Taxes, FCC and profits lead to diversification. p31
Senate votes not to suspend equal time this year. p70
ARMS makes breakthrough in audience measurement. p48
Radio-TV, Democrats move into Atlantic City. p62

COMPLETE INDEX PAGE 7

One of a series

(Quote)

This year we used WBAL-TV exclusively...and certainly believe a substantial share of our healthy sales increase can be credited to this very effective advertising program.

(Unquote) Morton Lapides
Vice President
Suburban Club
Carbonated Beverage Co., Inc.

Maximum Response—it's advertising efficiency.

WBAL-TV, BALTIMORE
"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

Nationally Represented by Edward Petry & Co., Inc.
WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE

...and, IN PENNSYLVANIA, IT'S WJAC-TV

WJAC-TV more than carries its load when it comes to delivering a rich, rich market. Pennsylvania's famous million dollar market in the middle! From high atop the Alleghenies, WJAC-TV reaches a wealth of consumers in 35 counties. Transport your clients into America's 27th largest TV market--and give sales a lift!

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

Represented Nationally by Harrington, Righter & Parsons, Inc.
Affiliated with WJAC-AM-FM
International Swindler!

A brilliant role in John Huston's comedy-adventure, "Beat the Devil," played only as Humphrey Bogart could play it. His co-conspirators: Jennifer Jones, Gina Lollobrigida, Robert Morley and Peter Lorre. It's another of the 60 top quality features from the newly released Columbia Post-'50 Group II. Others include "Picnic," "Pal Joey," "The Mouse That Roared" and "Strangers When We Meet." 25 of the group are in magnificent color, too. Call or write for details.
hidden treasure grows in the **WGAL-TV** market

In the multi-city Channel 8 area—Lancaster, Harrisburg, York, and countless other communities—lies tremendous sales potential. Don’t overlook it. Allocate sufficient funds to capture your full share. **WGAL-TV** is the medium that can do the selling job for you.

**WGAL-TV**

Channel 8
Lancaster, Pa.

STEINMAN STATION  •  Clair McCollough, Pres.

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

*.broadcasting*, August 24, 1964
Perils of journalism

Though most political attention had begun last week to turn toward Atlantic City and Democratic convention that starts today (Aug. 24), there were still repercussions from network coverage of Republican convention in San Francisco more than month ago. Small flap was created when word got out that public relations people at Gulf Oil Corp., longtime sponsor of "instant news specials" on NBC-TV and part-sponsor of network's convention-election package, had indicated Gulf was officially disenchanted with Republican coverage by NBC-TV's ace news team of Chet Huntley and David Brinkley.

What happened was this: Gulf PR shop sent formal letter to answer complaints from Goldwater supporters about Huntley-Brinkley comments during Republican convention. Letter pointed out that Huntley-Brinkley team had appeared on no Gulf-sponsored news programs except convention-election coverage and added: "We can further state that it is not Gulf's intention to sponsor any further programs in which they appear." Though PR department letter implied disavowal of Huntley-Brinkley and NBC News sponsorship, Gulf advertising officials hastened to assure otherwise. Paul Sheldon, Gulf's director of advertising, said NBC's coverage of Republicans had been "outstanding" and that Gulf was looking forward to its sponsorship of Democratic coverage this week and of elections next November. Gulf also will sponsor NBC coverage of Gemini space shot next December or January at cost of between $300,000 and $500,000.

Triple viewer

In addition to three-network TV monitor in his White House executive office, President Johnson has specially engineered television receiver combination in his bedroom suite, just installed. Both downstairs and upstairs equipment were designed by CBS at direction of Frank Stanton. President Johnson alluded to bedroom installation at news conference last week. He said: "I wake up about 6:30. But I don't get up. I read. I turn on the television. I keep all three stations on."

Background on Yankees

Little known fact about CBS acquisition of New York Yankees: Net deal was actually $9.2 million for 80% of stock—not $11.2 million that was announced. There's $2 million in cash as part of club's assets. Moreover, CBS acquires overall asset it can depreciate just as if it were real estate.

At one time during closely guarded negotiations, CBS-Yankees deal nearly fell apart because of unwillingness of J. A. W. Iglehart, chairman of board of Baltimore Orioles and member of CBS Inc. board, to dispose of his interest in Baltimore American League club or resign from CBS board. Later course finally was decided upon, eliminating conflict of interest that could have killed deal.

A look at the take?

Full-scale investigation of payola will be considered by FCC after it returns from August vacation. Payola issue flared into news in May with release of testimony commission gave House Appropriations Subcommittee. Commission said then that payola remains serious problem despite anti-payola legislation enacted four years ago (Broadcasting, May 18). Issue has been quiescent, largely because FCC lacks manpower to mount thorough investigation. But staff remains convinced inquiry is needed, and will press this view.

Easing the bans?

NAB code's outright ban of commercials on liquor and intimate products may be lifted soon. It's understood Howard Bell, code director, thinks acceptability judgments should be based only on commercial content, not on blanket condemnation of product category. Proposal first will be put to radio code board, which meets in Washington Sept. 29-30.

But new approach of code, if OK'd, may have same net effect as present set-up. It's likely only institutional-type ads would be accepted, and then only if company name suggests several products, not just one that code considers "bad taste" to air.

It swings, man

American broadcasters who think of England's BBC as stuffy purveyor of charming and lectures on bird lore are in for a shock. BBC has made deal with new American firm, headed by savvy show-business lawyer and producer, Saul Jaffe, to syndicate BBC shows in U. S. And among first properties to hit this country will be rocking radio show featuring "the Liverpool sound" of the Beatles and other teen-age idols. Jaffe firm—Hart-West Productions—has quietly set up offices in New York, will soon announce operation.

Long run

American Airlines' Music Till Dawn, through-the-night feature on radio for 11 years, is up for renewal and due to get it—on five-year basis. All nine stations currently carrying program, which starts at 11:30 p.m. and runs to 5:30 or 6 a.m., are scheduled to be renewed: WEEI New York, WETI Boston, WWBCH Chicago, KXN Los Angeles and KCSB San Francisco, all owned by CBS; WTOP Washington, KLBD Dallas, WLW Cincinnati and CKEW Windsor-Detroit. American's agency: Doyle Dane Bernbach, New York.

Sleuth on loan

FCC, though shorthanded in investigators for complaints and compliance division, had made one of them available to new Community Relations Service, which was created by Civil Rights Act. Investigator is Lou Bryan, who has been on loan for past month. Community Relations Service, which is headed by LeRoy Collins, former National Association of Broadcasters president, is organizing itself with borrowed help and with no appropriation of its own as yet. Mr. Bryan's service with new organization has left FCC's complaints and compliance division with only four investigators, two under normal strength. But he is due back end of month, and new man is expected to be added to staff shortly.

Griffith is firm

General Foods Corp., White Plains, N. Y., which holds option on five-year contract with The Andy Griffith Show on CBS-TV, isn't about to chalk off show despite threats of talent problems after next (1964-65) season. There's report that show might be shaky after season is over because Don Knotts, who with Andy Griffith gets top billing in cast, is said to be determined to leave series after season's production. But executives at Benton & Bowles, New York, say client General Foods wants show to continue, Knotts or not, and to discount "minor rumors."
DETROIT DEBUT:

The Sound of BEAUTIFUL MUSIC
and Total Information News

Storer Radio introduces to the nation's 5th market its successful format of quality music and news as a prelude to an increase in power to 50,000 watts. Your KATZ AGENCY representative has the inside information.
Where do broadcast investments come from and where do they go? CBS-Yankees deal raises question, BROADCASTING sampler helps answer it. Reasons for diversification are explored, examples given. See . . .

DIVERSIFICATION: SIGN OF SUCCESS . . . 31

Senate sinks hopes of equal-time suspension for November elections. Defeat of suspension triggers partisan conflicts. NBC offers free debate forum, Goldwater says he will accept with conditions. See . . .

NO RELIEF FROM EQUAL TIME . . . 70

Radio's audience embraced by ARMS—All-Radio Methodology Study, that is. Initial study shows 77% of listeners can identify stations. Study called "major step" toward better audience measurement. See . . .

INITIAL FINDINGS OF ARMS . . . 48

Democratic Party convenes in Atlantic City to find even more broadcast men and equipment covering it than GOP meeting had. Convention credentials have been given to 1,078 radio-TV representatives. See . . .

BIGGEST COVERAGE IN HISTORY . . . 62

Loevinger explains why he led FCC majority in voting down case-by-case approach to overcommercialization. He says commission is too ignorant of subject, doesn't have means to gain knowledge. See . . .

STORY BEHIND LOEVINGER VOTE . . . 49

If major league baseball clubs can't interest TV networks in national coverage of Monday night games, Sports Network Inc. may get the package. SNI has history of scrambling for success. See . . .

SNI FOR MONDAY NIGHT BALL? . . . 64

Broadcasters have more to worry about than debates by major candidates now that equal-time suspension has been shelved. Rules for other coverage—interviews, for example—are blurred. See . . .

EXEMPT FROM EQUAL TIME—MAYBE . . . 70

Theodore Granik plans seven East Coast UHF stations, intends new programming approach—one-man, remote-controlled mobile units for local live shows. He's got channels picked, plans to apply for them soon. See . . .

GRANIK MAY HAVE UHF ANSWER . . . 75

About $4 million, or one-third of money tagged for Goldwater's campaign, will go into TV. Guylay, GOP advertising strategist, is confident senator will shine and Johnson flop on medium. See . . .

TV CALLED BARRY'S MEDIUM . . . 52

Metromedia refines, switching to more money at lower interest rates. Firm was $47 million in debt, now has $55 million refinancing program. Revolving line of bank credit increased by $5 million. See . . .

METROMEDIA DEBT REFINANCED . . . 80
Have you looked at Charlotte lately?

Charlotte

the action city

Biggest trading area in the Southeast! Over two million people within a 75-mile radius; growing at the rate of 8,000 new residents a year. In business, in industry, the Action City sets the area pace. More than 500 manufacturing plants, 1,000 wholesalers and distributors in Charlotte alone. For a market to grow in, look at Charlotte... and for the sales action that speeds you on your way—Charlotte's WSOC-TV

NBC-ABC affiliate. Represented by M-R

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSO AM-FM-TV, Charlotte; WRUO AM-FM, Miami; KIVU, San Francisco-Oakland.
Miller set for ‘Face the Nation’

CBS announced Friday (Aug. 21) that several Face the Nation half-hours will be added in prime time during September and October on its TV and radio networks, and that Representative William Miller (R-N. Y.), Republican vice presidential candidate, has agreed to appear on at least one program.

Fred Friendly, CBS News president, said invitations to candidate Miller, President Johnson, Senator Barry Goldwater and prospective Democratic vice presidential candidates were extended by network on Aug. 17, through parties’ national committees and White House.

CBS’s move follows NBC invitation to candidates to appear on Meet the Press (see page 70). Networks were offering candidates’ appearances on programs considered bona fide news interviews and exempt from equal-time requirements.

Those in Senate responsible for defeat of Section 315 suspension may regret their move, Senator Karl Mundt (R-S. D.) said Friday, “because it presents TV and radio networks with a new problem of what to do when the President schedules a press conference or a major address.”

(Equal time requests will come in from GOP and splinter parties and “may well preclude airing of any [news conferences] unless they are purchased as paid political time,” senator warned.)

Mr. Friendly said CBS withheld any announcement of its invitations and its decision “made several weeks ago” to slot Face the Nation in prime time on certain dates until one or more candidates accepted. Representative Miller’s acceptance was received Friday. Date for his appearance will be determined “shortly” but probably will be on either Sept. 16 or Sept. 30 when Face the Nation appears in prime time.

Campaign Trail (special documentary series dealing with campaigns) will replace it in its usual Sunday, 12:30-1 p.m. period.

Representative Miller will appear alone on program, according to early arrangements, but these could change. CBS said it also was discussing with candidates and their staffs, “joint appearances or back-to-back appearances” in half-hour or in one-hour editions.

Face the Nation specials will be placed in CBS Reports niche (Wednesday, 7:30-8:30 p.m.) but in its customary half-hour format, though as many as three “can be” extended to one hour. Already set: 7:30-8 on Wednesday on Sept. 16, 30 and Oct. 14, 28, and if arrangements with candidates can be made, on Oct. 7 and 21.

A look before a leap

Subscription Television Inc. has called short hiatus in production of programs for its pay TV service, while viewing choices of subscribers during first month of programming are studied. “We are attempting to develop an experiment with new forms,” STV President Sylvester L. (Pat) Weaver said Friday (Aug. 21). “When people pay for what they wish to see in a new medium we want to study and evaluate very closely what they look at.”

tomy half-hour format, though as many as three “can be” extended to one hour. Already set: 7:30-8 on Wednesday on Sept. 16, 30 and Oct. 14, 28, and if arrangements with candidates can be made, on Oct. 7 and 21.

NARA to seek fair employment drive

United push for fair employment in radio by National Association of Radio Announcers was expected to be voted in Chicago over weekend at 10th annual convention of predominantly Negro group, Charles Johnson of KAP (FM) Redondo Beach, Calif., and who identifies himself as FCC consultant to NARA, said Friday (Aug. 21). He heads NARA western region and was involved in KPFW Los Angeles racial hiring policy incident earlier this year (Broadcasting, March 30).

Mr. Johnson said he was reporting to meeting Saturday about his May 21-22 talks in Washington with FCC officials and with LeRoy Collins, then president of National Association of Broadcasters. He said FCC told him agency now can make “test cases of discrimination in area of radio.” He said Mr. Collins assured NARA of his sympathetic view and offered full help of NAB in cause.

Del Shields, wdoing Philadelphia, urged 200 delegates Friday to become more businesslike in professional affairs and to support NARA as “nucleus” for “united voice.” Mr. Shields said “if you don’t make this organization go, there will be no white man in the country who will help you. You have got to learn to help yourself.”

Attacking “Uncle Toms” who sell themselves too cheaply to white management, Mr. Shields said owners “don’t want you to know how important you are” because they might have “to share their profits with you.” He said “most important people to you are those who listen to you” and for this reason disk jockeys have responsibility to deal in truth, honesty and service to audience.

Dozen record firms had hospitality suites, picked up tabs for lunches, dinners and parties. NARA president is Dave Dixon, Katz St. Louis.

FTC claims Secrets’ spots are misleading

Federal Trade Commission announced Friday (Aug. 21) it has charged Secrets and Children’s Secrets throat lozenges with false advertising in TV commercials. Products are made by Merck & Co. Inc., through Quinton division, Rahway, N. J. Included in FTC’s complaint was agency for Secrets, Doherty, Clifford, Steers & Shenfield Inc., New York.

FTC said TV ads falsely imply lozenges kill germs causing throat infections and severe sore throat. Secrets in 1963 spent almost $2 million in TV spot, nothing in network.

Quinton Co. replied by saying FTC, in issuing complaint, ignored more than 30 years of success by Secrets. People have been satisfied with lozenges, statement said, and label warns to consult physician if sore throat lasts more than two days. It also said Secrets used as directed are no possible health risk and suggestions of TV commercials can’t be logically construed as hazardous.

FTC gives nod to delay in labeling rule

Federal Trade Commission last Friday (Aug. 21) agreed to six-month delay of requirement that cigarette packages carry health warnings on labels. Postponement had been requested by Representative Oren Harris (D-Ark.), chairman of House Commerce Committee (see page 54).

Label warnings now are ticketed for July 1, 1965, deadline instead of Jan. 1 of that year. New deadline is now same as health warnings in advertise-ments. In letter agreeing to postpone-
Hal H. Thurber continues as president-chief executive officer in major revision to place all control with operating executives. Mrs. P. W. Owen, sister of Jeff Wade, retires from board. All other directors continue. Stock ownership now rests with Mr. Wade and 30 employees who have acquired stock holdings formerly held by Mrs. Owen and Mrs. Pearl Wade, mother. Wade expects 1964 billings to top $21 million, partially recouping loss of $10 million, plus Alka-Seltzer account, effective Sept. 1 (Broadcasting, March 30).

Lawrence Webb, managing director of Station Representatives Association, New York, elected VP and general manager of KRLA Pasadena, Calif., and will continue with SRA as acting managing director, at least temporarily. Lloyd Griffin of Peters, Griffin, Woodward, New York, and SRA president, said last week that association's board of directors had approved plan under which Mr. Webb will remain as acting managing director "at least through the completion of current projects." Acting directorship of SRA will be in addition to Mr. Webb's new duties as operating head of KRLA and its temporary licensee, Oak Knoll Broadcasting Corp., which was designated to operate station until FCC selects permanent licensee from 19 current applicants. Oak Knoll took over Aug. 1 (Broadcasting, Aug. 10). Station is operated as commercial outlet but its profits will be turned over to foundation to help Los Angeles' new educational television station, KCET(TV), get started.

For other personnel changes of the week see FATES & FORTUNES

KOBE sold for $215,000; WUTV sale approved

Sale of KOBE Las Cruces, N. M., by Jim Gober and associates to group headed by Walter Rubens for $215,000 was announced Friday (Aug. 21) subject to FCC approval.

Mr. Rubens is former principal owner of KJET Beaumont, Tex. KOBE is full-time on 1450 kc with 250 w. Broker: Hamilton-Landis & Associates.

Also on Friday, FCC announced approval of sale of WOW(TV) Omaha, N. C. by Frank P. Larson Jr. and Hugh A. Deadwyler and group to Cy N. Bahakel for $175,000. Bahakel stations are: WARG-AM-TV Greenwood, Miss.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S. C.; WKN Kingsport and WOOD-AM-FM Chattanooga, both Tennessee; WRIS Roanoke and WOOD-AM-FM Lynchburg, both Virginia; WLBJ-AM-FM Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. WUTV is suspended operation on channel 36.

'Greatest expansion' in TV seen from UHF

UHF could "open the greatest expansion yet seen in television and shake the radio spectrum into some entirely new and perhaps explosive patterns of development, growth and investment," Fortune magazine reports in article in September issue, out this week.

Article, by Lawrence Lessing, estimates that even with new VHF-UHF set law "it will be about five years before more than 50% of the sets in U. S. homes can receive UHF, and about 1973 before replacement is complete." Mr. Lessing suggests that then might be good time to move all TV into UHF—"if UHF broadcasting still has not grown significantly."

If TV does not soon start to use UHF more fully, article says, it may not be able to stay off demand of other services for part of its spectrum space. In any case time is near when panel of eminent and unprejudiced experts should review entire spectrum and its allocations, including division between government and nongovernment services.

The UHF's, Mr. Lessing concludes, "make possible, for those willing to invest in them, a new type of regional network, a new type of quality network, keyed to a smaller audience than that of the present mass-media networks, and even (as advocated by Allen B. DuMont, pioneer in television) a public supported, noncommercial 'fourth' network. Only by such expansion of free broadcasting can the U. S. achieve a TV system adequate to the wide and varied tastes of an expanding country."

N.Y. lawyer may be new FTC commissioner

Mary Jones, New York lawyer, is reportedly about to be picked to fill Republican vacancy on Federal Trade Commission left by resignation of Sigurd Anderson in February.

Miss Jones, 43, is associate in Webster, Shefleld, Fleischmann, Hitchcock & Chrystie, firm noted as specializing in restraint-of-trade practices. Miss Jones was unavailable Friday for comment.
year in and year out
THE BIG ONE
in the Pacific Northwest
TOP RATED YEAR IN AND YEAR OUT
CALL STEVE SHEPARD
VICE PRESIDENT AND GENERAL MANAGER
PORTLAND 226-7191
THE STAR STATIONS
SOLD NATIONALLY BY H-R RADIO
Wife AM-FM INDIANAPOLIS
KOIL AM-FM OMAHA
kISn PORTLAND
AN EXCITING SELECTION OF

TWO TIMELY, COMMEMORATIVE FEATURE FILMS HONORING THE 400th ANNIVERSARY OF MICHELANGELO AND THE 50th ANNIVERSARY OF WORLD WAR I

IMMORTAL NAMES THAT LIVE IN LEGEND, MYTH AND HISTORY

PROMOTION MATERIAL SPECIALLY DESIGNED AND PRODUCED FOR EACH FEATURE FILM

ALL NEW:
FILMED TRAILERS
PUBLICITY STORIES
SYNOPSIS AD MATS
PHOTOS SLIDES AND ANNOUNCEMENTS
TV GUIDE ADS

SCHERAZADE
THE OLD TESTAMENT
SAMSON AND THE SEVEN CHALLENGES
TRIUMPH OF THE TEN GLADIATORS
TERROR OF THE RED MASK
VIOLENT PATRIOT
HERCULES AND THE TEN AVENGERS
SPARTACUS AND THE TEN GLADIATORS
TERROR OF THE DESERT
HERO AND THE BURNING OF ROME
AVENGER OF VENICE
ZORJAK THE PROPHET
THE TYRANT OF CASTILE
WARNING FROM SPACE
THE PANT
OVER THERE

TWO TIMELY, COMMEMORATIVE FEATURE FILMS HONORING THE 400th ANNIVERSARY OF MICHELANGELO AND THE 50th ANNIVERSARY OF WORLD WAR I

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ALL NEW:
FILMED TRAILERS
PUBLICITY STORIES
SYNOPSIS AD MATS
PHOTOS SLIDES AND ANNOUNCEMENTS
TV GUIDE ADS
FEATURE FILMS FOR TELEVISION

SPECTACULAR SHOWCASE

IN COLOR

DESCRIPTIVE COLOR BROCHURE AVAILABLE ON REQUEST FROM
FOUR STAR DISTRIBUTION CORP., 600 FIFTH AVENUE, NEW YORK 20, NEW YORK

PHONE N. Y. C. LT 1-8530
Channel 6 is the coverage station. It covers not only the oil-rich Shreveport-Texarkana region, but reaches way out beyond the metropolitan areas, deep into east Texas, Southern Arkansas and Southeastern Oklahoma.

KTAL is the dominant station covering a population of 1,188,491 with retail sales of well over a thousand million dollars.

Ask Blair about new fall NBC and local KTAL programming, which will make Channel 6 even more dominant!

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

**AUGUST**


Aug. 23—28—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau at Cambridge, Mass.

Aug. 24—Sept. 5—Major British manufacturers in the field of broadcast communications will be demonstrating their products (radio-TV receivers, tape recorders, components and record players) at the British Broadcasters and British Columbia Association summer general meeting. The meetings will be held in Jasper, Alberta.

Aug. 26—27—New York State CATV Association meet at Sheraton Inn, Binghampton.

Aug. 27—29—Western Electronic Show and Convention, Los Angeles. Twenty technical morning sessions at Statler-Hilton, 1,500 exhibits at Sports Arena and Hollywood Park, where visitors can attend five special afternoon sessions via closed-circuit TV.

Aug. 26—27—New York State CATV Association meets at Sheraton Inn Binghampton.

Aug. 27—29—Annual meeting of West Virginia Broadcasters Association. Speakers include FCC Commissioner Rosel H. Rowland, vice-president of Radio Advertising Bureau; Pete Cash, president of Television Bureau of Advertising; Vic Eubanks, president, WVA, Hazelton, Pa., the Greenbrier, White Sulphur Springs.


Aug. 31—Committee of governors headed by New Jersey Governor Richard J. Hughes meet to discuss possible effects on voting that may be caused by broadcast predictions based on early returns before all polls close in U.S. network and wire service representatives will meet separately with governors. Waldorf-Astoria hotel, New York. 10 a.m.

**SEPTEMBER**

Sept. 1—4—Board of Broadcast Governors hearings, Nova Scotian hotel, Halifax, N. S.

Sept. 7—11—International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Electrical and Electronic Engineers of Japan. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical and Electronic Engineers of Japan, 2-4, Fujimicho, Chiyoda-ku, Tokyo.


Sept. 10—11—Michigan Association of Broadcasters annual fall meeting, Hidden Valley, Gaylord.


Sept. 13—15—Atlantic Association of Broadcasters annual sales and engineering meeting, Sydney, N. S.

Sept. 13—15—Meeting of Louisiana Association of Broadcasters, Capitol House, Baton Rouge.


