farm and home program from a land-grant college in the nation.

In January 1932 the New York Philharmonic Orchestra was on regular schedule; and, through a special private network the New York Philharmonic Orchestra is still a regular feature on WDBJ in season.

WDBJ personnel have traveled many thousands of miles: Originating Virginia Tech basketball games since 1960; originating local high school football games; Easter Sunrise Services from Natural Bridge, Virginia, since 1946; special-events programs of every description; and live reporting of news whenever and wherever it occurs. The combined experience of all WDBJ personnel amounts to 297 years of radio experience. WDBJ Radio is your constant companion in Roanoke, Virginia.

CBS, in Roanoke, Virginia

WDBJ-AM  WDBJ-FM
5,000 watts—960 KC  14,500 watts—94.9 MC
Owned and Operated by
TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives
Coke meets its goal: 'in' not 'way out'

Last September, the Coca-Cola Co. started a broadcast-oriented advertising campaign, built around a catchy little jingle whose key phrase is "Things go better with Coke." Since then it has been heard "hundreds of millions of times and it seems to grow more popular with repetition," Willard C. Mackey Jr., senior vice president, McCann-Erickson, Atlanta, told the Advertising Club of Los Angeles Tuesday (June 23).

The goal of the broadcast-based campaign, Mr. Mackey explained, is to be "in" without getting "way out." While young adults are its chief targets, Coca-Cola and its agency (McCann-Erickson) are pleased that the elders and teen-agers seem to like it just as much as the "young adults" do.

It is company policy never to reveal individual product sales figures, he said, but the enthusiasm of the people most closely associated with Coca-Cola (the local bottlers and their sales crews) for the current advertising can be taken as reasonable assurance that it is succeeding in moving Coke from the dealer's shelves to the family refrigerators.

No Accident * All this did not happen by accident, Mr. Mackey stated. Three years elapsed between the time that Bill Bacher sat down with a blank piece of paper and composed the lyrics — and then the music — and the start of the campaign on the air. These three years were not wasted time or an empty intermission, but were filled with research and testing to insure that the commercials finally chosen to carry the message on radio and TV would be "in" enough to win the young adults without being so "way out" as to alienate people of other age groups.

A dozen versions of the radio jingle were tried and tested before the one recorded by the Limelights was finally selected as best.

Various experimental TV commercials were screened.

The three years and the "hundreds of thousands of dollars" expended on the tests were well invested, Mr. Mackey said, but he added that important as research and testing are, they'd be meaningless without the creative individual who started the process by sitting down and recording the basic idea on a blank sheet of paper.

And in Great Britain

The man who will be health minister of Great Britain if the Labor Party wins the elections this fall, said last week that "It would be a simple matter to bring in legislation which would make it a statutory offense to advertise cigarettes." The speaker, Keith Robinson, also said in London, that he believed the government "might find it quite easy to get the press (and television) to agree collectively not to accept cigarette advertisements."

TVAR head predicts more TV competition

Robert M. McGredy, managing director of Television Advertising Representatives, New York, last week predicted "drastically increased competition" for TV station operators within the next five years.

By 1969, he said, broadcasters can expect double the competition they face today with a substantial increase in the number of stations operating. UHF promises to be a significant factor, he asserted. Mr. McGredy also commented on the possibility of pay TV establishing itself and competing with commercial TV and suggested that home TV recorders might become commonplace, providing further competition for viewing time.

In his five-year forecast, made on the occasion of TVAR's fifth anniversary, Mr. McGredy said that by 1969 the number of television families will have increased 15%.

Agency appointments ...  
- The Al Terrence Carpet Co., Huntington Park, Calif., has appointed Asher/Gould advertising, Los Angeles, to handle its advertising and promotion campaigns. The plans include the use of newspaper and local television spots.
- Mead Johnson & Co., Evansville, Ind., has named Recht & Co., Beverly Hills, Calif., to handle Southern California advertising for Metri-Cola, new soft drink member of the Metrical family. Radio is being used to announce the new beverage, with about 150 announcements a week on KABC, KLAC, KHJ and KMPC Los Angeles and KOLM Avalon, Calif. Al Buffington and Nancy Martin are account executives, with Robert Recht as account supervisor.

Van Camp Sea Food switches ad agencies

Van Camp Sea Food Co., Long Beach, Calif., announced last week it has named Guild, Bascom & Bonfigli, Los Angeles, as its agency to replace Edw. Wasey, Ruthrauff & Ryan, Los Angeles. The account is estimated at $3.5 million, of which approximately $2.2 million is spent in radio and television.

Van Camp products consist of Chicken of the Sea tuna and White Star tuna. The company was acquired last year by the Ralston Purina Co. BB&B also is the agency for several Ralston products. EWR&R had been the advertising agency for Van Camp for more than 12 years.

Also in advertising ...

Moved agency * Tilds & Cantz advertising agency, Los Angeles, moved from 8833 Sunset Boulevard to the 16th floor of the Wilsshire-Westwood building for more space. The move was made June 22 and the new address is: 1100 Glen

Ad agency "Two key targets, Coca-Cola and Ralston products.

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don Avenue, Los Angeles, 90024. New telephone: Tremont-9-1800.

New Agency * Winton Hanson, president of the Advertising and Sales Club of New Jersey, has announced that he has formed TeleRadio Advertising Corp., an agency concentrating on radio and television. TeleRadio's main office will be at 519 Eighth Avenue, New York.

Agencies merge * Reach, McClinton & Co., New York, and Gourfain, Loeff & Adler, a Chicago agency strong in direct mail, have reached an agreement in principle to merge. The latter will become a division of the larger New York agency. Reach, McClinton bills about $25 million while Gourfain, Loeff bills about $3.5 million.

Rep appointment ...


Borden assigns two products

Doherty, Cliford, Steers & Shenfield Inc., New York, has announced that Borden Foods Co. has assigned the agency two major new products Borden will introduce this year. Details on the products were not revealed.

BROADCASTING, June 29, 1964
DESILU SALES INC.
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SHOW
ON
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Richard C. Dinsmore, Vice President, General Manager
FCC makes move on duplication of clears

13 of 25 clear channels would be duplicated under plan; criteria being formed for high power tests

The FCC last week left no doubt it intends to duplicate 13 of the 25 clear AM channels—almost three years after announcing its decision to do so, and 19 years after instituting the controversial clear-channel proceeding.

The commission, in a special meeting that lasted all day Monday (June 22), designated for hearing one of the 14 applications on file for new class II-A stations, which would operate night as well as day. The applications involve nine clears. The FCC also instructed the staff to continue processing the other II-A applications, and it dismissed 49 pending applications for stations on the clears that did not conform to the provisions of the 1961 clear-channel decision.

And, in a move of potentially equal importance, the commission took a long step down the road toward allowing the I-A stations on the 12 unduplicated clears to operate with more than 50 kw, at least on a developmental basis. The commission instructed the staff to develop criteria which unduplicated I-A stations would have to meet to qualify to operate on a developmental authorization with more than 50 kw.

The possible allowance of higher power, like the decision to duplicate 13 of the clear channels, would be aimed at providing new nighttime service to underserved areas. The commission, in its clear-channel decision in 1961, said its action would open the way for additional service where needed while holding to “a minimum” any loss of existing service. All of the duplications are slated for western states. The clear-channel stations, however, argue that the most efficient way of providing needed radio service is by granting higher power—perhaps as much as 750 kw—to clear-channel stations.

If higher power authorizations are granted, it would be the first time a station used more than 50 kw since WLW Cincinnati operated with 500 kw experimentally, between 1935 and 1939.

**Senate Resolution** The Senate in 1938 adopted a resolution asking the FCC to maintain a 50 kw limit on all AM power. This resolution has always been cited by the commission in rejecting previous bids for higher power. However, the House two years ago adopted a resolution requesting the commission to disregard the 50 kw limit if it found that higher power for a clear-channel station would be in the public interest (Broadcasting, July 9, 1962).

The clear-channel proceeding has been spiced with controversy since its inception in 1945, and has sparked opposition not only from the I-A stations involved but from members of Congress representing districts where the stations are located.

The resolution passed by the House in 1962, in addition to urging higher power for the clears, asked the FCC to delay implementation of its clear-channel decision for one year. The previous year, the House Commerce Committee had asked the commission, without success, to delay final action in the proceeding.

When the one-year moratorium ended on July 2, 1963, Representative Oren Harris (D-Ark.), chairman of the House committee, asked the FCC to continue to withhold action until the committee could determine what steps had been taken to allow the clears to operate with higher power.

**Commission Says ‘No’** The commission said it would reject the request (Broadcasting, July 8, 1963). But it still allowed almost another year to

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**FCC asked to deny high-power applications**

The FCC last week was asked by four stations to deny the applications of WSM Nashville, WJR Detroit, WHO Des Moines, Iowa, and WLW Cincinnati for developmental high powers up to 750 kw.

The petitions were filed by WVOI Nashville and WCIN Cincinnati, both owned by R. W. Rounsaville; KSO Des Moines, licensed to Des Moines Broadcasting Co., and WTAC Flint, Mich., owned by Whitestall Stations, Inc.

In an all-day session last week the commission instructed its staff to work on criteria under which non-duplicated clear channels could use more than 50 kw (see story above).

The indication was the commission would not take any action on high power applications until criteria are developed.

The same grounds for opposition were applied to all four of the clear-channel applications. The commission was told that the high-power applicants were not actually “developmental” under the FCC’s rules for experimental stations. The clear channels plan to use the high power on a full-time basis with commercial programming, which, according to the petitioners, is not in accord with the developmental station rules of operation.

The petitions also said the clear-channel applications, if granted, would have severe economic impact on the lower power AM’s competing for national spot business. The high power would also be detrimental to the growth of FM radio, they said.

WSM (650 kc), WLW (700 kc) and WHO (1040 kc) asked the commission for 750 kw. The three stations operate on nonduplicated frequencies. WJR (760 kc), located on a duplicated channel, applied for 500 kw.

There are three other high power applicants: WON (720 kc) Chicago, also on a duplicated frequency, applied for 750 kw; KSL (1160 kc) Salt Lake City, which is on a nonduplicated channel, applied for 500 kw and WCCO (830 kc) Minneapolis which last week became the seventh clear channel to apply for high (750 kw) power. The Minneapolis station is partially duplicated by WNYC, a New York City municipal station.

WCCO plans to invest $1,218,000 in its high power venture and estimates a $669,000 increase in its annual cost of operation. WCCO is owned by Midwest Radio-Television Inc.
pass before implementing its clear-channel decision. And when it did, it also began moving toward higher power for the unduplicated clears. The commission action, in addition, does not rule out higher power for the duplicated clears.

The II-A application designated for hearing is that of KKEK Grand Junction, Colo., which seeks to transfer its operations from 920 kc, 5 kw-LS, 500 w-N, to 1100 kc, 50 kw, U, DA-N and critical hours. The application, the only one for a II-A on the channel, was set for hearing because of questions about its engineering proposals. KWW Cleveland, the I-A station on the channel, was made a party to the proceeding.

Under the terms of the clear-channel decision, II-A stations must operate with a minimum of 10 kw at night using directional antenna. They must bring a first nighttime primary service to at least 25% of their area or 25% of the population they serve. The stations must also protect outlets on adjacent frequencies (with 30 kc of the clear channel involved).

The first II-A to be granted may be that of John A. Barnett, who owns KSWS-TV Roswell, N. M. He is seeking a station on 1020 kc in Roswell. There are no competing applications, and Mr. Barnett's proposal, according to commission staff members, apparently raises no questions. The II-A station on the channel is KKKE Pittsburgh.

A competing application, for a station in Santa Fe, had been on file but was dismissed by the commission last week at the request of the applicant, Merrill B. Johns, Jr. (see story this page).

KEMP to Move = Another early grant may be that of KEMP San Diego. Because of requirements stemming from the U. S.-Mexican treaty, the station must be moved off its present frequency of 540 kc. The commission intends to locate it on 760 kc, the clear now occupied by WJR Detroit.

The other II-A applications are:

- KBOI Boise, Idaho, for 670 kc, now occupied by WMAQ Chicago. The staff has questioned its engineering proposals, and an amendment to the application is due
- KTEE Idaho Falls, Idaho, for 720 kc now occupied by WGN Chicago. The application has not yet been processed.
- KFTL Carson City, KORK Las Vegas, Circle L Reno, all Nev., for 780 kc, now occupied by WBBM Chicago. A hearing is expected on the mutually exclusive applications.
- KMMJ Grand Island and KRMV Lexington, both Neb., for 880 kc, now occupied by WCBS New York. A hearing will be needed.

Ingenious plan that didn't work

FCC tells how Storer hoped to turn its L. A. daytimer on at night

The FCC raised a quizzical eyebrow last week at an agreement under which Storer Broadcasting Co., Miami, was to have built a complete broadcasting plant for an applicant for a II-A station in Santa Fe, N. M., at nominal cost to the applicant.

Beyond the raised eyebrow, however, the commission did nothing but dismiss the application as requested by the applicant, Merrill B. Johns, Jr., of Santa Fe.

The commission acknowledged that Mr. Johns, in the application he filed in March 1962, had fully disclosed details of the agreement—that Storer was to build the station at an estimated cost of $25,930, and that Mr. Johns was to repay Storer no more than $5,000. The FCC didn't examine the agreement until a year after it was filed.

Why did Storer make such an agreement? According to a spokesman for the company, the new station would have provided an "electronic screen" behind which Storer's KBBS Los Angeles, now operating with 50 kw on 1020 kc, a clear channel, might have been able to apply for unlimited time authority. The station is now limited to the daytime hours of KDKA Pittsburgh, the dominant station on the channel.

Commission Letters = The commission made known its concern over the financial agreement by making public a letter to Mr. Johns and Standard Broadcasting Co., the wholly owned Storer subsidiary which is the licensee of KBBS.

Storer had first discussed its electronic screen theory during the clear-channel proceedings, which resulted in the duplication of 13 of the 25 clears. One of the channels duplicated is 1020 kc, in New Mexico (see page 48). Storer had held that with a nighttime station in New Mexico on the channel, the amount of KDCA coverage would be limited and that, as a result, KBBS could go fulltime without interfering with the Pittsburgh station.

Storer made the argument in urging duplication of the channel in Los Angeles as well as New Mexico. The commission in its clear channel decision,
IRTS adds advanced timebuying, selling seminar to schedule

An "advanced" as well as the regular timebuying and selling seminar will feature the International Radio & Television Society plans for fall. This change topped plans made by officers and committee heads at a New York meeting June 18.

(L-r) Yale Roe, director of daytime sales, ABC-TV; Clifford Botway, associate media director, Ogilvy, Benson & Mather; Albert Petgen, director of client relations, American Research Bureau; Thomas Murphy, executive vice president, Capital Cities Broadcasting Corp.; James Stable, vice president and associate general attorney, NBC; William Davidson, vice president, Advertising Time Sales Inc.; Peggy Stone, president of Stone Associates; Robert Boulware, vice president, sales development, Skyline TV Network; Thomas McDermott, vice president, N. Y. Ayer and IRTS vice president.

Sam Cook Digges, administrative vice president of CBS Films and IRTS president; Erwin Ephron, director of press relations, A. C. Nielsen Co.; Claude Barrere, IRTS executive director; Mark Olds, general manager, WINS New York; Richard Jones, vice president and media director of J. Walter Thompson Co. and an IRTS vice president; Julius Barnathan, vice president and general manager of ABC-TV; Sanford Buchbaum, director of advertising, Revlon Inc.; William Lodge, vice president, affiliate relations and engineering, CBS-TV; Edward Shurick, senior vice president, H-R Television and IRTS treasurer; Robert Fuller, director of publicity, CBS Films, and Syd Eiges, vice president, public information, NBC Inc.

rejected this proposal. However, this did not preclude the possibility of amendment to the rules that would permit fulltime operation in Los Angeles, provided a II-A was located on 1020 kc in New Mexico.

In his petition, filed in March 1963, Mr. Johns mentioned that Standard Broadcasting reimbursed him $8,000 for expenses. This reference to Standard steered the commission staff to the original application—and the terms of the financial agreement. Mr. Johns subsequently informed the commission, in May 1963, that he had been named a director of Storer Broadcasting.

The commission, in its letter, said that by agreeing to build the station "at only nominal cost" to Mr. Johns, Storer was an "active and interested party" to the application. The commission said that in view of Storer's control of seven AMs, "a question would be raised" under the commission rule "which imposes an absolute maximum of seven standard broadcast stations."

However, the commission also said that since the agreement was disclosed, "it is obvious . . . that there was no attempt to conceal the facts from the commission." The letter also said that, in view of the delay in processing II-A applications, there was no effect on the commission's processes.

"In these circumstances and since the matter here under consideration is one of first impression," the letter added, "the commission takes this opportunity to make its views known and will, in this instance, dismiss Mr. Johns's application and take no further action on the questions raised."

NBC gets extension on Philadelphia case

NBC, up against the inertia of FCC inaction in the NBC-Philco case, went to a federal court last week and got an extension for 90 days of the deadline for disposing of its Philadelphia stations.

U.S. District Judge William H. Kirkpatrick, Philadelphia, issued the extension to Sept. 30 at the request of NBC and with the concurrence of the Department of Justice. This is the second extension NBC has received; the first in 1962 was from the end of that year to June 30 of this year.

NBC, following a consent judgment in a government antitrust suit begun in 1958, was ordered to dispose of its Philadelphia stations. The Department of Justice charged that the network had pressured Westinghouse into exchanging its Philadelphia stations for NBC's Cleveland stations in 1956 by threatening to withhold or cancel affiliations with Westinghouse stations.

Pending an FCC decision is the transaction whereby NBC proposes to swap its Philadelphia stations to RKO General, in return for RKO General's Boston stations. Complicating this picture is the application by Philco Corp. (now owned by Ford Motor Co.) for the facilities now used by the network in Philadelphia. An initial decision last November proposed to deny Philco's bid and to approve the exchange between NBC and RKO General (Broadcasting, Nov. 25, 1963). Oral argument before the FCC took place last March (Broadcasting, March 30).
WJJZ seeks reversal of appellate rulings
ASKS SUPREME COURT TO SUPPORT FCC'S DECISION

The U.S. Supreme Court has been asked to reverse a court of appeals decision which ordered the FCC to reopen an AM hearing to inquire further into the successful applicant's financial matters.

Mount Holly-Burlington Broadcasting Co. (WJZJ), which received an FCC grant in 1962 for 1460 kc with 5 kw daytime in Mt. Holly, N.J., in its petition to the Supreme Court, said that the U.S. Circuit Court for the District of Columbia had "improperly extended the scope of review by an appellate court of a final decision and order of an administrative agency."

The petitioner was referring to a ruling last March in which the appeals court in Washington ordered the FCC to reopen the record to determine among other things what arrangements John J. Farina, principal owner of Mount Holly-Burlington, had made with his family regarding finances, the details of these funds, financial arrangements for future operations, organizational expenses and surveys on community needs (BROADCASTING, March 23).

The lower court decision was unanimous, except that one judge "reluctantly" concurred although he felt the FCC had already passed on these issues.