Sept. 15—Annual meeting of shareholders of Rollins Broadcasting Inc., Bank of Delaware Building, Wilmington, Del.

Sept. 15—First annual stockholders meeting of Communications Satellite Corp., Sheraton-Park hotel, Washington.

Sept. 16—Deadline for comments in FCC inquiry into community antenna television ownership by broadcast licensees and related questions.

Sept. 18—FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to community antenna television systems.

Sept. 18—Meeting of Maine Association of Broadcasters, Poland Spring (tentative).

Sept. 18—Board of trustees meeting of National Academy of Television Arts & Sciences, Beverly Hills, Calif.


Sept. 19—Radio programming clinic held by National Association of Broadcasters' program study committee. Rickey's Hyatt House, Palo Alto, Calif.

Sept. 29—20—Meeting of Nebraska Broadcasters Association, Holiday Inn, Grand Island.

Sept. 21—22—Nevada Broadcasters Association second annual meeting, Harvey's Wheel, Lake Tahoe.

Sept. 21—22—Pacific Northwest Community Association fall meeting, Benson hotel, Portland, Ore.

Sept. 21—Radio programming clinic held by National Association of Broadcasters' pro-

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**NAB FALL CONFERENCE SCHEDULE**

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<td>Oct. 22-23</td>
<td>Fort Des Moines hotel, Des Moines, Iowa</td>
<td>Conference of National Association of Broadcasters.</td>
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<tr>
<td>Nov. 9-10</td>
<td>Statler hotel, Detroit</td>
<td>Conference of National Association of Broadcasters.</td>
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**YOU NEED TERRE HAUTE, TOO**

* More and more leading advertisers are choosing the Top Two Indiana Markets (Indianapolis and Terre Haute) for maximum TV impact on the more than Six Billion Dollar Hoosier Sales Potential.

* MARATHON is one of more than 120 brands which have added WTHI-TV which covers the Second Largest Indiana TV Market.

* These discerning advertisers recognize the pronounced impact of WTHI's single station coverage which added to Indianapolis TV, offers more additional TV homes (with a slice of Illinois as a bonus) than even the most extensive use of Indianapolis TV, alone.

---

**WTHI-TV***

**CH 10 TERRE HAUTE, IND.**

* REPRESENTED BY EDWARD PETRY & CO. INC.  
  THE ORIGINAL STATION REPRESENTATIVE  

BROADCASTING, August 24, 1964
What makes a great salesman?

From a salesman selling brooms at $4.00 a dozen to the acknowledged “King of Corn Flakes” is a big step. Will K. Kellogg not only made this transition, but revolutionized the breakfast habits of a nation. The shy, retiring co-inventor of the corn flake was an extraordinary promoter. Beginning with a tiny cereal flake, he built a huge industry by utilizing daring new advertising and sales techniques.
W. K. Kellogg promoted his cereals with such eye-provoking ad headlines as “Please stop eating Corn Flakes for 30 days so we can catch up on orders.” He forced stores to stock his products by advertising in a magazine with 6,000,000 readers when less than 10% of the public could purchase his new breakfast food. He was the first manufacturer to use extensive door-to-door sampling.

His belief he was performing a needed service made Kellogg a super salesman. The Storer stations’ concern with performing a vital service in each of their communities makes them great salesmen — salesmen famous for turning more listeners and viewers into buyers. In Miami, Storer’s great salesman is WGBS, an important station in an important market.
But I don’t want near it or next to it or just part of it! I want KELO-LAND!

He wants the Sioux Falls-98 County Market. The full market, the exact market—the way ARB defines it.

When he ships to the Sioux Falls market, he doesn’t want his goods dumped outside it. Same way with his advertising. He knows that KELO-LAND TV is the facility to do the job. He’s not interested in improvised “networks” of unrelated stations which try to make up for homes they miss within the market by offering you homes outside of it.

The point to remember is that only one Sioux Falls station, KELO-tv, is capable of projecting your film or live commercial from one tv camera to all 98 counties. Be demanding! Don’t get off the phone till somebody gets you KELO-LAND TV.

gram study committee. Chica Plaza motor hotel, Memphis.

Sept. 25—Radio programming clinic held by National Association of Broadcasters’ program study committee. Prom-Town House motor inn, Omaha.


Sept. 23-25—Fall meeting of Electronic Industries Association, Statler-Hilton hotel, Boston.

Sept. 24-26—Fall meeting of the Minnesota Broadcasters Association. Speaker will be FCC Commissioner Lee Loewinger. Sheraton-Hilton hotel, Minneapolis.

Sept. 25—Radio programming clinic held by National Association of Broadcasters’ program study committee. Hilton Inn, Tarrytown, N. Y.

Sept. 25—North Central (CATV) Association meeting, Holiday Inn, Rochester, Minn.

Sept. 25-26—Utah Broadcasters Association convention, Royal Inn, Provo.


Sept. 26-27—Shirt sleeve radio seminar under the sponsorship of R. B. McAllister (KESL Lubbock, Tex., and author of Brain-storm, a weekly creative newsletter for station and commercial managers). Participants include Gordon Mcdonald of Dallas, Grady F. Maples of Denver, Odin Echols Jr. of Clovis, N. M., Witt Landis of Dallas, and Bill McAllister of Lubbock, Tex.

Sept. 27-Oct. 2—Nineteenth annual technical conference of Society of Motion Picture & Television Engineers, Commodore hotel, New York.

Sept. 29-30—Meeting of radio and record board of National Association of Broadcasters, Gramercy Inn, Washington, D.C.


OCTOBER


Oct. 3—Fall conference and board meeting of the First Iowa Men of Broadcasters, Grand Bahama hotel and club, West End, Grand Bahama Island.


Oct. 5-5—Fall meeting of the Texas Association of Broadcasters, Hotel Texas, Fort Worth.

Oct. 4-6—Meeting of North Carolina Association of Broadcasters, Grove Park Inn, Asheville.

Oct. 5-6—Fall convention of New Jersey Broadcasters Association, Nassau Inn, Princeton.

Oct. 6—Tenth annual conference of The Advertising Research Foundation will encompass a general session in the morning and two concurrent sessions in the afternoon, one devoted to predicting advertising results, and the other to measuring the audiences of business publications. Hotel Commodore, New York.

Oct. 6—Tenth Wisconsin FM Station Clinic. Harold A. Engel, chairman. Center Building, University of Wisconsin, Madison.

Oct. 7—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Howard H. Ball, director of the code authority for the National Association of Broadcasters, is guest speaker.

Oct. 8-9—Meeting of Tennessee Association of Broadcasters, Mountain View hotel, Gatlinburg.

Oct. 8-10—Meeting of Alabama Broadcasters Association, Tuscaloosa.


Oct. 11-12—Audio Engineering Society’s 18th annual fall convention and exhibition of professional products. Barbizon-Plaza hotel, New York.


Oct. 15-16—Meeting of Indiana Broadcasters Association, Marriott hotel, Indianapolis.

Oct. 16-18—Deadline for reply comments in FCC inquiry into OWN’s ownership by broadcast licensees and related questions.


Oct. 19-21—Twentieth annual meeting of National Electronics Conference McCormick Place, Chicago. Additional information may be obtained from R. J. Napolitan, NBC, 28 North LaSalle Street, Chicago.

Oct. 21-22—Central regional meeting of American Association of Advertising Agencies in Chicago at Hotel Continental. Charles S. Winston Jr., executive vice president and general manager of Foote, Cone & Belding, that city, chairman of meeting.


Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the CATV, own the 17th annual Industrial Film and Audio-Visual Exhibition. New York Hilton hotel. For additional information, write: Industrial Exhibitions Inc., 17 East 46th Street, New York 17.

Oct. 22-23—Fall meeting of Missouri Broadcasters Association, Ramada Inn, Jefferson City.

Oct. 25-26—Meeting of Massachusetts Broadcasters Association...
BY POPULAR DEMAND

Knocking 'em dead from K.C. to Hong Kong
Renewed through 1970 in Los Angeles
Renewed through 1966 in New York

Felix THE CAT

THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

260 FOUR MINUTE EPISODES IN B/W OR COLOR

TRANS-LUX TELEVISION CORPORATION

NEW YORK, 625 Madison Avenue, PLaza 1-3110

CHICAGO • LOS ANGELES • MIAMI BEACH • ZURICH, SWITZERLAND

BROADCASTING, August 24, 1964
COLOR MAKES THE DIFFERENCE...

We're known for having what it takes when it comes to Color TV. That's why Crosley Broadcasting is the national Color TV leader with a long record of Color firsts. First NBC color affiliate, first to perfect use of low-light Color tube, first to colorcast indoor remotes and night-time outdoor remotes under normal lighting conditions. And our four Color TV Stations form one solid regional network offering a unique television opportunity to advertisers. One buy wraps up the whole works!

Color Television is just another feather in the Crosley cap, which has placed the WLW Stations among the most watched, most heard, most talked about Stations in the United States.

Another example of Crosley 42 years of leadership
LARAMIE
Just renewed by Don Stone, Program Director of KTIV, Sioux City, Iowa. 124 epic hours (60 in color).

[BROADCASTING, August 24, 1964]

BROADCASTING distributes more PAID circulation annually than the combined total of all other publications in its field.

LAR

A winning vote

EDITOR: I think you had a winner in your football wrap-up story (BROADCASTING, Aug. 10). It certainly was exceptionally complete.—Fred E. Walker, general manager, EDKX Pittsburgh.

Effort heeded

EDITOR: Thank you for your story concerning our recent meetings with leaders in the communications industry and law enforcement officials (BROADCASTING, July 20). This is an excellent story and we appreciate your calling this effort to the attention of your readers.—Dr. Jacob Cunningham, National Conference of Christians and Jews Inc., Los Angeles.

Hurrah for Howell

EDITOR: A fan letter for Rex Howell of KREX Grand Junction, Cola, whot had the courage to say what has to be said sooner or later about lop-sided network news treatment.

My conviction that Mr. Howell is correct is based on 20 years experience in broadcast news where I discovered that the newsmen who leaned way to the left was far less vulnerable to pressures within the industry than his colleagues who took him to task for it. . . . Thus NBC's coverage of the Republican convention could play down its massive theme (the total Goldwater victory) in favor of a parade of interviews with dissidents from that theme, however trivial their quirks. . . .

And ABC? The team of Howard K. Smith and Edward P. Morgan has made a career out of pole-axing Republicans . . .—Jack Angell, Evanston, Ill.

(BROADCASTING in its Aug. 3 issue reported that Mr. Howell, whose stations are affiliated with CBS, had broadcast an editorial charging that CBS had slanted its news coverage.)

Let conventions alone

EDITOR: In a recent issue of BROADCASTING (CLOSED CIRCUIT, July 20), I read that the majority of broadcast professionals see no reason why national political conventions can't be held by closed-circuit television only advantage stated was that it would save the networks money on equipment and cut down the vast number of people necessary to cover a convention in its present seemingly chaotic form.

I agree that television has contributed
A LEADER

Hit Central New York's rich 24 counties with commercials delivered by WSYR-TV—the leader in the market year after year. It's important to use the leading station in a market that has:

- Population of 2,508,700
- Buying Power—$5,434,133,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—$3,273,465,000
- Food Sales—$789,846,000
- Drug Sales—$94,327,000

[Market Data Source—SRDS, Jan/64]

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. NUMBER ONE in HOMES DELIVERED ...

*20 PER CENT over Station No. 2 ...
*65 PER CENT over Station No. 3.

*ARB for March, 1964, Sign-on to Sign-off, Monday thru Sunday.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR- TV

Channel 3 • NBC Affiliate • 100 KW
SYRACUSE, N.Y.

Plus WSYE-TV channel 18 ELMIRA, N.Y.
As They Were Saying...

It's back to the glass booth this evening for Chet Huntley and David Brinkley.

From a glass-enclosed perch in San Francisco last month, Chet and David headed up an NBC News team whose Convention coverage attracted a larger audience than the other networks combined. Starting this evening—from a similar perch in Atlantic City's Convention Hall—the very same Huntley and Brinkley (and who'd want them different?) will be spearheading the week's most thorough and most interesting coverage of the Democratic Convention.

NBC News' masterful reporting from the Cow Palace last month not only drew a majority of the nation's viewers. It also won the lion's share of acclaim from the nation's press: "NBC's Chet Huntley and David Brinkley were again in a class by themselves..." (Bob Williams, New York
Post); “...NBC News... the unquestioned leader in its field. In both audience ratings and quality, the network far outdistanced the competition...” (Newsweek); “NBC seemed to us to have the overall edge, via smoothest floor coverage and absorbing 'human interest' camera work...” (Atra Baer, New York Journal-American); “NBC ...showed more vigor in getting to the heart of the various disputes or controversies; it had a surer touch in its handling of the far-flung ramifications of such a sprawling event...” (Percy Shain, the Boston Globe).

This week, again, the viewer who demands the most complete, most revealing, and most human coverage of a major political story, will be depending on the NBC Television Network.

STARTS TODAY

Look to NBC for the best combination of news, entertainment and sports
1,120 OF THESE CAME FROM 106 CITIES & TOWNS

A recent guest on WSBT-TV's "Homemaker's Time" offered a free booklet on meat preparation to viewers who would mail in a self-addressed, stamped envelope. Replies came in from Indiana, Michigan and Ohio . . . 1,120 in all.

Many of the letters received came from areas long considered exclusive territory for Chicago or Kalamazoo or Fort Wayne stations. But with its new tower-power combination, WSBT-TV has invaded new areas . . . offers coverage that no other South Bend station can match.

For total market coverage, for audience building programming count on WSBT-TV . . . the must buy station in Indiana.

inmeasureably to the betterment of man, and that local television programing is an undeniable asset to the American scene. However, I feel that this latest concept of substituting a television image for personal contact in this most important of all political arenas is absolutely appalling.

In their understandable enthusiasm for the television age, the advocates of a closed-circuit convention have lost sight of the fundamentals of politics. The American way of politics has endured mainly because of the personal involvement of the average voter . . . an involvement nurtured by the excitement of a noisy power struggle. It is not unlike a sporting event. With the feeling that nobody cares and without cheers of approval to spur them on to greater achievements, even our beloved baseball teams could only play a half-hearted game.

So it is with politics. Without cross-talk between delegations, without caucuses, without smoke-filled rooms, without last-minute concessions by an aspiring nominee, without demonstrations . . . without all these things contributing to the conglomeration in one place, American politics would lose its appeal and ultimately its effectiveness.—Mrs. Irene Chamish, WBAL Baltimore.

The educator's spirit

EDITOR: Thank you for the Week's Profile (Broadcasting, Aug. 10) which was devoted to Dr. Harrison B. Summers, saluting his illustrious career as a pioneer in the teaching of radio and television for graduate and undergraduate college students.

Your writer caught the real spirit and purpose of this distinguished teacher. The article's stress on "theory and practice" was perfect, because it was this quality which gave force and clear perspective to Dr. Summers's classroom presentations.—Richard M. Mall, professor, department of speech, Ohio State University, Columbus.

Seeking the buck

EDITOR: . . . In the story concerning the new ownership of KRLA Pasadena-Los Angeles (Broadcasting, Aug. 10) . . .

I hasten to point out that KRLA is now owned and operated by Oak Knoll Broadcasting Corp., which is not "an educational institution" . . . . It is a corporation set up for one reason: to make money . . . the station will be operated strictly as a commercial broadcast station. [The profits] will help to support educational KCE(TV) Los Angeles.—Lawrence Webb, vice president and general manager KRLA Pasadena-Los Angeles.
This dual channel solid-state “package" integrates all audio broadcast needs into a single factory-assembled, pre-wired and pre-tested system... eliminating the higher cost and time consumed with conventional on-site integration of separate facilities. A complete installation requires only about six hours and all broadcast proof-of-performance specs are built-in.

If you can't afford to compromise — and can afford true audio quality — buy McCurdy.

(Also available from McCurdy is a complete line of audio equipment — turntables, preamps, mixer supplies, editors, etc.)

VISUAL, the leader... first to offer a complete solid-state broadcast facility
If I were in the broadcasting field I think I would be asking myself—"Why am I letting tens of thousands of dollars escape from me at the local level; hundreds of thousands of dollars at the state level, and millions of dollars at the national level?"

This is the cost of divorces between the broadcast media and retailers in the U. S. and Canada. This is a fact you would recognize if you studied the survey of the broadcasting media made in 1963 by the sales production division of the National Retail Merchants Association, New York.

You should also look on this finding as a challenge and an opportunity to do something about a situation which has existed too long in the broadcast field. I am referring to the lack of creativeness, the lack of ideas, the imagination and the lack of knowledge of the average account executive or salesmen in the broadcast field.

This survey was made among 191 broadcast media users, representing a cross-section of American and Canadian retailing. These stores are the cream of American retailing, with advertising budgets that range from $89,000 to $6 million. What did they spend on broadcasting? Thirty percent of reporting stores of under $2 million volume were spending 20-30% of their advertising dollars in broadcast media. However, 170 other stores with huge advertising budgets reported an expenditure of 5% or less on radio and TV and most of the stores in all categories termed the results of their broadcast advertising as only "moderately successful."

In light of these facts, is there any wonder why the modern retailer turns to other media with his advertising dollar? The broadcast media has an almost unbelievable ability to produce colorful, fast-paced broadcasting formats—to give the news within minutes of its happening—to entertain all levels of society—to inform and educate—to stimulate the musical senses—to evoke controversy or action—to do everything that reflects today's living. But it falls flat on its face when it comes to selling to retailers.

Every business enterprise is made up of four activities: financing, producing, accounting and selling. Without selling—the finding, winning and keeping of customers—none of the others can stand up. The broadcast media management should move in on the selling end of their business and see what is going on—or rather, see what is not going on. They should light a few fires under sales managers' chairs. They should start a continuous push to get account salesmen out of their rut and come up with something better.

The Big Category ■ After more than 20 years of exposure to broadcast media account salesmen, I can put 90% of them in one category: They are just order takers. Selling of time is a creative function, yet most of your salesmen give the impression of: "Here it is . . . take it or leave it." They do not come up with exciting, new ideas for us. They should be a gold mine of ideas, information and help from the retailer's point of view.

I don't know how many times I have been confronted with pages of graphs, maps, statistics of audiences by age and income, audiences by the hour, demographic information about the market and rating sheets. I am not impressed by all this expensive procured material. I am looking for ways and means of selling merchandise. Believe it or not, we retailers know exactly how your station rates and what your audience is. But we are green as grass when it comes to using you. You are the specialists, but you send schoolboys to solicit our business.

The alert broadcaster has a better chance for increasing his share of the retailer's advertising dollar. We are not the exclusive property of any media—even though your newspapers may think so. The field is wide open. There is no lack of opportunity for the wide-awake radio or TV station to build rapport-establishing relationships with the local retailers. It takes work, determination, enterprise and imagination. Most important, it necessitates knowledge of merchandising and a sympathetic understanding of its problems.

Door to Mediocrity ■ No door is tougher for the broadcast salesman to enter than the retailer's. The salesman is to blame for this. It is deadly dull to be mediocre and for the most part that is what he is: mediocre. But the account salesman who is resourceful; who employs ingenuity, word skill and knowledge in his presentation, is always welcomed with open arms.

Nothing rules a retailer more than the salesman who comes in panting with the latest rating release. Your entertainment programs may live or die by ratings, but to the hard-nosed retail advertising executive, they are worthless.

Frankly, the worst sin an account salesman can commit in my office is to try to sell me time on the basis of the latest rating statistics. It seems that once our signature is on the dotted line, the account salesman feels his job is finished. Far from it; his responsibility to the account is just beginning.

A series of piecemeal ideas, sold on the spur of the moment, may gain some temporary profit to salesman and station. But there needs to be a steady application in ideas to meet changing conditions; a steady rising of character to give stability and respect to the relationship.

Selling radio or TV time is not a coldly unscientific process. It is a friendly, red-blooded, person-to-person transaction. Razzle-dazzle presentations leave a feeling of emptiness after the salesman has departed. But a thoughtful, carefully and knowledgeably presented idea, combined with a friendly and sincere desire to be helpful, leaves a feeling of wanting to do business with you—and most important of all, it is business that is mutually satisfactory, because it rings the cash register for both sides.

J. D. Peterson is advertising manager of the Hudson's Bay Co., Vancouver, B. C. Mr. Peterson is a director in the sales promotion division of the National Retail Merchants Association, New York. He is responsible for the store's sales planning, public relations, special events and advertising and has had some 'highly successful' experiences with radio-TV. This Monday Memo is taken from a speech to the Washington State Association of Broadcasters.
It’s very difficult to write a rating ad and sound modest about the whole thing. But, after all, when you’ve got something to sell, who wants to sound modest?

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**AVERAGE OVER-ALL SHARE OF AUDIENCE**
Monday-Friday 6AM-12 Midnight

16.3%

1st

**WKNR has twice the total audience of the second station!**

For a detailed analysis of Detroit’s new Pulse see your KeeNer or Paul Raymer salesman.

Now—more than ever—the BEST time money can buy!

---

The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.
“Seasoned to Please!”

Represented by H-R Television, Inc.
or
Call C. P. Persons Jr., General Manager

WKRG-TV
Mobile—Pensacola
Channel 5

Broadcasting, August 24, 1964
Diversification: sign of success

That CBS-Yankee deal is only symptomatic of a general trend that has been induced by tax laws, FCC rules and radio-TV prosperity.

Ten days ago CBS Inc. confirmed reports that it had purchased the New York Yankees baseball team (Broadcasting, Aug. 17), and reactions to the announcement are still unfolding.

Although some members of the baseball world have decried the sale and the Justice Department and some congressmen are interested in possible antitrust ramifications (see page 44), the bigger question raised is the degree of broadcast cross-ownership. What industries have firms that own broadcast stations and what other fields have broadcasters entered? What is the reason for diversification? What are the ties between broadcasting and other business enterprises?

Diversification Trend • The list of broadcast operations linked with other fields is virtually impossible to exhaust, but Broadcasting has compiled a sampler, a cross-section of cross-ownership, to indicate the diversification trends—past, present and future—of broadcast interests. The number of firms appearing on the list and the fact that they constitute but a selected sample indicates the depth and latitude of diversification in broadcasting. The major groups are listed, indicating the primary sources of broadcast investments and the fields entered by diversifying broadcast companies.

The key is the growth of radio-television into the most important of the media. Last year, for example, TV revenues alone amounted to $1.5 billion and profits before federal income taxes came to more than $343 million. Broadcast finances not only attract outside investment, they almost force diversification by station owners.

A broadcasting company that amasses healthy profits is confronted by the specter of high taxes, which can chop down its capital and stunt its growth. The sound business solution to this problem is to reinvest, blunting the tax ax and broadening the firm's financial base. But although the company may wish to put its money back into broadcasting, prices of radio-TV stations are higher than ever. More important, perhaps, the FCC strictly limits broadcast owners to seven TV outlets (only five of which may be VHF), seven AM and seven FM stations. So broadcasters are pushed into other ventures.

Stricter Controls? • The FCC's ownership restrictions are not immutable. But present indications are that if they are changed, they will be tightened, not liberalized. When Transcontinental Television Corp.'s sale of its 11 radio-TV outlets was approved by the FCC (Broadcasting, Feb. 24), several commissioners gave warning that they believed in stricter limitations. (Incidentally, Taft Broadcasting Co., one of the purchasers, was brought up to its TV maximum—and subsequently had to give up several diversification plans to concentrate on its broadcast holdings.)

Chairman E. William Henry, joined by Commissioner Kenneth A. Cox, at that time advocated limiting TV ownership in the top 25 markets to three stations. Commissioner Lee Loevinger, former antitrust chief of the Justice Department, has also spoken for watering down "concentration of control" in broadcasting, and Commissioner Robert T. Bartley voted against the TTC sale. The problem is now at the FCC staff level, however, and if this comes before the commissioners they are reportedly likely to be at odds over what new rules to adopt, if any.

Yankee Dandy • All the problems of cross-ownership were brought into focus again when CBS bought the Yankees, with attention at first centered on overlapping broadcast-baseball interests. A number of broadcasters with baseball ownerships are a matter of general knowledge. Another such ownership which came to light last week is that of John J. Louis Jr., chairman of the board of Katar-am-fm-tv Phoenix, Ariz., who is a vice president, director and stockholder of the Milwaukee Braves.

But although baseball cross-ownership is prominent in the news, it is but one of many fields with ties to broadcasting. Outside firms continue to buy into radio-TV. Broadcasters continue to diversify, with the New York Yankees being but one well publicized example of expansion into the outside business world.

Some selected companies with cross-ownership follow. Individuals with diverse stock holdings were not included.

ABC • Owns WABC-am-fm-tv New York; WLS, WENR-FM and WBBK-TV Chicago; KGO-am-fm-tv San Francisco; KABC-am-fm-tv Los Angeles; WXYZ-am-fm-tv Detroit and KQV-am-fm Pittsburgh. Operates ABC Radio and ABC-TV networks. Is division of American Broadcasting-Paramount Theatres Inc., which was formed by $25 million merger of ABC and United Paramount The-
Diversification as practiced by a country boy

Among diversified owners of broadcast interests an illustrious name was prominently mentioned last week. Lyndon B. Johnson, whose wife and daughters are principal owners of Texas Broadcasting Corp., made public an accounting of his family's fortune.

According to the President's authorized audit, the First Family's stock interests in the broadcasting company is worth $2,470,680, and its interests in ranches and other real estate are worth $607,845.

The New York accounting firm of Haskins & Sells which prepared the audit cautioned that the values placed on the Johnson properties were book values and "are not intended to indicate the values that might be realized if the investments were sold."

The Johnson audit was described by Republican National Committee Chairman Dean Burch as "incredibly thin." Mr. Burch said it was "like listing the value of Manhattan Island at $24," the price the Dutch paid the Indians for it.

Representative William E. Miller, of New York, the Republican vice presidential candidate, said that he had been told by television experts that the market value of the Johnson broadcasting properties alone was in the order of $10 million.

Mr. Burch hinted that the Johnson holdings would be made a campaign issue. "It is peculiar," said Mr. Burch, "that the bulk of the fortune was made in areas subject to federal control."

Other Estimates - Last week, just before the President's official audit was released, Life magazine attributed to unnamed authorities an estimate that the Johnson stations would bring $9 million in the open market. The total Johnson holdings, including real estate and bank stocks, were valued by Life at $14 million.

Last June 9, the Washington Evening Star said brokers had estimated that the Johnson's principal broadcasting properties in Austin, Tex., were worth $5 million on the current market and their minority interests in other stations were worth $3 million.

The Wall Street Journal last March 23 quoted estimates of $7 million for the Johnson broadcast holdings.

The Interests - According to the audit, the President's wife and two daughters own 497 of the 592 outstanding shares of stock in Texas Broadcasting Corp. Mrs. Johnson owns 313 shares, and Lynda Bird and Lucy Baines Johnson own 2 each. The rest of the stock is owned by companies.

Texas Broadcasting owns KTBX-TV and 29% of KWTX Broadcasting Co. which is the licensee of KWTX-AM-TV Waco, Tex., and owner of 50% of KXXI-TV Ardmore, Okla.

Texas Broadcasting also holds an option to purchase 50% of Capital Cable Corp., a community antenna system in Austin that recently bought out a competing CATV in the same city for $1.7 million. The option, which runs to Jan. 28, 1966, gives Texas Broadcasting the right to acquire 50% of the CATV's capital stock and funded debt at the book value of the stock and "the principal amount" of the debt, according to the President's auditors.

Big Gains - According to the auditors' report, the 497 Johnson shares in Texas Broadcasting were acquired in 1943-47 at a total cost of $24,850. According to the audit, that interest has appreciated, as of last June 30, to $2,470,680.

In addition, the auditors reported, Mrs. Johnson has an interest of $85,596 in a profit-sharing trust created by Texas Broadcasting and is owed $30,000 in accrued compensation from the company. The net worth of those interests, after deduction of $42,438 in estimated income taxes, is $73,158, the report said.

Included in the assets of Texas Broadcasting, according to the auditors, is $63,666 which represents the cash surrender value of $545,000 worth of insurance on the lives of Mr. and Mrs. Johnson.

For the past five years, the auditors reported, Texas Broadcasting has brought in average annual profits after taxes of $187,567. In the same five years the company has realized capital gains of $922,748, after taxes,
from the sale of station interests and securities.

The Johnson daughters' shares of Texas Broadcasting stock have been held for them in trusts since 1955. Mrs. Johnson's shares were placed in trust last November after the President took office.

Money from Home • In a 10½-year period from Jan. 1, 1954, to last July 31, according to the auditors, Mrs. Johnson received a total of $570,856 from Texas Broadcasting as "compensation for services." Mrs. Johnson resigned as an officer of the company last Jan. 1.

All told, according to the auditors, the Johnson family has assets of $3,682,770, including the broadcasting interests, the real estate, $132,547 cash and $398,540 in state and local bonds.

The family's liabilities were listed as a $150,000 note due in 1971 to Texas Christian University, from which the Johnson's bought half-interest in a 4,560-acre ranch, and $48,572 in accounts payable and accrued interest and income taxes.

The family's capital has grown from $737,730 in 1954 to $3,484,098 now, according to the audit.

AM-FM-TV Boise, Idaho, and KID-AM-TV Idaho Falls. Bonneville is broadcast holding company for Corp. of the President, Church of Jesus Christ of Latter Day Saints (Mormon church). Church, which runs all its business enterprises as taxable corporations, also counts among its holdings two hotels, a Salt Lake City department store, the Beneficial Life Insurance Co., the Deseret News-Salt Lake Telegram and considerable real estate.

CBS Inc. • Owns WCBS-AM-FM-TV New York, KNX-AM-FM and KNX(TV) Los Angeles, WWB-FM-TV Chicago, WCAU-AM-FM-TV Philadelphia, KCBS-AM-FM San Francisco, KMOS-AM-FM-TV St. Louis, WEEI-AM-FM Boston. Operates CBS radio and television networks through CBS Radio Division and CBS-TV Network Division. CBS Radio Division also operates CBS Radio Spot Sales, which handles national spot sales representation for some radio affiliates as well as CBS-owned radio stations. CBS television stations division owns interests in three television production companies in South America (Proartel in Buenos Aires, Pantel in Lima, Provalent in Caracas); also owns interests (believed to average about 10%) in Trinidad & Tobago Television which operates a TV station serving Trinidad and Tobago, B. W. I., and last week announced minority interest in Leeward Islands Television Services Ltd., which will build a TV station in Antigua, B. W. I.; also has option to buy into Vancouver Cablevision, CATV system in Vancouver, B. C. TV stations division also operates CBS Films Inc., which syndicates 36 program series in 267 U.S. markets and has 84 series in 70 overseas countries. CBS Films also operates Terrytoons Division, which produces animated cartoons for theatres and TV (Deputy Dawg, Heckle and Jeckle, etc.); operates a licensing department that licenses toy and game manufacturers, publishers and record companies to develop properties bearing names and likenesses of CBS programs and personalities, and distributes 16 mm films of TV broadcasts produced by CBS News to schools, libraries, government agencies, etc. TV stations division also operates CBS television stations national sales as spot rep firm for CBS-owned TV stations only. Columbia Records makes and sells records in U. S. and major foreign markets, operates Columbia Record Club (1.5 million subscribers) in U. S. and, through subsidiaries, also record clubs in Canada and Australia. Columbia Records also conducts custom-recording services for industrial firms and operates recording and distribution companies. Epic Records is a subsidiary; Okey Records is its rhythm-and-blues label. Foreign subsidiaries are Disques CBS in Paris; CBS Schallplatten in Germany, Discos CBS in Buenos Aires, Rio de Janeiro and Mexico City, Australian Record Co. Ltd., and Columbia Records of Canada. CBS international division owns interests in Productos Electronicos Argentinos in Buenos Aires and Electronica Peruana in Lima, manufacturers of TV picture tubes, radios, TV sets and phonographs, and also exports broadcast equipment, audio tape and tape machines, electronic and electrical products and other consumer and industrial goods overseas. CBS Laboratories Division conducts research and development for government, CBS operating divisions and private industry, with about two-thirds of current effort engaged in national defense and space programs. CBS Newsfilm provides CBS News film coverage to 31 foreign countries. CBS also invests in Broadway productions, most notable having been "My Fair Lady" (see story page 34) but with others including "On The Town," "I Can Get It For You Wholesale" and, in the current season, "What Makes Sammy Run?", has bought 80% ownership of New York Yankees baseball team for $11.2 million, effective Nov. 2, with option to buy rest for $2.8 million in five years. For first half of 1964, CBS Inc.'s sales were $303.6 million and consolidated net income was $23,047,783, best first-half in company's history.

Chris-Craft Industries Inc. • Owns KFCOF(TV) Los Angeles and KFTV(TV) Portland, Ore., and operates wholly-owned Minneapolis-St. Paul from Time Life (pending FCC approval). This Oakland, Calif., firm owns Chris-Craft Corp., whose various divisions make inboard, outboard and sail boats and inboard marine engines. Nafi divisions own plants at Monterey, Calif., Waterford, N. Y., and Trenton, N. J. Monterey plant make
DIVERSIFICATION: SIGN OF SUCCESS continued

interior trim materials and automotive carpeting for West Coast car manufacturers; Waterford, jute and cotton padding materials; Trenton, items for shoe and garment industries. Last year Chris-Craft stopped making household carpets. Naeco Oil & Gas Inc., another subsidiary, has interests in about 1,000 oil and gas wells in 13 states. Last year it was firm's only money-losing subsidiary. It is now headquartered in Houston. Boat subsidiary has general office in Pompano Beach, Fla. It has boat plants there; at Algonac, Holland, Cadillac, all Michigan; Hayward, Calif.; Salisbury, Md.,; Chattanooga, and Cortland, N. Y. European operations are in Lausanne, Switzerland, and Fiumicino, Italy.

Communicacana Stations • Owns WTRC-AM-FM Elkhart, wsjv(TV) South Bend, Elkhart and wkjo-AM-TV Fort Wayne, all Indiana. Parent company, Elkhart Publishing Co. publishes Elkhart Truth and Mishawaka Times, both Indiana. John F. Dille Jr., majority owner of Elkhart Publishing Co. has a minority interest in a CATV system in Lafayette, Ind. Walter R. Beardsley, minority owner of Elkhart Publishing Co., is chairman and has substantial ownership of Miles Laboratories Inc. (pharmaceuticals). He is also the principal owner of the Hotel Elkhart.

Corinthian Broadcasting Corp. • Owns KOTV(TV) Tulsa, KHOU-TV Houston, WANE-AM-TV Fort Wayne, Ind., KXTV (TV) Sacramento, Calif., WWSM-TV Indianapolis. Entered broadcasting with acquisition of kotv Tulsa in 1954 for $4 million. Subsidiary of Whitney Communications, which also owns two-thirds interest in VIP Radio Inc. (wvdp Mt. Kisco, wfly Mineola, wvox-AM-FM New Rochelle, and wwoz Kingston, all New York) and has publishing properties including Parade, Interior Design and the New York Herald Tribune. Corinthian sells its Debbie Drake program to other stations through Medallion Films, and produces Columnists on the Air, news analysis program, for its own stations.

Cowsles Magazines and Broadcasting Inc. • Owns xnyt-AM-TV Des Moines, Iowa; wrec-AM-TV Memphis. Firm’s magazines include Look, Family Circle and Insider’s Newsletter. Newspapers: San Juan (P. R.) Star, Gainesville (Fla.) Daily Sun and Lakeland (Fla.) Ledger. It also puts out Cowsles Comprehensive Encyclopedia and various publications of its book division. In 1963 it developed Xograph, a three-dimensional printing process, and has formed Visual Panographics Inc. to handle the product. In commercial printing field, it owns Starprint Inc. in Puerto Rico and Pepper Printing division in Gainesville. Cowsles, which is headquartered in New York, also owns seven publication sales subsidiaries. Cowsles owns some 525 acres of undeveloped land near Luquillo, P. R. It also has partial ownership in General Development Corp. and Cavtron Ultrasanics Inc. The latter co-operates with Cowsles in researching ultrasonics in printing and paper making. Cowsles family also owns separately, the Des Moines Register and Tribune, and family also controls the Minneapolis Star and Tribune, which also owns 47% of wcnc-AM-TV Minneapolis and 92% of ktvt(TV) Hutchinson, Kan.

Cox Broadcasting Corp. • Owns wsbb-AM-FM-TV Atlanta; who-AM-FM-TV Dayton, Ohio; wsoc-AM-FM-TV Charlotte, N. C.; wpmo-AM-FM Miami, and ktv(TV) Oakland-San Francisco. Majority owner James Cox also owns Dayton News and Journal-Herald, Atlanta Journal and Constitution, Miami News and Springfield (Ohio) Sun and News. To serve newspapers, $30 million newsprint mill planned near Atlanta. Cox Cablevision Corp., new subsidiary recently bought CATV system in Oregon (BROADCASTING, June 21), operates CATV’s in Washington state and Pennsylvania, also owns 50% of two Ohio systems. Cox Broadcasting, based in Atlanta, had net income of $1,477,140 for first six months of this year.

Crosley Broadcasting Corp., a division of Avco Corp. • Owns wlbw-AM-FM and wlbz(TV) Cincinnati, wlvw(TV) Columbus, wldw(TV) Dayton, all Ohio, and wlm(TV) Indianapolis. Bought by Avco in 1945 as part of the purchase of Crosley Corp. for $22 million. Avco is engaged in military, space, government production, manufacture of aircraft engines, farm equipment, electronics. Avco also owns 50% of Meredith-Avco established in July of this year as a $10 million company devoted to CATV.

Crowell-Collier Broadcasting Corp. • Company owns kwfb Los Angeles, kewb San Francisco-Oakland, kdbw St. Paul, Minn. Subsidiary of Crowell-Collier Publishing Co. in addition to station, whose 1963 revenues were placed at $4.4 million, company itself or through other subsidiaries publishes Collier’s Encyclopaedia (1963 sales $41.4 million), operates textbook business ($25.4 million), operates six book clubs ($3.7 million), Brentano’s bookstores ($4.3 million), LaSalle Extension University home study courses ($12.7 million), provides reference materials and services, publishes Grade Teacher for elementary school teachers, distributes books and publications in other countries.

Evening Star Co. • Owns wmal-AM-FM-TV Washington and 63% of wsaw-AM-FM-TV Harrisonburg, Va. Same own-

Diversification pays, pays, and pays

The classic example of profitable diversification has to be CBS’s investment in “My Fair Lady”—unless somewhere there is a sleeper that has grossed more than 20,000% of original investment and isn’t through yet.

CBS put $360,000 into the Broadway musical. It was the sole backer, and for its money it got practically all of the rights—better than 99%, according to some estimates. The play opened March 15, 1956, became the longest-running musical with 2,717 Broadway performances before it closed Sept. 29, 1962. It has played not only on the road in the U. S. but in at least 16 foreign countries. This fall it will be released as a motion picture, and with the movie, a new record album.

Thus far “Fair Lady” has grossed $20.2 million on Broadway, and $21.3 million on the road, produced $25 million in retail sales of the original Broadway cast album (by CBS’s Columbia Records) and brought $5.5 million in movie rights. That’s $72 million gross on a $360,000 investment, and there’s more to come.

The motion picture, starring Rex Harrison and Audrey Hepburn, opens in October, and in addition to its $5.5 million for movie rights CBS will collect 47.5% of gross income over $20 million. Columbia Records will release the original motion picture cast album. And beyond the movie and new recording revenues there lies the fresh field of stock and amateur theatrical production and other subsidiary rights.

Tams-Witmark Music Library Inc., New York, was licensed by CBS over a year ago to handle such subsidiary rights, and although revenue figures were not available last week it was noted that authorities had predicted that in the stock and amateur production area “Fair Lady” would become the most frequently staged musical in the history of the theater.
Metro Charlotte is just the hard core of a market 75 miles in diameter that is succulent selling when you buy WBT Radio. The populous Piedmont’s top-audience radio station for two decades, only WBT’s 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with $2½ BILLION in buying power. Your BLAIR man has the WBT story. It’s a peach!
DIVERSIFICATION: SIGN OF SUCCESS continued

ership as Washington Evening Star.

John E. Fetzer • Owns WXYZ-AM-FM-TV Kalamazoo, WWJ-TV Cadillac, WJEF and WJFM(FM) Grand Rapids and WUUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska. Mr. Fetzer is president and owner of the Detroit Tigers, a division of Fetzer Industries. Mr. Fetzer and the late Ken- yon Brown and the late Fred A. Knorr each bought one-third of the Tigers for $35.5 million in 1956. In 1960 Mr. Fetzer bought Mr. Brown's third, and in 1962 he bought Mr. Knorr's third. No prices were announced.


Golden West Broadcasters • Owns KMPC and KTLA(TV) Los Angeles, KSFO San Francisco, KEX-AM-FM Portland, Ore.; KVI Seattle, Wash. Gene Autry, principal owner of Golden West, per- sonally controls KOLK-AM-FM-TV Phoenix, and KOLD-AM-FM-TV Tucson, both Arizona. Mr. Autry and Robert Reynolds, president of Golden West, each own 1/16 of Los Angeles Rams Associates, which owns 49% of the Los Angeles Rams. Firm has control of Los Angeles Angels. Both also control Gene Autry Hotel Corp., which owns the Aguita Lodge, Palm Springs, Calif., and which operates the Mark Hopkins Hotel, San Francisco, and the Hotel Continental, Los Angeles. Mr. Autry personally owns the Melody Ranch hotel in Palm Springs. He also owns a music publishing firm, and has investments in oil, real estate, etc. Mr. Autry is the principal owner of the community antenna system in Santa Barbara, Calif. Golden West owns Golden West Communications, a common carrier microwave relay system serving CATV systems in Salinas, Watsonville, Paso Robles, Car- mel and others with TV signals from Los Angeles and San Francisco.

Griffin-Leake Stations • Owns KWTY (TV) Oklahoma City, KXUL-TV Tulsa, KATY(TV) Little Rock, WSTE(TV) Fajardono, P. R. John Griffin and James C. Leake also own Griffin Grocery Co., Muskogee, Okla. (wholesale grocer, food manufacturer, packing plants, coffee, tea and spices importation, candy). Also own shopping center in Fort Smith, Ark.

Heast Stations • Owns WBAL-AM-FM-TV Baltimore, WBAM-AM-FM-TV Mil- waukee, WRTY-AM-FM and WTAE(TV) Pittsburgh and WAPA San Juan, P. R. Started late in last century by famed William Randolph Hearst, the Hearst Corp. string of newspapers expanded dramatically, then in last 30 years or so began shrinking. Revenue has fol- lowed suit, and prime source of comfort to the publishing firm has been healthy financial growth of its broadcasting out- lets. The Baltimore, San Juan and Milwaukee stations are wholly owned by Hearst Corp., but Pittsburgh stations are partly publicly owned. Firm has more than 20 subsidiaries and owns real estate, part of gold and silver mines in Mexico and publishes Avon pocket books. It also puts out number of consumer magazines, including Good Housekeeping, Harper's Bazaar and Popular Mechanics. Subsidiary, Popu- lar Mechanics Co., publishes Do-It-Yourself Encyclopedia, and Hearst pub- lications in Britain include Good House- keeping, Harper's Bazaar and Vanity Fair. Also in England, Victoria Publications Ltd., a subsidiary, puts out a line of cook books. Hearst newspapers are in New York, Los Angeles, San Francisco, Baltimore, Boston, Albany, N. Y., San Antonio, Tex., and Seattle. General offices are in New York.


Kaiser Industries Corp. • Owns KHED-AM-FM-TV Honolulu, KHJX(TV) Hilo, Hawaii, and CP's for KFOX-FM-TV San Francisco, KKER-FM-TV in Kondord, Calif., WKBD(TV) Detroit and WKBW(TV) Bur- lington, N. J. Kaiser at start of next month will switch licenses of stations to new subsidiary, Kaiser Broadcasting. All TV outlets outside of Hawaii are UHF, with Burlington grant being most recent (BROADCASTING, July 13). None of the UHF's is on the air. Also has application pending for UHF station in Chicago. Kaiser, giant in heavy indus- try, is expanding into UHF with conviction that top of dial will turn out as worthwhile as bottom. Kaiser division and related companies manufacture jeeps, missile electronics and aircraft components, aluminum, steel and iron and embrace engineering and construction, real estate development, sand and gravel mining, glass production and make refractories and chemicals.

Kerr-McGee Stations • Owns WEEK- TV Peoria and WEBO-TV LaSalle, both Illinois; 45% of KVOO-TV Tulsa and 20% of KOCO-TV Enid, both Oklahoma. Estate of late Senator Robert S. Kerr and Dean McGee own Kerr-McGee Oil Co. (all areas of the oil business, producing, pipelines, drilling, service stations, etc.).


Westinghouse and CATV

Westinghouse Broadcasting Co., a station group owner not now in CATV, indicated last week that it has been carefully considering its entry in that area.

Donald H. McCannon, presi- dent of the company, said in a statement that Westinghouse "has been examining all phases of broadcasting including CATV for the past several years. It is our belief that there is a valid and important relationship between this phase of our industry and the conventional aspect, and only pressure of other activities has prevented us from maturing this interest." He said CATV was a new and "needed facet in our national communications network" because it was an avenue to reach millions of people in the United States not exposed to TV "for reasons of topography or signal strength." (See Westinghouse hold- ings, page 46).

BROADCASTING, August 24, 1984
Thirty-seven years ago Lindbergh flew the Atlantic, Babe Ruth hit 60 home runs, we went into business, and the Wm. Wrigley Jr. Company began to sponsor our radio network programs.

Today, Wrigley is still with CBS Radio. 37 consecutive years...and still the flavor lasts.

Why?
They were among the very first companies to recognize the selling power and national impact of network radio—particularly as it applies to building and holding brand acceptance for products like theirs, the low-cost repeat and/or impulse items. They've been with us from the beginning because nothing equals network radio in achieving high frequency of impressions at costs we've kept way down.

That's why.
Other long-term advertisers tell it their own way, but it all adds up to this:
More national advertisers spend more to sell more on CBS Radio than on any other radio network.

For Wrigley, it's been a happy 37-year engagement. Why not do yourself a favor and call us.
The flavor lasts.

The CBS Radio Network
that figure was from broadcast operations.

J. Elroy McCaw • Owns KTWW-TV Tacoma, Wash.; KCTO-TV Denver; 50% of KELA Centralia and 45% of KXII-AM-FM Seattle, both Washington; in 1963 bought 80% of Sterling Information Service for $600,000. Sterling Information Service operates Teleguide closed-circuit TV information service to New York hotel rooms and apartment and office buildings, is feeding World's Fair programing to special-color-set installations in New York, offers closed-circuit TV service for conventions and other meetings, is currently installing CATV system in Manhattan and the Bronx.

Meredith Publishing Co. • Owns WOW-AM-FM-TV Omaha, WHEN-AM-TV Syracuse, KCMA-AM-FM-TV Kansas City, KPHO-AM-TV Albuquerque, N. M. Acquired by Meredith over a number of years beginning in 1948. Also syndicates its own programs. Other activities: Publishes Better Homes & Gardens, Successful Farming; Meredith Printing; Better Homes & Gardens Books, Duell, Sloan & Pearce Books, Appleton-Century Books, consumer book publishing; Appleton-Century-Crofts, Lyons & Carnahan, Allegheny Distributing, textbook publishing; Replogle Globes, is 50% owner of Meredith-Avco, established in July of this year as a $10 million company devoted to CATV. Meredith already owns four CATV systems (in Eau Gallie, Melbourne, Ormand Beach and Merritt Island, all Florida) and is also in joint CATV ventures with Jerrold Corp.