One of the elements of the case, brought before the lower court by the unsuccessful applicant, Burlington Broadcasting Co., was Mr. Farina's answers to the application questions regarding finances. Mr. Farina said he had $54,000 in a New Jersey bank. In actuality, he had about $1,000 in the bank, and $53,000 in a "receiptable" at home. The FCC found that Mr. Farina may have misunderstood the question in the application, but in any event he had shown he had the money. The lower court said the commission hadn't made "adequate inquiry" on the subject.

Other litigation:

- An unsuccessful applicant for an AM station in Kettering, Ohio whose application was in conflict with another for Xenia, Ohio, has asked a federal court to order the FCC to reconsider one of the elements on which the commission found in favor of the Xenia grant.

Speidel Broadcasting Co., applicant for a 500 w daytimer on 1500 kc for Kettering, complained that in considering the needs of both communities for a new, local AM outlet, the FCC discriminated against the Kettering application by considering it a part of Dayton, Ohio. The FCC should have compared Kettering and Xenia, Speidel argued.

The successful applicant, in Greene County Radio, owned by Vernon H. Baker, 50%, and W. Roy and Paul W. Stoneburner, 40% and 10% respectively.

The argument was heard June 16 by Circuit Judges David L. Bazelon, Charles Fahy and George T. Washington.

- Because the FCC did not give it a hearing on an application for transfer of control of WIXI Irondale, Ala., Jefferson Radio Co. Inc., the prospective purchaser, has asked a federal court to reverse the FCC in the Irondale case.

Jefferson Radio, owned by Gene Newman, had applied for transfer before the commission decided last year not to renew the station's license. After that action, the FCC refused to accept the transfer application, although it had been tendered before the renewal hearings were concluded. The WIXI license was not renewed on the ground that owner W. D. Frink had made misrepresentations to the FCC in connection with an application he had made for an AM station in Centreville, Ala.

Argument on June 19 was held before Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian.

Crosley drops plan to purchase WLEX-TV

Crosley Broadcasting Corp.'s proposed purchase of WLEX-TV Lexington, Ky., for an estimated $2 million has been cancelled. The parties announced the decision after the FCC notified them a hearing on the proposed transfer would be required.

Crosley told the commission last week that the sales contract, signed Feb. 3, 1964, expires July 2, and the timetable involved would not allow time for a hearing. Crosley asked that the transfer application be dismissed without prejudice.

In a letter to its employes, Crosley said the FCC had notified it a hearing would be necessary on the question of duopoly. Crosley noted that the commission letter was dated June 3, a day after the agency announced adoption of an order tightening its ruling in this area (BROADCASTING, June 8, May 15).

Crosley owns WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC (TV) Columbus, all Ohio, and WLWI (TV) Indianapolis.

Under the contract, the sale was to have been from J. D. Gay Jr., H. C. Bell, Earl L. Boyles and others for 87.5% of the stock of Avo Corp., Crosley's parent company.
Senator attacks program forms

FCC policy draws critical comment during hearing on $16 million budget

The FCC should know before its annual August recess the fate of its fiscal 1965 budget at the hands of the Senate. Senator Warren G. Magnuson (D-Wash.) said at the close of a Senate Independent Offices Appropriation Subcommittee hearing last week.

The Senate subcommittee had before it the $16,310,000 FCC budget approved by the House (Broadcasting, May 25). Senator Magnuson, chairman, and Senators Leverett Saltonstall (R-Mass.) and Gordon Allott (R-Colo.) heard FCC Chairman E. William Henry and his six fellow commissioners defend the sum.

Although the House-approved budget is $710,000 higher than last year, it is $300,000 less than the commission had originally requested, and the FCC is anxious to avoid any further parings by the Senate. But the commissioners found subcommittee interests are as much in FCC policy as finances.

Senator Allott expressed his dissatisfaction with the proposed program reporting forms, saying the required information went too deeply into station internal affairs, requiring "reams" of subjective analysis (CLOSED CIRCUIT, April 20). Senator Allott said he was concerned that such forms would stifle creative programing by licensees. He read a Colorado Broadcasters Association resolution opposing the forms because of "unreasonable detail and trivial." Commissioner Lee Loevinger said he agreed there is too much detail requested by the forms. But the commissioner feels there was a need to propose the forms in order to arrive at a simplified version. Chairman Henry said he did not think the information requested delved too deeply into internal affairs of a station.

CATV Bureau. Commissioner Frederick W. Ford told the subcommittee that the FCC should have an office to handle community antenna television affairs. He said there is no centralization of CATV information at the commission. Commissioner Ford said that next fiscal year's budget may contain a request for funds to finance a CATV office. This proposal was made by him two weeks ago at the annual convention of the National Community Television Association (Broadcasting, June 22).

Chairman Henry, in response to a query from Senator Magnuson, said the commission expects to process approximately 200 AM applications for major changes and new stations during the next year, in view of the lifting of the freeze (Broadcasting, June 15). Senator Magnuson then expressed concern that the granting of new stations might be economically hazardous, as the AM population has already reached the "saturation point." The senator suggested that the large number of stations operating in many markets may be the reason for some of the poor programing heard on radio.

The greater part of the two-hour session was spent discussing the commission's Univac III computer. Senator Magnuson said he thought data processing would result in a decrease of employees but found no such decrease at the FCC.

Chairman Henry said the computer...
was not aimed at immediately lowering the number of FCC employees, but added that over a 10-year period the federal agency will need fewer persons than if there were no automation.

In a brief parting remark, Senator Magnuson said he believed loud commercials are "more irritating to the American public than anything else." Loudness has been a ticklish problem for the commission, but one that Chairman Henry has promised to "do something" about (Broadcasting, Jan. 27).

NAB pleads case for zoning change

A request by the National Association of Broadcasters to build a full-scale commercial office building on its property in Washington was heard last week by the city's zoning commission.

The NAB case was presented by LeRoy Collins, NAB president, and Ben Strouse, WWDC-AM-FM Washington, a member of the association's building committee. The NAB is asking that the present special purpose classification be changed to commercial.

Two years ago, the NAB bought the 6,900 square feet of property at 1775 N Street, N. W., from the Presbyterian church for a reported $425,000. It also owns a 7,000 square foot piece of property and building at 1771 N Street, N. W. It moved into the converted private town house in 1946.

Under the present classification, the NAB could put up an office building 5½ times the land area, with tenants restricted to trade associations, labor unions and professionals (doctors, dentists, etc.). Under a commercial classification, the building could be 6½ times the land area and there would be no restriction on tenants.

Media reports...

Clarksburg sale stayed • The FCC last week stayed until July 8 the sale of WBTV-CL Clarksburg, W. Va., to Northern West Virginia Television Broadcasting Co., a subsidiary of the Fortnightly Corp., which owns the area community antenna television system, by Rust Craft Broadcasting Corp. The stay was requested by a group of Fortnightly CATV subscribers, the Citizens TV Protest Committee, and the Clarksburg Publishing Co. pending a decision on their court appeal. The two groups claim that sale of WBTV to the CATV operator would be anticompetitive and detrimental to local TV service (Broadcasting, June 22).

Budgets extended • The House and Senate passed resolutions last week that will permit federal agencies whose fiscal 1965 funds have not been appropriated to continue spending at present levels until Aug. 30. Agencies with budgets still pending include the FCC and the Federal Trade Commission.

Request • The FCC last week was asked to prevent Eastern Microwave Inc. from serving Triangle Publications Inc., Binghampton, N. Y., community antenna system until the commission has ruled on petition to deny applications by Eastern that would increase its service to the CATV. The request was filed by Binghampton Publishing Co., licensee of WRN-TV (ch. 40) in that city. The UHF licensee has charged that the CATV, with expanded service, would be detrimental to area UHF stations (Broadcasting, June 8).

New Polaris headquarters

Opening of new headquarters of Polaris Corp.'s broadcast division at 645 North Michigan Avenue, Chicago, has been announced by Richard F. Shively, the division's executive vice president. Phone: 944-3356.

Polaris stations are WTVW(TV) Evansville Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WKYW Louisville, and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

AT&T starts its Picturephone service

Members of Congress and the FCC took part in last week's inauguration of AT&T's Picturephone service between Washington, New York and Chicago. Representative Oren Harris (D-Ark), chairman of the House Commerce Committee, and FCC Commissioner Rosel H. Hyde used the Picturephone in Washington's National Geographic Society building to see and speak with Senator Warren H. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and FCC Chairman E. William Henry, who were at Chicago's Prudential Insurance building. Commissioner Hyde and Representative Harris are shown looking at and listening to Senator Magnuson on the Picturephone.

KCHU(TV) goes silent; turns in its license

KCHU(TV) (ch. 18) San Bernardino, Calif., owned by the San Bernardino Sun-Telegram, ceased operation at midnight Wednesday (June 24). Its license was turned back to the FCC, according to a spokesman for the Sun Co., publisher of the newspaper and licensee of KCHU, which it purchased early in 1963 from the original owner for $180,000.

On Thursday, the sale of the Sun Co. to the Times Mirror Co. of Los Angeles, publisher of the Los Angeles Times, was announced in that morning newspaper. The Times story reported that the purchase was made "for an undisclosed cash sum" and that it involved not only the newspaper, which publishes daily as the Morning Sun and the Evening Telegram, plus a Sunday edition, but the Inland Printing Co. and the Acme Colorprint Co., plus real estate holdings in San Bernardino city and county.

The TV station was not mentioned and presumably it was not part of the property purchased by the Times Mirror Co., which owned KTTV(TV) Los Angeles until its sale in May 1963 to Metromedia Inc. for $10,390,000.
A new angle in Austin's story

Capital Cable signs an agreement for $1.5 million purchase of TV Cable

The Austin, Tex., community antenna television controversy last week took an O'Henry-like twist when it was learned that negotiations were nearing agreement for Capital Cable of Austin to purchase its competitor, TV Cable of Austin Inc.

Frank Denius, Capital Cable's attorney, said a tentative agreement with TV Cable has been signed, but added that the reported $2 million purchase price was "too high." Informed sources revised the estimated figure downward to $1.5 million.

Capital Cable is a subsidiary of Midwest Video Corp., which has 10 CATV operations including the Austin system. It has five systems in Texas, one each in Mississippi, New Mexico, and South Dakota, and two in Missouri.

If the sale is completed it will end a competitive struggle that has involved the FCC and President Johnson—his family's broadcasting interest (KTBC-AM-FM-TV Austin) holds an option to buy 50% of Capital Cable—and is now before the U. S. Court of Appeals in Washington. TV Cable has claimed that it is at a competitive disadvantage with Capital Cable because TV Cable's microwave license prohibits the system from duplicating for 15 days before and after the programing of KTBC-TV, the city's only commercial TV outlet (BROADCASTING, June 8). Capital Cable relays off-the-air pick ups by wire, avoiding the nonduplication restriction.

President Shadow • The Texas Broadcasting Co. (formerly the LBJ Co.), owned 84% by Mrs. Johnson and her two daughters, has an option which runs until January 1966 to buy 50% of Capital Cable, Mrs. Johnson's and her daughters' interests have been placed in an irrevocable trust as long as her husband is President (BROADCASTING, Dec. 6, 1963). TV Cable, in its appeal to the court, claimed the FCC erred in not finding a "close relationship" between Capital Cable and KTBC-TV when the commission refused to reconsider the nonduplication restriction. The appeal will be dropped after Capital Cable buys TV Cable.

But the presidential family's interests will again come before the FCC when the application to assign TV Cable's microwave licenses is filed with the commission.

Capital Cable will operate TV Cable as an independent subsidiary under the same FCC restrictions now on the system. There are presently about 3,000 subscribers to TV Cable.

Should Texas Broadcasting Co. buy into Capital Cable, under the terms of the option, it would have to invest equal to 50% of the CATV's net value at the time the option is exercised.

The potential value of a 50% ownership of Capital Cable has been estimated, with competition from TV Cable, to be as high as $5 million. Milton J. Shapp, chairman and president of the Jerrold Corp., which supplied Capital Cable with some of its equipment, earlier this month said that facing TV Cable competition the $5 million figure "seems exceedingly high."

If KTBC-TV exercised its option with Capital Cable, the Johnson family would have effective control of all of the city's television service. There are two UHF permittees in Austin—KVET-TV (ch. 24) and KXTN (TV) (ch. 67). KXTN has petitioned the FCC to reallocate the station to channel 18 (BROADCASTING, June 15).

Changing hands

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

• KGFJ Los Angeles: Sold by Ben S. McGlashan to the Tracy Broadcasting Co., owned by Richard B. Stevens and associates, for $1.5 million. New owner does not plan to change Negro-oriented programming of KGFJ, which broadcasts fulltime on 1230 kc, 1 kw day and 250 w night. Broker: Lincoln Dellar & Co.

• KBON Omaha: Sold by M. M. Fleischl and Joe Gratz to Blaustein Industries Inc., Baltimore, Md., for $325,000 including a covenant not to compete. Blaustein Industries is owned by Jacob B. Blaustein and family; Mr. Blaustein, founder and principal owner of Ameri-can Oil Co. until sold to Standard Oil Co. of Indiana, is an industrialist (shipping, oil, manufacturing) and philanthropist. Mr. Fleischl is remaining as general manager of the station which operates fulltime on 1490 kc with 1 kw day and 250 w night. Broker was Blackburn & Co.

• WMOF Virginia Beach, Va.: Sold at auction by Roy Marsh, receiver, to Arthur W. Arundel and C. Braxton Valentine for $136,102. Mr. Arundel is president and general manager of...
WAVA-AM-FM Arlington, Va., and president of WXVA Charles Town, W. Va. Mr. Valentine is a Richmond, Va., attorney. WBOF is licensed for daytime operation on 1550 kc, 5 kw. Blackburn & Co. served Messrs. Valentine and Arundel in an advisory capacity.

- WYFI(FM) Norfolk, Va.: Sold at auction by Roy Marsh, receiver, to O. Wayne Rollins and associates for $36,000. Other Rollins stations are: WAMS Wilmington, Del.; WNJR Newark, N. J.; WREE Harvey, Ill.; WRAP Norfolk; WOEE Indianapolis; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; KDY Richmond, Va., Santa Monica, Calif.; WPTZ(TV) Plattsburgh, N. Y. WYFI was affiliated with WBOF Virginia Beach, Va. It is licensed to broadcast on 99.7 mc, 30 kw.

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 76).

- KEZY, KEZR(FM) Anaheim, Calif.: Sold by Cliff Gill, Sherrill Corwin, Dan Russell and others to group headed by Harris H. Thomson for $850,000 and $100,000 agreement not to compete. Mr. Thomson owns WLOP Orlando, Fla. Mr. Gill owns 10% of KCEE-AM-FM Tucson, Ariz.; Mr. Corwin owns KUDI Santa Barbara, Calif. KEZY operates fulltime on 1190 kc with 1 kw; KEZR on 95.9 mc, 570 w.

- KJAY Sacramento, Calif.: Sold by Ott Lofthus to Robert W. Dumm for $350,000. Mr. Dumm in 1959 sold KROY Sacramento. KJAY is a 500 w 24-hour station.

- KAPE San Antonio, Tex.: Sold by Sam Riklin, Arthur Riklin and Charles Katz to Maxwell Marvin and associates for $168,000. Mr. Marvin is former executive vice president and general manager of KABQ Albuquerque, N. M. KAPE is 500 w daytimer on 1480 kc.

New group plans to enter radio-TV

Formation of D. H. Overmyer Communications Co. for exploration of the entire communication industry but with special emphasis on TV-radio station ownership and operation was announced last week by the firm's new executive vice president and managing director, Robert F. Adams, formerly general sales manager of WBKB(TV) Chicago (see page 73).

Sole owner of the new company is D. H. Overmyer, a young self-made Toledo businessman whose extensive interests include major trucking and ware-

WTMJ-AM-FM-TV adds to facilities

WTMJ-AM-FM-TV Milwaukee has announced plans for a $1.5 million addition to its facilities.

A wing will be added to existing facilities. It will house a 50 by 70 foot circular television studio as well as engineering offices and workshops, control areas and film studios. Construction is scheduled to begin in mid-August, according to George Comte, vice president and general manager.

The wing will add 30,000 square feet to the present 51,000 square feet and is expected to be completed in a year.

EXCLUSIVE BROADCAST PROPERTIES:

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—Fulltime single station market covering wide area. A profitable combined operation. Good cash flow. Full price of $140,000 with 29% down and a long payout. Contact—Barry Winton in our Washington office.

ENGLAND

—Profitable combined operation. Good cash flow. Full price of $140,000 with 29% down and a long payout. Contact—Barry Winton in our Washington office.

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—Fulltime radio station with excellent area coverage due to high power and low frequency. Will gross approximately $300,000 in 1964. Priced at $420,000 cash. Contact—John D. Stebbins in our Chicago office.

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Radio-TV-CATV-Newspaper

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A UHF station that was turned down in requests to rebroadcast the network programs of two area stations is a step closer to getting the programs it wants, thanks to a common carrier that normally serves community antenna systems, a distant UHF station—and the FCC.

WTAP-TV (ch. 31) Marion, Ind., the only station in that community, has been trying to secure network programs since going on the air in November 1962. It's been unable to make arrangements with the networks. And requests to pick up off the air and rebroadcast some CBS programs carried by WANE-TV (ch. 8) Indianapolis were rejected.

However, the station was able to get permission from WFAM-TV (ch. 18) Lafayette to rebroadcast some of the CBS programs it carries. WTAP also received clearance from CBS.

The question was how to receive the signal from Lafayette, 65 miles away. Microwave Communications Inc., a subsidiary of the Jerrold Corp. of Philadelphia, a common carrier serving CATV's in the area, would be able to provide the link through microwave, provided the commission granted the necessary authorizations. Last week, the commission took an essential first step, approving an application the carrier had on file for facilities in Logansport and Monticello to relay four channels of service to a CATV in Lafayette.

As a result, the carrier began preparing for an expansion of its system to serve WTAP, as well as several CATV's in the state.

WTAP has not yet placed a firm offer with the carrier, but negotiations are proceeding rapidly. A spokesman for WTAP said the same service would be available from AT&T, but at a "prohibitive" cost.

Rollins has disclosed plans to acquire Orkin Exterminating Co., the country's largest pest control firm. The transaction must be approved by Orkin stockholders. The Orkin company is principally owned by Sanford H. Orkin and his family. The company earned almost $3 million ($1.25 per share) on $37.3 million sales in the last fiscal year ended Oct. 31, 1963.

About $40 million of the purchase price is being advanced by the Prudential Insurance Co., it was under-

KRLA gets another month

The FCC has given KRLA Los Angeles another reprieve, this one of one month. The station, which was denied renewal of license, is now scheduled to go off the air Aug. 1.

The additional month will give the commission time to decide whether to authorize an interim operation of the station and, if so, by which applicant. The commission held an oral proceeding on this question June 19 (Broadcasting, June 22). Five applicants are seeking the interim operation.

The postponement was the fourth extension of time given KRLA. The station was originally ordered off the air by Dec. 27, 1963.