Metromedia Inc • Owns WNEW-AM-FM-TV New York; WTTG-TV Washington, D. C.; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTHN-TV Peoria and WTVI-TV Decatur, both Illinois; KLAC-AM-FM and KTTV-TV Los Angeles; KNBC-AM-FM-TV Kansas City, Mo.; WCBS-AM-FM Baltimore. Also owns: Foster & Kleiser (outdoor advertising), which it purchased in December 1959 for $13,627,125 but since then has sold outdoor plants (representing 19% of outdoor advertising sales volume) for $3 million. New York and Chicago plants of General Outdoor Advertising, purchased in November 1963 for $13.5 million. Ice Capades, acquired in May 1963 for $5,000,072. Land atop Mt. Wilson, Calif. (720 acres) purchased in February 1964 for undisclosed price. Sales from tourist activities were $110,000 in 1963. Los Angeles transit authority advertising franchise—five years beginning Jan. 1, 1964 with renewal op-}

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sid William Blackstone’s famous “Commentaries on the Laws of England” has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. BROADCASTING YEARBOOK is read each year (and saved all year) by thousands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1965 BROADCASTING YEARBOOK—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today’s broadcast media. If you have something to tell the decision-makers, BROADCASTING YEARBOOK is the place to testify on your own behalf. Witness the deadlines: Sept. 21 for proofs; Oct. 1, final. Call or wire collect to reserve space!
CAN YOU THINK OF A BETTER WAY TO KEEP MAGAZINE SALES GROWING?

For several years the WTMJ-TV program “Today for Women” with Beulah Donahue has been successfully promoting the subscription sales of two leading women’s magazines. A good word from Beulah about the magazines gets numerous viewers to subscribe. The advertising agency for these publications writes, “Since these have all been direct response campaigns, we know to the penny exactly how many sales WTMJ-TV has produced... it’s a pleasure to be able to tell you that our records show a picture of consistently brilliant results on WTMJ-TV.” This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV... see for yourself why it is still the number one station in Milwaukee for both adult viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV

CHANNEL 4

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

BROADCASTING, August 24, 1964
DIVERSIFICATION: SIGN OF SUCCESS continued

publishers to develop books and other publications from NBC programing material; a merchandising section that licenses the development of toys, games, sweatshirts, etc. patterned after NBC programs and personalities, and a theatrical department that invests in Broadway productions (NBC is major investor or in the current and long-running "How to Succeed in Business Without Really Trying"), licenses summer-stock productions of "The Sound of Music" and other properties it backed). Activities of RCA, NBC's parent, encompass such diverse fields as defense and space electronics, RCA Victor home-instrument manufacture, computer manufacture, David Sarnoff Research Laboratories, wide range of consumer products, RCA Victor records, RCA Institutes, RCA Service Co. and RCA Educational Services, international communications through RCA Communications Inc., and RCA International. RCA also invests in theatrical productions, apart from those made by NBC. RCA's 1963 sales totaled $1,789,277,000 and profits $56,033,000—both all-time highs.

Newhouse Broadcasting Corp. * Owns WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira-Corning, both New York; WAPI-AM-FM-TV Birmingham, Ala.; WPTA-AM-FM-TV Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 100% of KTVI(TV) St. Louis. S. I. Newhouse and his family through Newhouse Newspapers also own some 20 newspapers and control Conde Nest Publications Inc., which puts out, among other magazines, Vogue, Mademoiselle and House and Garden. Newhouse is also entering CATV field (CLOSED CIRCUIT, Aug. 10). It has application pending for Syracuse franchise and also to buy control of Cabletron Co.'s Rome, N. Y., CATV authorization.


Outlet Co. * Owns WJAR-AM-TV Providence, R. I., WDBO-AM-FM-TV Orlando, Fla., and minority interest in WNYL(TV) Syracuse, N. Y. Outlet owns Providence department store and is expanding in that field as well as in broadcasting. It acquired its plant in Providence, last year it opened branch in Cranston and bought another department store in Pawtucket, both Rhode Island, and built large garage. Its interest in WNYL is held through partial ownership of Salt City Broadcasting Corp., one of nine applicants for channel that are joined in interim operation.


Plough Broadcasting Inc. * Stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta. Plough Inc., Memphis-based firm primarily in pharmaceuticals, has acquired 25 other firms in its 56-year history, latest being National Pencil Co., Shelbyville, Tenn. Plough owns Plough Laboratories Inc. (St. Joseph's aspirin and cough syrup), DAP Inc. (household products), Coppertone Corp. (sun tan lotion), Consolidated Distributors (wholesale wine and liquor distributors), International Distributors (manufacturer, importer and distributor of packaged drugs and other items), Southern Shellack division and Pantage division (operator of five retail drug stores in Memphis). Foreign operations are Plough Export Inc., Plough Inc. Ltd. (UK), Laboratories Plough Ltd. (Brazil), Plough Pty. Ltd. (Australia), Plough Ltd. (New Zealand) and Plough Ltd. (Canada). The Australian and New Zealand firms are owned only 50% by Plough.

Polaris Corp. * Owns WTVW(TV) Evansville, Ind.; KTHI(TV) Fargo and KCDN(TV) Pembina, both North Dakota; KVOASacramento and KFRL Santa Rosa, both California, and WKLV Louisville, Ky. Polaris and its subsidiaries also own Klaau-Van Pietersum-Dunlap Inc., Milwaukee advertising agency, Polaris Productions, Chicago-Milwaukee, and Merchandising Inc., Evansville, two TV commercial firms. Last year Polaris acquired Milwaukee's City Bank & Trust Co. ($2.5 million), Midwest Budget and Loan Corp. (40,741 shares of Polaris stock) and McMurray Co. (also stock deal), Chicago-based management consulting firm. Last year it also established Polaris Real Properties Inc. to handle all property not part of other subsidiaries. In addition to considering property, Polaris also has leasing division (computers, irrigation pumps) and other interests.

Reeves Broadcasting Corp. * Owns WUSN-TV Charlestown, S. C., and WHTN-TV Huntington, W. Va. Reeves Broadcasting formed in 1960 following merger of Southern Broadcasting Co. (then operating WUSN-TV) with Reeves Sound Studios (operating sound, video-tape and film recording services) acquired WHTN-TV in 1961 for $1.9 million. Real estate division (two developments in Carolinas, 15,000 acres) purchased in 1960. Investment: $1.5 million. Reeves formed TV Cable Inc. as wholly owned subsidiary this year following acquisition of three CATV systems (3,100 subscribers) in Virginia communities of Grandy, Tazewell and Richlands for $500,000. Acquired CATV system in Opelika, Ala. for over $100,000. Contracted for CATV in Gadsen, Ala. for approximately $500,000; contracting for CATV's in Uniontown, Pa., and surrounding area and in Enid, Okla. (purchase prices undisclosed). Reeves' gross revenues for the first half of 1964 were $2,664,000 and net profit of $136,100.

RKO General Broadcasting * Owns WOR-AM-FM-TV New York; KJH-AM-FM-TV Los Angeles; WNBC-AM-TV Boston; WBBM-AM-TV Memphis, Tenn.; CKLW-AM-FM Windsor-Detroit; KFRC-AM-FM San Francisco; WGM-AM-FM Washington and is associated, through RKO General Phonevision, with WHCT (TV) Hartford, Conn., now conducting pay-TV tests. Is division of RKO General Inc., which is subsidiary of General Tire & Rubber Co., owns and operates Yankee Network of some 30 radio affiliates in New England; RKO General Broadcasting National Sales, spot sales rep organization for RKO stations; and RKO Sound Studios, New York, which records sound tracks for radio and TV commercials, phonograph records and special presentations and has constructed studio for scoring films and "multi-mixing" film sound tracks. Eastern Broadcasting Corp., Boston, operator of Muzak franchise in that area, is also part of RKO General Broadcasting. RKO General owns Video Independent Theaters, Oklahoma City, operator of 126 motion picture theaters in Oklahoma, Texas, New Mexico, Mississippi and Kansas. Vumore Inc., Oklahoma City, a subsidiary of Video Independent Theaters, owns and operates CATV systems with 30,600 subscribers. In 1963 RKO General purchased 82% of stock of Pittsburgh Outdoor Advertising Corp., Pittsburgh; acquired 23.2% of G & B American Corp., Beverly Hills, Calif., owner of 23 CATV systems with more than 72,000 subscribers, and bought 60% of Electronics Leasing Corp., New York, which leases TV sets to hotels, hospitals, hotels, motels, etc., and also owns U. S. franchise for Dutch invention called Teletrac a low-keyed transistor pocket radio system for persons using General Tire and Rubber, parent company, makes automobile, truck, industrial and airplane tires, storage batteries, mount and bearings and other products; operates Bolta Plastic Products Division and also a chemical-plastics division. GT&R also owns Aerojet-General, which is involved in missile and space programs.

Rollins Broadcasting Co. * Owns WAMS Wilmington, Del.; WCHS-AM-TV

BROADCASTING, August 24, 1964
HARRISBURG'S NO. 1 STATION

WTPA-TV LOCAL PROGRAMING DELIVERS
173% MORE HOMES
(MONDAY THRU SUNDAY, 5:00 P.M. TO 7:30 P.M.)
THAN THE OTHER HARRISBURG STATION*

represented by
HARRINGTON; RIGHTER & PARSONS

WTPA TELEVISION
HARRISBURG

* ARB MARCH 1964
INSIDE THURSDAY NIGHT

The four NBC Television shows on Thursday night this coming season offer a "twin double" of fine entertainment. The evening starts fast with an hour of adventure, and maintains the pace with an assortment of drama, comedy and suspense.

In exciting succession, the NBC-TV schedule includes "Daniel Boone," "Dr. Kildare," "Hazel," and "Kraft Suspense Theatre."

As "Daniel Boone," star Fess Parker recreates one of the most stirring eras in our nation's history. And everyone knows the excitement stirred by Fess Parker the last time he donned a coon-skin cap.

In "Dr. Kildare," Richard Chamberlain, television's most popular personality, and co-star Raymond Massey represent another kind of hero — the dedicated, selfless physician. Whatever the outcome of each case, the viewer knows he's been watching television drama at its best.

As "Hazel," Shirley Booth continues in the role that has made this comedy series (in color) a family favorite for three consecutive seasons. In her fourth year, she competes against two new and untried TV series. So look for maid Hazel to repeat as a top viewer attraction.

Finally, on "Kraft Suspense Theatre" (also in color), a galaxy of top-flight actors will again be transporting viewers into the realm of the unexpected. The verdict is already in on this expertly produced series: Guilty of attracting big audiences.

In sum, there's no mystery about NBC-TV's high expectations on Thursday night. Viewers and advertisers alike will be rewarded by this entertaining combination of adventure, drama, comedy and suspense.

Look to NBC for the best combination of entertainment, news and sports.
DIVERSIFICATION: SIGN OF SUCCESS


Screen Gems Inc. own WAPA-TV San Juan, P. R.; KCFC-AM-FM-TV Salt Lake City. Formed in 1949 as a subsidiary of Columbia Pictures Corp., New York, and is independent studio and also in related activities, got into broadcast with acquisition of WAPA-TV in 1962. Screen Gems distributes feature films to TV; produces and distributes programs for TV (network and for syndication to stations); established merchandising division in 1953 to license products based on Screen Gems programs and personalities; acquired in 1959 Elliot, Ungar and Elliot (EUE Screen Gems) TV commercial producer; acquired industrial show division (formerly Celmatic) in 1962 in the industrial-theater field; organized Canadian production operation (for production of programs in Canada primarily for use there) in 1962, and which also distributes to other countries; organized production units similarly in Australia and France in 1963 and Germany in 1965 (Studio Hamburg), formed research subsidiary, Audience Studies Inc. in 1962 to pretest TV programs, commercials and motion pictures; organized in February, 1963, Audience Studies Ltd. in England for similar pre-testing. Together with parent Columbia Pictures acquired Aldon Music Co. and Dimension Records in April, 1963, and organized new company, Screen Gems-Columbia Music Inc., all in music publishing and record manufacturing fields (Screen Gems-Columbia Music and Alden Music rank among top publishers of Broadcast Music Inc.; their ASCAP company formed is Colgems Music Corp.). Dimension was joined with Colpix label, up to that time separate division of Columbia Pictures. TV film rentals, commercial sales and other income for year ended June 29, 1963: $64,376,983. For Columbia Pictures: $141.1 million.


Taft Broadcasting Co. own WJRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, Ohio; WBCR-AM-FM-TV Birmingham, Ala.; WKWT-TV Lexington, Ky.; WGR-AM-FM-TV Buffalo, N. Y.; WDAE-AM-FM-TV Kansas City, Mo., and WNED-TV Scranton, Pa. Purchases of Buffalo, Kansas City and Scranton stations were granted by FCC earlier this year (BROADCASTING, Feb. 24). Bought from Transcontinental Television Corp. for more than $25 million, stations brought Taft TV outlets to seven, maximum permitted by FCC. Not only did

Stanton, Paley defend purchase of Yankees

CBS Inc. Board Chairman William S. Paley and President Frank Stanton last week denied that the CBS-Yankees deal in any way changed baseball from a sport to a business, raised antitrust problems, gave CBS a privileged position in baseball-broadcasting negotiations or is apt to make the Yankees stronger competitors than in the past.

The best legal advice that CBS could get assures us that no conflict with antitrust laws is involved," they asserted in a joint statement issued Wednesday (Aug. 19).

They reiterated earlier contentions that the purchase gives CBS no inside advantage over other broadcasters, sponsors or pay-TV operators.

A week earlier CBS Inc. announced purchase of an 80% interest in the Yankees for $11.2 million and had acquired a five-year option to buy the remaining 20% (BROADCASTING, Aug. 17). Members of House and Senate antitrust committees said the deal raised antitrust questions, among others.

“There is no conceivable way through which CBS could gain preferential treatment,” Messrs. Stanton and Paley said. “Organized baseball is not going to show favoritism to one network over others just because it owns a club—or for any other reason. It will continue to be interested in the highest bid or the best deal offered. And the continuation of this practice will be just as much to the interests of the New York Yankees as to those of any other club.”

Because of the publicity surrounding the CBS purchase and the charges of possible monopoly that ensued, a preliminary investigation is being made by the Department of Justice.

The study is not an investigation, it was stressed at the Justice Department. It is only to determine whether a full-scale investigation should be made.

If the current exploration should show that CBS has gained advantages which might make it difficult for other networks to compete in sports coverage, an official probe might follow.

44 (LEAD STORY)
My how you've grown. Good sound growth is no accident. It takes a lot of care and supervision. It takes a climate of good community economic conditions. Capitol Federal Savings typifies the good, sound growth of the Topeka market, with total assets in excess of $250 million. Capitol Federal has become the largest financial institution in the entire state of Kansas. The people of this market area are sharing in this growth and looking forward to even greater development. Throughout the years WIBW has been a prime medium for Capitol Federal Savings and we are happy to have been a part of their growth.

If a growing Kansas is in your plans, take a good look at WIBW and the rich unified-coverage Topeka market. Ask Avery-Knodel to show you how you can buy so much coverage for so little.
stations mark giant leap forward in expansion by Taft, purchase led to revision of its diversification thinking. Planned program production center and closed-circuit radio network for doctors and hospitals in Boston were abandoned, at pre-tax loss of about $105,000, because of impact of new outlets. In another attempt to muster all executive talent behind broadcast properties, Taft put its bowling alleys under another operator on contract basis. Taft bought ultramodern Cincinnati bowling alleys for more than $2 million, one in 1961 and second year later. They have corporate names Cincinnati Bowl Inc. and King Pin Inc. Not counting new stations, Taft for year ended March 31 had net revenue of $12,932,509, net earnings of $2,252,336.

**Tele-Broadcasters Inc.** Stations are KALI San Gabriel, KOPY and KUHY-FM San Mateo, all California, KXDL Fairway, Kans.-Kansas City, Mo., and grant for KECC-TV El Centro, Calif. Also owns Tele-Radio & TV Sales Inc., Spanish-language station representation firm with offices in New York, Los Angeles and San Francisco; earlier this year formed Virgin Islands Television Inc., which operates CATV system in Charlotte Amalie, St. Thomas, V. I., under 17-year lease and which is also exclusive Motorola dealer in Virgin Islands. Tele-Broadcasters own Mas Grafica, monthly Spanish-language magazine published in Los Angeles. Annual report for 1963 showed broadcasting revenues, totaling $1,045,629 after commissions.

**Time-Life Broadcast Co.** Owns KJZ-
AM-FM-TV Denver; KGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif; WFBM-AM-FM-TV Indianapolis and WTN-AM-FM-TV Minneapolis, whose sale is now before FCC for approval. Some revenue derived from syndication of T-L Stations-produced documentaries. Also owns interests in TV production companies abroad: 50% in Svensk TV, Stockholm; 50% in DuMont-Time Television, Cologne, Germany; minority holdings in Proartel, Buenos Aires and Proventel, Venezuela. In February this year purchased minority interest (said to be less than 25%) in British Telemeter Home Viewing Ltd., London experimental pay TV company capitalized at $2.8 million, and its subsidiary, Telemeter Programmes Ltd. Now constructing TV station in Rio de Janeiro, Brazil, in association with O Globo (newspaper). Time-Life Broadcast is a division of Time Inc., publisher of Time, Life, Fortune, Sports Illustrated and other publications; Time Inc. got into broadcast ownership in 1952 as 50-50 partner with late Wayne Coy in purchase of KOB-AM-TV Albuquerque for $900,000.

**Triad Stations.** Owns WFLI-AM-

**Washington Post Co.** Owns WTOP-

**Westinghouse Broadcasting Co.** Owns KDRA-AM-FM-TV Pittsburgh; WINS New York; WBZZ-AM-FM-TV Boston; KKVW-AM-FM-TV Cleveland; KPDX(TV) San Francisco; WOWO Ft. Wayne; WIND Chicago and WJZ-TV Baltimore. Subsidiary of Westinghouse Electric Corp., began broadcast operations in 1920 with construction of KDAA Pittsburgh. Radio stations—all independent—are serviced by WBC network of news bureaus in Washington, London and 30 European countries. Also operates: Television Advertising Representatives (formed July 1959) and AM Radio Sales (purchased together with WIND Chicago in 1956 for $5,650,000), respectively TV and radio spot representation firms; WBC Productions (radio-TV programs); WBC Program Sales (syndication). In combination Broadway-broadcast deal last year invested $140,000 to help underwrite and also to video-tape "The Advocate" for TV showing simultaneously with and subsequent to opening of its Broadway run, which lasted one week. Sponsorship of showing on five WBC stations returned an estimated 25% of original investment; profits from syndication are shared 50-50 with play's producers. Parent company, Westinghouse Electric, manufactures electronic and communications equipment, home appliances, air brakes, X-ray equipment, operation research and development center, space and defense projects, etc. WEC's net income for 1963: $47,824,000.

**Wometco Enterprises Inc.** Owns WTVJ(TV) Miami; WL50-AM-FM-TV Ashville, N. C.; KVS0-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. In 1963 Wometco put emphasis of its expansion on soft drink bottling, buying Coca-Cola Bottling Works, Nashville, and Plattsburgh (N. Y.), Coca-Cola Bottling Corp., and at start of this year bought Seven-Up Platteburg Bottling Inc. It also owns 50% of Coca-Cola Bottling Works of Dickson and Columbia, both Tennessee, and Canada Dry bottling plant in Bahamas. Wometco has vending divisions in North and South Carolina, Georgia, Florida, Nassau and Panama Canal Zone. Last year it exchanged stock for Shanks Distributing Co., Columbia, S. C., in extending its vending coverage. Canastar Film Productions, division of KVS0-TV (B. C.) Ltd., is growing producer of TV commercials, educational and industrial films.

**IGS studies available**

Information Gathering Service, a division of Harvard Student Agencies, has available complete research facilities in such fields as market analysis and product information.

IGS is staffed by graduate and undergraduate students of Harvard University with the fees charged for such services providing funds for the student's education. Contact Harvard Student Agencies, 993 Massachusetts Avenue, Cambridge, Mass.

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**Broadcasting fingers found in many a pie**

Butcher, baker, candlestick maker...doctor, lawyer, Indian chief... Broadcasters are in all sorts of businesses and among the thousands in radio and TV ownership many undoubtedly are also engaged in the activities named in the rhyme.

The top other business for broadcasters is publishing — newspapers, magazines and books. More than 300 broadcasters are allied with that field; almost all with newspapers.

The second most significant outside activity for broadcasters is in the field of entertainment — movie theaters, background music, program production and syndication, film production, music publishing, community antenna systems, entertainment enterprises and investments in theatrical plays.

The other businesses in which broadcasters have substantial interests (outside their personal investments) run the gamut of commerce — outdoor advertising, bowling alleys, real estate developments, department stores, citrus groves, vending operations, electronics manufacturing, food wholesaling, mining, pharmaceutical manufacturing, breweries, cosmetic manufacturing and almost every other field imaginable.

There's even one company in the experimenting business. Rollins Broadcasting Co. bought Orkin Exterminating Co., Atlanta, several months ago for $62.4 million.
IT'S TRUE!

IT'S NOW DESILU

For First-run Action Packed Feature Films for Television

Now Available...42 great late releases (15 in color)...including 1964's...all with the broadest audience appeal...all priced for real sales action! Call, write or wire for details...

Desilu Sales Inc.

Richard Dinsmore, Vice President and General Manager 780 North Gower Street • Hollywood, California 90028 • 213-HO 95911
In sight: better radio ratings

RAB-NAB radio methodology study group reports 'major step forward' on devising better system of measuring radio's audience

The All-Radio Methodology Study (ARMS) has made "a major step forward toward development of better radio audience measurement" as a result of its first study, the ARMS committee said last week in releasing the initial findings for distribution today (Aug. 24).

These findings, according to the announcement, "(1) established the percentage of listeners likely to be confused over what station they are tuned to, and (2) determined that this percentage is not so high as to invalidate radio measurement based on questioning listeners."

The importance of this finding was described by Ward Dorrell, ARMS executive director, as follows: "With the multiplicity of radio stations today in most markets, it was necessary that ARMS start with a fundamental exploration which as far as we know had never previously been attempted. Some knowledgeable people feared the percentage of listeners who could not identify stations correctly might be so high that no technique short of a miniature electronic meter—or a crystal ball—could work for today's radio. Neither, unfortunately, are available.

"As a result of the first study, we now have confidence that questioning techniques, when carefully controlled and thoroughly executed, can produce station share figures which are sufficiently valid for practical use. However, we have also been alerted to the fact that there is enough confusion about station identification to make necessary further study aimed at improving questioning techniques so that confusion can be minimized."

Confusion Compounded • Mr. Dorrell said existing confusion may be compounded by the introduction of new syndicated radio measuring services and that consequently the ARMS committee is "proceeding with all possible speed." He presumably was alluding to American Research Bureau, which has indicated plans to enter the local radio measurement field.

The study on listeners' ability to identify their tune-in was done by Audits & Surveys Co., New York, in telephone interviews with 1,232 listeners in the Brooklyn, Nassau and Westchester sections of the New York metropolitan area. The large number of stations in the market—in the test, 20 were specifically checked—made it "an ideal place to test the station identification problem where it is most complex," the report said.

The study found that 84.3% of the listeners would undertake to identify the stations they were listening to, and that 91.3% of these did so correctly. This meant that 77% of all listeners were able to make a correct station identification.

Authorities close to the study felt that from the standpoint of ARMS, however, the 77% figure was less important than the finding of 91.3% accuracy among those willing to try to identify their station—plus the fact that a substantial number (15.7%) gave don't-know replies and thus did not add to the confusion by guessing wrong.

Not Significant • The number of listeners who misidentified a station was not high enough to change any station's share of audience significantly, the report said.

The study used a "transistor radio bank" of 20 receivers, each tuned to a different station, to check the accuracy of respondents' reports as to what station they were listening to at the time of the survey call.

It found that accuracy in station identification by listeners is higher in the evening than in the morning (94.2% were accurate between 6 p.m. and 8:55 p.m., as against 88.1% accurate between 7 a.m. and noon); is higher among men (95.6%) than women (90.5%), and increases with education (88.6% accuracy among respondents with no more than grammar-school education, 93.8% among those who went to "college and beyond").