A little cooperation pays big dividends

Representative Samuel L. Devine (R-Ohio) asked Congress last week to tell the FCC to abandon its rulemaking on microwaves serving community antenna television systems and recommend legislation by next Jan. 1 that would bring the entire CATV industry under the Communications Act.

The commission "should forthwith cease partial regulation of CATV systems by imposing conditions on the issuance of licenses for microwave transmitters which are used by some such systems" (about 250), Representative Devine, a member of the House Commerce Committee, said in the text of HCon Res 315, a resolution he introduced Wednesday (June 24).

The congressman said he would like to see the commission's recommendations follow the lines suggested by Commissioner Frederick W. Ford in his speech to the National Community Television Association two weeks ago (Broadcasting, June 22). This would include, Representative Devine said, permitting CATV operators and broadcasters to own properties in each other's fields. The speech also called for an integrated wire and broadcast TV service.

And in particular, Representative Devine said, the FCC should examine and prevent monopolies, as in Austin, Tex., where he noted President Johnson's family operates the only TV station (KTRC-TV), and holds an option to buy up to half of a CATV there which is presently negotiating purchase of its only CATV competitor (see page 54).

Teleprompter to use loan in CATV field

Teleprompter Corp., New York, announced last Thursday (June 25) it has obtained an unsecured term loan of $4 million from two banks and will use the funds, in part, for the acquisition and development of community antenna TV properties.

Irving B. Kahn, chairman and president, said the loan was from Chase Manhattan Bank and Franklin National Bank. A substantial part of the funds will be used immediately to retire almost all of Teleprompter's outstanding debt. The remainder will be added to working capital for use in expansion, primarily in CATV activities, he reported.

Teleprompter owns and operates 14 CATV systems and four microwave companies in the U. S., serving more than 46,000 subscribers, according to Mr. Kahn. He said several acquisitions are being considered.

Approximately 75% of Teleprompter's revenue comes from its CATV operations. It also supplies live staging, closed-circuit TV and film production services for industrial meetings and special events through its Group Communications division.

Rollins buys Orkin for $62.4 million

Rollins Broadcasting Co., Wilmington, Del., last week announced the acquisition of an Atlanta pest control company for $62.4 million in cash.

Rollins disclosed plans to acquire Orkin Exterminating Co., the country's largest pest control firm. The transaction must be approved by Orkin stockholders. The Orkin company is principally owned by Sanford H. Orkin and his family. The company earned almost $3 million ($1.25 per share) on $37.3 million sales in the last fiscal year ended Oct. 31, 1963.

About $40 million of the purchase price is being advanced by the Prudential Insurance Co., it was under-
stood. Other banks and insurance companies will supply additional financing, it is believed.

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

Over the past 10 days, Rollins stock on the American Stock Exchange has been moving forward. On June 19 it closed at 28 for a gain of 7/8 that day. Last Thursday it closed at 37%.

Codes have meaning to agencies, Bell says

Howard H. Bell, director of the National Association of Broadcasters' Code Authority, addressed the Florida Association of Broadcasters at Miami Beach last week. Not surprisingly, his subjects were the radio-TV codes.

He viewed the codes as an acceptance by broadcasters of "the mantle of professionalism" with its "obligations and responsibilities," then continued to point out that besides maintaining rep-
Weaver's hardware is ready for business

Whether California pay TV proves boom or bust, nobody can say it shot nickels on equipment

Subscription Television Inc. last week was busy tuning up the elaborate equipment it will use to provide the program service and collect the money in the first high-league wired-pay-TV system in the U.S.

Before the first program goes down the cable in Los Angeles July 17 STV will have run up a multi-million-dollar bill for television gear, a coaxial cable grid, individual wire connections to subscribers, tuning devices on each subscriber's television set and machines to monitor subscriber viewing and send out monthly bills.

The future of STV may be uncertain but the company has spared no expense on its physical plant. Its television gear is the most modern on the market; its monitoring and billing equipment is so new that much of it had to be invented for STV's purpose. If STV turns out to be a failure, it will not be for want of technical facilities. As one top STV engineer recently observed: "We decided that if things didn't work out, we'd rather go down in flames than drift into obscurity."

Obscurity so far has been outside STV's experience. Under the presidency of the idea-a-minute Pat Weaver, STV has become a topic of continuing controversy. A million California voters signed petitions to outlaw it. A swarm of others endorsed it by snapping up a $16 million stock issue the day it came out. But STV has hardware as well as hullabaloo, as the pictures on this and the facing page show, and it's technically ready for operation.

The billing headquarters for STV is in a converted electronics plant in Santa Monica. To this location will be sent each day the taped records of subscriber viewing collected at interrogation and response centers in Hollywood and San Francisco. An IBM 1410 computer system is the heart of the billing operation. Shown in the picture are tape drives (the upright cases at center rear and at right), a printer unit (left rear) and a punch card machine (left front) which are key pieces in the billing assembly. From this complicated process will emerge monthly bills for all STV subscribers. The billing operation is run by the Reuben H. Donnelley Corp., a Dun & Bradstreet subsidiary that was one of the co-founders of STV. Donnelley is also the STV sales agent. Lear Siegler, a major electronics company, another principal in the formation of STV, provides the program selectors and the interrogation and response equipment, and its subsidiary, Lear Siegler Service Inc., is in charge of maintenance of that equipment. All these operations are performed under contract to STV which itself consists of a small staff of program and promotion executives and has its office in a separate Santa Monica building.

STV's president, Sylvester L. (Pat) Weaver Jr., holds program selector destined for a subscriber's home. Selector can be tuned to one of three video services or to an audio feed that will carry music and announcements. There's no charge for audio channel. Program selectors are made by Lear Siegler Inc. at Long Island City, N.Y., plant. STV will pay between $48.95 and $56.02 per unit, depending on total number it buys. Units are tested for 24 hours at service center in Santa Monica before being installed in STV homes in West Los Angeles.
STV's program center, at 1313 Vine Street, Hollywood, is like a TV station in triplicate. With three video channels to program, STV needs three of everything. At the center are three film islands, each with one 16mm and two 35mm projectors and a slide machine, all equipped for color; TV tape machines, also with color capability; supporting equipment to transmit originations from the center or from live remotes such as the Dodgers baseball games. The video installation, containing mostly RCA gear, was made under contract by National Television Services Inc., a Los Angeles engineering-consulting firm, for about $2 million. Pictured above is the center's master control. Standing is Edward E. Benham, NTISI president, who was for years the engineering vice president of KTTV(TV) Los Angeles. Seated is Charles Schmidt, engineer.

Next to the program center is the interrogation and response center. Here sophisticated equipment sends out electronic signals to all STV subscribers, gets back audio replies telling whether the individual set is on, tuned to free TV or STV and, if on STV, which of the three channels is in use. The replies are converted into digital code that computers can read, are fed into computers and recorded on magnetic tapes. This gear was designed and built by Lear Siegler Inc. at a cost of $1 million. In three-and-a-half minutes this system can collect replies from 700,000 subscribers—some 697,500 more than STV will have on opening day. Duplicates of the Hollywood program center and interrogation and response center are being installed in San Francisco where STV says it will start service Aug. 14, with Giants baseball as an attraction.

The telephone company delivers the pay TV cable to each subscriber's house (black cable at left in small picture above), and Lear Siegler Service Inc. takes it from there (white cable to the right of the coupling). In picture at right above, LSSI service man connects the STV cable to a program selector. Other wires connect the selector with electric power and the television receiver. Tuning knobs on selectors can be locked—as a precaution against junior's running up the bill beyond dad's budget. STV paid telephone company $679,000 in advance to wire mile square in West Los Angeles.

The first STV subscriber connected for pay TV service was the Louis Krakower family at 1905 Crest Drive, West Los Angeles, shown here examining the newly installed program selector. The Krakower home is one of 10,766 dwellings in the first area marked out for STV exploitation. Out of the 10,766 potential, STV claims more than 4,000 have subscribed—without ever having seen an STV program. As of June 24, 718 subscribers had been equipped, installations were being made at rate of 55 a day, and STV hoped to connect 2,500 by July 17, the day that Los Angeles will see its first pay TV program.
FCC asked to deny short-spacing request

WALB-TV (ch. 10) Albany, Ga., has asked the FCC to reject the latest request to drop channel 10 into Jacksonville, Fla., at short spacing. The request was made last month by New Horizons Telecasting Corp., which had advocated the allocation shift when it was part of the commission's proposal to drop short-spaced VHF's into seven markets.

The FCC eventually rejected that package proposal, but New Horizons said the Jacksonville situation should be considered apart from the "morass of the complex drop-in proceeding" (Broadcasting, May 25).

The commission rejected the drop-in proposal largely on the ground it would inhibit the development of UHF television.

New Horizons' proposed transmitter site would be 58.5 miles short of the co-channel spacing from WALB-TV, according to the Albany station.

Technical topics . . .

Camera equipment = SOS Photo-Cine-Optics, New York photography equipment firm, last week released a new list of vari-focal zoom lenses for 16 mm, 35 mm and TV Vidicon cameras. The list includes such brand names as Angenieux and Zoomar. Photo-Cine-Optics also announced a new film splicer manufactured by Maier-Haneck Corp.

New portable = Microwave Associates, Burlington, Mass., has announced its entry into the commercial electronic equipment field with a new portable all solid state microwave receiver and transmitter. Microwave said it already has sold the new equipment to networks for use at the political conventions.

Hand recorder = Craig-Panorama, Los Angeles, unveiled its new TR-490 tape recorder featuring one-hand control of its entire operation. The TR-490 comes equipped with volume control, inputs for earphone and microphone plus an extension microphone and a patch cord for radio recording. The price of the entire kit is $79.95, including leather carrying case.

RCA expansion = RCA will install four additional computer systems, one large RCA 501 and three medium RCA 301's, in its systems center on Wall Street in New York to meet a growing demand from stock brokers for greater computer service. The new facilities will cost about $1 million and will increase by 150% the volume of paperwork the center can handle.

Color tubes = Sears Roebuck & Co., Chicago, last week introduced a new line of 16 inch color TV receivers made by Toshiba of Japan as a test market venture in some two dozen Chicago area stores. Sets are priced at $349 and are all-channel models.

Comments sought on channel move

Comments have been invited by the FCC on a proposal to shift channel 12 Ironwood, Mich., to Rhinelander, Wis., or in place of reallocating channel 12, assign channel 4 to Rhinelander.

The proposal was initiated by Representative Alvin E. O'Konski (R-Wis.) who requested the commission reallocate the channel 12 allocation for WAKE-TV in nearby Hurley, Wis., to Rhinelander (Broadcasting, Dec. 9, 1963). Representative O'Konski is a permittance of the station. The alternate proposal arose from opposition by WLUK-TV Green Bay, Wis., to channel 12 operation at Rhinelander. WLUK-TV, owned by M&M Broadcasting Co., operates on channel 11 and feared interference with its service in the Rhinelander vicinity if WAKE-TV were on channel 12. WLUK-TV suggested assignment of channel 4.

The commission said it was deferring consideration of Representative O'Konski's request that the permit for WAKE-TV be changed to Rhinelander.

Orient vs. Disneyland in KNX news contest

The bold winner goes on a two-week holiday in the Orient; the conservative winner gets an all-expense trip to Disneyland for himself and his immediate family, and the loser stays home. This is the new contest of KNX Los Angeles based on the listener's knowledge of current news. Grand prize winners go to Tokyo and Hong Kong on 12 days but they must risk a trip to Disneyland for a chance at the grand prize.

If a listener correctly answers the first question, he receives the trip to Disneyland, but, he can wager that his knowledge is sufficient to answer the second question which will net him a trip for two to the Orient. There are two grand prizes.

Drumbeats . . .

Jolly green? = Ninety people, mainly regional distributors for food and drug companies, were present last Tuesday (June 23) when Television Advertising Representatives, New York, made its presentation at WTOP-TV Washington concerning spot TV. The presentation, "How to be a giant," is being given in each of the eight cities in which TVAR represents a station. The first program was given at WBZ-TV Boston.

No tipping needed = Instead of taking agency people to lunch last week, WINS New York was bringing the lunch to the agencies. To introduce its air personalities to buyers and other personnel at major agencies, the station brought in a mobile hot dog wagon and served champagne to wash down the winners. At BBDO (1-r) Mal Ochs, associate media director; Hal Davis and Bill Thompson, supervisors, talk with Ed Hider, wins personality.

Helpful dozen = WWDC Washington has run a series of 12 political spots concerned with things that the potential candidate must do if he is to be successful in his attempts to gain elected office. The satiric scripts are patterned after a similar episode in Mad magazine.

Cutting proposition = WDAF Kansas City, Mo., completed a one-month promotion by presenting prizes to the winners in its grand championship "Mow-off" contest. The object of the contest was to determine who could start a mower, mow a 250-foot strip of the WDAF lawn and turn off the mower in the least amount of time.

Novel approach = KHOF(FM) Los Angeles, which is not listed in the rating books, decided on a different approach to prove its audience appeal. Dale Smith,
station manager, asked the audience to help the station defray the cost of new broadcast equipment via a 34-hour "Radiothon." The station received more than 500 phone calls and hundreds of letters producing $6,000 in listener contributions.

Bosses take note • After Jack Angel, air personality at KEX Portland, Ore., had learned about a voodoo supply house in San Francisco that does a large business in bat blood, dried toads and other witch's supplies, the station came up with its own Voodoo it Yourself Devil Doll, a punch-out cardboard figure, which comes complete with two pins for sticking into the doll, "thinking evil thoughts as you do so," according to the directions.

WEEI in New York • WEEI Boston held luncheon sessions for five days for agency and media executives, and for CBS Radio Spot Sales sales people in New York. WEEI's sales manager, Tom Young, presented a half-hour tape-slide presentation on the station, pointing up changes in the station's programing and the employment of new personalities over the past six months.

New grant • Television producer Sheldon Leonard and comedian Danny Thomas have established an annual $3,000 fellowship to outstanding graduate students who enter television programing at Syracuse University's Newhouse Communications Center.

Bottled promotion • ABC International, making use of an ancient form of communications, is mailing to potential advertisers note-carrying bottles as part of a new promotion for ABC Worldvision stations. The bottles are actually printed on cards, through which a small hole has been punched. Inserted in the hole is a folded message saying in part: "This is one way to get your sales message overseas. Another is with ABC Worldvision—a global network of TV stations reaching 16 million responsive homes in five continents."

A place to rest and record • Time-Life Broadcast, New York, has set up a World's Fair information center in the Time and Life building in mid-Manhattan. The center has been established to provide a central location at which people visiting New York and the World's Fair from each of the communities in which a Time-Life Broadcast property is located can get information, a free souvenir and a place to rest. In addition, each of the Time-Life stations has a special exhibit where visitors may tape-record their impressions of the fair. These tapes are mailed to the station in that person's town and put on the air.

all over America, people of all ages are listening to the radio again, to
THE LIVES OF HARRY LIME
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CAPT. HORATIO HORNBLOWER
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Once more into fairness maze

'Life Line' and 'Dan Smoot Reports' generate a new series of requests for equal, but free, time

Life Line and Dan Smoot Reports programs criticizing the Johnson administration's antipoverty campaign have led to requests for time for reply on more than 300 radio stations. The programs were sponsored, but the requests were for free time.

The National Rural Electric Cooperative Association made the requests in letters in which it cited the FCC's fairness doctrine as well as the association's own "direct interest in the success of the program." The association contacted the 340 stations that carry Life Line and the 80 that carry Smoot Reports. Some stations carry both.

The association asked the stations to carry a 13-minute taped program it had prepared featuring R. Sargent Shriver, director of the President's "war on poverty."

In asking for free time, the association referred to a commission ruling, issued last September, which held that the "public's paramount right to hear contrasting views on controversial issues of public importance cannot be nullified by the inability of the licensee to obtain paid sponsorship of time for the broadcast of a view contrary to one already presented in a sponsored program" (Broadcasting, Sept. 23, 1963).

No Single Method - However, the FCC also said that there is no single method by which a station must meet the obligations under the fairness doctrine. The commission said that the licensee has considerable discretion in choosing formats and spokesmen.

A spokesman for the NRECA in Washington said last week that some 150 replies to the association's letters had been received, and that a "majority" expressed a willingness to make time available at no cost. Some raised a question of cost, according to the spokesman, and others said the station would select local residents to reply to the Smoot and Life programs.

KTRR Rolla, Mo., said it would want a "more specific directive" from the FCC before granting the request. The station asked the commission for a ruling.

Another Issue - In a similar fairness doctrine matter, the president of the Pennsylvania AFL-CIO has asked the FCC to "investigate" WRAK Williamsport, Pa., for its failure to grant free time for union-supported spots on a controversial issue.

The union president, Harry Boyer, told the commission the union wanted to reply to commercials on "more than 100" stations which were paid for by the "Jobs for Pennsylvanians Committee" and which supported an unemployment compensation bill that was bitterly opposed by labor. The bill was eventually enacted by the legislature.

WRAK refused to grant the request for free time on the ground that it had aired both sides of the controversy in newscasts. The station acted on advice from the Pennsylvania Association of Broadcasters.

Mr. Boyer said eventually, however, "many stations" carried "labor's position on a one-for-one basis" and that others "offered a reasonable opportunity to answer."

He challenged the view that newscasts can satisfy a station's responsibility for balance "when a partisan group is allowed to purchase [time] and air its viewpoint many times daily while a spokesman for another view is refused an opportunity to answer unless he pays."

Official's 'Survival!' gets higher budget

Official Films Inc. is allocating about $1.2 million for the production of 38 episodes of the new half-hour actuality series, Survival! This represents a 25% increase in cost over similar presentations, Seymour Reed, Official president, reported last week.

The series, which will begin on stations this fall, centers around persons involved in well-known disasters, such as the sinking of the Andrea Doria and the Texas City oil fire. Mr. Reed noted that Survival! unlike previous actuality...
Stanton denounces limits on trial coverage

Proposals calling for a law limiting the coverage of court trials and other legal procedures by the broadcasting and print media were assailed last week by Dr. Frank Stanton, president of CBS Inc., in a talk before the Conference of New York State Trial Judges in Crotonville.

He opposed such a law saying it would drive "a wedge" between the court and the communications media and thereby weaken the entire judicial system. In addition, he said, the law would impose upon the judge "the explosive job of sitting in virtually continuous judgment over the press" and would be highly costly to administer.

Dr. Stanton contended it would be more logical to strengthen control over the conduct of police and court officials responsible for the apprehension, custody and trial of the accused, than it would be to restrict the press through legislation. He noted that stations and newspapers "do not extract confessions or originate evidence," and indicated that the way to stop certain information from appearing in the news media would be to stop it from being issued.

He acknowledged that neither increased restrictions on the news media nor on police officials held the answers to the problems, and suggested that one approach could be an inquiry into the problems of covering legal proceedings to be conducted by an interdisciplinary panel under the sponsorship of the Brookings Institution. He noted he had made such a proposal last March and reported that the institution is now making preliminary studies (Broadcasting, March 30).

Another suggestion Dr. Stanton advanced was that broadcasters be granted increased access to the courtrooms. He said that more liberal access, now generally prohibited by the restrictions of Canon 35 of the American Bar Association, would serve to strengthen judicial institutions and enlighten the public.

series Battle Line and Biography, will accentuate the human-interest approach, rather than the educational slant.

More than 20 stations have bought the series to date and a line-up of 75-80 stations is expected by this fall, Mr. Reed said.

L.A. board changes its pay-TV stand

Subscription Television Inc. won a psychological victory when the board of supervisors of Los Angeles County rescinded a previous vote endorsing a referendum to outlaw pay TV in California. The board adopted a neutral "let the people decide" position. The vote, which was unanimous, came at the end of a 2 1/2 hour session during which more than 25 representatives of various civic, social and labor groups had presented their views, pro and con, on the matter.

The change by the Los Angeles supervisors was only one straw in the wind of public opinion regarding pay TV in general and the Santa Monica, Calif.-based STV in particular. An exchange of correspondence between Mrs. Fred Teasley, state radio and TV chairman of the California Federation of Women's Clubs, and Andrew J. Biemiller, director, department of legislation, AFL-CIO, released by the Citizens Committee for Free TV, revealed that the national labor organization is on record as opposing pay TV in any form, over the air or by cable. The STV program service will be transmitted by cable.

At its 1957 convention, the AFL-CIO adopted a resolution of unreserved opposition to pay TV. "There has been no action since that time and that resolution still stands as the official policy of this organization," Mr. Biemiller wrote.

Individual unions are not bound by the national AFL-CIO stand. Last week the Hollywood Film Editors, Local 776, IATSE, unanimously approved a resolution to be submitted to the IATSE convention next month in Louisville. It asks that the national body reject any attempt to put IATSE on record as opposing pay TV. And the Los Angeles local (47) of the American Federation of Musicians, in a front page editorial in its monthly publication, Overture, declared: "The right of a new industry to a fair trial is not debatable... because we have an economic interest in any new industry that creates jobs for musicians, we should all work toward educating and influencing everyone we come in contact with to vote no against the initiative to ban pay TV in the November elections."
No hesitation on revocation

Henry says commission in earnest on backing up ban on horse racing information

The FCC's newly revised but watered-down policy statement on the broadcasting of horse racing information "is quite clear and unambiguous," Chairman E. William Henry said last week. If any station is found violating it, he said, it "will call for drastic action."

Earlier the commission had proposed extensive and strict rules governing racing broadcasts, Mr. Henry explained to a meeting of the National Association of State Racing Commissioners in Chicago Tuesday (June 23). The final decision resulted in a much more simplified version which seeks to prohibit only that portion of data vital to major illegal gambling interests (Broadcasting, June 22, 15). Under the new policy the FCC will continue to consider the subject on a case-by-case basis.

Chairman Henry said under the new policy any station violation would invoke "drastic" action by the FCC, "not just raised eyebrows or a one-year renewal. I for one will not hesitate to vote for revocation."

The FCC chairman also called for the formation of a joint committee of representatives from NASRC and the FCC to review periodically broadcasting racing policies to assure that the present regulations continue to be adequate to curb bookie operations.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, praised the cooperative effort to free racing of news "discrimination" which other sports do not face while still managing to find reasonable regulation to "keep racing information out of the hands of the criminal element."

Just before their NASRC talk, Mr. Henry and Senator Magnuson participated in AT&T's new intercity Picturephone service (see page 53).

Argument due on radio forms

They're shorter and simpler than TV forms, so not as much complaint is expected

The FCC puts its proposed program reporting form for radio out for oral comment tomorrow (Tuesday), in a hearing scheduled to last all day.

The hearing appeared to be shaping up as something of a rerun of the proceeding on the commission's proposed form for television on June 1, with a number of the same groups to appear. Twenty participants are scheduled.

The radio form is simpler and shorter than that proposed for TV. So it is not expected to generate the same number of complaints. Many of those who testified at the earlier hearing said the TV form was too detailed and would be too

Screen Gems makes first sales on half-hour Truman series

Screen Gems Inc. has placed Decision: The Conflicts of Harry S. Truman, a half-hour dramatic documentary series, into syndication, and has sold the programs in key markets in the U. S. for presentation, starting Nov. 10, it was announced last week by Jerome Hyams, executive vice president of SG.

The 26-episode series covers the critical events in the Truman administration, 1945-52. Programs will include both stock footage of historical events plus material filmed during the past year in New York, Washington and Independence, Mo. These latter segments consist of recollections from major figures involved in the Truman decisions, including Averell Harriman, Dean Acheson, General Omar Bradley, Sam Rosenman and Mrs. Truman.

Mr. Truman appears in each episode, revealing his thoughts and fears at the time he made his decisions, according to Robert Seidelman, vice president in charge of syndication for Screen Gems and executive producer of the series. The producer-director is Ben Gradus.

Among the subjects covered in the 26 episodes will be three which will have two half-hours devoted to them: "The Legend of Douglas MacArthur;" "Police Action," concerning the U. S. and United Nations involvement in the Korean War and "Dialogue with the Future," centering on the decision to use the atom bomb.

Initial buys were made by WHDH-TV Boston; WBKB(TV) Chicago; KPIX (TV) San Francisco; WOOD-TV Grand Rapids, Mich.; WTMJ-TV Milwaukee; WTVG-TV Hartford, WDAU-TV Scanton-Wilkes-Barre, and the seven Metropolitan Broadcasting Television stations (WNEW-TV New York; WTTG (TV) Washington; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo.; KOVR(TV) Stockton, Calif.; WTVP(TV) Decatur, Ill. and WTVH(TV) Peoria, Ill.)
burdensome on broadcasters (Broadcasting, June 8).

These complaints are currently being tested in a kind of laboratory experiment. WPRO-TV Providence and KDIX-TV Dickinson, N. D., have volunteered to complete the form to determine what problems they would actually pose for broadcasters.

During the test, expected to last six weeks, the stations will keep records of the time and money devoted to filling out the forms. Commission officials also hope the stations will be able to suggest phraseology to make the form's questions more explicit.

NAB up First • Lead-off witness at tomorrow's hearing will be Douglas Anello, general counsel of the National Association of Broadcasters. Representatives of the Virginia, South Carolina and Texas Broadcasters Associations are also scheduled to appear.

Others on tap include representatives of ABC, Mutual Broadcasting System, Storer Broadcasting Co., the United Presbyterian Church, the United Churches of Christ, WANN Annapolis, Md., and WMCA New York.

The commission will also hear from eight communications attorneys, each representing several licensees.

Like the television form, the one for radio is composed of two documents—one for license renewal applicants and one to be used in connection with applications for new stations, assignments and major changes in facilities.

Ad Hoc Committee • The proposal is based on the work of an hoc committee, composed of broadcasters, attorneys and FCC staff members, which reviewed and attempted to simplify a form issued by the commission in January (Broadcasting, Jan. 27). The form on which comments will be heard tomorrow is basically similar to the January proposal, in that its major emphasis is on the reporting of news and public affairs programing and commercial practices.

Both radio and TV proposals represent a 4-year effort by the commission to bring its reporting forms in line with its 1960 program policy statement.

NAB Likes Narratives • Speaking in widely separate locations last week, two officials of the National Association of Broadcasters delivered strikingly similar remarks on the FCC's proposed program reporting forms, perhaps previewing their organization's official position at the hearing.

Sherrill W. Taylor, vice president for radio, told the Florida Association of Broadcasters Friday (June 26) that two broadcasters had been picked to join Mr. Anello in oral argument before the FCC. They are Robert Jones, vice president of WBBR Baltimore, and Grover Cobb, KVGB Great Bend, Kan., and a member of the NAB radio board. Mr. Taylor said the two "will testify that a broadcaster can best describe his methods in a general narrative statement without being required to give names of those in the community contacted or to relate specific programs to specific suggestions."

On the same day, Mr. Anello addressed the Wisconsin Broadcasters Association at Lake Geneva. He attacked censorship in general, explored the philosophical bases for freedom of information in a free society, and stated NAB's belief "that the commission may not challenge a licensee's programing schedule unless it has reason to believe that the schedules were not made in good faith; were not made in response to the licensee's determination of the interests of his community, but rather are arbitrary or reflect mere personal whim." He suggested that "the commission should limit its application information to a simple narrative for the sole purpose of determining whether the licensee has attempted to be informed about the market served."

Program notes...

Campaign history • New York University is offering a series of ten public service programs for radio stations entitled Campaign. The five-minute features, each pertaining to one of ten major presidential campaigns of the past, recreate the issues, sounds and the songs of political battles. The series is offered at $20, and the proceeds go into a scholarship fund for broadcasting students at the university.

Children's series • Gadabout Gaddis...
Profiles

The series begins Nov. 24 with a winning book written on the life of Alexander the Great. It will be available to the station by July 1 for approximately $500,000, the highest price for a domestic rerun of TV filmed programs. The series will be produced by the Motion Picture Association of America, exclusive producer of the series.

Several TV networks have joined the Association of Motion Picture and Television Producers at the bargaining table.

Leigh in TV * Actress Janet Leigh has signed a television contract with The Mirisch Co., Los Angeles, which is developing a TV series for her in cooperation with United Artists.

Film pack * Allied Artists Television Corp., New York, is preparing to distribute, primarily to TV, a newly acquired package of 23 foreign language feature films. The films, many of them Italian, have not been shown in the U.S. They will be dubbed in English. Several will be distributed to theaters before TV.

Picture pack * With its purchase of the Century III package of 30 feature motion pictures from 20th Century-Fox for approximately $500,000, KHJ-TV Los Angeles will have spent close to $7.5 million in the past few years for the TV use of motion pictures made for theatrical exhibition, Wally Sherwin, director of programming at KHJ-TV announced last week. The new films, which will become available to the station by Oct. 1, include 26 pictures made in color which KHJ-TV will broadcast in color.

Lawford in Profiles * Peter Lawford, brother-in-law of the late President John F. Kennedy, will star in "The General and the Alexander William Doniphan Story," on the new NBC-TV series based on Profiles in Courage, the Pulitzer Prize winning book written by Mr. Kennedy. The series begins Nov. 8 (6:30-7:30 p.m. EST).

SAG members okay call for strike

A strike of the Screen Actors Guild against the producers of filmed TV programs can be called at any time following midnight Tuesday (June 30), when the current contract expires. Some 1,200 SAG members, attending a special meeting last Monday (June 22) gave the union's executive board authority to call a strike. Major item of the SAG proposal is the demand for a doubling of residual payments for domestic reruns of TV filmed programs plus payments for the use of these programs in foreign markets, for which actors have not received any payment.

A new development in the contract discussions is that, at SAG insistence, the three TV networks have joined the Association of Motion Picture and Television Producers at the bargaining table. The union's argument is that the networks participate in the financing and production planning of many shows which appear on network TV and are just as much concerned with the terms and conditions of employment for the actors on these programs as the producers. Originally, the network representatives were only observers of the negotiations.

Unions irked at studio's tape plans

The first TV program to be put on tape instead of film at Universal City Studios (formerly Revere) is "still scheduled to go into production in July," a studio spokesman said Thursday. The program, as yet untitled, will be produced by Milt Hoffman, with Bill Leyden as host.

The switch from film to tape has been protested by six Hollywood locals of the International Alliance of Theatrical Stage Employees, who charge that such a move would be a breach of contract. These locals, representing cameramen, film editors, sound technicians, laboratory technicians, scene artists and makeup and hair stylists, have for months complained that the tape agreement negotiated last winter with the major film producers by IATSE President Richard Walsh is invalid and they plan to take their fight to have it rescinded to the floor of the IATSE convention in Louisville, Ky., next month.

Such an agreement, if necessary, the locals contend, as the 1961 agreement between the IATSE and the film producers already covers all production, tape or film. The source of the locals' dissatisfaction is that in general the tape agreement calls for a weekly pay scale that is lower than that for film (Broadcasting, Dec. 23, 1963).

"The video-tape agreement was without the authorization, without the participation, without the consent and without the ratification" of the local unions and their members, the six protesting locals said in a telegram sent to the national officers of MCA, Universal and Revue. (The studio spokesman refused to comment on the wire or even to admit that any such message had been received.)

If Universal Studios proceeds with the scheduled taping, the unions will take appropriate legal action, their message stated.

Heavy coverage of conventions planned

Two station groups and an audio news service have released plans for coverage of the political conventions this summer.

Corinthian Broadcasting Corp., New York, will use a 22-member reporting team from its six stations; Taft Broadcasting Co., Cincinnati, will send 17 newsmen and technicians from its 12 stations, and Radio News International will use five men to cover Republican candidates for its 150 subscribing stations.

In addition to regular live coverage of convention activity, the Corinthian stations will present half-hour preconvention specials and feature reports by the nationally syndicated newspaper columnists who participate in Corinthian's 'Kemo Sabe' rides again

The Lone Ranger and Tonto have come out of retirement to again fight the forces of evil in the early West and to extend their 20-year popularity record on radio.

Syndicated by Special Recordings Inc., Detroit, the program series is scheduled on WSN Milwaukee; KALF Mesa, Ariz.; WICK Bloomington, Ill.; WKOS Ocala, Fla.; WBCM Bay City, Mich.; WBAO Harrisburg, Pa., and WIAV Grand Rapids, Mich. Fred Flow erday, president of Special Recordings Inc., said KMOX St. Louis will begin programming late this summer with 41 other stations scheduled to carry the series beginning this fall.

Broadcasting, June 29, 1964
Columnists on the Air series. Corinthia- 

an stations are kovy(TV) Tulsa, Okla.; 

wane-am-tv Fort Wayne, Ind.; with 

TV Indianapolis; kxty(TV) Sacramento, 

Calif., and khou-tv Houston. 

The Taft coverage will supplement 

the network and wire service reports by 

providing localized reports for the Taft 

stations. Nick Basso and John Fraim 

of Taft's wtvn-am-fm-tv Columbus, 

Ohio, will also be part of the ABC 

convention staff, and Bill Leeds of wdaf- 

am-fm-tv Kansas City, Mo., will also 

work with NBC coverage. Other Taft 

stations are wbrg-am-fm-tv Cincin- 

nati, wbrg-am-fm-tv Birmingham, 

Ala.; wgr-am-fm-tv Buffalo; w resurrect-tv 

Scranton-Wilkes-Barre, Pa., and wktt- 

tv Lexington, Ky. 

RPI's plans include 20 three-and-a- 

half minute news interpretations and in- 

terviews daily on late developments with 

leading Republicans and Democrats at 

their respective conventions. 

For the Republican convention, RPI 

News Director Bill Scott has assigned 

Herb Brubaker to cover Senator Barry 

Goldwater; Victor Jay will cover Gov- 

ernor Nelson Rockefeller; Don Fulsom 

will cover Governor William Scranton; 

Steve Nevas will be at the Henry Cabot 

Lodge headquarters and Mr. Scott will 

cover the Richard Nixon headquarters. 

Bears football goes 

theater TV route 

The Chicago Bears of the National 

Football League last week did what was 

expected of them. The NFL pro cham- 

pions signed a one-year contract to 

show their blacked-out home games on 

television (CLOSED CIRCUIT, 

June 22). 

National General Corp., Los Angeles, 

through its subsidiary, Theater Color- 

Vision Corp., will handle the Bears' home 

games and feed them to two Chi- 

cago theaters. The theaters will add 

9,500 seats to the Bears' 45,800 capac- 

ity of Wrigley Field. Games are sched- 

uled to be shown in black-and-white with 

possibility of using color theater TV 

gear now being developed by General 

Electric. 

The theater TV seats will represent 

an extension of the Wrigley Field box 

office as far as the Bears, the visiting 

teams and the league are concerned. The 

Bears will take 60% of the net and 

the visitors 40% after a 2% cut is 

taken out for the league. NGC will re- 

ceive a per-seat override on the theater 

portion after expenses. This will be in- 

cluded in the theater TV expenses be- 

fore the net is split. 

Last year's NFL championship game 

between the Bears and New York Gi-

ants at Wrigley Field marked the first 

use of theater TV for sold-out home 

games. Following that game, NFL Com- 
misioner Pete Rozelle said he favored 

the idea of theater TV at sell-outs 

(BROADCASTING, Jan. 6), and the NFL 

made provision for such telecasts in the 

two-year $28.2 million contract it signed 

with CBS-TV (BROADCASTING, Jan. 27). 

Earlier this month four West Coast 

colleges began negotiations with Sub- 

scription Television Inc. of Santa Mon- 

ica, Calif., for showing of their home 

games on the California pay TV system. 

News for the deaf 

WLWC(TV) Columbus, Ohio, in 
an effort to alleviate part of the 

void in news coverage caused by 
a newspaper strike in that city, 

has provided sign-language on its 

6 and 11 p.m. news programs for 

the benefit of the deaf citizens 

who normally receive their news 

via the newspapers. The station 

also broadcasts the schedules of 

all TV stations in Columbus 

(three commercial and one educa- 

tional), as well as a half-hour program 
daily devoted to obituaries, vital 

statistics and social news. 

Hurok's acts being 

booked for STV 

Impressario Sol Hurok announced 

last week that pianists Artur Ruben- 

stein and Van Cliburn will appear on 

Subscription Television's pay-TV sys- 

tems in Los Angeles and San Francisco. 

Arrangements are under discussion for 
guitarist Andres Segovia, cellist Mstislav 

Rostropovich, singers Marian Anderson, 

Mary Costa, Victoria de Los Angeles, 

Roberta Peters, Jan Peerce, and Jerome 

Hines, and groups such as the D'Oyly 

Carte Opera Co., the Old Vic and the 

Royal, Danish and Bolshoi ballets to 

make similar appearances. Virtually all 

of the 1,000-2,000 artists he represents 

will perform for STV, Mr. Hurok said. 

Sylvester L. (Pat) Weaver, STV 

president, joining Mr. Hurok at a news 

conference in Los Angeles, said that the 

artists will be paid on a royalty (per- 
centage) basis. Their programs will be 
taped or filmed and will be repeated 
periodically as the STV audience grows 

from the few thousand homes that will 
be connected for program service at its 
inception July 17 to the more than 50, 

000 anticipated by the end of the year 

and the many times that number in the 

next few years. Mr. Hurok receives 

$10,000 a month as consultant and 
negotiator for STV in the cultural pro- 

gram field. 

Mr. Weaver also announced a Lect- 
ture Hall series to be presented to STV 

subscribers, with Arthur Schlesinger, 

Norman Cousins, Bennett Cerf, and 
others repeating for STV the lectures 

they usually give in civic halls and col- 

lege auditoriums. He is meeting this 

week in New York with the heads of 

the major motion picture companies, 

he said, after which he hopes to be able 

(ADVERTISEMENT) 

The Pulse figures referred to 
in our ad in the BROAD- 
CASTING YEARBOOK are 

from the Baltimore Negro 

WSID—Baltimore
to announce the completion of arrangements for STV to add new theatrical motion pictures to its schedules.