The study found that accuracy also varied with age, but these variations

Here's the "transistor radio bank" used in All-Radio Methodology Study (ARMS) survey to determine whether listeners accurately identified the stations they were listening to. The bank, shown in use by a telephone interviewer, consisted of 20 transistor sets, each of which was tuned to a different station. They were linked to a common loudspeaker and were individually controlled by buttons on panel in front of the interviewer. Each respondent was asked to report call letters, dial position and the name of the program he was listening to.

The interviewer then pushed the corresponding button and asked the listener whether the program at home corresponded with the one he heard by telephone from the "radio bank." To make sure the respondents didn't say yes when they should say no, the interviewer sometimes deliberately pressed a wrong button. But ARMS officials say this brought no evidence that listeners tend to accept the first sound even if it's wrong. Rather, they said, respondents kept asking the interviewer to change stations until the two sounds coincided.
were “not consistent.”

Much of the survey data is still being analyzed, the report said.

Next step in the ARMS project will include analyses of all major types of radio audience measurement and efforts to determine the extent of auto and other out-of-home listening.

Co-Op Effort • ARMS is a joint project of the Radio Advertising Bureau and the National Association of Broadcasters, seeking to find ways to measure radio's complete audience—an assignment described more formally and in more detail in a “summary of objectives” also being released today.

The summary, developed by the ARMS committee's technical subcommittee, which is headed by Mrs. Mary L. McKenna of Metromedia, defines a radio listener as “someone within physical earshot of a radio set that's turned on.” This, authorities said, parallels print media's definition of a reader as someone who buys a copy of the magazine or newspaper in question.

The "basic objective" of ARMS is described as finding "one or more methods of accurately measuring the full and complete radio audiences by times of day and stations—reported in terms of unduplicated coverage for both individual and cumulative periods.” The committee also is "trying to obtain accurate demographic material about those audiences . . . in as many combinations as possible with a minimum of one week cumulative data and four weeks or more if it is feasible. . . ."

The unit of time to be measured is the briefest period practicable for unduplicated cumulative audience—ideally,"to measure each five-minute segment of listening, if this is possible."

The goal is primarily to measure individual listeners, secondarily to count listening households. "But," the summary continued, "we will seek both the percentage and number of individuals by types reached and the percentage and numbers of households reached. Therefore we will seek to measure all individuals in each household . . . all of our measurement is to seek the total audience, in and out of home."

The summary establishes the following order of priority for demographic characteristics:

- In the case of individuals: sex, age, family income, education.
- In the case of households: number of people in household; age of head of household; income of household (total); age of youngest child; education of head of household; occupation of head of household (better definitions of "occupation" also being sought); own-rent (rental or purchase) price, apartment or house, etc.; auto ownership and miles driven annually; product-oriented information (to be included if feasible within costs and limits of practical length of questionnaire).

The subcommittee also agreed that there should be further explorations to determine how many reports are necessary each year for the measurement of radio. "Economics (for better research) may dictate fewer reports," the summary said.

The RAB-NAB ARMS committee is headed by George B. Storer Jr. of Storer Broadcasting and also includes Hugh M. Beville, NBC; Thomas S. Carr, WBBM Baltimore; Miles David, RAB; Charles E. Gates, WGN Chicago; Ralph Glazer, Westinghouse Broadcasting Co.; Melvin A. Goldberg, representing NAB but now with John Blair & Co.; Robert F. Hurleigh, MBS; Robert Kieve, WBBF Rochester, N. Y.; Mrs. McKenna; Ben Sanders, KXIC Spencer, Iowa; William D. Shaw, KSFO San Francisco; Dr. Strouse, WWDC Washington; Sherril Taylor, NAB, and Alfred N. Watson, RAB.

The technical subcommittee consists of Mrs. McKenna as chairman and Messrs. Beville, Goldberg and Watson.

Lucky to introduce new filters Aug. 31

Lucky Strike filters will be added to the American Tobacco Co. line when the new brand gets a multimedia send-off in four markets later this month. The king-size filters will be handled by BBDO, New York, which has been agency for Lucky Strike since 1948. Robert B. Walker, American's president, said Lucky Strike regulars would continue to be marketed.

The introductory campaign beginning the week of Aug. 31 in Indianapolis, Memphis, Spokane, Wash., and Des Moines, Iowa, will include 60 and 20-second spots on network and spot radio and television. The new brand has two kinds of activated charcoal in a filter segment "cradled" between two white filters.

Introduction of Lucky Strike filters is the fifth innovation by American Tobacco during the past eight months.

On Jan. 6, the company introduced Carlton, a charcoal-filter brand which was the first cigarette to print tar and nicotine data on cartons and individual packages. Rol-Tan filter-tip little cigars, the first cigarette-sized cigar to be sold under a leading cigar brand name, was introduced March 25. Half and Half, pipe tobacco in a filter cigarette, was first marketed on April 7. New Montclair, containing an airvent filter, was introduced May 6, and was the first menthol brand to publish tar and nicotine information on the package.

Story behind Loewinger vote

Says FCC doesn't know enough about commercial practices to rule on them

For weeks, FCC Commissioner Lee Loewinger has been known as the commissioner who led the intra-agency fight against the effort to police excessive commercialization by broadcasters on a case-by-case basis. He has now put on the public record the reasons for the position he took behind the closed doors of the commission meeting room.

The commission, he feels, simply lacks the knowledge about commercialization and its relationship to the public interest to make an intelligent decision about such cases. He adds that the FCC doesn't even have the tools to acquire the needed information. He also says the commission should clean up its existing work backlog before undertaking any ambitious new projects.

The commissioner's remarks were contained in a speech before the antitrust section of the American Bar Association in New York, on Aug. 10. His subject was the Role of Government in the Field of Advertising.

But the speech was, in part, a reply to FCC Chairman E. William Henry's blistering dissent to two commission actions which constituted a rejection of the case-by-case approach that had been followed since January. The commission in two 4-3 votes last month had overridden the chairman's objections and had approved the license renewal applications of 14 southern stations whose commercial practices had been under scrutiny (Broadcasting, July 27).

Chairman Henry accused the commission majority of ignoring past FCC promises to Congress to give closer attention to commercialization questions and of throwing the agency's regulatory process into "confusion." He also said the majority, in effect, said it "doesn't care" about the commercialization question.

First Reply • None of the members of the majority attempted any public rebuttal until Commissioner Loewinger's speech. And that didn't constitute a head-on collision with the chairman. Quotes from the dissent were used, but their source was only given in footnotes to the speech.

Commissioner Loewinger recalled that the commission in January had abandoned a proposal to limit broadcast commercials by rule on the ground that
He'll grow on you...

"Sunny" is a family man... his children go around singing "you've been more than a Daddy to me..." because... well, you see... it's like this... the male Hippo-campus is the producer in his family.

Sunny's audience includes the entire herd! (That's what you call a seahorse family.) He's got something for everyone, the only criterion being that it must be the best.

He produces SALES too. Maybe it's time you dropped something in his pouch... he'll grow on you!

He noted that since January, 22 stations had been involved in staff reports to the commission about excessive commercialization. Two of these are television stations, and most of the radio outlets, he said, are small operations. Only one has an annual income of more than $50,000.

The significance of the local advertising carried by such stations isn't known, he said. It may be conjectured that in many cases advertising of this character is of as much interest to the housewife... as some of the program material," he added. The commission, he said, should have more information on this subject before moving against stations for overcommercialization.

New Forms Needed "He also said that the commission should develop forms and questionnaires that will provide the information it needs and that it should "suspend judgment as to the appropriate course of action" until it has sufficient data for "an intelligent conclusion." The commission is now nearing the end of a drawn-out process of revising its reporting forms.

But before attempting any campaign to police commercialization, he said, the commission should discharge its "primary statutory functions" and dispose of its backlog of work. According to a study he has made, the backlog of applications awaiting processing "reached an all-time high" at the end of fiscal 1964.

The commission also endorsed the idea of self-regulation as an alternative to government regulation in advertising. He said it "seems to me... reasonable and therefore legally permissible" to set collective standards for taste of an advertising message, for advertiser influence over editorial content and for the quantity of advertising content.

He noted that "the most difficult question" regarding self-regulation in advertising is how it can be made effective. He suggested that "the safest and most effective sanction for the enforcement of codes of self-regulation in the field of advertising is likely to be advertising itself."

Advertising the existence of codes and the compliance with or violation of code standards "is unquestionably proper and could itself be made an important vehicle for securing public approval or disapproval," he said.

Rep. appointments...
- WOFW-AM-TV Chattanooga; WGGC and WNIC-TV Greenville, N.C., and WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.: George P. Hollingberry Co., New York.

BROADCASTING, August 24, 1964

Gone out for seahorse food. See:
Nat. Rep.: Venard, Turbel & McConnell
S.E. Rep.: Bomar Lowrance & Associates
Meanwhile, 9,000 Miles North of the South Pole...

"The boys who burrowed our New Byrd Station under the snow and keep house for the U. S. in Antarctica — Seabees from Davisville, Rhode Island — are cookin' up new ways to live where it's 110° below zero.

"Big U. S. Naval Construction Battalion Center here builds and maintains bases around the world. Trains Seabees. Keeps a radar picket squadron in the North Atlantic, on the lookout for aircraft and missiles. Takes care of the Pole. Some 'reach', wouldn't you say?"

But then, reach is a characteristic of the Providence market. "Providence" is the sub-building capital of New London, Conn. — the vacation capital of Cape Cod — the shoe capital of Brockton, Mass. — and the machinery capital of Worcester, Mass. — as well as all of Rhode Island. People in television say Providence is WJAR-TV.
TV Barry's medium, Guylay says

About one-third of $12-13 million estimated campaign cost has been ticketed for use on television

Senator Barry Goldwater will rely heavily on television in his presidential campaign "because we think this is his medium," L. Richard Guylay, new director of advertising and public relations at the Republican National Committee said last week.

"We think it isn't Johnson's, and that is our premise," he said.

Mr. Guylay, who left the presidency of Thomas J. Deegan Co., New York public relations firm, to head the GOP media program, explained in an interview that the party's new advertising agency would handle all national committee's creative and buying work. Erwin, Wasey, Ruthrauff & Ryan, like the Deegan firm part of the Interpublic Inc. organization, has just replaced Leo Burnett Co., Chicago, as the party's agency (Broadcasting, Aug. 17).

EW&R & R made an hour's presentation on its plans for the Republican campaign before a group of GOP state chairman at the Mayflower hotel Aug. 15, two days after the Burnett Co. resigned the account.

One-third for TV: A chart in a booklet given each chairman showed that a third of the party's estimated $12-13 million campaign cost—or about $4 million—would be spent in television. Senator Goldwater told the group that since he wouldn't visit every state, television would let him go "where the ducks are."

Fuller & Smith & Ross, which handled the bulk of Senator Goldwater's pre-convention advertising, is not in the national GOP picture, nor are any other agencies, Mr. Guylay explained, although earlier plans said several would be used on a regional basis.

Edward K. Nellor, newly appointed head of radio and television arrangements, will be responsible for all production. The agency will do the creative work and buying, it was explained, but all production will be handled through Mr. Nellor.

A contract was let last week to a Washington production house for a 14-minute film on fund raising to be shown only to GOP party workers. Script writers are at work on a half-hour film on Republican women leaders intended for TV and women's club showings.

Mr. Guylay would not comment on reports that the GOP planned to buy time around Johnson programs and spots other than to say that the idea would be pursued "if we can."

Such tactics would require first-hand knowledge of the opponent's broadcast buys, and there's a hint the Goldwater forces are sophisticated in acquiring such information.

(In "How to Win an Election," by Stephen Shadegg, who managed two of the senator's campaigns, Mr. Shadegg says the "security" of opposition campaign headquarters can be pierced, sometimes with useful results. (In Arizona, he writes, Mr. Shadegg had organized "cell groups" who infiltrated the opponent's organization. They also worked for radio and television stations and provided important advance information on the opposition's plans.)

Mr. Guylay said no spots had yet been purchased.

Democrats buy into prime time on ABC-TV

The political party buying pattern on ABC-TV's prime-time schedule was taking shape last week. The Democratic National Committee has purchased four five-minute segments: 10:25-10:30 p.m. on Oct. 24; 10:55-11 p.m. on Oct. 25; 10:55-11 p.m. on Oct. 29, and 9:25-9:30 p.m. on Oct. 31.

The Democrats also bought a number

PKL for RFK?

Robert Kennedy was scheduled to meet last Friday (Aug. 21) with Papert, Koenig, Lois executives in New York on possible plans for Mr. Kennedy's campaign should he pursue the Democratic nomination for the U.S. Senate in New York. PKL, it was understood, had notification that Mr. Kennedy would appoint the agency to handle advertising for the campaign in event he threw his hat in the ring. Though no figures were mentioned, PKL undoubtedly will use TV for a Kennedy campaign.

A preview: the Register and Vote campaign

The 1964 Register and Vote campaign by Grey Advertising, New York, for the American Heritage Foundation and The Advertising Council will have a modern and abstract approach in television commercials.

The spots feature music, voice-over and clothing symbols to represent people. Body shapes will not be shown. The spots will show hats entering a voting booth, the curtains closing, the curtains re-opening and the hat leaving.

The three-sentence theme of this year's campaign is: "Vote . . . and the choice is yours. Don't vote . . . and the choice is theirs. "Register . . . or you have no choice."

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Chicago sees itself, its people, and its progress on WGN-TV.

Anything that concerns Chicagoland concerns WGN-TV... Chicago's own television station...owned and operated in Chicago for the city of Chicago itself. Its cameras are focused on Chicago's people, and everything important that they do and say. In 1964 alone, more than 20 special features have included reports on the city's schools, its opera, its hospitals, law enforcement, retarded children, its Auto Show, welfare department and railroads.

WGN's latest special report featured the reopening of Midway Airport. On July 5, Midway Airport, once the world's busiest, began large-scale passenger service for the first time in two years.

To center Chicago's attention on this event, and dramatize its importance, a WGN news cameraman flew 21,000 miles around the world in less than 80 hours and was aboard the first jet plane to land at the reopened Midway.

The color films that Dick Hance took during this trip made up a special documentary, "Assignment: WGN Circles The World"...the only complete news coverage of this event given to the people of Chicago.
RAB spotlight shines on Ballantine

Ballantine Beer's radio commercials were recognized by the Radio Advertising Bureau as among the year's most effective in a ceremony at the P. Ballantine and Sons New-ark, N. J., brewery last week. The award made Ballantine one of 17 regional and national radio advertisers receiving special RAB recognition for radio effectiveness over the past few months. RAB President Edmund C. Bunker (c) is shown presenting the award, a gold record plaque, to P. Ballantine President John E. Farrell (second from l). Looking on (l to r) are Miles David, RAB administrative vice president; John Neale, Ballantine assistant ad manager, and Edward Ramm, Ballantine media marketing manager.

of participating minutes in Outer Limits, Mickey, The Jimmy Dean Show, Valentine's Day, The Addams Family, Voyage to the Bottom of the Sea, Ben Casey, 12 O'Clock High, and Wagon Train.

The Republican National Committee has purchased two five-minute segments: 10:25-10:30 p.m. on Oct. 10, and 9:25-9:30 p.m. on Oct. 24.

FTC asked to delay cigarette label rule

The House Commerce Committee showed interest last week in requiring health hazard warnings on cigarette package labels, but it remained officially quiet on whether warnings belonged in cigarette advertising.

Both warnings are required in a Federal Trade Commission rulemaking, and in a letter to that panel last week the House group urged the FTC to delay the effective date of the labeling command from Jan. 1, 1965, until July 1, 1965. July is when the FTC's advertising order becomes effective.

Some committee members indicated the tobacco industry feels it may be able to live with label warnings, and would be quite willing to accept them if this appears also to be a consensus that appropriate legislation (rather than rulemaking) may be the best approach to the solution of this problem, thereby avoiding prolonged litigation.

Tobacco council calls for more research

A 10-year program of research on the subject of smoking and health, conducted and financed by the industry-sponsored Council for Tobacco Research—U.S.A., has disclosed a need for further research, according to Dr. Clarence Cook Little, the project's scientific director.

Among the other findings of the group's 72-page, 1963-64 annual report:

- There is "little to support" the theory that cigarette smoking is a cause of lung cancer.
- "Through many transient effects have been more fully measured and described in our program, no evidence of any significant contribution by smoking or nicotine to causation, aggravation or precipitation of any cardiovascular disease that contributes importantly to mortality has emerged."
- The council studies "found no significant" physical response to smoking that would indicate an association between peptic ulcers and cigarettes.
- After smoking, "mechanical resistance in breathing and increased work of breathing were observed in patients with emphysema and bronchitic diseases."

The council through the end of 1963 had awarded grants-in-aid to 155 scientists in more than 100 hospitals, universities and research institutions. During the same period, grantees published more than 300 scientific papers with acknowledgments of support by the council. This year's report, the first since release of the contradictory surgeon general's report on smoking and health seven months ago, is an evaluation of those research projects.

Dr. Wendell G. Scott, president of the American Cancer Society, called the council's report "self-serving and published without regard for the public welfare." The American Medical Association, however, has taken a position similar to the council's in calling for more research into cause-and-effect, and is sponsoring a multimillion dollar investigation of its own.

Meanwhile, cigarette sales soared and cigar smoking slumped. According to the Internal Revenue Service, factories shipped almost 45.2 billion cigarettes in June, an 8.5% increase over June 1963. Small cigars, on the other hand, fell from 190 million in May to 38 million in June.
SURPRISED? Many people are. San Antonio visitors usually remember the Alamo...the lovely old Spanish missions...the tree-lined river meandering through the heart of the city.

But first of all, San Antonio is a city on the go—with expanding freeways, ever-increasing housing, bustling shopping centers and great military bases. San Antonio is a metropolitan city — now 15th in the nation*.

This phenomenal growth presents new sales opportunity for your product...new customers for your service! Tell your story now...on the station on the go in the city on the go.

Ask Peters, Griffin, Woodward...or call Bill Lydle at the station, 512 CA 5-7411.

KENS-TV

CHANNEL 5 • EXPRESS-NEWS STATION

*Sales Management, June, 1964 (Within incorporated city limits)
The boy who won the hearts of thousands of people

He’s Gregory James Schumacher, age 14, of Tacoma, Washington. On August 15, Greg won the 27th annual All-American Soap Box Derby.

Along with that honor goes a $7,500 college scholarship. And one full year as champion of the world’s largest and most popular amateur racing event.

So it’s “hats off” to Greg, the 55,000 other boys who raced locally, and the 239 finalists who came to Derby Downs. They all did a great job!
The people who won the hearts of thousands of boys

The Newspapers, Radio and TV Stations who sponsored or co-sponsored the local champions of the 1964 All-American Soap Box Derby:

Aberdeen, Washington
Abbeville, South Carolina
Louisville, Kentucky
Newark, New Jersey
Roswell, New Mexico
Sacramento, California
St. Catharines, Canada
St. Charles, Missouri
St. Cloud, Minnesota
St. Marys, Pennsylvania
Salem, Oregon
Sheboygan, Wisconsin
Sidney, Nebraska
Sidney, Ohio
Sioux Falls, South Dakota
Suburban Motor City, Michigan
Syracuse, New York
Tampa, Florida
Tucson, Arizona
Tulsa, Oklahoma
Uniontown, Pennsylvania
Vancouver, British Columbia
Virginia Beach, Virginia
Wichita, Kansas
Wichita Falls, Texas
Winston-Salem, North Carolina
Yonkers, New York
Youngstown, Ohio
Zanesville, Ohio

These are the sponsors and co-sponsors who made it all possible.

The newspapers, radio and TV stations who supported the Derby locally.

Who backed the boys who raced in the All-American.

Who did more than their share to make this the largest Derby ever.

To these people, a hearty congratulations and a special “thanks” from Chevrolet Division of General Motors, Detroit, Michigan.
Climate is favorable for color advertising

Color television set manufacturers were advised last week to take advantage of the favorable situation which now exists for color set production by launching "aggressive" advertising campaigns and reaching consumers through the very medium being sold—television.

Norman E. Cash, president of the Television Bureau of Advertising, in a warning to the color industry, said "consumer buying will not be automatic during the important year ahead, when there will be at least three plants turning out bulbs for viewing tubes and a dozen manufacturers making color sets."

Color Seeding. He acknowledged that color TV is "moving fast," but added that consumer attitudes to the medium ought to be perked up while color-equipped stations and set producers are both ready to meet the demand.

Set manufacturers, he asserted, are making a mistake by advertising color equipment in media other than television. In support of his view he noted "85% of non-color owners have seen few, if any, color programs. More than one-third of non-color owners have never seen a color program."

The best potential customers for color TV sets, he suggested, are those who are interested enough in television to already own a set.

Network color programming grew to a total of 2,200 hours last year, he said, and 400 TV stations are now equipped to carry network color programs while 126 stations can originate color locally.

Eastern buys NBC's inauguration pickup

In what was called the biggest single television and radio program purchase ever made by an airline, Eastern Air Lines last week acquired exclusive sponsorship of NBC's coverage of the presidential inauguration Jan. 20, 1965. The cost was estimated at more than $500,000.

The announcement was made by F. D. Hall, president, Eastern Air Lines and Robert E. Kinter, president, NBC.

The move, said Mr. Hall, will "enable us to introduce to the nation, in a comprehensive manner, the greatly improved and expanded services of a 'new Eastern Airlines.'" A spokesperson for Young & Rubicam, agency for Eastern, explained the nationwide coverage by noting that Eastern Airlines reaches 77% of America's flying passengers.

NBC's inauguration coverage in Washington will be headed by Chet Huntley and David Brinkley. Television coverage will begin at 11 a.m. and continue to 5:30 p.m., EST. NBC Radio will parallel the TV coverage. Included in Eastern's purchase is a special 30-minute nighttime television wrap-up of the highlights of Inauguration Day, which also will be broadcast Jan. 20.

The coverage will be on 203 TV stations and 196 radio stations in NBC's lineups.

Rep buys radio time

Putting its money where its business is, the Portland, Ore., rep firm of Charles L. Burrow Co. decided to advertise on radio. KFAM and KIPM (FM) Portland will run the Burrow announcements, which are designed to tell local businessmen the value of radio and TV markets in Idaho, Washington, Oregon and Alaska.

Mr. Burrow will use one-minute spots, immediately preceeding the stations' morning stock market report, for capsule comment about the markets and stations his company represents.

Schulke, Richer head new station rep firm

Formation of a new representation firm, Quality Media Inc., New York, was announced last week. It starts operations with a nucleus of six FM stations in the top 10 markets and several AM's in markets where FM penetration is not yet considered significant.

Principals in the company are James Schulke, former president of the National Association of FM Broadcasters, and Robert E. Richer, president of the New York rep firm bearing his name.

Stations in the first 10 markets, who join the new firm, will contribute $3,000 each to be used exclusively for research and presentations in the coming year. Mr. Schulke reported last week that $18,000 had already been collected from the first six stations in the organization and research planning is being carried forward in the expectation that four more stations in the top 10 markets will soon sign with the company.


In an explanation of policy Mr. Schulke said the company will concentrate initially in the first 10 markets, but intends to expand eventually to the top 25.

Research, he said has indicated that 80% of FM set penetration falls in the first 25 markets, when these markets are considered as FM signal coverage areas.

Mr. Schulke is president of the new company and Mr. Richer, vice president and general manager. Headquarters are at 441 Lexington Avenue, New York.

GB&B opens media department in L.A.

Guild, Boscam & Bonfigli has announced the formation of a fully staffed media department in its Los Angeles office. It will be headed by Brendan J. Baldwin, newly appointed media director for the agency in Los Angeles.

Mr. Baldwin's appointment follows closely GB&B's acquisition of the Van Camp Sea Food account (Chicken-of-the Sea and White Star Brand tunas) and conforms to the agency's policy of handling media buying in the same office where the account contact is maintained.

Before he joined GB&B, Mr. Baldwin was in media with Kenyon & Eckhardt, both in New York and Detroit, for seven years. He was most recently vice president and associate media director for K&E in New York.

GB&B also said that other staff additions would be made in Los Angeles during the next few months.

Business briefly . . .