A new STV commercial division has begun to sell the company's wired closed-circuit pay TV program service to restaurants, bars, hotels and other public gathering places in the Los Angeles area which will receive the first STV programs, Mr. Weaver said. Only 25 of these commercial installations will be made, he said, "until we can study the situation and find out what's going on." He added: "We're pushing the Japanese, Germans and everyone else to give us a 3- by 4-foot color screen."

Asked about the possibility of adding theaters to STV's home hookup to receive concerts and other special programs, Mr. Weaver said that such interconnection is a natural extension of the home service and will undoubtedly happen some day.

A Third Side • Mixing into the melee about pay television, heretofore dominated by the highly vociferous foes and equally vigorous defenders of the medium, Douglas Anderson, president of Anderson-McConnell Advertising Agency, Los Angeles, last week expressed a third point of view. He opposes the proposed amendment to the state constitution which goes on the California ballot this November seeking to outlaw pay TV in the state. But he believes that economically, pay TV simply won't work.

"Let's suppose," Mr. Anderson proposed, "that television started out as a home-pay medium. Then one day a bunch of advertisers came up with the idea of sponsoring shows and presenting them for free. Which method do you think would win?"

Granting that if pay TV could come up with a never-ending parade of brilliant, smash entertainment superior to anything to be found on free TV it could cut quite a swath, Mr. Anderson commented that was the trouble. There never has been and never will be an unlimited supply of great entertainment.

**Supreme Court backs ASCAP**

Refuses to review ruling against TV music clearance at the program source

Hopes that TV broadcasters could force program licensing at the source through the ASCAP consent decree went glimmering last week when the U.S. Supreme Court refused to review a lower court ruling adverse to the All Industry Television Stations Music License Committee.

The industry TV committee had sued the American Society of Composers, Authors and Publishers to force ASCAP to agree that stations pay royalties only for music used in locally originated programs. Music used in syndicated programs would be collected by ASCAP at the source. The suit was based on the committee's contention that the ASCAP consent decree permitted this kind of arrangement. ASCAP claimed the consent order did not require this.

The U.S. Court of Appeals in New York last April upheld the ASCAP view (Broadcasting, April 20). The committee then filed its request for review to the Supreme Court.

Several alternatives are still open to the industry committee. It can bring an antitrust suit, via a station or group of stations, against ASCAP to force the licensing group to accept the principle of licensing at the source without regard to the consent order. It can go back to the federal district court for a hearing on "reasonable" rates under the consent decree and the traditional form of ASCAP licensing. It can settle directly with ASCAP. Just what the next step is hasn't been decided, according to Charles Tower, Corinthian Broadcasting Corp., chairman of the committee.

**Distribution pact**

George A. Graham Jr., chairman of the board, NBC Films (l), is shown with Charles Benton, president, Encyclopaedia Britannica Films, at the signing of a five-year contract giving Britannica rights to adapt and distribute all of the network's documentary programs to educational institutions. The contract covers NBC-TV documentary news, religious, special and children's programs.

**Four Star syndicates ‘Richard Diamond’**

Four Star Distribution Corp. has placed its Richard Diamond series, starring David Janssen, into syndication and is releasing two additional runs of Rifleman because of TV station interest, Len Firestone, vice president and general manager of the syndication company, announced last week.

Mr. Firestone noted that because of the growing popularity of Mr. Janssen, star of ABC-TV’s The Fugitive, Four Star Distribution asked stations if they were interested in Richard Diamond, a 26-episode, half-hour series which was presented on NBC-TV several years ago. He said interest by stations was "very promising" and initial sales on Richard Diamond have been made to WPXI(TV) New York, WGN-TV Chicago, KTLA-TV Los Angeles and WFAA-TV Dallas-Fort Worth.

The 26 former NBC-TV episodes have never been in syndication. The series earlier had been on CBS-TV and 51 half-hour segments have been in distribution by CBS Films for several years under the title, Call Mr. D.

Mr. Firestone said The Rifleman has
been in syndication for almost two years and, in some markets, the initial two runs will have been completed this fall. He stressed that to recoup costs for residuals for the additional two runs, Four Star had to be assured of interest by a sufficient number of stations. When 12 stations indicated they would buy Rifleman, Mr. Firestone reported, the company decided to release two additional runs. More than 120 stations are carrying the series.

Democrats caution stations on 'hate'

The Democratic National Committee has warned about 1,300 radio and television stations that certain programs they carry “have repeatedly attacked the candidates, programs and policies of the Democratic party” and implied they could make the stations liable to claims for time to answer them.

A letter from Samuel C. Brightman, deputy chairman for public affairs, includes a reprint of “Radio Right: Hate Clubs of the Air,” which appeared in The Nation May 25 and characterizes nine programs.


Mr. Brightman said last week that the letter was sent to all stations carrying any of these programs, numbered in the article at “more than 1,300.”

The accompanying letter states, “In view of the coming political campaign I thought you should be aware both of the content of these programs and the claims for time to which these attacks can make you liable.”

Broadcasters cut out of D.C. crime bill

House-passed legislation that would have included radio and television stations among media affected by its anti-obscenity provisions has been amended so that references to the broadcast media have been eliminated.

HR 7525, an omnibus crime bill for the District of Columbia, has been altered by the Senate District Committee in a manner recommended by the National Association of Broadcasters. The NAB and other broadcast witnesses reminded the committee that the Communications Act already provides sanctions against broadcast of obscene matter (Broadcasting, Dec. 9, 1963).

2 stations buy, 14 renew ‘Steve Allen’

Westinghouse Broadcasting Co. last week announced 14 station renewals in its 90-minute Steve Allen Show, a package featuring five programs per week. Westinghouse also reported two stations signing for the package for the first time: KGGM-TV Albuquerque, N. M., and CHCH-TV Hamilton, Ont.

Renewing stations are: WPIX-TV New York; WTOP-TV Washington; KRLD-TV Dallas-Fort Worth; WISN-TV Milwaukee; WCCO-TV Minneapolis-St. Paul; KTVI-TV St. Louis; WNYT-TV Syracuse, N. Y.; KOOL-TV Phoenix; KSL-TV Salt Lake City; KATU-TV Portland, Ore.; KNBT-TV Des Moines, Iowa; KOLD-TV Tucson, Ariz.; WLW-TV Indianapolis, and KROD-TV El Paso. The show is on 35 stations.

Warner syndication sales up 31%

The television division of Warner Bros. Pictures reported syndication sales of $3.4 million for the quarter ending May 30. The near-record figure represents a 31% increase over a like period the year before.

Warner last week also reported 34 new sales totaling $595,000 during the first two weeks of June. More than half of the two week’s sales, in 21 markets, involved one-hour western series (Cheyene, Maverick, The Dakotas and Bronco). Other properties involved in the two-week spurt: The Gallant Men, Surfside 6, Bourbon Street Beat and 77 Sunset Strip; feature films (“Warner Bros. One”) and its 1964 cartoon package.

According to Joseph Kotler, vice president of the tv division, the past quarter was “topped only by the first quarter of our operation two years ago, when we released six hour-long off-network programs, and by the summer quarter last year when we introduced our first package of 25 Warner Bros. features.”

Mr. Kotler also said that more than half of the past quarter’s total sales were in 77 Sunset Strip, an off-network series now in rerun on ABC-TV.

Film sales...


Debbie Drake (Banner Films): KNOL-TV Kearney-Holdrege, Neb. and KGO-TV San Francisco.

Bold Journey (Banner Films): KIMA-TV Yakima, Wash.

Tartan Features (Banner Films): WHEC-TV Rochester, N. Y. and WDEF-TV Chattanooga, Tenn.


Men into Space (UA-TV): KCOY-TV Santa Maria, Calif.


CBS-TV signs Streisand

CBS-TV has signed Barbra Streisand, newest Broadway star, to an exclusive TV contract “in excess of 10 years,” that calls for her to do one special program a year. CBS-TV reportedly will spend more than $300,000 for each of the special programs.

RKO, 20th Century settle

RKO General Inc. and 20th Century-Fox Film Corp. announced that they have reached “an amicable settlement of their differences” regarding the supplying of motion pictures for the RKO pay TV operation in Hartford, Conn.

The settlement ends a suit filed by RKO General against Fox last March. Several weeks ago RKO General and Universal Pictures reached a similar settlement. It provides that the motion picture companies will supply RKO General with first-run features for its pay TV installation.
STV money goes out; very little comes in

Between Jan. 7, 1963, when Subscription Television Inc. was organized, and Dec. 31, 1963, the pay TV company took in more than $21 million from the sale of stock, of which over $11 million was promptly put into U. S. treasury obligations and some $5 million spent for equipment and other expenses of getting a new business started. It ended the year with a cash balance of just under $7 million.

As STV President Sylvester L. Weaver Jr. said in his statement to shareholders: "Since operations are not scheduled to begin until July, the company has as yet enjoyed no income other than that derived from the temporary investment of funds."

STV "is presently experiencing the very heavy starting-up costs inherent in the creating of any major new enterprise," Mr. Weaver continued. "Stockholders should be aware that this condition will not change overnight upon the initiation of operations, but will, instead, continue for some period of time."

STV states that public reception of its sales effort is "still excellent. We expect to end the year 1964 with 70,000 homes installed, plus hotel rooms and commercial installations."

Comsat says stock would suffer under FCC plans

The Communications Satellite Corp., last week told the FCC that if the federal agency adopts a rule to prohibit the sale of Comsat stock owned by common carriers before June 1, 1965, it "would restrict generally the transferability of shares" and would "impair the marketability" of stock.

The commission proposed the rule following the sale of half of Comsat's 10 million common stock shares to common carriers (Broadcasting, June 8). The rule is designed to curtail speculation with Comsat holdings. Only the shares held by common carriers are affected and under the proposal would allow one common carrier to sell shares to another.

But Comsat told the FCC that hobbling half of the ownership of the corporation, a $100 million investment, might hinder the financing of the venture. Comsat also said the commission lacks the authority to regulate the ownership of the corporation.

Some of the major investors in Comsat are AT&T, 2,895,000 shares; IT&T, 1,050,000 shares; General Telephone & Electronics, 350,000 shares, and RCA, 250,000 shares.

Jerrold Corp. had net loss in '63

Jerrold Corp. sustained a substantial loss in the fiscal year ended Feb. 29, 1964, but has returned to profitable operations in the first quarter of the current year, president Milton J. Shapp announced last week.

Reporting on a consolidated basis, Jerrold's pretax loss from continuing operations amounted to $2,038,575. Nonrecurring charges, including loss from discontinued operations, totaled $521,909, resulting in a net loss for the full year of $2,144,554 after recoverable income taxes of $415,930. Sales totaled $24,542,111.

Jerrold is located in Philadelphia and manufactures electronics equipment for the Defense Department, mobile TV microwave systems, community antenna and pay TV systems, and hi-fi equipment.

Year ended Feb. 29:

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<td>739,617</td>
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</tbody>
</table>

*Based on 2,071,988 common shares outstanding on Feb. 29, 1964.

MPO skips dividend

MPO Videotronics Inc.'s board of directors did not declare a dividend on the corporation's class A stock for this quarter. The previous quarterly dividend was 10 cents a share.

Announced last week, the decision, according to the company, was made in order to preserve working capital needed to handle an increased volume of business. Although the company suffered a loss during the first quarter of its fiscal year, it reports second quarter profits sufficient to overcome the loss and a continued high volume since April 30.

The New York-based firm produces TV commercials, industrial films and audio-visual presentations.

Outlet Co. earnings up

The Outlet Co., owner of the Outlet department store and licensee of WJAR-TV Providence, R. I. and WDBO-AM-FM-TV Orlando, Fla., released the following interim earnings statement last week.

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.38</td>
<td>$0.25</td>
</tr>
<tr>
<td>Sales and broadcasting revenue</td>
<td>6,444,957</td>
<td>4,594,176</td>
</tr>
<tr>
<td>Earnings before federal income taxes</td>
<td>390,952</td>
<td>262,930</td>
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<tr>
<td>Net earnings</td>
<td>190,452</td>
<td>124,530</td>
</tr>
</tbody>
</table>

Financial notes...

- Columbia Pictures Corp., New York, June 15 declared a 2.5% stock dividend payable to stockholders of record June 29 and Aug. 17. On cumulative preferred stock Columbia directors declared a quarterly dividend of $1.0625 payable to stockholders of record Aug. 3 on Aug. 17.
- Papert, Koenig, Lois Inc., New York advertising agency, has declared a quarterly dividend of 12 cents a share on "A" issue shares payable July 8 to stockholders of record as of July 1.

BROADCASTING, June 29, 1964
CBA elects Patrick

E. J. (Pat) Patrick, KAVI Rocky Ford, elected president of Colorado Broadcasters Association for 1964-65. Other CBA officers elected: Paul Blue, KXZ Denver, VP and president-elect; and Ed Scott, KLAK Lakewood, secretary-treasurer. New directors are George Jeffrey, KKTZ-TV Colorado Springs; Jack Hawkins, KVFC Cortez; and Robert McMahan, KREX Grand Junction.

John Antonio and Gene Hoefel, art directors. Mr. Sheasby rejoins NL&B after two years with Edward H. Weiss & Co. Mr. Weiss formerly was with Compton Advertising. Mr. Antonio had his own promotion firm in Hot Springs, Ark., and Mr. Hoefel was with Arthur Meyerhoff Associates.

Thomas R. Murphy, salesman in Dallas office of Advertising Time Sales, New York, appointed manager of company's San Francisco office. He replaces Charles P. Rembert, who moves to ATS's expanded New York sales staff.

Paul W. Walsh, VP of Compton Advertising, New York, promoted from assistant creative director to creative director. Charles Blakemore, group head, elected VP and assistant creative director. Mr. Walsh joined Compton in 1959 from Benton & Bowles, New York. Mr. Blakemore moved to Compton in 1962 from Leo Burnett Co., Chicago.

Will Jackson, account executive at WISH-TV Indianapolis, promoted to local sales manager.

C. L. (Lud) Richards, formerly president of RTN Broadcast Features, Chicago, appointed commercial manager of WPLF-AM-FM Philadelphia.

Jack Davies, for three years account executive at KING-TV Seattle, joins KIRO-TV, that city, as regional sales manager.

Henry Alfaro, for past four years news bureau manager in Los Angeles for Security First National Bank, joins PR staff of MacManus, John & Adams, that city, as account executive.

Norman E. Nicholson elected VP of Kaiser Industries Corp., Oakland, Calif., and named assistant to president-communications. Mr. Nicholson has been administrative assistant to Edgar F. Kaiser, and was member of President Kennedy's Commission on Status of Women.

Harold Deutsch, for past 12 years account executive at WINS New York, joins WPAT-AM-FM Paterson, N. J., as sales projects director.

Dr. Peter Langhoff, VP and director of research at Young & Rubicam, New York, elected to new post of senior VP for corporate plans and analysis. Dr. Langhoff joined Y&R in 1946 as manager of research department, was made director of that department year later and in 1948 elected VP.

Jeff Cowan appointed sales service manager of KING-TV Seattle.

Robert D. Daubenspeck, supervisor of broadcast facilities in media department of Foote, Cone & Belding, elected VP. Willard A. Wirth, account supervisor in agency's New York office, also elected VP. In addition, Mr. Daubenspeck was named to new post of asso-
Barton A. Stebbins, head of his own Los Angeles advertising agency for 42 years, announced last week he is closing that office and is taking most of his business and personnel to Los Angeles office of Wade Advertising where he becomes senior VP. Among $2 million in accounts moving to Wade are Signal Oil Co. and Certified Grocers of Southern California.

Robert M. Silverman, for past two years Chicago advertising manager for St. Regis Paper Co., joins Grant Advertising, that city, as account executive.

Robert D. Cote, formerly assistant to media director of D'Arcy Advertising, Chicago, joins media department of Earle Ludgin & Co. there.


Ken Leslie resigns as general sales manager of KGO-AM-FM San Francisco. No future plans have been announced.

Donald Raumaker, previously assistant advertising director of Pearl Brewing Co., San Antonio, Tex., joins John W. Shaw Advertising, Chicago, as account executive.

Lew Witz, for past two years assistant sales manager of WIND Chicago, appointed sales manager of WINS New York, effective July 1. Stations are owned by Westinghouse Broadcasting Co. Arthur Harrison, sales manager of WINS since 1962, has resigned.

Del Gore, founder-partner of Cancilla, Gore & Knapp, San Francisco, appointed manager of Recht & Co.'s office in that city.

George Filipetti, creative supervisor at Wade Advertising, Chicago, elected VP and promoted to creative director, succeeding late Robert Blackburn.

Richard K. Montgomery, VP of Clinton E. Frank Inc., Chicago, elected to agency's executive committee.

Robert Perez appointed director of West Coast sales for CBS-TV Stations National Sales, effective July 1, with headquarters in San Francisco. Sam Hill continues as sales manager of Los Angeles office.

Howard L. Garvin, since May 1963 member of sales staff of WCBS-TV New York, joins network's sales office in San Francisco as account executive.

Ronald W. Brown, senior account executive on Colgate-Palmolive products

Colonel Lindow retires

Colonel Lester W. Lindow (r), executive director of Association of Maximum Service Telecasters, Washington, receives Army Commendation Medal (first Oak Leaf Cluster) from Colonel Eugene E. Surdyk, assistant chief of information, Department of Army, on occasion of his retirement after 30 years of service in U. S. Army Reserve.

Award, presented by Secretary of Army Stephen Ailes and presented at a special retirement dinner held last week at National Press Club, points out that Colonel Lindow has "distinguished himself by exceptionally meritorious service to the Army during the period 25 April 1949 to 12 June 1964. . . ."

William Rubens appointed director of marketing services for NBC-owned stations and spot sales division. He will be responsible for all research, sales development, advertising and promotion, and group feature film buying for division. Mr. Rubens joined NBC in July 1955, has served as division's research director since September 1963.

Phil Parkinson, for past five years local sales executive at KUTV(TV) Salt Lake City, promoted to national sales manager. Glenn Potter, formerly KUTV's Provo area news bureau chief and account executive, appointed manager of sales service. Rex McArthur joins KUTV as retail sales manager.

Donald C. Bowen, formerly sales manager of WKBW(TV) Chicago, joins Blair Television's San Francisco office as sales executive, effective July 1.

James C. Wickensham elected executive VP of Communications Affiliates Inc., component of The Interpublic Group of Companies, New York. He was formerly president of SCI—sales promotion and marketing—division of Communications Affiliates.

Charles D. Dunkin, chairman of marketing plans board at McCann-Erickson, New York, joins Norman, Craig & Kummel, that city, as senior VP and account supervisor. In past Mr. Dunkin was director of advertising at Beech-Nut Life Savers and VP and account supervisor at Ted Bates & Co., New York.

Robert McCarthy, head of AM Radio Sales, Chicago, elected president of Chicago chapter of Station Representatives Association for 1964-65. He succeeds Harry Smart, VP of Blair TV, that city. Other newly elected SRA Chicago officers: John Boden, John Blair & Co., VP; Gale Blocki, Avery-Knodel, secretary, and John Shaver, H-R Representatives, treasurer.