Pepsi-Cola Co., New York, as part of its introduction of Diet Pepsi, last week began spot radio schedules on six New York stations. Campaign is being heard on WABC, WHN, WNEW, WNBC, WMCA and WINS. BBDO, New York, is agency.

Gulf Oil Corp., New York, through Young & Rubicam, that city, and Holl-land House coffee, Seacaucus, N. J., through Foster-Rodin, New York, will co-sponsor the 1964 Army football schedule on WOR New York. This season will be the third consecutive year of sponsorship for Gulf and the second year for Holland House.

Mars Inc. (M&M candies) Hacketstown, N. J., the Vick Chemical Co. Division of Richardson, Merrell, Inc., New York, and the Procter & Gamble Co., Cincinnati, will sponsor this year's colorcast of the Macy's Thanksgiving Day Parade on NBC-TV. The Mars order was placed through Ted Bates &
18 heads are better than 1

18 heads, 36 hands and half a ton of broadcast equipment will be on location at Atlantic City to cover the Democratic National Convention for the 11 million folks back home in Taft markets. Only a group of major market stations like the Taft group could muster the manpower and equipment to send a news team from each of its stations to provide on-the-spot coverage of convention happenings translated into terms of its own community's specific interests.

This is the kind of coverage Taft stations provided for the Governors Conference in Cleveland, Ohio, the Republican National Convention in San Francisco. Taft station newsmen have been accredited and will accompany both of the Republican and Democratic candidates throughout their campaign itineraries.

This kind of programing reflects the Taft platform of community interest and influence in the vital Taft markets.

TAFT BROADCASTING COMPANY

BUFFALO WGR KANSAS CITY WDAF SCRANTON/WILKES-BARRE WNEP COLUMBUS WTVN BIRMINGHAM WBRC LEXINGTON WKYT CINCINNATI WWRC
1. Rokeach & Sons, New York, through Coordinated Public Relations, that city, will run a promotional campaign for the Rosh ha-Shanah holidays on five New York radio stations. Actress Molly Picon will deliver the company's messages on WQXR, WOR, WNBC, WABC, and WNEW during the holiday period.

Consolidated Cigar Corp., New York, through Compton Advertising, that city, has purchased participations in Meet the Press on alternate Sundays on NBC-TV (6-6:30 p.m. NYT). The sponsorship will run from Aug. 23 through Dec. 27.

Campbell Soup Co., Camden, N. J., has launched a radio spot campaign in selected major markets on behalf of its V-8 “Wow!” commercials and as supplement to its series of commercials for V-8 cocktail vegetable juice on the ABC, CBS and NBC radio networks. Needham, Louis & Brorby, Chicago, is Campbell's agency on V-8.

Honeywell Inc., Minneapolis, through BBDO Minneapolis, will again sponsor Science All Stars on ABC-TV on Sunday (5-5:30 p.m. EST) Jan. 10, 1965. The series features the achievements of teen-agers in many fields of science.

Procter & Gamble, Cincinnati, through Benton & Bowles, New York, will sponsor a new color production of the musical Cinderella. It will be presented next spring on CBS-TV. Ginger Rogers, Walter Pidgeon and Jo Van Fleet have been signed for the leads and Lesley Warren, 17, will have the title role in this new version. Cinderella was originally on CBS-TV in March, 1957.

Post Division of General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, is introducing Brim, a new food drink mix, using TV in a multimedia campaign. Brim will be introduced on a limited basis next month in selected markets in the Midwest and Southwest.

Agency appointments...

- New York Herald Tribune account, estimated at approximately $850,000, moves Oct. 1 from Papert, Koenig, Lois, New York, to Young & Rubicam, that city. Circulation and trade advertising for the newspaper, which used spot radio and TV through PKL, will be handled by Y&R.
- The Stenotype Institute, New York, appointed Metlis and Lebow, that city, to handle its advertising. Radio, TV and newspapers will be used.
- Hoeld Wine Co., Vienna, Austria, appoints John W. Shaw Advertising, Chicago. Shaw has a $100,000 preliminary budget for a test market plan to begin next year to introduce four Hoeld wines in the U. S.

Bell System to sponsor CBS-TV youth concerts

The Bell System will sponsor the New York Philharmonic Young People's Concerts, with Leonard Bernstein conducting and narrating, on CBS-TV during the 1964-65 season. The contract represents more than $800,000 in billing. Broadcast dates are Nov. 6, 7:30-8:30 p.m.; Nov. 30, 7:30-8:30 p.m.; Jan. 28, 8-9 p.m. and Feb. 19 7:30-8:30 p.m.

The series of four taped concerts each season, a network feature for seven years, will originate in Philharmonic Hall at the Lincoln Center for the Performing Arts, New York.

Agency for the Bell System is N. W. Ayer & Son, New York.

Also in advertising...

Adam Young joins Adam Young Inc., station representative company, with its headquarters in New York, will join the Television Bureau of Advertising on Sept. 1. The firm is the 14th station rep member of the bureau.

Booklet available * AM Radio Sales Co., New York, has published a new fact booklet on radio on subjects ranging from factors which influence a station's coverage, to FCC allocation of frequencies. The booklet is intended for the layman and is illustrated to make the more technical aspects of broadcasting easily understood.

Office move * Michael W. Gradle Inc., advertising agency, moves Aug. 31 to 15840 Ventura Boulevard, Encino, Calif. Telephone is unchanged: 789-5441.

Petry's school data * The Edward Petry Co., station representative, has distributed to its radio and television salesmen a new folder outlining the school dates for 1964-65 in the markets where it represents stations. The book, keyed to juvenile market advertisers, is expected to be valuable as general appeal to advertisers as well.
WE CLIMBED 1,549 FEET TO IMPROVE OUR IMAGE

The new tower we built to share reaches up 1,549 feet so that your sales message over our channels will reach larger audiences with the best picture possible.

A Texas-sized expense and effort, the tower stands for increased excellence of service to our locale and our advertisers . . . as more than Two Million buying Texans will clearly see.

KPRC-TV • KHOU-TV / HOUSTON, TEXAS
Biggest coverage in history

Radio-television move in on Atlantic City;
Democratic coverage will have more people, cameras, microphones, cable than Republicans had

Though the outcome of the main event beginning tonight (Monday) in Atlantic City seems assured, the television and radio networks have amassed more newsmen and equipment for the proceedings than have ever covered a national political convention before—even more than attended the Republican convention in San Francisco last month.

It's estimated that network expenditures will have reached close to $25 million for political coverage before the presidential election is over, and one of the biggest items on that tab will be the cost of covering the goings-on in Atlantic City this week.

Combined personnel of the TV and radio networks for the four-day Democratic session number approximately 2,050. Estimates of the total news force in Atlantic City, including supporting technical and clerical personnel, run as high as 6,000.

Personnel staffing the broadcast sites of ABC, CBS, NBC and Mutual at the Republican National Convention in July were estimated at 1,750 (BROADCASTING, July 13).

The Radio-TV Gallery of the House of Representatives, which handles such things, reported last week that it had given Democratic convention credentials to 1,078 representatives of 342 stations and station groups. Comparable figures for the GOP convention—all exclusive of network personnel—were 985 representatives for 290 stations and groups (BROADCASTING, July 13). In 1960 just 662 received broadcast credentials.

Broadcast newsmen covering for foreign countries was placed at 80 by Robert Menaugh, superintendent of the House gallery. He said credentials had been issued representatives of Australia, Austria, Belgium, Canada, Denmark, Finland, France, Hungary, Italy, Japan, Sweden, the USSR and West Germany.

Pickups and Personnel The increased complement of newsmen and equipment for the Democratic convention this week was reportedly necessary, since the Democrats do not have a headquarters hotel as did the Republicans in San Francisco, and pickups will range over a wider area.

ABC-TV is on the scene with 50...
reporters, intervention span, administrative control
Hall and corridors and mobile "creepie-positions
booth, the network literally has camera
administrative personnel. An
of 500; 200
cameras patrol the Atlantic
cameras
convention
4:30
cameras
will
ing through
var
Hall and keeping cameras on activity throughout the
evening. On the following three
to ABC-TV and NBC-TV will be cover from 7 p.m. and
TV will go with the convention from 7:30 p.m.

ABC Radio will carry 10-minute reports on the
half hour, beginning at 4:30 p.m. and running through
the convention activity each night. CBS Radio
will open tonight at 8:15 and 8 on
succeeding evenings, offering full coverage
each night. NBC Radio's schedule also offers coverage to completion each evening beginning at 7
tonight, 8 on Tuesday and
and Wednesday and 7:30 on Thursday.

New Anchor Team * CBS-TV's coverage of the convention will feature the first appearance of its two-man anchor team—Roger Mudd and Bob Trout. CBS will also introduce a technical novelty, the "creepy beachy," a self-contained television studio that will patrol the Atlantic City Boardwalk in search of stories.

Vital statistics of the CBS coverage are: 550 staff personnel, 50 cameras, 60 miles of cable and some 85 tons of equipment.

CBS-TV's new anchor team of Trout and Mudd replaces Walter Cronkite, who had served as CBS-TV anchor man at political conventions since 1952. Dallas Townsend will anchor radio coverage, replacing Mr. Trout (Broadcasting, Aug. 3).

The self-contained television studio will be run by a cameraman and news correspondent Hughes Rudd. It consists of a three-wheeled electric boardwalk cart, walkie-talkie set, and a portable, wireless, live television camera. The camera, which transmits live pictures to the news control area without wires, is the 6½-pound Minicam Mark 2, developed for the Republican convention. It will also be used for floor coverage.

Mr. Rudd will cover the Boardwalk, providing color stories and interviewing delegates and observers.

A group of more than 100 personnel will provide Mutual's coverage. Mutual reporters, commentators and analysts, including Drew Pearson, will report developments from a glass-enclosed headquarters above the main floor in Convention Hall. Among technical devices being used at the convention is MBS's Electro-Voice 643, a shotgun microphone that picks up sounds or voice from a great distance usually inaccessible to an ordinary microphone.

Heavy Statistics * The New Jersey Bell Telephone Co. as of last week had piled up an impressive array of statistics in wiring up Atlantic City for the convention proceedings and coverage this week. Among them:

- 81 video channels added to the two existing channels.
- 190 extra radio links.
- 29 program channels.
- 175.00 miles of wire (including cable).
- 360 extra Teletypewriters installed.
- 3,000 new telephones and 500 "call director" telephones installed.
- 250 extra public telephone booths.
- 1,100 trunk lines.
- Between 350 and 400 phone company personnel involved during the convention period.

Phone company officials said that in preparations a major enlargement of the company's central office facilities in Atlantic City was completed. In addition to this face-lifting, New Jersey Bell said it anticipated 30,000 long-distance calls per day, a 20% increase over normal summer traffic in the resort city.

The company also said that Telstar and Relay communications satellites would be used to feed live portions of radio-television coverage to West Europe.

Radio Free Europe will broadcast coverage of the convention to Communist nations in Eastern Europe.

Congressional races added to NES report

The Network Election Service has been expanded to include reporting of the votes in the 435 congressional elections.

NES is a pool formed by the news operations of ABC, CBS, NBC, The Associated Press and United Press International to produce faster, more accurate and uniform election returns.

When first organized, the NES was expected to cover only presidential, gubernatorial, and senatorial races in the 50 states and the District of Columbia (Broadcasting, June 15). The addition of the congressional races brings to 547 the total number of elections to be reported, including reports on the top races in each state.

More than 150,000 persons will work for NES on election night. They will include 135,000 field reporters, and
15,000 editors, tabulators and supervisors. NES reporters will cover a majority of the nation's 177,000 election precincts.
Sports Network for Monday night ball?

IT'S READY FOR BASEBALL PACKAGE IF ABC, CBS, NBC DECLINE

Whom do you talk to when you want to telescast an event nationally and the networks aren't listening? That could very well be the predicament of the major league baseball committee that will shortly offer 26 Monday night baseball games to the networks and national advertisers (BROADCASTING, Aug. 17).

CBS-TV, with its acquisition of the New York Yankees, declared "no present interest" in carrying the package. ABC-TV and NBC-TV have yet to make any public disclosure of interest in scrapping two hours or so of conventional shows each week to clear for the baseball games.

The man generally regarded as most likely to get the job if the networks demur is Richard E. Bailey, Sr. He's president of Sports Network Inc., the relatively unpublicized but ubiquitous originator of sports programming to national, regional and local TV and radio lineups. In 1963 alone Sports Network produced more than 1,000 events for special networks and advertisers of diverse descriptions.

The story of the growth of Sports Network (SNI) from its inception in 1956, when it grossed $1 million, to 1964, when its revenues will reach an estimated $9 million, might be called "how to gain a comfortable position by scrambling." And Sports Network has been willing to scramble. It has bought rights to events before sponsorship was assured and proven itself successful at the gamble.

For the last two years SNI has purchased the 26-game NCAA basketball playoffs, last year putting up $150,000 for the games. Since national sponsor interest can be found only for the final games, SNI is forced to cast about for regional sponsors who would be interested in carrying the games to local areas represented by the competing teams.

Lining up these regional sponsors well in advance is a practical impossibility since the competing teams aren't chosen until their regular seasons are over. SNI's previous success with last-minute sales — last year it sold regional sponsors for every team in the tournament and found local stations to take its origination — is such that it will try to pull off the same trick this year. And this year the rights have gone up to an estimated $200,000.

 Everywhere at Once • Part of the reason for SNI's success is its seeming ability to be everywhere at once. Three weekends ago while SNI cameras were picking up the Western Open golf tournament live in Niles, Ill., for national telescast, other mobile units belonging to the company were covering three exhibition football games (Washington Redskins-Detroit Lions from Charlotte, N. C., New York Jets-Buffalo Bills from Tampa, Fla., and New York Giants-Minnesota Vikings from Minneapolis), five baseball games and horse racing from Saratoga, N. Y.

Sports Network originates, for broadcasts in their home towns, all "away game" telescasts of the major league baseball teams except the San Francisco Giants and Los Angeles Dodgers, which are under contract to Subscription Television Inc. SNI carries a U. S. pro bowling presentation weekly to 22 TV stations, Big Ten basketball to a regular 40-station lineup, horse racing from tracks in Florida, New York and New Jersey.

This year SNI has already presented six golf tournaments to lineups of 125 stations or more. A list of other incidental coverage of the sports package through 1964 includes the world's jai alai championships, Dania, Fla.; NCAA ski championships taped in Franconia, N. H. for playback, the East-West college All-Star game, Lexington, Ky.; NCAA swimming championships, New Haven, Conn., and the Florida Derby from Gulfstream Park in Miami. Still more business comes from the National Hockey League packaging away games of hockey teams.

Three Ports • To do its far-flung job the network keeps its $3 million worth of equipment in almost constant deployment. Base camps for its 10 mobile units — two color equipped and eight black-and-white origination — are New York, St. Louis and Los Angeles, though these points are only servicing areas. Generally the color units are kept on the East Coast since a good portion of the network's horse-racing schedule from eastern tracks is done in color.

SNI also operates a video taping center in New York (National Video Tape Productions at 20 East 46th Street) maintained principally for the taping and storage of the package's nationally televised sports events. It also serves as a control center for inserting commercials in the network's presentations and as a production center for "featurette" programing, also for insertion in SNI telescasts. It also has been used for some commercial production.

SNI technical personnel swell to around 300 during the heavy summer months of sports programing, but for the past part of the year and technical staff numbers close to 100. There are about 10 people in administrative capacities in the company's New York headquarters.

Sports Network is best described as a "packager." Its general practice is to acquire rights to all the events it produces, then sell them to sponsors and produce them. There are exceptions to this rule, notably major league baseball teams whose rights are already held by sponsors (for example, the broadcast rights to Yankee games are held by P. Brantantini & Sons). In such cases SNI will offer its services as a producer.

In Position • Mr. Bailey does not give the appearance of a man who shies from competition, but in describing SNI's philosophy he says, "we try to program around the networks, not against their sports." He's reluctant to talk about the possibility that SNI might

Monday baseball plan to be ready this week

Specifications of the Monday night baseball package for television are expected to be ready for distribution to interested agencies and advertisers starting this week, John E. Fetzer, chief architect of the plan, said last Thursday (Aug. 20).

The Monday Night Baseball Spectacular network proposal would run for 26 weeks starting next April and include all 20 clubs in both major leagues (BROADCASTING, Aug. 17). Mr. Fetzer is president-owner of the Detroit Tigers and a veteran broadcaster.

Mr. Fetzer said that between now and Sept. 1 his special TV package committee will "really be talking to people in the trade" and expects to have contacted "some 50 prospective advertisers." He said they probably will be asked to return their bids on the package by Sept. 15.

Among the advertisers being contacted are those who have previously expressed interest in the packages. The list also will include advertisers who have been associated with sports sponsorships.

Mr. Fetzer said he has had many talks with the networks but it is too early to speculate on their feelings about the plan.

64 (PROGRAMMING)
Reach Pittsburgh with a spot of TAE

Find out why most media people won't go without TAE in Pittsburgh—plain or "with."

Our homes-reached record tells part of the tale. Audience loyalty and community service tell the rest.

Why not call your Katz man for the facts?

WTAE CHANNEL 4
Local labor supports WLBT

Jackson union men rebut charges of state AFL-CIO that station is unfair

WLBT (TV) Jackson, Miss., has enlisted the support of local labor leaders in an effort to rebut charges that it follows an anti-union policy in its programming.

The charges were made by the Mississippi AFL-CIO and its president, Claude Ramsay, in a petition urging the FCC to deny the station's license renewal application. The petition alleged that the station has encouraged area residents to oppose organized labor and has declined to give union leaders time to present their views on issues affecting labor disputes (Broadcasting, June 8).

In its reply, filed last week, the station submitted statements by 10 local labor leaders in Mississippi, as well as two lawyers who had been active in labor-management affairs, who said that the station has been fair in dealing with labor news and urged approval of the renewal application.

The officials involved included the president of the Jackson Building & Construction Trades Council, presidents, vice presidents and business managers of union locals, and the state officers of the AFL-CIO musicians local unions.

Different Views - Many of the officials expressly dissociated themselves and the units they represent from the state AFL-CIO petition. One of those was Ralph W. Brumett, president of the Jackson Building & Construction Trade Council. Mr. Brumett's statement contained a resolution by the council's executive board asserting that it "does not concur in the actions and statements" of Mr. Ramsay, and that statements attributed to Mr. Ramsay don't "necessarily express the views" of the officers and members of the locals associated with the council. Mr. Brumett said the council represents 3,500 members.

The state AFL-CIO petition was the second one filed with the commission seeking denial of WLBT's license renewal application. The first was submitted by the United Church of Christ which alleged anti-Negro bias in the station's programming. The church group filed a similar petition against the renewal ap...
Mr. Thompson said that Mr. Wales's broadcast experience and ability were the only factors entering into the decision to hire him. Mr. Thompson also said that Mr. Wales is now an employee of WLBT [and its sister station, WJDX] "and he is not an employee of any other group or organization."

Mr. Thompson added that Mr. Wales took his policy guidance from him and that Mr. Wales "has conscientiously followed management policy in program selection."

**Wounded correspondent moved to Jerusalem**

Alvin Rosenfeld, NBC News correspondent who suffered a bullet wound in the head while covering the fighting in Cyprus, was flown from Nicosia to Hadassah hospital in Jerusalem, it was reported last week.

Doctors report that Mr. Rosenfeld is suffering from impairment in his left eye as a result of the wound. The bullet has not yet been removed.

Mr. Rosenfeld and Jay Miller, another NBC correspondent, were caught in a crossfire near Mansoura, Cyprus. Their car veered into a ditch after being struck by bullets. Mr. Miller suffered minor injuries.

**FM association favors nonduplication rule**

The National Association of FM Broadcasters last week urged the FCC to deny petitions for reconsideration in its FM duplication ruling.

The rule forbids FM stations from duplicating more than 50% of the programing of their AM sister station in cities of 100,000 population or more. The rule, which becomes effective Aug. 13, 1965, was adopted July 13 along with rules changing the AM allocations policy (Broadcasting, Aug. 10).

Reconsideration was sought by the National Association of Broadcasters, CBS, Storer Broadcasting, Capitol Cities Broadcasting Corp., Kaiser Industries Corp. and Interstate Broadcasting Co.

The NAFMB said their petitions "rehash" arguments previously submitted to the commission. The association recalled telling the commission that duplication has stunted sales of FM sets and that separation would boost such sales.

Reports of trade publications, the association added, indicate that the adoption of the nonduplicating requirement has had "tremendous accelerating impact" on the FM plans of advertisers, program producers and set manufacturers.
More news planned for Washington TV

Two Washington TV stations are out to turn one of the world’s top news-making cities into a top news-taker as well. In a hit-'em-high, hit-'em-low approach, WTOP-TV will initiate a one-hour morning news program, while WRC-TV plans to expand its evening news to a full 75 minutes.

WTOP-TV (a CBS affiliate) will run Morning Report from 7 to 8 a.m., Monday through Friday. The show will be divided into four “editions,” each 15 minutes long. In general, the first and third are to emphasize world news, the second and fourth, local news and weather. Nationally syndicated columnists, including Robert Novak, Roscoe Drummond, Robert J. Donovan, Marquis Childs, Stewart Alsop and Drew Pearson, will be featured on the fourth edition. The station also plans to add a vidicon camera to the studio roof for firsthand looks at the weather.

WRC’s Washington O&O, WRC-TV, intends to add 15 minutes to its present one-hour schedule (6:30-7:30 p.m.). Headline area news, weather and sports will run from 6:15-6:30 p.m., followed by the NBC Huntley-Brinkley Report from 6:30-7. At 7, the station will present a 20-minute report on events and issues of the Washington area, using a part of this time for Letters to Channel 4 from viewers. This report will be followed by a five minute “in-depth.” Special Report on a local story. Feature reports on major sports stories, from 7:25 to 7:30, will conclude the program.

McLendon all news at Chicago station

McLendon Corp.’s WGNR Chicago will change call letters Sept. 3 to WNUS (pronounced “wus” followed by “news”) and will become an all-news radio station, Gordon B. McLendon, president, announced last week.

WNUS will broadcast one quarter-hour newscast followed by another, ad infinitum, 24 hours a day, Mr. McLendon said, with a rigid limit of 16 commercials an hour. Format is similar to that of XTRA Tijuana, Mexico, the all-news outlet serving Los Angeles-San Diego and for which McLendon is U.S. sales representative.

WNRP, formerly WGES, was acquired by McLendon Corp. in August 1962 and its format modified to all-Negro, dropping its foreign language shows. The switch prompted an informal FCC hearing to determine whether McLendon had been candid in telling the commission about its program plans for the station. There has been no commis-sion finding yet in this case.

“In three separate community surveys of Chicago this year,” Mr. McLendon said, “scores of prominent civic leaders indicated a desire for more news broadcasts. When asked whether they felt that an all-news radio station would serve the community well, they were overwhelmingly enthusiastic.”

WNUS facilities will include 10 differ-ent news wire services, Mr. McLendon said, plus a news staff of 20 headed by Larry Webb, formerly of KTXS San An-tonio. Mr. Webb will be managing editor.

WNUS will have three mobile news vans touring Chicago equipped with two-way radios and “Telesign” visual news bulletin displays on their rooftops. Meanwhile, in Detroit the continuing newspaper strike there may be producing another all-news type radio operation. ABC-owned WXZ-FM, since July 23 has been broadcasting news and news features continuously daily from 7 a.m. to 7 p.m. Last Thursday WXZ-FM began asking listeners if they would like the station to continue the “newspaper of the air” format even if the newspaper strike ended.

STV’s baseball finds favor on West Coast

Baseball, surfing and satirical comedy turned out to be more popular than Russian drama with San Francisco subscribers to Subscription Television’s three-channel cable pay-TV program service, which made its debut there on Aug. 14 (Broadcasting, Aug. 17). A survey made opening evening by the San Francisco Examiner of 28 subscribers found no one watching “The Lower Depths.” Those who were using the new service were tuned either to STV channel B to watch the baseball game between the San Francisco Giants and the Milwaukee Braves or channel A, which presented a color surfing film, “Gun Ho,” followed by “The Second City Revue.”