Dr. David B. Learner, manager of research department at BBDO, New York, named director of research, succeeding Dr. Clark L. Wilson, who has been appointed Ford Foundation visiting professor of business administration and faculty member at Harvard University's Graduate School of Business. Dr. Wilson will maintain post of advisor on exploratory research at BBDO. Dr. Learner joined BBDO in 1960 as associate director of research department, was named manager in 1962. Dr. Wilson joined agency in 1959 as director of research.


Harold E. Savage, who becomes assistant advertising manager of GM.

Harold J. Cordes, administrator of media in Chevrolet's advertising department since late 1962, promoted to assistant advertising manager of Chevrolet Motor division of General Motors Corp., effective July 1. He succeeds.
THE MEDIA

Tom M. Percer, general sales manager of WAPI-TV Birmingham, Ala., joins WHNT-TV Huntsville, Ala., as VP and general sales manager, effective July 6. Mr. Percer, with WAPI-TV for 12 years, was previously with WBRC Birmingham and Birmingham News.

Robert F. Adams, formerly general sales manager of WKBK-TV Chicago and earlier assistant sales manager of WABC-TV New York, elected executive VP of newly formed D. H. Overmyer Communications Co. Organization plans extensive investments in broadcast field and acquisition of full complement of AM, FM and TV stations in near future. Firm is owned by D. H. Overmyer, Toledo businessman.

Joseph J. Fullerman, with Washington Evening Star for past 29 years, elected executive VP and general manager of Sandia Broadcasting Corp. (KABQ Albuquerque, N. M., and KCBU Tucson, Ariz.). Mr. Fullerman also becomes part owner and member of board of directors of Sandia Broadcasting, with headquarters in Albuquerque.

Charles W. Purcell, manager of WCAM-FM Baltimore, promoted to new position of assistant to Byron J. Millenson, vice president and general manager of WCAM-AM-FM. Previously, Mr. Purcell served as WCAM news and public service director.

Robert W. Northway, formerly of KACY Oxnard, Calif., named station manager of KACL Santa Barbara, Calif.

Hal Levin, formerly with WINS Miami, elected VP and general manager of WINS-AM and WINS-FM New York City.

Earl A. Gutknecht, with NBC for past 12 years, has been named business manager of Polaris Broadcasting division of Polaris Corp., Chicago, which operates WTVV-TV Evansville, Ind.; KTSH-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WKYU Louisville, Ky., and KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California.

Robert T. Howard, national sales manager of WNEW-TV New York, promoted to station manager. He joined NBC in 1947, worked in research and sales development and later served as account executive in radio and TV for NBC Spot Sales. Mr. Howard succeeds Peter M. Affe, who resigned (Broadcasting, May 25). James W. Grau joins WNEW-AM-TV as manager of advertising and promotion. He formerly held similar post at WNEW New York.

James C. Karolik, formerly sales manager of KGAK Gallup, N. M., appointed general manager of WHN Center, Ind.

John E. McCardle, VP and general manager of WNEW-TV New York, elected president and board chairman of Catholic Apostolate of Radio, Television and Advertising (CARTA). He succeeds John J. Henderson, president of his own New York research organization.

Herbert B. Cahan, general manager of Westinghouse Broadcasting Co.'s WJZ-TV Baltimore, appointed to new post of WBC area VP for Baltimore. He is succeeded by Kenneth T. Mac- Donald, currently assistant general manager of WJZ-TV. Mr. Cahan will assume duties which in past were encompassed by Frank A. Took as area VP for Cleveland and Baltimore. Mr. Took will continue as area VP for Cleveland.

Burt Lambert, formerly vice president and director of sales planning for WOR-AM- FM-TV New York, elected vice president and general manager of KLAS-TV Las Vegas. Appointment is effective July 1.

John Rock appointed director of new projects, business affairs, for CBS-TV network in Hollywood.

Robert E. Krueger appointed general manager of KRVB-AM-FM Boise, Idaho, Mr. Krueger, formerly with Texaco Inc., joined KRVB in August 1956 as national sales manager, was elected VP in 1960 and executive VP in 1963.
NAB selects board of directors committees

LeRoy Collins, president of National Association of Broadcasters, last week announced the appointment of following committees of association's board of directors:

General Fund Finance Committee—Co-chairmen Ben Strouse, president of WWDC Washington, and Payson Hall, president of Meredith Broadcasting Co., Des Moines, Iowa.

Named to serve with them were Ben Sanders, president of KICD Spencer, Iowa; John Lemme, general manager of KLTF Little Falls, Minn.; Glenn Marshall Jr., president of WJXT(TV) Jacksonville, Fla.; Robert F. Wright, president of WTOP-TV Meridian, Miss.; Willard Schroeder, VP of Time-Life Broadcasting Inc. and general manager of WOOD-AM-FM-TV Grand Rapids, Mich.; Rex Howell, president of KREX Grand Junction, Colo.; Mike Shapiro, general manager of WFAA-AM-FM-TV Dallas.

By-Laws Committee—Joseph E. Baudino, VP of Westinghouse Broadcasting Co., Washington, was named chairman.

Other members are Otto Brandt, VP of KING-AM Seattle; John R. Henszel, president of WJOL Olean, N.Y.; Daniel W. Kops, president and general manager of WAZ New Haven, Conn.; James D. Russell, VP of KKTU(TV) Colorado Springs.

Convention Committee—Co-chairmen John F. Dille Jr., president of WJTV-TV South Bend-Elkhart, Ind., and WKSO-TV Fort Wayne, Ind., and Jack W. Lee, VP and general manager of WPPO Providence, R.I.

Members picked to serve with them are: Mr. Baudino; Grover C. Cobb, VP and general manager of KBV Great Bend, Kan.; Everett L.

PROGRAMING

Robert V. Whitney, executive VP and one of founding partners in 1961 of Mars Broadcasting Inc., Stamford, Conn., radio syndication firm, has resigned and will open his own radio programing and management consulting firm in New York on July. 1. Pepper Sound Studios, Memphis, purchased Mars Broadcasting earlier this year (BROADCASTING, Jan. 13).

Oscar Katz, executive VP in charge of production at Desilu Studios, Hollywood, elected to board of directors of company. Mr. Katz was elected to fill board vacancy of Fred H. Ball, resigned.

George Walker named legal counsel and secretary-treasurer of Independent Producers Associated, San Francisco.

Robert A. Warshaw, formerly executive with Republic Pictures Corp., named foreign sales manager of Screen Entertainment Corp., distributor of theatrical and TV films to stations.

Albert Floersheimer Jr. named to new post of executive assistant to Sheldon Gunsberg, executive VP of Walter Reade-Sterling, New York. Mr. Floersheimer joined firm in 1946 as VP for advertising, publicity and exploitation. In 1959 he became director of public relations for Theater Owners of America and in February 1963 rejoined Walter Reade-Sterling as director of advertising and publicity.

Jack Reynolds joins Don Fedderson Commercial Productions in Los Angeles as producer-director. Formerly head of commercial film department of Hal Roach Studios for seven years, Mr. Reynolds also served as staff director for 31/2 years in MGM Studio's commercial and industrial films department.

Richard Koenig, formerly VP and director of radio sales for The Boiling Co., New York, joins Lubinski Productions Corp. (creators and producers of musical commercials), Searsdale, N. Y., as VP in charge of eastern sales.

Allen H. Miner and Norman Lessing have been signed to create and write new programs for Desilu Productions. Mr. Miner, who has directed segments of such series as Naked City, Route 66 and Dr. Kildare and written and directed for Wagon Train and The Twilight Zone, will create and develop pilot for one-hour adventure series for Desilu.

Mr. Lessing, writer for such series as Playhouse 90, Naked City, Bonanza and others, will create and write pilot for half-hour series.

Daniel K. Griffin appointed program manager of Waz Boston. He joined station as production supervisor in 1962, was named assistant program manager in April 1963.

Bill Blatty is writing pilot film for Screen Gems, The Boy of Turhan, based on his book, Which Way to Mecca, Jack? Don Rickles will be starred in hour-long pilot to be directed by Hy Averback with William Sackheim as executive producer for Cresendo Productions in association with Screen Gems.

Robert Jacks, formerly European representative for 20th Century-Fox on independent productions for release through this company, transfers to 20th Century-Fox Television to assist in production and coordination of studio's five series for 1964-65 season.

Frank P. Rosenberg, executive producer of Kraft Suspense Theatre, and Frank Price, executive producer of The

Membership Committee — Co-chairmen Carleton D. Brown, president and general manager of WTUL Waterville, Me., and Joseph S. Sinclair, president and general manager of WJAR-TV Providence, R.I.

Named to serve with them were Mr. Ferguson and John F. Box Jr., managing director of WIL-St. Louis; John J. Coyle, president and general manager of KFV Dallas; James R. Curtis, president of KPFO Longview, Tex.; Richard D. Dudley, president of WSSAU Wausau, Wis.; Harold E. Senex, VP and general manager of WSS Winston-Salem, N.C.; Gene Trace, executive VP of WBW Youngstown, Ohio, and Hugh Turner, VP and general manager of KTVM San Rafael, Calif.

Virginia, both at Universal City Studios for NBC-TV, elected VP’s of MCA Artists Ltd., Hollywood.

Jerry Belson and Garry Marshall signed by Warner Bros. Television to write pilot script of Hank, half-hour comedy series for NBC-TV.

Laszlo Les Pal joins KOW-TV Portland, Ore., as cameraman/editor with film assignments on news documentaries and special cinematic features.

Kay Anderson appointed musical director of WETZ New Martinsville, W.Va.

Herbert A. Granath, eastern sales manager of ABC Radio, New York, elected president of Bedside Network of Veterans Hospital Radio & Television Guild, that city.

Lee Jackoway, formerly with Ziv-United Artists, joins sales staff of Official Films, New York, and will concentrate on company’s new first-run syndication show, Survival.

Wes Kenney, director, and Art Weingarten, writer, have been signed by Subscription Television Inc. for pay-TV system’s first program, to be put on cable to subscribers in West Los Angeles July 17. Charles Hill will produce 30-minute preview, which such stars as Sir Laurence Olivier, David Wayne, Jose Ferrer and Georgia Brown will present clips of their upcoming programs for STV.

Shelley Berman, TV-night club comedian, signed by Screen Gems to develop and create new TV series for 1965-66 season, working in association with Hy Averback, producer-director.

EQUIPMENT & ENGINEERING

S. R. Herkes, VP in charge of consumer products marketing at Motorola Inc., Chicago, has been named VP and general manager of firm’s consumer products division, effective July 1. He succeeds Edward R. Taylor, executive VP, who has resigned.

H. E. James Finke appointed director of international operations for semiconductor products division of Motorola Inc., Phoenix. He replaces Arthur E. Mahak, who resigned.


John F. Bishop, president of Dana Laboratories, Irvine, Calif., elected director of Western Electronic Manufacturers Association.

Ludwig T. Smith, general attorney of Litton Industries, and Seymour M. Rosenberg, assistant to president, elected VP’s of Beverly Hills, Calif., electronics manufacturer.

Lawrence C. Dolan, for past three years sales engineer for Kay Electric Co., Pine Brook, N.J., joins Telonic Industries Inc. (swipe generators, attenuators and coaxial switches), Beech Grove, Ind., as sales engineer.


NEWS

Frank Roberts, formerly director of news and program operations at KRIV TV) and KBTX (TV), appointed news director of KOL-AM-FM Seattle. Martin Tobin joins KOL as newscaster.


Arthur S. Baron, past two years director of creative programs for Metropolitan Broadcasting Co., joins CBS News in New York as producer. From 1960 to 1962 Mr. Baron served as editorial supervisor for creative projects at NBC News.

Martin McReynolds, of New York cable desk staff of United Press International, appointed manager of news agency’s new fulltime bureau in San Juan, P.R., bringing to 21 the number ofUPI bureaus in Latin America. He will be responsible for UPI news, picture, audio and TV newsfilm operations in Puerto Rico and immediately adjacent areas including Virgin Islands. Albert E. Kaff named Asia division news editor of UPI, with headquarters in Tokyo. Mr. Kaff replaces Arthur L. Higbee, who transfers to New York.

Ralph N. Howard, air personality and account executive at WATT Watertown, N.Y., joins Associated Press radio bureau in Troy, N.Y.

Henry J. Marcotte, former news director of WISM Madison and W527 Beloit, both Wisconsin, appointed news director of KDWA Minneapolis-St. Paul.

Wally Bishop, news writer at WBBM-TV Chicago, promoted to executive producer on news programs, replacing Stanhope Gould, who moves to CBS News in New York as associate producer on evening news show of Walter Cronkite. John Lane, formerly with Chicago Daily News, joins WBBM-TV as writer-reporter.

Gary Azerier, formerly with WVIP Mount Kisco, N.Y., joins news staff of WVNO-AM-FM New Rochelle, N.Y.

Matthew T. Cooney joins news department of WBNZ Boston.

DEATHS

L. Edward Pamphilon, 55, president of Suburban Broadcasting Corp. (WRSC State College, Pa.), died June 20 at Providence hospital in Washington after brief illness. Mr. Pamphilon, collector of antique automobiles and for many years employe of Central Intelligence Agency (CIA), entered broadcasting in engineering department of NBC in New York in late
New House assignments

Representatives John A. Anderson (R-Ill.) and Dave Martin (R-Neb.) have been named to House subcommittees by the speaker, legislative traffic body, replacing respectively Representatives Elmer J. Hoffman (R-Ill.) and William H. Avery (R-Kan.), who are leaving Congress to run for statewide office in their states.

New AM stations

APPLICATIONS

Duluth, Minn.—WMT-TV Inc. VHF channel 10 (174.20-174.30 MHz); ERP 9500 kw vis. 258 kw aur. Ant. height above average terrain 358 feet. Legal counsel: Vanag, Allergic & Bal. Estimated construction cost $950,000; first year operating cost $240,000. Station will operate at least 900 hours per month. Principals: William A. Marburg (55%), and John B. Fiery (45%). Mr. Marburg is stock broker, Mr. Fiery is farmer. Action June 18.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 18 through June 24, and based on filings, authorizations and other actions of the FCC during that period.

New TV stations

ACTIONS BY FCC

Charlottesville, Va.—Virginia Broadcasting Corp. Granted CP for new TV on UHF ch. 64 (776-778 m). ERP 9 kw vis. 4.8 kw aur. Ant. height above average terrain 56 feet, above ground 157 feet. P.O. address c/o William A. Marburg, president, Box 1351, Charlottesville. Estimated construction cost $122,681; first year operating cost $120,000; revenue $150,000. Studio and trans. location both Charlottesville. Geographic coordinates 38° 09’ 25” north latitude, 78° 28’ 52” west longitude. Type trans., ITA TVU-1A, type antenna—soldier communications authorization. Lawrence H. Jones & Albertson, consulting engineers. EDWIN TORNBERG & COMPANY, INC.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New FM stations

ACTIONS BY FCC

M. Dora, Fla.—Frasure Hull Inc. Granted CP for new FM on 107.7 MHz. ERP 250 kw, 35 kw aur. Ant. height above average terrain 235 feet. P.O. address c/o Verlin Kruever, Box 924, Winter Garden, Fla. Estimated construction cost $27,000; first year operating cost $27,500. Principals: Frasure Hull (96.0%), Emily Broadwell Hull (4%), Abraham J. and others. Mr. Hull is citrus broker and Mr. Goodfellow is citrus grower. Action June 18.

Scott City, Kan.—The Broadcasters of Scott City. Granted CP for new FM on 94.2 mc. channel 352, 3 kw. Ant. height above average terrain 186 feet. P.O. address c/o G. B. Anderson, 1101 KLRK Denver. Estimated construction cost $1,500; first year operating cost $1,000 more than AM operation; revenue $3,000 more than AM operation. Applicable to license of KPFL, Scott City.

Milledgeville, Tenn.—West Tennessee Broadcasting Co. Granted CP for new FM on 92.3 mc.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington, D.C. 256-6400</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D. C.</td>
<td>Telephone District 7-1205</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>527 Munsey Bldg. Washington, D.C.</td>
<td>3-0111</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>EQUIPMENT CO.</td>
<td>729 15th St.,</td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1302 18th St., N.W. Hudson 3-9000 Washington, D.C.</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>Radio-Television Communications-Electronics</td>
<td>901 20th St., N.W. Washington, D.C. Federal 3-1116</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W. 393-4616 Washington, D.C. 256-6400</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hoskins Street Lufkin, Texas</td>
<td>Neptune 4-4242 Neptune 4-9558</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>and ASSOCIATES</td>
<td>A Division of Multronics, Inc. Multronics Building, 5712 Frederick Ave., Rockville, Md. 1a suburb of Washington</td>
<td>Phone: 301 427-4666</td>
</tr>
<tr>
<td>OSCAR LEON CUELLAR</td>
<td>AM-FM-TV</td>
<td>889 El Pueble Lane P.O. Box 888 Tucson, Arizona 85713</td>
<td>Phone: (Area Code 602) 622-1121</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan</td>
<td>Phone: Broadway 8-6733</td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclede 4-3777</td>
<td></td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone 7Rowbridge 6-2810</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Directory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paul Dean Ford</td>
<td>Broadcast Engineering Consultant</td>
<td>7115 Sunset Blvd., Suite 204 Hollywood, California</td>
<td>Phone: (Area Code 213) 701-1121</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silliman, Moffet &amp; Kowalski</td>
<td>CONSULTING ENGINEERS</td>
<td>1405 G St., N.W.</td>
<td>Republic 7-6646 Washington 5, D.C.</td>
</tr>
<tr>
<td>Walter F. Keen</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. 1A Chicago suburb</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>P.O. Box 32 Crestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering 1716 H St., N.W. 208-6850 WASHINGTON 4, D.C.</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>INWOOD POST OFFICE DALLAS 9, TEXAS</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer AM-FM-TV Microwave P. O. Box 13287 Fort Worth 1B, Texas Butler 1-1551</td>
<td></td>
<td></td>
</tr>
<tr>
<td>John M. James</td>
<td>CONSULTING ENGINEERS</td>
<td>Applications and Field Engineering 341 Colorado Blvd. 80206 Phone: (Area Code 303) 333-5562 DENVER, COLORADO</td>
<td>Member AFCCE</td>
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<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco Z, Calif.</td>
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<tr>
<td>Raymond E. Rohrer</td>
<td>Consulting Engineers 436 Wyatt Bldg. Washington 5, D.C.</td>
<td>Phone: 347-9061</td>
<td>Member AFCCE</td>
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<tr>
<td>E. E. Benham &amp; Associates</td>
<td>Consulting Engineers 6715 Sunset Blvd., Suite 204 Hollywood, California</td>
<td>Phone: (Area Code 213) 701-1121</td>
<td>Member IEEE</td>
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APPLICATIONS


Tulare, Calif.—Blues Ridge Broadcasters, 107.6, channel 234, ERP 775, address 85-90 Mill St., Merced, Calif. Estimated construction cost $2,500; present operating cost $1,000; net revenue $583; treatment of cost $2,500. Principals: Kenneth N. Houston and Elwin L. Conaway (50%).