The Examiner reported that 18 of the 28 families it checked were not watching any of STV’s three programs. Three subscribers said they had not yet been equipped to receive the service, two ad-mitted forgetting about the debut, seven were out, one was on the hook, and five watched the free introductory show in which STV President Sylvester L. (Pat) Weaver gave the audience a preview of programs to come, then switched to commercial television’s free programing.

The morning after the San Francisco debut STV received some 250 calls from people who said they had watched at friends’ homes and wanted to order the service for themselves.

Most surprising—at least to those who had seen STV’s color coverage of the Los Angeles Dodgers—was the black-and-white reproduction of the Giants and Braves.

Low Light Level - The explanation given by Mark Arniestead, TV, which provides equipment and personnel for STV baseball pickups, is that the light intensity in Candlestick Park, where the Giants’ home games are played, is too low to permit a usable color picture at night. “The light there is only about half as intense as at Dodgers Stadium in Los Angeles and we’re stretching ourselves to get good color pickups there,” an Arniestead spokesman said.

The problem will be solved with the introduction of new RCA color cameras which are expected to be available in time for the next season.

In Los Angeles the computer records kept by STV for billing purposes (and providing an accurate rating system as all viewing is recorded) show Chekhov’s drama “Uncle Vanya,” recorded onstage in London, and the motion picture “The Great Escape” tied for top audience honors. The home games of the Los Angeles Dodgers and the movie “Dr. No” are close runners-up.

Fresh Support - The Los Angeles Chamber of Commerce has gone on record as opposing Proposition 15 on the California ballot, the initiative measure that would outlaw pay TV in California. The California State Central Committee of the Democratic Party decided the issue, tabling a resolution opposing the proposition. So did the California State Theatrical Federation.

Syncom III poised to cover Olympics

Successful launch of Syncom III—a stationary communications satellite 22,300 miles above the equator—insures live television coverage of the Olympic games this fall in Tokyo (Broadcasting, Aug. 17).

But U.S. viewers will be treated only to opening ceremonies, it was announced last week by NBC, which holds the American rights to the games. Because of time differences (most Americans will be abed while the sports events are taking place, it was pointed out), NBC plans to jet film and tapes across the Pacific for showing later the same day. The film and tape shots, it is claimed, will be much better in quality than the satellite relayed live signals, according to Carl Lindemann Jr., sports vice president for the network.

68 (Programming) Broadcasting, August 24, 1964
just in time for the new Fall Season
WAPI-TV IS NOW ON THE AIR WITH A NEW TRAVELING WAVE ANTENNA!!

INCREASING PICTURE POWER IN EVERY DIRECTION
Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much greater signal strength in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

SUPERIOR METRO COVERAGE
A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for superior close-in reception.

WAPI-TV BIRMINGHAM
Represented nationally by Harrington, Righter, and Parsons, Inc.

BROADCASTING, August 24, 1964
No relief from equal time in this campaign

In voting to shield Johnson from TV debates
Senate leaves broadcasters open for trouble

Temporary suspension of Section 315's equal-time requirements for the 1964 presidential and vice presidential campaigns died at the hands of the U. S. Senate last week.

But even as Republicans began to publicly mourn its demise, Robert W. Sarnoff, NBC board chairman, offered President Johnson and Senator Barry Goldwater a series of Meet the Press programs as a free forum for either joint or separate air appearances that would not involve equal-time requirements. The broadcasts also would be available to other networks.

The offer quickly raised questions of what kinds of programs would be exempt under Section 315 this fall, and both the FCC and a Senate subcommittee indicated they were gearing up to handle more political broadcast complaints than they had ever received before.

Senator Goldwater said Thursday (Aug. 20) that he was ready to accept NBC's proposal on the condition that he and the President appear together and that he be allowed to choose half the panel of newsmen himself. But he said he would not reply to NBC until he learned the President's response.

That was not available at week's end.

The senator added that he preferred to face the President alone and didn't care for the news panel format, although he would participate "if it's the only way." It would be similar to 1960's Nixon-Kennedy confrontations, Senator Goldwater said, and would be unlikely to be "too productive."

Just the day before he had offered to pay all the cost of putting himself and the President on the air together. He estimated the price of $50,000 to sponsor himself and his opponent on all three networks, and he jokingly told newsmen that the President, "with all his connections [a reference to the Johnson family's broadcast interests], ought to be able to get us a discount."

Talking Point • It was clear last week—as it has been since Republicans began taunting President Johnson on the debate issue early this year—that this would be a campaign issue. The senator discussed it during an Illinois speech and won warm applause.

Other GOP leaders hammered away toward the end of the week. Dean Burch, director of the Republican National Committee, said, "I can see President Johnson's desires on this point, having seen him on TV."

The President did not reply to NBC's offer directly, but George Reedy, his news secretary, said Mr. Johnson wouldn't make a decision until after the Democratic National Convention, running from today (Monday) through

What's exempt from equal time—maybe

The prospect of broadcast debates between President Lyndon Johnson and his Republican challenger, Senator Barry Goldwater, wasn't the only casualty last week when the Senate rejected the proposal to suspend the equal time law for the 1964 presidential and vice presidential campaigns (see story above).

For although the principal object of the bill was to make possible face-to-face appearances by the major candidates, other programs would have been covered by it.

Following the suspension of the law for the 1960 campaign, for instance, networks were able to set up special interviews with the major presidential and vice presidential candidates. FCC staffers last week expressed doubt that stations could carry similar programs this year without being obligated to provide equal opportunities to minor party candidates.

Only Exceptions • The only deviation from the equal-time doctrine allowed broadcasters is contained in the amendments to the Communications Act adopted in 1959. These exempt bona fide newscasts, news interviews, news documentaries (if the appearance of the candidate is incidental to the presentation of the subjects covered) and on-the-spot coverage of bona fide news events.

But how do these exceptions apply to actual situations? Commission staffers who would be required to review such matters are reluctant to attempt any hard-and-fast answers— it depends on the facts of each situation, they say.

However, some recent rulings provide clues to the criteria used by the commission. Bona fide newscasts have been deemed to be those which are regularly scheduled, and bona fide news interviews to be those which are regularly scheduled programs not under the control of the featured candidate, such as Meet the Press and Face the Nation.

Documentaries such as CBS's The 50 Faces of '62, a comprehensive survey of the off-year election campaigns across the country, in which candidates appeared, are exempt.

The commission has also ruled exempt a program in which a candidate was seen in a television station's coverage of a parade. The commission said the parade was a bona fide news event to which the candidate's appearance was incidental.

Never Sure • But a licensee's judgment is always subject to reversal by the FCC. The commission two years ago held that a special program in which a candidate was interviewed was not exempt, even though the broadcaster held that the candidate was a newsworthy individual. The commission held that the basic element of a bona fide news interview is that it be a regularly scheduled program.

In the California gubernatorial campaign of 1962 broadcasters were ordered to give time to a minor candidate after they broadcast a debate between Governor Edward (Pat) Brown, a Democrat, and Richard Nixon, his Republican opponent, before a convention of newspaper editors. The commission held that the appearance of the major party candidates in a debate constituted a use of the facilities not exempted by the 1959 amendments.

And what of a broadcast of a presidential news conference? This is under the control of the newsmen

70 (Programing) BROADCASTING, August 24, 1964
Thursday (Aug. 24-27) in Atlantic City.

Meanwhile, Republicans accused the President of ordering the suspension measure killed and said the Democrats were too "chicken" to let President Johnson face his GOP opponent on radio and television.

The President's personal view of the legislation had never been made public, but plans for Tuesday evening's (Aug. 18) Senate action were announced shortly after Democratic congressional leaders had breakfast at the White House that day.

Senate Battle • Following the White House breakfast, the Senate Democratic Policy Committee met briefly and agreed on strategy: Senator Mike Mansfield (D-Mont.), Senate majority leader, would move to table a House-Senate conference report that urged Congress temporarily suspend Section 315 for the presidential and vice presidential campaigns this fall.

And so early Tuesday evening the Senate offered his motion. A slim Democratic majority, thinned by defection of 12 liberals and Southern conservatives, withstood brief but bitter Republican debate and smothered the conference report 44-41. It had been written in May by members of the House and Senate Commerce Committees who

ironed out minor differences in versions of HJ Res 247 that both houses already had passed (Broadcasting, May 11), the House in June 1963 and the Senate last October.

Goldwater an Accomplice • All last week Republican leaders attacked the President and his party for killing the measure, but a Republican congress-

man who moves in the highest ranks of his party's leadership told Broadcasting that he thought Senator Goldwater had to shoulder some of the blame.

In all the GOP strategy meetings that this congressman sat in with the senator, he said, Senator Goldwater never endorsed the idea. He only went on record favoring a debate with President Johnson when he was forced to in San Francisco when he won the Republican nomination, the congressman said (Broadcasting, July 20).

Furthermore, he added, in the weeks before the vote when Democratic leaders were stating publicly that they had never heard the views of either the President or Senator Goldwater on the suspension, the senator failed to discuss it personally with them. Senators Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and John O. Pastore (D-R.I.), head of its Communications Subcommittee, said after the Tuesday vote—as they had several times in the past few months—that Senator Goldwater had not talked to them about the measure.

Unimpressed By Free Time • "We were never able to convince Senator Goldwater of the value of the free network time the suspension would make possible," one Republican congressman said. The senator thought he didn't need it, he added. The Republican said the networks had indicated they were prepared to give at least four hours each to both candidates if the suspension were approved.

Senator Goldwater did not vote. An aide said the senator thought it improper on a matter in which he was involved.

Senator Mansfield introduced his tabling motion by stating that he was not "one of those who advocate that any President of the U. S. should engage in a debate with the nominee of the other party."

Senators Magnuson and Pastore said they opposed the policy committee's strategy and supported HJ Res 247. Both regretted, they said, that the resolution had become confused by some as requiring the candidates to debate.

Senator Norris Cotton (R-N. H.), ranking Republican on the commerce committee who led the floor fight favoring the resolution, said the public interest would be the loser if the measure were defeated.

Sarnoff's Proposal • The NBC offer was transmitted to the President and the senator in similar telegrams on Wednesday. Mr. Sarnoff proposed six one-hour broadcasts, four for the presidential candidates and two for the vice presidential nominees.

They would be broadcast on radio and television at Meet the Press regular time, 6 p.m. EDT, and could be
Major newspapers criticize Senate for keeping equal time

The New York Times, New York Herald Tribune, Wall Street Journal and Washington Post last week protested the Senate's vote to kill a resolution suspending equal-time requirements of the Communications Act for the presidential and vice presidential campaign (see page 70).

In editorials the day after the Senate action, newspapers said suspension and a possible broadcast confrontation between President Johnson and Senator Goldwater would have been in the public interest. The Journal, Herald-Tribune and Post endorsed outright repeal of equal-time requirements.

The Times said the broadcasts "could have been especially useful this year in view of the Republican candidate's apparent determination to avoid press conferences and his propensity for repudiating or reinterpreting his prepared remarks." The President's "reticence in this instance has put an unfortunate limit on the evidence available to the voters in judging which nominee is best qualified as spokesman for this nation before the world."

The Journal said there are "potent arguments for relaxing the equal-time provision, or better for repealing it entirely." The Communications Act has other provisions sufficient to curbs broadcaster "power" to decide who has a chance of winning an election, the Journal said. The paper added that insistence on equal time for candidates representing "various political fragments . . . is not only ridiculous but a public disservice."

The public, it said, "needs to know more about those who have a chance to win the election than about those who have no chance. It is, in short, inequality."

The Post said the Senate's move was a mistake and called for repeal of equal-time requirements in all political contests. It said that it was "most unfortunate that the emphasis upon 'debates' . . . has resulted in the denial of any legislative relief . . ." But, the newspaper pointed out, it was still possible to put the candidates on the air through such programs as Meet the Press and Face the Nation.

The Tribune said the networks in 1960 "proved themselves scrupulously, even self-consciously, fair in their campaign coverage [and] are thus barred from serving the public's right to know to the best of their ability."

Section 315 should be repealed entirely, the newspaper continued: "... What's good for the presidential race—and suspension would have been good—is good for congressional, state and local races, too. But the least Congress could have done this year would have been not to take the backward step it took in burying even this limited suspension."

Networks schedule

Mrs. Goldwater

Mrs. Barry Goldwater has accepted CBS-TV's offer to appear in a program similar to the network's Aug. 12 telecast, The First Lady at Home (Broadcasting, Aug. 17). She will also appear on another program a day later on the ABC-TV network.

CBS correspondent Robert Pierpont will talk with Mrs. Goldwater in a taped interview from her home outside Phoenix. The program entitled At Home with Mrs. Goldwater will be shown Wednesday Sept. 9 at 7:30 p.m. EDT.

In ABC-TV's A Conversation with Mrs. Goldwater, she will be at home to a John Rolfsen interview stressing family activity. The interview will be televised Thursday, Sept. 10 at 10:30 p.m. EDT. NBC News Vice President Julian Goodman said, "we've had a long standing agreement with Senator and Mrs. Goldwater, with time and date to be announced."
FOREMAN

Meet a front-line member of GM's management team . . . the on-the-job manager who makes things go in a General Motors plant. In his job, he is a man of many talents.

He interprets blueprints, sketches, orders, ideas . . . and he puts them into action. He trains workers and places them in jobs they are best qualified for. And he is responsible for the performance and safety of his men, as well as for the quality of their work.

There are 16,000 foremen in GM . . . a great many of them up from the ranks of the men they supervise. Their knowledge, experience and judgment are essential to General Motors progress.

People—able, dedicated people—are GM's greatest asset . . . and none is more important than the foreman, a capable, experienced member of the General Motors management team.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You
Film sales...

Feature Package (SEC): WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio.

Volumes 8 and 9 (Seven Arts): KOOT-TV San Francisco.

A Christmas Carol, Mahalia Jackson Sings the Story of Christmas, En France (Seven Arts): KWSC-TV Pullman, Wash.

Leave It to Beaver (MCA-TV): WFLA-TV Tampa, Fla.; KXLY(TV) Tacoma, Wash.; WITV(TV) Utica, N. Y., and WGEM-TV East St. Louis, Ill.

Wells Fargo (MCA-TV): WESH-TV Daytona Beach-Orlando Fla., and KQXI-TV Amarillo, Tex.

Bachelor Father (MCA-TV): KUTV(TV) Salt Lake City; WLJB-TV Albany, Ga.; KTVN(TV) Hutchinson-Wichita, Kan.; KNOE-TV Monroe-West Monroe, La., and WBBZ-TV Boston.

Wells Fargo (MCA-TV): KUTV(TV) Salt Lake City.

Anos 'n' Andy (CBS Films): WDEF-TV Chattanooga.

Call Mr. D' (CBS Films): KHVH-TV Honolulu; KXLY(TV) Utica, N. Y., and KHSL-TV Chico, Calif.

December Bride and True (CBS Films): WNAC-TV Boston.

Deputy Dawg (CBS Films): WBMM-TV Chicago; KHTV(TV) Portland, Ore., and KATV(TV) Little Rock, Ark.

The Honeymooneers (CBS Films): WRGB(TV) Schenectady, N. Y.


Susie (ITC): Sold to WLHK-TV Green Bay, Wis., and KTVK(TV) Phoenix.

Supercar (ITC): WLHK-TV Green Bay, Wis.


Brave Stallion (ITC): KTLA(TV) Los Angeles.

Stage 7 (ITC): KSoo-TV Sioux Falls, S.D.

A Christmas Carol (Seven Arts): WNEP-TV Scranton-Wilkes-Barre, Pa., and KXLY-TV Spokane, Wash. Now in 9 markets.

Volume 9 (Seven Arts): WNEM-TV Bay City-Saginaw, Mich.

Volumes 4 and 5 (Seven Arts): KATV(TV) Little Rock, Ark., and KFEO-TV Temple-Waco, Texas.

Special Features (Seven Arts): WPX(TV) New York; WNEM-TV Bay City-Saginaw, Mich., and KFDM-TV Beaumont, Tex.

Six buy Canadian football

The Fourth Network last week reported sales of Professional Football from Canada, 11 games of the Canadian Football League taped for delayed broadcast in the U. S., to six stations: KCSO(TV) Los Angeles, KFMB-TV San Diego, KCTV(TV) Sacramento, all California; WTVI(TV) New Bedford, Mass.; W NBC-TV New Haven, Conn., and KFRT(TV) Portland, Ore. Sales of the games to WGN-TV Chicago and WTCN-TV Minneapolis-St. Paul had been announced earlier (Broadcasting, Aug. 10). Some stations are broadcasting the Canadian games on Sunday competing with U. S. pro football games or replacing games blacked out; others are scheduling them on Saturday night, John Vrba, Fourth Network president, reports.

Teledynamics adds 11 films

Teledynamics Corp., New York, last week reported it has added four Italian first-run feature films and seven American films to its Dynamic Group TV syndication series. The Italian properties are: "Poverty and Nobility," "Jealousy," "La Tratta Delle Banche" and "Daughter of the Devil."


Ashley acquires Cooper

The Frank Cooper Associates agency of New York and Beverly Hills, currently packaging 12 TV programs projected for the 1965-66 season, has been acquired by the Ashley Agency of the same cities. Terms of the transaction were not disclosed, however Frank Cooper, president of the acquired company, will continue with Ashley, packaging TV programs and feature films. Sy Fisher, head of the New York office of the Cooper agency, will continue to work in New York for the Ashley company.
Granik may have UHF answer

He will use one-man, remote-controlled mobile units for local programming at his proposed seven stations

Theodore Granik was completing plans last week for a substantial bet on UHF television—one that could involve the acquisition of seven upper-band stations on the East Coast (CLOSED CIRCUIT, Aug. 17). For a man whose name is closely linked with public affairs programming, the formula he has chosen to back up his bet isn’t surprising—local public affairs shows, done live.

But he intends to introduce a new wrinkle he feels will make his formula work—and one that could influence the development of local live programming. It’s a compact, remote control unit designed to be built and operate at a fraction of the cost of conventional rigs.

Mr. Granik, who maintains residences in New York and Washington, will make his initial moves in those areas, according to his associates. Within the next two weeks, he intends to file an application with the FCC for channel 75 in Patchogue, N. Y. Within the next month, he will apply for channel 50, in Washington.

He intends to provide the $600,000 he estimates these two operations would cost out of his own resources. But he will invite local groups to participate in the ownership of the remaining five stations he proposes to acquire.

Other Channels = His plans include channels 64 in Bridgeton, N. J., 25 in Boston and 49 in Bridgeport, Conn. He hopes to buy two existing East Coast UHF stations to complete the quota allowed by FCC rules.

Mr. Granik, who will act through Granik Broadcasting Corp., faces competition for the Long Island channel. Long Island Video Inc., whose principals publish weekly newspapers on Long Island and own WNIC Islip, N. Y., is seeking channel 75 for a station in Bayshore.

If he is awarded the Long Island channel, Mr. Granik plans to build his TV station onto the facilities of WPAC-AM-FM Patchogue, at a cost of $250,000. He estimates the Washington station will cost $350,000.

Mr. Granik sees the UHF stations succeeding through aggressive public affairs programs. He has been identified with such programming since 1928, when he began producing American Forum of the Air, a program that endured for 32 years. His Granik Enterprises now produces Youth Wants to Know and All American Wants to Know.

In Mr. Granik’s view, U’s should provide the kind of programs the networks can’t—local shows that are “un canned and spontaneous.” His plan, he says, is to concentrate on local public affairs, local news, and mobile reports done live whenever possible.

Importance of ‘Live’ Broadcasting = “Live” programming, Mr. Granik feels, is the path of success. “When American Forum of the Air was at its most successful point, there was no doubt in our minds the nervous spontaneity of

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**Your FIRST station to sell the BALTIMORE, MD. NEGRO MARKET**

**WSID**

Negro Metro Pulse April, May, June ’64

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- 1000 — W Clear Channel Station @1010f
- Baltimore’s First established Negro station
- Top talent with a format for everyone
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BROADCASTING, August 24, 1964
Pay your money and take your choice

If the members of the Indiana Broadcasters Association are any criterion, the next president of the National Association of Broadcasters will be a practical broadcaster.

That was the majority sentiment expressed in a poll of members announced last week by the IBA.

Out of 61 replies, 27 members voted for the practical broadcaster.

A substantial number, 19, however, voted for well-known public figure "with wide governmental contacts and a name recognized nationally."

Voting for a combination of experienced broadcaster and public figure were six members.

There were four votes for a broadcast attorney; three for a member of the NAB staff, and two votes for other qualifications.

Jack E. Douglas, a director of the IBA, noted that two of those voting for a public figure specified that the candidate should have "previous broadcast contacts" or have "sympathy toward broadcasters a la Judge Miller." Justin Miller, a circuit judge of the District of Columbia Court of Appeals, served as NAB president from 1945 to 1951.

Other observations by Mr. Douglas:
- One broadcaster specified that the new NAB president be "a man with previous broadcast experience and who has been, or is now, in the U. S. Senate or House of Representatives."
- Specifically mentioned for the post by one Hoosier broadcaster was Representative Donald C. Bruce (R-Ind.), while another broadcaster specifically opposed Mr. Bruce for the job.
- One member, voting for an experienced broadcaster, suggested that the NAB president be selected yearly from the membership.

Meeting Sept. 3 - Meanwhile, the enlarged 10-man selection committee is scheduled to meet Sept. 3 at O'Hare Inn, Chicago (Broadcasting, Aug. 17).

A major result of that meeting, it's hoped, is an agreement among the members on a profile of the man they hope to secure for the NAB presidency in terms of qualifications.

The Chicago meeting will be the first for the selection committee, named earlier this month by Willard Schroeder, Wood-AM-FM-TV Grand Rapids, Mich., joint chairman of the association.

The thing was the key to the listener appeal," he says.

Mr. Granik isn't alone in his feeling that local live public affairs and news shows should be one of UHF's primary functions. Members of the FCC and broadcasters also have maintained that position.

But Mr. Granik believes he has the vehicle needed to make his plan work. His low-cost remote control unit could be operated by one man. Generally, remote operations involve trucks costing up to $120,000 and require crews of as many as 20 men. The remote outfit now being built for Mr. Granik at Industrial TV Utilities Co., of New York, will cost $20,000 and will be operated by one man, who will serve as producer, director and cameraman.

The rig, about the size of a Good Humor truck, was designed largely by Ira Kamen, a consulting design and electrical engineer, who is now vice president of operations for Granik Broadcasting Corp.

According to Mr. Kamen, the producer-director-cameraman will be able to operate three cameras without having to leave the truck. An exclusive joy stick control will be used to position the cameras remotely, he said, and all other controls will be located on a single panel.

Judge Miller retires

Retirement of Circuit Judge Wilbur K. Miller of the U. S. Court of Appeals for the District of Columbia was announced last week. Judge Miller asked to be relieved of his duties by Oct. 15. He was named to the District Circuit by President Truman in 1945. A native of Kentucky, he served as a county attorney, public service commission chairman and judge of the Special Court of Appeals for the state. He was chief judge of the District of Columbia appeals court from 1960 to 1962.

This will make the second vacancy on the District Circuit Court; Circuit Judge Walter M. Bastian asked to be retired last February. However, he said he would serve until a replacement was named. No replacement has been named yet.

FCC goes to stations with CATV questions

The FCC went to the nation's television broadcasters last week in a search for information on the relationship between television and community antenna television systems.

A questionnaire mailed to the more than 500 TV stations ask whether any cross ownership exists between the station and any CATV systems.

It also asks if the station has nonduplication agreements with any CATV's, regardless of whether any cross ownership exists. Stations that have such agreements were asked to submit copies to the commission.

The questionnaire was prepared by Dr. Martin Seiden, the economist hired by the FCC last month to head a small, temporary office devoted exclusively to the study of CATV and its relationship to television, including pay-TV (Broadcasting, July 20).

The questionnaire is designed to provide information that will aid the commission in the preparation of any presentation it makes to Congress concerning legislation providing for CATV regulation. The commission has been seeking such legislation for years because of its concern about what it feels is the potentially harmful effect of CATV's on local television. FCC efforts to reach agreement with the National Community Television Association and the National Association of Broadcasters on legislation all three...
Frank Marx knew what he wanted!