KRWG-TV, El Paso, Tex.—Application for new FM station on 97.9, channel 291, ERP 1,050, and 100,800.0, channel 236, ERP 950, and 737.5, channel 235, ERP 1,050.0, to WPSJ-TV, New Mexico. Address of station is to WPSJ-TV, 620 S. Rattlesnake, El Paso, Tex. Ann. June 19.

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Kansas City.—Seeks assignment of license from Wohlke Broadcasting, Inc., to J. M. Trask (50% before, 45% after) through transfer of stock to John T. Trask Jr., 2260 W. 106th St., Kansas City, Mo. No financial consideration. Ann. June 24.

WBZC 500Kw, 5000 D. The CCA AM-5000D 5Kw AM broadcast transmitters incorporates features that are standard in all CCA transmitters. These include:
- Silicon rectifiers with minimum of 20% safety factor:
- 30% reserve in air cooling; minimum tube costs;
- Dacord high level FM modulation, automatic overload recyling; minimum distortion, full accessibility with binged meter panels.

CCA AM - 5000 D

**Quality AM Broadcast Transmitters**

**EXCEED FCC SPECS.**

At **Realistic Prices**

<table>
<thead>
<tr>
<th>Power</th>
<th>Price</th>
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<tr>
<td>250W</td>
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<td>$38,300.00</td>
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</tbody>
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CCA ELECTRONICS CORPORATION

542 INDUSTRIAL DRIVE  P.O. BOX 121
YEOAD INDUSTRIAL PARK  YEOAD, PA.
TELEPHONE: Madison 6-1427

AM & FM TRANSMITTERS AT REALISTIC PRICES

YOUR INQUIRY INVITED
**CLASSIFIED ADVERTISEMENTS**

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum *WANTED 25¢ per word—$2.00 minimum.
- **DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENTS require display space.
- All other classifications, 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St. N.W., Washington, D. C. 20036.

**APPLICANTS:** If transcriptions or bulk packets submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc. sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

---

**RADIO—Help Wanted**

**Management**

Ohio daytimer wants station manager with five to ten years experience in all opera-

**tion including sales, news, copy, announc-

- ing, programming, technical. Box F-398, BROAD-CASTING.

- Illinois. Opportunity for salesman announc-

- er to manage branch studio. Box F-353, BROAD-

- CASTING.

- Wanted: Assistant manager for medium market station, $110 a week. Will do some e-

- c 

- Send tape. Box F-242, BROAD-

- CASTING.

- Immediate need for general manager in salt water town of Texas Market. High salary artists wanted. If you can run this station and produce you will be paid well because we are short of people. No black list. Manager leaving only because I am helping him to build his station up. We pay salary and competitive wages. Send complete resume: Box F-280, BROAD-

- CASTING.

- Medium market—Picturesque New England. Must be sales oriented with full radio background. To take over operations reins from owner on permanent basis. Business opportunity for right man. Living condi-

- tions outstanding. Box F-355, BROAD-

- CASTING.

- Manager, engineer, announced wanted. FM-

- Station in SE Pennsylvania. Great oppor-

- tunity. Good pay, very pleasant conditions. Write Box F-362, BROAD-

- CASTING.

- Wanted manager for radio station in sunny Florida with previous experience in all phases of broadcasting and sales. $5 or over. Must stand inspection on previous record as this position will develop as the business grows. Many fringe benefits. Pre-

- fer local man. In replying give all de-

- tails. WQXT, Box 2831, Palm Beach, Fla.

**Sales**

Salesman with management potential. Must have at least one or two track records. One of country's best pop music stations located in world's most interesting city. (On East Coast.) Send resume, references and late picture. Box F-399, BROAD-

- CASTING.

- Work and play in colorful Colorado, vaca-

- tion-land of booming Rocky Mountain em-

- pire. Opportunity for a salesman—Salary and com-

- mission. Write KCOL, Fort Collins, Colorado.

- Virginia station seeks sales manager with announcing background and experience. Ex-

- cellent opportunity for an individual to 

- grow with one of the state's best known medium sized market stations. Salary plus commis-

- sion arrangement. Apply with resume and if possible, with photograph to: J. W. Pollock, Manager, WFLL, Frederic-

- bburg, Va.

- Immediated opening for radio salesman with desire and potential to advance to manage-

- ment position. Top income for man experi-

- enced in sports & sales. Call collect or send res-

-ume to: Manager, WJQX, Hammond, Indiana.

- Salesman moving up, need thoroughly experienced talent. Top salesman capable of earning better than $8,000 annually. Guar-

- antee plus commission. Highly productive account. (In Kansas City) Send resume and radio sales background. No "pitchmen" need apply. Experience a must. Address: Vice President, WMIX, Mt. Vernon, Illinois.


**Announcers**

Announcer with experience in gathering, writing and handling local news. Send sam-

- ple tape recording, snapshot and resume to Box F-36, BROAD-

- CASTING.

- Mid-west 5,000 watt looking for top flight announcer. Phone in an opportunity 

- to work with investigating board and complete resume, and tape and minimum required salary to: Box F-326, BROAD-

- CASTING.

- East coast near Baltimore first phone an-

- nouncer. Send tape and resume. No drifters. 

- Box F-215, BROAD-

- CASTING.

- Announcer-Mature, bright singing dj for 

- #1 station, New York State, top 40 experi-

- ence. Send and resume to: Box F-223, BROAD-

- CASTING.

- Eastern daytimer needs announcer with 1st phone license. Opportunity to sell if de-

- sired. Box F-250, BROAD-

- CASTING.

- Fastgrowing regional station in Illinois, not Chicago, wants to add to its staff a young announcer to handle news, weather and music. Opportunity to get ahead in a highly successful easy-listening group which needs alert, resourceful young men. Pros-

- perous, progressive community, best work-

- ing conditions, full benefits. Send full details, audition to: Box F-270, BROAD-

- CASTING.

- Lively one for medium metro swinger. Sharp production, happy sound, Midwest vacation land. Box F-282, BROAD-

- CASTING.

- Need mature announcer by August 15th, Midwest FM. Program like AM. First 

- class tickers preferred but not mandatory. 

- Medium market. Send resume, photo, audition tape and requirements. Box F-389, BROAD-

- CASTING.

- Outstanding personality wanted for after-

- noon traffic slot on busy middle west mid-

- dle-of-the-road music station. No top 40 Hotshots. Excellent salary plus fringe ben-

- efits, including major medical and life in-

- surance. Send tape and full particulars to Box F-337, BROAD-

- CASTING.

- Announcer: all types programs except play-

- by-play. Opportunity for news and commer-

- cial writing. Good job for versatile man. 

- Box F-350, BROAD-

- CASTING.

- Announcer, experienced, play-by-play ability. News writing helpful. $115. Well 

- established eastern station in small market. Box F-351, BROAD-

- CASTING.

- A major Indiana market top-rated station will pay top 99, price in area for mature 

- voiced, well class ticket holder. Send tape and resume. Box F-370, BROAD-

- CASTING.

- A major Indiana market top-rated station needs announcer-copywriter. Send tape and sample copy to Box F-371, BROAD-

- CASTING.

- Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate in Kansas City. Send audition tape, photo and resume. Box F-397, BROAD-

- CASTING.

- Top flight central Illinois medium size mar-

- ket AM needs top 40 1st phone announcer. 

- Schedule comes with college student. Prefer married man, minimum two years announcing experience. Start at $160.00 with regular increases. Job can lead to sales position. #1 station in market. Paid vacation. Working weekends included. No drifters please. Will consider only top announcer looking for a future in this business, this is for you. Send immediately to Box F-394, BROAD-

- CASTING.

**Announcers—(Cont'd)**

- Long-established station in Virginia's Shen-

- andoah Valley is accepting announcer ap-

- plications. Send resume only—We'll ask for 

- tape, if interested. Salary dependent on experience. Box F-396, BROAD-

- CASTING.

- Immediate opening of capable of running tight board with pop format. Happy sound. 

- Send resume tape, photo and references to: Frank Wilson, WMBR, Richmond, 

- Virginia 22292 or call XL 5-8811.

- Immediate opening for experienced announcer. Must have sales background —middle of the road music and aggressive personality. (Salary open —Call or write WRTL, RADIO, Canton, 

- Illinois. 211-893-1460.

- Immediate opening for new job opening for medium market station. Send resume, 

- photo, picture. WVOS, Liberty, N. Y.

- Announcer-operators position director with good music station. Must have 1st phone. Call 318-266-7467 Cedar Falls, Iowa.

- Expanding quality station needs announcer 

- willing to work into sales. Stable operation, 

- immediate opening but will wait for experi-


**Technical**

- Chief engineer for Michigan daytimer. 

- Sending resume and audition tape or 

- phone to: Manager, WJL, Baytown, Pa. Send resume and audition tape or call 217-545- 

- 048.

- First phone chief engineer-announcer. 

- Needs top talent. Phone tape, resume, picture. 

- WJL, Jacksonville, Ill.

- Chief engineer for full-time, non-directional operation, experienced in production plus 

- equipment and cartridge machine main-

- tenance. Send complete resume to: Man-

- ager, WJQX, Hammond, Indiana.

**Production—Programing, Others**

Opening for experienced reliable PD/airman. Great Lakes AM with FM soon in 

- nearby major mkt. Music control, getting things done, community service a must. 

- Will be part of tight Mgt team. Box F-343, BROAD-

- CASTING.

- Chicago station expanding news depart-

- ment. Strong, authoritative voices with 

- sense of news savvy. Rush tapes to Box F-354, BROAD-

- CASTING.

- A major Indiana market top-rated station 

- looking for top-notch information man. 

- Must have mature voice. Able to write copy, 

- able to handle any type of off-air traffic. Box F-366, BROAD-

- CASTING.
Announcers—(Cont'd)

Not great; but good: major experience, want good pay, security. Box F-258, BROADCASTING.

10 yr. Radio pro. Adult personality. Married major markets only. Box F-278, BROADCASTING.

DJ, Gospel or rock-n-roll, like to establish self with new, growing station. Excellent news. Box F-282, BROADCASTING.

1st phone dj no maintenance, 4 years radio experience, 4 years theatre. Good pop music only. 20 years old, single, thoroughly professional, no charge. Will go anywhere, Preferable Calif.-coastal area or near N.Y. in TV work. Box F-362, BROADCASTING.

Stop here! Modern, bright, seasoned air performer-program-production man with strong number one ratings in metro market ready to tackle new challenge! Single, reliable, experienced over ten years, good references, ambition unlimited. Will deliver highly professional air work, programming, and production. Prefer east... particularly New York state... but will consider others. For particulars write Box F-369, BROADCASTING.

Announcer-newman. College, first phone, vet. Hard work and intelligence. Four years experience. Box F-311, BROADCASTING.

DJ-announcer-newman-musical seeks full time work, seeks management position. Box F-422, BROADCASTING.

Top 40 personality, excellent news and production. Six years experience-25 family. Minimum $100. Box F-326, BROADCASTING.

Non-rock announcer with warm relaxed style and wide appeal particularly to ladies, wants to better himself professionally and financially. Box F-238, BROADCASTING.

Como man. Married. Children, Copy, news, Strictly permanent. Box F-338, BROADCASTING.

New York has Les Crane and Brad Crandall. Boston has Jerry Williams and you have me. Contact at ones for one of the few really capable, phone-interview men in broadcasting. TV-radio combo best but not essential. Box F-346, BROADCASTING.

Top personality in major market. 10 years experience in modern radio. Age 27, Character and appearance important than market size. Production, organizational, and writing abilities. Box F-350, BROADCASTING.

Top announcer-salesman for modern c/w slot, Must have 10 years experience. Box F-357, BROADCASTING.

Reliable announcer ready for something better: 4 years experience pleasant voice, effective inning, excellent references. Prefers good music, middle-of-the-road format. Box F-358, BROADCASTING.

4 years experience—Good voice and personality. Married man. Box F-359, BROADCASTING.

Third class, fast, funny. Top 40 but would consider small markets. Want move up. $100 minimum. Box F-362, BROADCASTING.

Relocate immediately from small market. Announcer—your city is on the list. B.S. degree in Broadcasting, production ability, hard working. Ready to go now. Box F-367, BROADCASTING.

Announcer. Now employed, experienced, excellent opportunity. Change of employer: knows of this ad. Box F-373, BROADCASTING.

Announcers—(Cont'd)

Not experienced in all phases of small market radio. Excellent production, hard worker and listener development. Box F-374, BROADCASTING.

Radio, television personality. Five years, high ratings,permanent. No drifter, Good references. Wide variety of experience from top music, to talk. Desire permanent position in north or south coast market. Send resume available. Box F-376, BROADCASTING.

Announcer-dj. Authoritative newscaster not a star or prima donna. Box F-378, BROADCASTING.

First phone, mature, no experience, reliable, maintenance. Box F-381, BROADCASTING.

Attention Los Angeles stations. Fourteen years experience. Currently general manager in major market. Exceptionally fine voice. Strong play by play background. Have successful rock background. Prefer good music operation. Box F-383, BROADCASTING.

First phone candidate. Strong on announc ing news & creative programming for good music station. Experience in spot commercial in N. Y. Presented by media publications as program coordinator. Box F-385, BROADCASTING.

Young energetic announcer 1st phone, staff, news, and rock, straight or gimmick, good with fast talker. Prefer northeast. Box F-387, BROADCASTING.

Country dj with one record out 5 years on board. $250 per week. Box F-388, BROADCASTING.

Experienced announcer, dj. Bright sound. Authoritative newscaster. Tight board. Family man, want to settle West Coast. Box F-389, BROADCASTING.

Look: Tops in board, sports, news—7 years—married also C & W top personality & station builder—Available now—References available. Box F-391, BROADCASTING.


Announcer-dj. Bright sound, personable. Will settle. Not a prima donna or floater. Experienced Box F-393, BROADCASTING.

Girl—radio/TV announcing, clerical, sales, responsible, trustworthy—please telephone. 491-451-7346; Wirte Apt. 6, 134 South Fifth St., N.Y.


College, age 24, family, adaptable to any operation. Minimum experience. Tape upon request. Phone 777-Broad, W. Foor, Jr., 220 Woodbine St., Harrisburg, Penna. 17101.

Announcer—E. J. experience Age 24 single have 3rd license. Available Now, Call Jerry, Cleveland Ohio—442-5309.

Technical

Experienced first-phone engineer with college degree and a little announcing experience. Presently in Ohio, but will relocate. Box F-384, BROADCASTING.

First phone. Communications experience. College, any location, 21, Married. Box F-319, BROADCASTING.

Chief engineer, consulting type, available immediately. Radio exchange. Box F-324, BROADCASTING.

Transmitter engineer, 1st phone with thirteen years experience in electronics. Box F-325, BROADCASTING.

First phone, Grantham grad. One year schooling in electronics, three years commercial-radio-electronics experience. Would like to break into broadcast engineering. Prefer position with opportunity for training in all phases of engineering and maintenance. Twenty-three, single. Fully qualified. Box F-335, BROADCASTING.

 produce—Programming, Others

Continued

Program director, experienced and capable of taking full charge. Early evening show, interviews, must know good music and some sales. Experience: KDAL, St. Paul. No training appointee staff. $150.00 to qualified media manager. Manager KATE Radio, Albert Lea, Minnesota.

Experienced AM production manager familiar with all aspects of radio- production, tape recording. Must be qualified copy writer. Excellent salary plus fringe benefits including medical and life insurance. Send full particulars to J. Maxim Radio, 3114 West 10th Ave, Seattle, Wa.

Two newsmen wanted in Germany. Must translate German to English. Send complete resume. Box KP 7411 Wester Klostestrand, 5060 Cologne, Bruderstrasse, 5, Western-Germany.

Newsmen—announcer planning vacation in Europe. Experiences in European continental station seeking news personnel for English language dept. Send tape, resume. Must have working knowledge of at least one European language. Box KO 5132 Westergut, 5060 Cologne, Bruderstrasse, 5, Western-Germany.

RADIO—Situations Wanted

Management

General manager—sales manager—not more than $5000 per month—profit making years G.M. radio small market. Manager radio buyer, budget—5 years radio—TV program director—sales manager medium-market—former college prof., best references. Box F-285, BROADCASTING.

35-year old successful assistant manager in 1st medium metro AM-FM seeking management position. 14 years announcing, sales, management experience. Desires position in southwest, mountain or west coast. Box F-310, BROADCASTING.

Attention station owners! Man with 28 years experience in all phases of broadcasting wishes to manage small market station in midwest or Rocky Mountain area. 8 years in present position. Excellent references. Box F-331, BROADCASTING.

17 years in radio, last four management. Seeking prosperous, with pride of read or good music operation. Offer mature responsible competent civic approach to small or medium market offering a permanent future. Immediate financial requirements secondary to stability and potential. Box F-355, BROADCASTING.

I want to manage your station. Now sales manager-managing small market. Box F-368, BROADCASTING.

Fifty year old family man ready to manage your station. Thirteen years experience selling and sales manager in tough market. Complete sales-programming, new promotion-management experience, Prefer Florida-Georgia. Box F-375, BROADCASTING.

Sales

Sales manager—Seeking opportunity to buy small share of station. Experience includes announcing, sales, play-by-play programming. 30, college graduate family & excellent character. Employed Southeast. Box F-381, BROADCASTING.

Financially distressed properties put back in the black by experienced broadcast sales consultant. Investment to producer. Commissions predicated on collections. Specified gross dollar additions guaranteed. Box F-384, BROADCASTING.

Announcers

C & W dj family man, third phone, wendomestic, will sell, prefer California, or southwest. Box F-178, BROADCASTING.
Situations Wanted

Technical—(Cont’d)

First phone — inexperienced, anxious to learn, reliable, dependable, age 17, will re- locate. Contact: W. F. Weber, 3203 Woodland Ave., Baltimore 21215.

First phone. Experienced combo five KW AM, VHF Transmitter, WB9KKG, West- Southwest. Pacific 12032 Narbonne, Lomita, Calif.


Well qualified engineer desires position AM- FM. Contact: M. T. Threlkel, 210 W. Fifth, Newbury Park, Calif. Available 15 July. Write W. L. Hammad, 628 North Lincoln Avenue, Pitts- burg 12, Penna.

Fifteen years directional engineer, some announcing. McClain, WHON, Richmond, Ind.

Production—Programming, Others

Experienced sports director play-by-play all sports. Strong on news and special events, Box F-56, BROADCASTING.

Football season. Want fall free lance play-by-play weekends. 15 years radio TV experience includes major colleges. Tape and photo to request. Box F-307, BROADCASTING.

Sitting radio newsman looking for station where news is important. Experienced in gathering, writing, and airing. College and announced school experience. First phone. Box F-307, BROADCASTING.

Experienced sports director, radio-TV, now in broadcasting. Desires to make best ratings for top men in Broadcasting & sports. Phone 314-525-1618 or 216 or Box F-214, BROADCASTING.

Managers — for your file — should you need in the future. Excellent references. Box F-331, BROADCASTING.

Top newsmen in highly competitive, No market, seeks position in larger news-conscious station. Five years experience, family, college graduate, asking $175. Box F-333, BROADCASTING.

Currently employed in major market, available for program director, 9th year in broadcasting. Excellent background, all phases. References from employers. Good organizer, knows production, will do air shift and carry over program operation. Prefer growing chain, but will consider to grow with future. Box F-348, BROADCASTING.

Program Director of one of New York'S market. By unique operations and successful operation makes a challenge of a new market. Experience includes 12 years and TV news director and program director. Box F-351, BROADCASTING.

Sports director ready to move up. Seven years experience in sports writing and an- nouncing. Strong play-by-play. Creative programing. Have an excellent sales record too. I'm ready to make money for you. Box F-359, BROADCASTING.

Program director — 15 years radio and TV experience — air work optional, strong on news. Box F-383, BROADCASTING.


Newscaster—Authoritative, personable, will settle down, not a prima donna or floater. Experienced. Box F-690, BROADCASTING.

TELEVISION—Help Wanted

Sales

Experienced local salesman for top station in market. Write KAKE-TV, Wichita, Kan- sas.

TV station has immediate opening for salesmen. Send full resume to Gene F. Loffer KSFV, Salina, Kansas.


Production—Programming, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-225, BROADCASTING.


Do you know all phases of TV operations? Think you're ready for production manager job in large Atlantic 3 or 15 station? Don't waste our time or yours if you can't complete resume with references, availability, soonest to Box F-350, BROADCASTING.

KIFI-TV NBC-TV & ABC Idaho Falls is expanding. Stop in to see us when visiting Yellow- stone Valley or Jack- son Hole, you'd have to be a bit busy here, to have been able to recognize the talent for your newsmen.

Newsmen to be assistant news director for leading university VHF. Must be able to write, and handle prime on air newscast, supervising others. Opportunity to work on advanced degree. Immediate opening for dedicated newswoman. Write Ronald L. Gellati, News director, KOMU TV, Columbia, Mo.

TELEVISION—Situations Wanted

Management

Broadcast executive—11 years television management and sales. 11 years as com- mercial manager and manager. Both VHF and UHF experience. Excellent, above aver- age history of billing and profit increases. Advertiser and network relations. Outstanding references. I am thoroughly grounded in all facets of sales and engineering both radio and television. Family man, 40 years of age. Box F-332, BROADCASTING.

Announcers

Polished announcer. Good appearance. Flexi- ble. Boxing, reporting, drama. Television and/or radio. Box F-269, BROADCASTING.

Triple threat-first phone. Announcing film documentary production and educational research. Experience—Enthusiastic cultural back- ground. Box F-383, BROADCASTING.

Technical

If there is a station in the south with a chief engineer looking for a reliable tech- nician, I'd sure like the opportunity to talk with him. Experienced in installation, op- eration and maintenance of studio, trans- mission, microwave equipment, lots of remotes. If you're now planning to ad to your staff, how about writing me. Box F-343, BROADCASTING.

Chief engineer—16 years experience all phases of TV. Desires position in metropolitan market. Presently chief southern metropoli- tan market. Box F-377, BROADCASTING.

Well qualified chief engineer, experienced in television and radio engineer- ing, production, and sales. Desires manage- ment position. Box F-260, BROADCASTING.

Production—Programming, Others

News background of eleven years radio and linked TV. Need excellent sales duties any market. Box F-347, BROAD- CASTING.

Production Manager, 36 yr. old Christian family man don't drink or smoke. Direc- tively frank, always dependable & honest. Enjoy & responds to challenging work. Capable of raising your stations ratings. Supervisor of sales in the larger markets. Write Box F-352, BROADCASTING.

Young ambitious television newscaster, with five years radio, television and wire serv- ice experience in Chicago wishes to relocate. Will consider smaller market for the right offer. Production director, TV, Radio, and can do any job in news or sales. A great sales talent for newscasts and several stimulating documentaries. Married no chil- dren. Box F-284, BROADCASTING.

Expert photographe with wide reporting experience, 7 years. news, documentaries or photo. One client lab. National awards for reporting and film. Married. Box F-360, BROADCASTING.

WANTED TO BUY

Equipment

Turn unwanted broadcast equipment into cash! List equipment you want to sell. Box F-341, BROADCASTING, Equipment, Box 341, Bristol, Tenne- see.

Need 25 kw high-band television aural ampli- fier. Would prefer TR-372, VHF or BH. Write stating location, price, and condition. Box F-283, BROADCASTING.


Used Sarker Tunis micro-wave trans- mission, MT-1D and receiver MR-2 series. KLGE TV, Goodland Kansas.

1 kw AM transmitter needed immediately. Good condition. Need all other studio equip- ment. Please list type and condition. Write or phone Charles Seward, WOLD, 738-7109, Marion, Virginia.

FOR SALE

Equipment

Television radio transmitters, cameras, microwave, and studio editors. Electrodraft, 410 Columbus Ave., N.Y.C.

Everything in used broadcast equipment. Contact: Mr. R. R. King, Box 341, BROADCASTING Equipment, Box 341, Bristol, Tennessee.

1500 feet 3½" UHF transmission line MI 4 available separately. Contact: Mr. Morris Bar- ton, KSLA-TV, Shreveport, La.

Complete Sacher 1200-C Automation, con- sists of master control, one MU-1, four PZ- 28, one AT-2500 audio clock with two PB-2 units, two S-2600 spots, one M4 memory record unit, three M4 memory playback units. Very good condition. M. N. Barwick, 787-41st Street—Miami Beach, Fla.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. $100.00 each. Type-W Electric Cable Company, Low & Twenty-First streets, Oakland California. 823-5211.

1000 watt FM transmitter, GE 8 lay an- tenna, excellent condition, now operating, all for $3,500.00. Write Box F-373, BROAD- CASTING.


ALTEC 122A Amplifier (30 watt) $145.00; 296A Amplifier (320 watt) $350.00; 20801 Spiker $95.00; 20802 Spiker $65.00; WR-220-1 Microphone capsule $95.00; 106A Lip- stick Base $35.00; 3080 Supply Power $55.00. All new or like new. Reliable Elec- troncraft Inc. Box 13, Binghamton, N. Y. 13902. Phone: 907-724-6770.

BROADCASTING, June 29, 1964
FOR SALE—(Cont'd)

200 feet Stainless broadcast antenna tower complete with guy cables, tower lights and photo electric control. Box F-399, BROADCASTING.

BUSINESS OPPORTUNITIES

Partner active or inactive, with $500,000 needed to buy established, high profit radio station, Sacramento. 25% interest. 425-9366.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laughter service featuring deejay comment, introduction, Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.


Deep! deejay manual. A collection of gags, station breaks, jingles, gimmicks for clever deejays. $5.00. Show-Biz Comedy Service (Dept. F), 165 Parkway Court, Brooklyn, N. Y. 11205

Religious Sponsor list. Names and addresses of over 4,000,000 individuals, organizations and agencies interested in radio. This mailing list compiled from national advertising in religious periodicals. $500 buys this list, exclusive in your market. Write: New York Radio Exploration, F.B. Box 23, N.Y.C. A non-exclusive basis. Box F-37, BROADCASTING.

JOCKEY-JOKER—A collection of six gag files containing over 50 One Liners, Gags, sound effect bits, station breaks. $7.50. Show-Biz Comedy Service—(Dept. J), 85 Parkway Court, Brooklyn, N. Y. 11205.

Convention Specials—10 daily 31/2 minute feature spots for local sponsors, off-hour activities and commercials. Box F-300, BROADCASTING.

Free! Top star interviews! Record from your telephone! Write for number. Box 85966, Hollywood 27, California.

Radio stations! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization to selected stations. Write for details to Box F-399, BROADCASTING.

Earwitness reports—four 1/2 minute shows, with a 3 minute feature on local sports. Instruction in off-hour activities and commercials. Box F-200, BROADCASTING.


The Beatles, Dave Clark 5, Rolling Stones, Bobby Vee, Gerry and the Pacemakers—Now you can interview these famous recording stars on your station, on your show! Each interview approximately 30 seconds long, supplied on tape at 7 1/2 i.p.s. in open-end form, with complete scripts. ALL FIVE interviews can be yours exclusively in your market. Rush $5 to: PROFESSIONAL PHOTO, 1720 Southwest 93rd Place, Miami, Florida.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Great schools are located in Los Angeles, Seattle, Kansas City and Washington. Free brochure with Dept. 4-K, Grantham Schools, 1905 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in all aspects of theory and laboratory training. Eldkins Radio License School, 1139 Spring St., N.W., Atlanta. Georgia.

The nationally known 6 weeks Eldkins training for an FCC First Class License, Out-of-station, Laboratory and Laboratory instruction. Eldkins Radio License School of New Orleans, 152 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)


Announcing, programming, console operation, Twelve week intensive practical training. Finest, most modern equipment available. G. I. approved. Eldkins School of Broadcasting, 2003 Inwood Road, Dallas 38, Texas.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 460 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC First Class Phone License guaranteed. Tuition $250—private rooms $16 per week. 100 placement [sic] in Aug. 1-Sept. 8, Oct. 15-Nov. 17. For reservations write or call Radio Engineering Institute, 1326 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., 1539 Main St., Sarasota, Florida.


America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington, D. C.


FCC license in six weeks. Not a Q and A course. Get your license and a working knowledge of electronics. This is Second City's-Texas-sized opportunity. Next class June 20th. Pittsburgh Institute of Electronics, 904 M and M Blvd., Houston, Texas.

FCC first phone license in six weeks. For information and references, write Bob Johnson, 1501 9th St., Manhattan Beach, California.

SALE MANAGER

Major market, group owned station has opening for hard-hitting, selling Sales Manager. If you are interested in this advertisement thus far, here is the type of man we are looking for: You must have ability to sell retail as well as top flight Agency accounts. You must be able to sell with or without the "air." You must be creative and capable of developing ideas and promotions designed to increase sales. Finally, you must be a dedicated radio salesman. If you possess the above qualifications, and can lead and direct a sales staff of professionals, handle administrative duties—we will like to hear from you immediately. Your income will be in excess of $15,000 yearly plus an attractive incentive plan. Please send complete resume, references, etc. to: Box F-399, BROADCASTING.

MANAGEMENT

SALES

WICC WANTS EXPERIENCED RADIO NEWSMAN AT ONCE

Will work with top rated showman news team for service and information-guided 000 Xrs. radio station serving suburban Southern Connecticut-Northern Long Island region. Must be first rate journalist with maker voice of first rate staff announcer. Regular air work, editing, rewrite, outside assignments, interviews and documentary experiences is required. Should now be employed. Excellent working conditions and station paid benefits. Salary open. Complete position and latest first time lost! NEWBURGH DIRECTOR, WFAG (business) 5190 Post Road, Fairfield, Connecticut.
Help Wanted—Technical

Television/Field Broadcast Engineers


An Equal Opportunity Employer

FOR SALE—Equipment

For sale—3-V RCA color film channel. Latest model, purchased new about one year ago. Still in service, excellent shape. Can be inspected. How much will you offer? Write to:

Box F-344, BROADCASTING

MISCELLANEOUS

ATTENTION

Managers—Sales Managers

Boost your football revenue $1,000 this fall. Proven in hundreds of markets all sizes. A natural, easy to sell. For copy of brochure send $10.00—Certified check to.

The Dallas Morning News, Dallas, Texas.

WANTED TO BUY—Stations

RESPONSIBLE ORGANIZATION WISHES TO PURCHASE

Highly Profitable Radio Station

Responds held in strict confidence. Send full facts and figures to:

Box F-318, BROADCASTING

FOR SALE—Stations

GUINZENDORF

CALIFORNIA FULLTIME Station

Nkt. Asking $150,000. 25% down.

ARIZONA DAILYTIME

Stock $25,999. Total price $62,000. Exclusive.

COUNTRY/DAYTIME.

WILT GUINZENDORF AND ASSOCIATES

Licensed Brokers Phone OL 2-8800

864 S. Robertson, Los Angeles 35, Calif.

HONOLULU STATION

low down payment; 15 year payout; excellent frequency! No brokers please.

Box F-380, BROADCASTING

(Continued from page 79)
Existing daytime stations proposing shift to AM channels and dial frequencies:

**WTAC**
- Six, from 1500 to 1900, to 1300, in TX, 77600, 50 kW.
- Twelve, from 1300 to 1700, to 1500, in TX, 77600.

**EWHQ**
- Eight, from 1500 to 2000, to 1600, in TX, 77600, 50 kW.
- Four, from 1300 to 2000, to 1500, in TX, 77600.

**KARM**
- Four, from 1400 to 1800, to 1500, in CA, 91306, 50 kW.
- Five, from 1500 to 1900, to 1600, in CA, 91306, 50 kW.

**KXOK**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Eight, from 1300 to 1700, to 1500, in TX, 77600.

**KXOL**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXWH**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXQZ**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXWE**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXWI**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXWQ**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXWZ**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KWY**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXZM**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXZP**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXZQ**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXZT**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXZU**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXZZ**
- Four, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXZV**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
- Seven, from 1300 to 1700, to 1500, in TX, 77600.

**KXZW**
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- Six, from 1300 to 1700, to 1500, in TX, 77600.

**KXZX**
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**KXZX**
- Eight, from 1400 to 1800, to 1500, in TX, 77600, 50 kW.
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**COMMERCIAL STATION BOXSCORE**

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A lot of work sprinkled with lemon drops

buying his radio station, Mr. Hurlbut gives the favorable impressions made by WFBM - AM - FM - TV Indianapolis. He worked there during his tenure as advertising, promotion and public relations consultant for the Time-Life stations.

**WEEK’S PROFILE**


Mr. Hurlbut puts 30,000 miles a year on his car and not all of it is business. He has a seemingly unlimited ability to become a part of the community and make the community a part of himself. He was just elected president of the local Rotary club; is a charter member of the Broadcasters Promotion Association and was president of that body in 1961; serves on the boards of the local chamber of commerce and Boy Scouts, Buffalo Trace Council; is secretary of the Wabash county Red Cross chapter, and belongs to numerous other community development and fund raising groups.

"At least," he observes, "I get to eat at home on weekends . . ."
Regulation by ambush

Of the favorite myths at the FCC is that the letters of inquiry its staff sends to broadcasters from time to time about their operations are designed solely to elicit information; there is nothing coercive about them. The commission holds to this in the face of evidence that broadcasters have changed programing plans after being questioned about them. Indeed, some commissioners seem to feel there is something soft-pedaled about broadcasters who regard a question as a directive.

Fresh evidence, if it is needed, that the commission staff influences station policy through its letters has been provided in the responses of licensees who have been questioned about their commercial practices. As reported in Broadcasting last week, a number of licensees didn't stop with an explanation of their commercial policies; they adopted a mea culpa posture and actually cut back the number of commercials they proposed to carry. Confronted with the knowledge that their licenses are on the line—the letters were written in connection with the processing of their renewal applications—it's not surprising that they chose to conform to what they believe are the FCC's wishes. When will this point register with the commissioners?

As for the 14 renewal applications that have been held up because of questions about commercial practices, they should be granted at once. The licensees were, in effect, ambushed. The commission only began looking at commercial practices on a case-by-case basis last February after being frustrated in its hopes of adopting the commercial codes of the National Association of Broadcasters as a rule. And although licensees should be expected to live up to promises, they could hardly have foretold, three years ago, the zeal with which the commission staff would now be examining their commercial practices.

Furthermore, the existing program reporting form is a poor instrument for the job the commission has given it. The form is concerned with numbers of spots, whereas many broadcasters are concerned with the amount of time they devote to advertising. Several of these stations said that the number of spots they carried may have exceeded their proposals, but that the amount of time devoted to commercials did not. In this connection, a number of the licensees said that they had stayed within the time limits of the NAB commercial codes. If these codes were good enough for the commission to consider adopting as a rule, the agency should not object to the stations that abide by them.

If the commission is to practice the kind of fairness it demands of licensees, it should grant the renewal applications, without further question.

Why pick on broadcasting?

If anybody in Congress is looking for legislation to pigeonhole, we commend to his attention bills that have been introduced in both the Senate and House to prevent the broadcasting of election returns or projections until all the polls have closed. The legislation has been introduced on the theory that computerized projections of probable results could influence the vote where polls were still open.

The theory is wholly conjectural. Nobody knows whether any voter's intention can be changed by knowledge of the action of other voters. There is no experience whatever in the nation's history to indicate a need for suppression of journalistic enterprise in the coverage of elections. Unless the Congress wants deliberately to restore the newspapers to their former position among the news media, it has no business legislating an artificial restriction on radio and TV.

JWT's Seymour

The importance of the broadcast media in today's advertising world is recognized in the elevation of Dan Seymour to the presidency of the world's biggest advertising agency, J. Walter Thompson.

Before he became an agency executive Mr. Seymour had acquired a national reputation as an announcer on radio and television. He made the transition from performer to business executive when he became vice president in charge of programing and production at Young & Rubicam in 1953. Two years later he was hired by J. Walter Thompson to invigorate that agency's broadcasting operations.

In 1955, the year Mr. Seymour joined JWT, the agency was fourth among all agencies in broadcast billings—well behind the leader, Y&R, which Mr. Seymour left. Last year Thompson was first, with $160 million in radio and TV—$102 million more than it billed in 1955.

Mr. Seymour has come a long way since he took his first job as a $22.50-a-week announcer at WNAC Boston, and J. Walter Thompson has come a long way since Mr. Seymour joined up. Both, it may confidently be predicted, still have a long way to go.

Strike three

The credit of broadcasters another effort to censor public information has been blocked in Congress.

For the third time an omnibus bill, ostensibly applicable only to the District of Columbia but admittedly designed as a model for other municipalities, has been stripped of provisions that would have prevented broadcast of any material that some local functionary might have construed indecent, obscene or lewd.

This time the objectionable provisions were killed in Senate committee. Two years ago it took a presidential veto to nip the attempt—after many broadcasters, then rallied by the Maryland-District of Columbia Broadcasters Association, motion picture interests and newspapers, went to bat.

Specifically, the Senate District of Columbia Committee, in a report to be issued this week, will eliminate radio and television from the anti-obscenity provisions of the bill. It will do so on the ground that the FCC has sufficient authority to deal with obscene and indecent broadcasts—an argument strongly advanced by the National Association of Broadcasters, among others.

Drawn for Broadcasting by Sid Hix

"Just ask them which candidate they favor ... quit trying to change their minds!"
When very important people appear on television, you're most apt to see this famous camera. It reflects a preference for the best. With its 4½-inch image orthicon picture tube and built-in aids to production, the TK-60 produces pictures of peak quality. Where striking reproduction can mean higher sales for a product or service, this is the camera that does it best.
Take a second look! It's DULUTH-SUPERIOR, the SUPER market at the tip of Lake Superior. The bustling Fraser-Nelson Shipyard in Superior has the largest drydock on the Great Lakes, attracts millions in construction and repair contracts annually. Take a second look at the Duluth-Superior SUPER market, the second largest market in both Minnesota and Wisconsin. KDAL-TV serves 1 million people in 3 states and 1 Channel 3 and twenty-three licensed translator stations.

KDAL Radio and Channel 3 are represented by Edward Petry & Co., Inc., and in Mpls.-St. Paul by Harry S. Hyett Co.