That's why he chose the Ampex VR-660 Videotape® Television Recorder for ABC's political convention coverage. You can't pull any punches on remote broadcasting equipment. You can't afford a "weak sister" on the team...every piece of gear has to take it...and come back for more. Ampex is proud that the VR-660 made the team at ABC. It means that this recorder lived up to our promises and met Frank Marx's tough standards for quality, reliability and performance. There's a place for the standard-setting VR-660 on your broadcasting team, too. Ampex Corporation, 401 Broadway, Redwood City, Calif.
could support before Congress broke down last spring.

But a new effort to obtain a grant of regulatory authority from Congress is expected in the next session. The commission already had authority over microwave-fed CATV systems. Any proposed legislation would apply to off-air systems as well.

The information provided by the survey should light up some of the darkness surrounding relationship of CATV and TV and give Congress a better idea of the affect any legislation would have.

To some extent, the questionnaires overlap the notice of inquiry the commission issued in April concerning joint ownership of television and CATV systems. One of the questions asked for comment on the extent to which television broadcasters own CATV systems (BROADCASTING, April 20). Deadline for replies to that inquiry is Sept. 18.

Agency watchdog bill sent to White House

Congress last week put the finishing touches on a bill that will establish a permanent commission to keep an eye on federal agencies with the hope of improving their procedures.

The measure, S 1664, was approved by the Senate Monday (Aug. 17), which accepted some House changes in the legislation (BROADCASTING, Aug. 17), and was sent to the White House.

It creates a Permanent Administrative Conference composed of government and nongovernment members similar to a panel that functioned in 1962 under the Kennedy administration (BROADCASTING, Jan. 7, 1963).

Barry, Enright appeal FCC's license denial

Jack Barry and Daniel Enright have asked the U. S. Court of Appeals in Washington to overturn the FCC's order denying the renewal of their license for WOGM, Hollywood, Fla.

The commission, citing their involvement in the TV quiz-show scandals of the late 1950's, held Messrs. Barry and Enright lack the character qualifications to be licensees. This decision, handed down in April, was affirmed in a subsequent order last month (BROADCASTING, Aug. 3).

But in their appeal, filed with the court last week, the station owners say the FCC decision was unlawful in that it treats them differently from others in similar circumstances.

The action, they said, conflicts with

Nielsen plans revisions

What amounts to a virtually all-new local television audience measurement service is being planned by the A. C. Nielsen Co. and details are expected to be announced shortly.

The "new" operation is being evolved through changes in Nielsen's current NSI TV-station audience report. These are expected to include introduction of a new local measurement technique that will not include Recordimeters, the substitution of a diary format, the drawing of new samples for each measurement, and the increasing of sample sizes.

Nielsen also plans to incorporate new features for agency- advertiser use, including a media/ market planning supplement, a viewer profile report and the preparation of special material according to client specifications.

"commission policies and actions in refusing to penalize any other licensee or person for similar or comparable conduct in connection" with rigged quiz shows.

They also maintain that the commission's decision that their conduct was disqualifying was unlawful since the commission failed to provide notice that the conduct, "which was widespread would be disqualifying." They said the commission's failure to provide notice was contrary to established procedure.

In addition they asserted the commission erred in not giving "adequate weight" to the performance record of WOGM. They said this was inconsistent with established policy.

Changing hands...

ANNOUNCED • The following sales of station interests were reported last week subject to FCC approval (for other commission activities see FOR THE RECORD, page 93).

• WLOF Orlando, Fla.: Sold by H. H. Thomson and associates to William Clarke for $525,000. Mr. Clarke is a Fort Lauderdale, Fla., businessman. Mr. Thomson recently bought KEZY Anaheim, Calif. WLOF operates fulltime on 950 kc with 5 kw. Broker: Blackburn & Co.

• WLIN (FM) Lincoln Park (Detroit) Mich.: Sold by David and Myrtle B. Kelley and others to H. Y. Levinson and associates for $75,000. Buyers own WCAR-FM Pontiac, Mich. WLIN op-
erates on 92.3 mc with 10 kw. Broker: R. C. Crisler & Co.

* Wsor Windsor, Conn.: Sold by Syd- ney E. Byrnes and group to Robert J. Kimel and Bessie W. Grad for $55,000. Purchasers own wsor St. Albans and wsno Barre, both Vermont. Wsor is daytime only on 1480 kc with 500 w. Broker: Chapman Co.

CATV proposals are subject of NAB group

A first round of discussions on prop- osals for legislation on community antenna TV regulation was held last week in New York by the National Association of Broadcasters Future of Television in America Committee (BROADCASTING, Aug. 17). Conference said that although some progress had been made, additional meetings would be necessary. No date was set for these sessions.

The group also heard a preliminary report on a research project that is studying the impact of CATV on local TV stations.

The New York meeting was the first for the committee since the TV board of the association turned down a draft of legislative proposals last June. These proposals, among other things, would have required CATV systems to secure permission from originating stations before using their signals. This approach was abandoned because of a question as to whether stations had property rights in many of the programs they broadcast.

Seek New Approach * The commit- tee's work last week was largely con- cerned with an approach to a revision of the proposals, particularly in efforts to resolve the area of conflict over station and CATV agreements.

S.C. broadcasters hear call for professionalism

At a meeting of the South Carolina Broadcasters Association last week in Myrtle Beach there were calls for broadcasting professionalism—and concurrent criticism of the code authority of the National Association of Broad- casters.

W. Theodore Pierson, a Washington communications lawyer, advocated a professional code of ethics for broadcasters that "encourages diversity of evaluations and judgments—not conformity." He also said these codes should "recognize that the assiduous pursuit of knowledge and experience by each practitioner . . . is the only satisfactory regulator of the quality of the service." Mr. Pierson said the NAB codes "in their inception and in their amendments have been little more than devices to mollify government." He called on broadcasters to develop professional independence and oppose any "concession of power," to the FCC or NAB, that would undermine broadcasting's creativity.

Blames Salesmen * Another speaker at the meeting, Barry Sherman, executive vice president and managing director of wxix Atlanta, explicitly backed Mr. Pierson's position. Speaking on radio advertising salesmanship, Mr. Sher- man said the "ridiculous" state of radio today can be blamed on its salesmen.

To establish firm standards of pro- fessionalism, he suggested sales schools—training courses, which he outlined and offered to make available to broad- casters, that would thoroughly instruct radio salesmen in their medium. His second proposal was that radio men "forget your competitors" and learn their markets. Instead of fighting among themselves, he said, radio outlets should learn to serve their listeners better.

Mr. Sherman supported Mr. Pierson in his disaffection with the NAB codes. With his tongue edging toward his cheek, he said if he is selected as the new NAB president he will, among other things, throw out the "negative statements" in the NAB's philosophy.

Media reports . . .

Reborn * A "brand new reopening" of wjzb(tv) Worcester, Mass., is sched- uled for this fall. The channel 14 sta- tion, owned by Springfield Television Broadcasting Corp. (operator of wwl[tv] [ch. 22] Springfield, Mass., and wrlp[tv] [ch. 32] Keene, N. H.) plans all new programming, a daily broadcast schedule increased from five to seven hours, new studios and studio equip- ment, and a power increase from 18 kw to 400 kw, video. Under different ownership, the station operated as wwsr-tv from 1953 until 1955, then went dark. It was "reopened" the first time in 1958, by the present owners.

New calls * NBC's wnbq(tv) Chicago, pioneer color operation, becomes wmaq-tv on Aug. 31, matching call to wmaq radio there.

Companion bill * Chairman of the House Commerce Committee, Repre- sentative Oren Harris (D-Ark.), has in- troduced a bill (H.R. 12394) to modify the conflict of interest provision of the Communications Act. Similar legis- lation, S. 3033, was introduced last month by Senator Warren G. Magnu- son (D-Wash.) (BROADCASTING, Aug. 3).

EXCLUSIVE PACIFIC NORTHWEST STATIONS!

$250,000—Fulltimer with good power and excellent dial position. (Terms) This profitable facility also includes very valuable real estate in the total purchase price.

$262,500—Last year this daytimer produced an owner cash flow of almost $50,000 and is doing even better in '64. Also in- cludes an FM facility and real estate valued at $30,000-plus.

Contact—John F. Hardey in our San Francisco office.

Hamilton-Landin
& ASSOCIATES, INC.
John F. Hardey, President

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RADIO • TV • CATV • NEWSPAPERS

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BROADCASTING, August 24, 1964
**More pleas for a free voice**

**Wasilewski, Stanton urge Democrats to back free speech, less control**

Pleas for a broadcasting platform plank in the 1964 Democratic party platform were made last week by Vincent T. Wasilewski, executive vice president, National Association of Broadcasters, and Dr. Frank Stanton, president of CBS Inc. Both asked the party's platform committee to advocate the loosening of government shackles on radio-TV.

Last Thursday (Aug. 20) Mr. Wasilewski addressed the committee in Atlantic City, where the Democratic National Convention is to be held this week. Dr. Stanton submitted a written statement to a committee session in Washington earlier in the week.

Mr. Wasilewski asked for "a reiteration and a rededication by government to the broad principles of free speech. . . ." He voiced belief that most members of Congress realize broadcasters present all sides of issues, "that they require a strong sense of independence, and that self-regulatory measures are preferable to mandatory governmental regulation." He also urged that "the halls of government be open to all media under reasonable rules . . . ."

Dr. Stanton called for freedom of "bureaucratic control of programing" and asked for freedom of competition. He specifically attacked attempts to require TV networks in specific markets to share stations or share programs. He also said, however, that "we do not ask, for example, and we ought not to have, protection from the potential competition of subscription television using closed-circuit, wired systems." This competition should be worked out in an open competitive market, he said.

Dr. Stanton also attacked Section 315, the equal-time law, which he said "has put radio and television in a straitjacket." He urged repeal of the law, and, pending that action, its suspension for the 1964 presidential and vice presidential campaigns. The suspension move was defeated in the Senate the same day Dr. Stanton's statement was submitted (see page 70).

Dr. Stanton also advocated radio-TV coverage of public congressional proceedings, and called on the committee to urge Congress to "reject all blanket denials of access by radio microphones and television cameras" to such proceedings. He also asked the committee to condemn all governmental attempts to manage the news.

**FINANCIAL REPORTS**

**Metromedia debt is refinanced**

$55 million program gives company more money at lower interest rates

Metromedia Inc., New York, major group station owner, last week revealed a $55 million refinancing program explained by financial analysts as indicative of increasing faith in the diversified communications company.

In essence Metromedia, which has been carrying approximately $47 million in outstanding debt in 61/4% and 53/4% notes spread over 15 years and in bank loans, has replaced that debt with more money at a cheaper rate.

Under the new financing plan, arranged through Kuhn, Loeb & Co., New York, institutional investors holding the majority of Metromedia's $7 million in outstanding 6 1/4% notes and $7.5 million in 5 3/4% notes have now taken $15 million in new 5 1/4% 20-year senior notes and $10 million in 5% 15-year notes. The latter are subordinated notes, convertible at $40 a share for four years after one year, at $45 for the next three years, and from then until 1975 at $50 a share.

Also Metromedia's revolving line of bank credit has been increased from $25 million to $30 million.

The expansion-minded company had gross revenues close to $70 million in 1963. (Holdings of Metromedia are listed on page 38).

**General Artists' profits up**

General Artists Corp., New York, has reported improved revenues and earnings for the first 28 weeks of year over the same period in 1963. Earnings were more than $60,000 compared to last year's loss of almost $300,000. The firm also set aside $60,828 "for possible contribution" to employee profit-sharing trust.

GAC announced it is acting as sales agent for two new TV shows for the coming season and has signed for production of six pilot programs for 1965-66 season.

First 28 weeks:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Earnings (loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964</td>
<td>$2,118,504</td>
<td>$60,628 (263,583)</td>
</tr>
<tr>
<td>1963</td>
<td>$1,814,090</td>
<td>$60,113 $60,628</td>
</tr>
</tbody>
</table>

**Desilu again bypasses dividends**

Things look good for Desilu Productions, with both its own TV program development plans and the use of its sound stages by other producers an all-time high, President Lucille Ball said: Tuesday (Aug. 18) at the company's annual meeting of shareholders. But Miss Ball and other officers told the 67 shareholders attending the meeting that...
How discriminatory “nontariff barriers” shut out U.S. products exported to foreign countries

When foreign steels are imported into the U.S., tariffs of a fixed amount are levied. When American steels are exported to foreign countries, costly nontariff taxes are applied on top of the tariff:

DENMARK A nine percent “turnover” tax is added. (Regardless of what a tax is called, it is still extra cost.)

FRANCE A sales tax of 25 percent; and a customs stamp tax of two percent. (France has the biggest “value added” tax on steel products.)

WEST GERMANY A “turnover equalization” tax of six to eight percent.

GREECE A turnover tax. Plus an “export promotion” tax. Plus a “cash deposit” of 126 percent required for certain steel products.

IRAN A “commercial profit” tax; a chamber of commerce tax; and a municipal tax.

JAPAN Import licenses required on many steel products.

LUXEMBOURG An import tax; and a two percent turnover tax.

MEXICO A surtax on all imports other than by mail.

NORWAY A turnover tax up to 11 percent.

SWEDEN A 6.4 percent turnover tax.

TURKEY A customs tax. Plus a surtax.

The complete absence of any such additional taxes on steels imported into this country is one of the reasons why foreign steels have been able to undersell American steels right in our own country. Important, also, is the fact that foreign steel is sold in the U.S. at lower prices than those in the country of its origin.

Accumulated losses, due in great part to the above reasons, in steel bar sales alone since 1958 amount to nearly one million tons. This represents an estimated loss of 15 million man-hours of work—plus the loss of income taxes to our government.

Republic Steel is modernizing plants and mills on a grand multimillion-dollar scale to help U.S. industry compete against these politically subsidized foreign advantages. This is why the American Steel Industry trusts that the current GATT conferences will be able to effect changes in cost of entry into foreign countries so that American steel will receive equal treatment to compete in world markets, and thereby help protect American jobs.
MCA sets record

MCA Inc., New York, last week reported a consolidated net income of $7,863,000 for the first six months of the year, a record figure for a six-month period. The company reported that Universal City Studios is operating at full capacity in the production of television and feature motion pictures. The income figures include the company’s interest in the consolidated net income of Decca Records Inc. for the initial six-month periods of 1963 and 1964. A dividend of 37½ cents per share on the outstanding convertible preferred stock was declared.

Six months ended June 30:

Earned per share 1964 1963
(common stock) $1.60 $1.45

Consolidated net income 7,863,000 7,189,000

NGC’s gross up 24%

National General Corp.’s gross income for the 39 weeks ended June 23 was up 24% from the like period of last year, while earnings nearly doubled. Improved theater operations and inclusion of Mission Pak sales and earnings for the first time were reported as the most important factors in the increase. NGC’s closed-circuit television activities have been stepped up to include its joint venture with Paramount Pictures for showing home games of NFL football teams and the company also has motion picture production projects in the works.

Thirty-nine weeks ended June 23:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.41</td>
<td>$0.21</td>
</tr>
<tr>
<td>Gross income</td>
<td>$43,048,515</td>
<td>$34,675,354</td>
</tr>
<tr>
<td>Earnings</td>
<td>1,471,055</td>
<td>738,706</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,062,953</td>
<td>3,445,897</td>
</tr>
</tbody>
</table>

Joe Furth, formerly VP or Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Kudner Agency, that city, as VP and senior account supervisor.

Donald R. Hysko, general manager of WXTA Pawtucket, R. I., assumes added duties as station’s sales manager, with headquarters in Providence.

Alan Perry, VP and account supervisor at BBDO, New York, joins Cunningham & Walsh, that city, as account supervisor. Robert McKay, former VP of Doherty, Clifford, Steers & Shenfield, joins C&W as account executive.

BROADCAST ADVERTISING

Walter L. Lingle Jr. re-elected executive VP of Procter & Gamble Co., Cincinnati, responsible for all of company’s international business. Mr. Lingle was granted leave of absence from P&G in March 1962 to join government as deputy administrator of Agency for International Development, moved to Na-

Joe McElroy, formerly executive VP of Mutual Broadcasting System, Chicago, appointed network’s market development manager, newly created post, with headquarters in New York. Mr. McElroy has been with MBS’s sales staff since 1957. James McElroy, MBS account executive, succeeds Mr. Alnwick as midterm sales manager, with headquarters in Chicago.

Michael Barnett, previously VP and copy director of Doherty, Clifford, Steers & Shenfield, New York, joins Grey Advertising, that city, as VP and creative supervisor.

Donald E. Putzier, who joined Chicago office of Fuller & Smith & Ross earlier this year as media director, rejoins Needham, Louis & Brophy there as media supervisor. He had been with...
He answered one of your questions wrong.

Unfortunately for him, at ITT we've come to expect utter perfection from our PR people. We'll let you imagine what happens to anyone who ignores your phone calls. Or who forgets to call you back.

Tired of complicated answers to simple questions? We teach our scientific types to talk your language. So anytime, anywhere, when you've got a question about electronics or telecommunications, call the ITT Public Relations Manager nearest to you.


Our surviving Public Relations Managers are located in:

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MEXICO CITY • MILAN • MONTREAL
NEW YORK • OSLO • PARIS
RIO DE JANEIRO • ROME
SAN FERNANDO • SAN JUAN
SANTIAGO • STOCKHOLM
STUTTGART • SYDNEY • THE HAGUE
...and many others

ITT

worldwide electronics and telecommunications
moted to commercial and institutional advertisements.

C. C. (Dan) Tucker, formerly senior VP and director of Potts-Woodbury Inc., Kansas City, joins Bruce B. Brewer & Co., that city, in newly created post of director of special account development. He also will handle administrative responsibilities.

David Wedock, VP and associate media director, named VP and associate radio-TV program director at Benton & Bowles, New York.

Syd Rubin, formerly with licensing divisions of NBC and CBS, elected VP and creative head of Herbert Lipman Advertising, New York.

Martin Hummel, VP and account group supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, promoted to senior VP. Mr. Hummel joined SSC&B in 1957 as account executive, was elected VP and account supervisor in 1960. Previously, he was promotion director of Crowell-Collier Publishing Co.


Tray H. Tomberlin, formerly with Venard, Torbet & McConnell, joins sales staff of WON-TV Chicago.


Norman D. Leebrohn, senior account executive at WRCV Philadelphia, promoted to local sales manager.

Millard F. (Brick) Miller, manager of commercial and institutional advertising at American Oil Co., Chicago, retires after 41 years of service. He is succeeded by James L. Stollard, who returns to marketing department after 10 years in firm’s PR department.

John P. Horvath, John M. Morena and Jay Schoenfeld appointed associate media directors of McCann-Erickson, New York. James J. Stack named associate media director in M-E’s Los Angeles office.

Edgar C. Kahn, formerly director of radio-TV at Kudner Agency, New York, joins The Rumrill Co., that city, in same capacity.

Ted Chambron named sales manager of McGavren-Guild Inc., radio representative, Chicago. He had been salesman in that office for past three years.

Martin H. Ozer named account executive at Metro TV Sales, New York. George Ogren, media buyer at Kenyon & Eckhardt, that city, succeeds Mr. Ozer as sales development coordinator.

Manuel E. Eisner appointed sales manager of WAGC, Cleveland, succeeding Robert B. Forker, who died Aug. 8 (Broadcasting, Aug. 17).

Douglas Finley, executive on Lucky Lager Beer account at BBDO, Los Angeles, joins KTLM (TV), that city, as national account executive. Gene Karaganis, KTLM operations manager, promoted to sales services director. She joined station in 1951.

H. Tom Morris, formerly general manager of WABK Durham, N.C., joins sales department of WPTF Raleigh.

William B. Cross Jr. joins The Nestle Co., White Plains, N.Y., as brand manager for Nescafe instant coffee.

Donald L. Bryant elected president of Miles Products division of Miles Laboratories Inc., Elkhart, Ind. He succeeds O. G. Kennedy, who has resigned. Mr. Bryant joined Miles Products in May 1959 as executive VP, was formerly president and director of Q-Tips Inc., Long Island City, N.Y.

John J. Powers joins Seven-Up Bottling Co. of Hartford Inc., Hartford, Conn., as sales coordinator.

Richard F. Lopez, formerly with Carl Ally Inc., joins Smith/Greenland, New York, as executive art director.


Arthur Bellaire, VP and member of board of directors of BBDO, New York, assigned to agency’s San Francisco office as creative director (Broadcasting, Aug. 10). Mr. Bellaire, formerly associate creative director in charge of TV and radio production in New York, succeeds Fred Manley, who has resigned to devote himself to writing for musical theater. Mr. Bellaire joined BBDO in 1943.


Richard Panin joins sales department of WJKK-AM-FM Detroit.

Hugh Bulkeley joins sales department of WNLC New London, Conn.

Robert Cutter, former sales manager of WLOH Princeton, W.Va., and Everett
Peace, formerly station manager of WISP Kinston, N. C., join sales staff of WITN-TV Washington, N. C.

James Spencer, for past 10 years national sales manager of KONA-TV Honolulu, joins sales staff of KATU (TV) Portland, Ore., in same capacity.

Robert B. Johnson, onetime advertising department supervisor for Procter & Gamble Co. and for past seven years managing director of Chicago's State Street Council, retail promotion group, has opened his own marketing and public relations consulting firm at 333 North Michigan Avenue, Chicago; phone 782-6620.

Glen Bamman, executive director of broadcast services and creative department administrator at Knox Reeves Advertising, Minneapolis, has been elected vice president in addition to his present duties. Mr. Bamman joined agency in 1961.

THE MEDIA

John F. Kiermaier, VP of public affairs department at CBS News, New York, resigns, effective Sept. 15, to become president of Educational Broadcasting Corp., which owns and operates WNED (TV) (educational ch. 13) Newark-New York. He succeeds Dr. Samuel B. Gould, who becomes president of State University of New York next month (BROADCASTING, May 25). Mr. Kiermaier joined CBS News in 1959, earlier had been with NBC for nine years in news and public affairs post.

Leslie R. Brooks Jr., assistant manager of WTJS-AM-FM Jackson, Tenn., promoted to station manager, succeeding Frank S. Proctor, who was elected VP and director of broadcasting of Sun Publishing Co., licensee of stations.

Joseph Benes, for past 11 years general manager of KTMS Santa Barbara, Calif., joins KGUD-AM-FM, that city, in similar capacity.

Glenn C. Jackson, VP and general manager of WTTM Trenton, N.J., moves to WACE Chicopee, Mass., as general manager. Mr. Jackson had been with WTTM for five years.

Ralph M. Hansen, since March 1962 assistant general manager of KTVI-TV St. Louis, promoted to general manager, effective Sept. 30. He replaces Paul E. Pet-tason, VP and general manager, who resigns latter post to devote more time to personal business interests, but will continue as KTVI VP. Prior to joining Newhouse station in St. Louis, Mr. Hansen was with Storer Broadcasting Co. as program director of WJJK-TV Detroit and WJW-TV Cleveland.

Richard F. Ferry Jr., formerly assistant professor of radio-TV at Ithaca (N.Y.) College, appointed station manager of WAPS Amsterdam, N. Y.

Thomas J. McDermott, VP of N. W. Ayer & Son, re-elected president of International Radio & Television Foundation, New York. Other officers, also re-elected, are: Albert B. Shepard, Select Station Representatives, and Edward P. Shurick, H-R Representatives, VP's; Robert H. Teter, WNHC-TV New Haven, Conn., secretary, and Sol J. Paul, Television Age, treasurer.

James M. Caldwell, since 1951 program director of WAVE Louisville, promoted to station manager. Mr. Caldwell, member of Kentucky House of Representatives since 1962, currently representing 47th district of Jefferson county, previously served as WAVE news director from 1946.

Mac Sheeheen, announcer and newscaster at WIS Columbia, S. C., promoted to operations manager.

PROGRAMING

Theodore R. Lazarus, formerly VP of Banner Zack Associates, Los Angeles, appointed advertising manager of Paramount Pictures, that city, succeeding Jerry K. Levine, who resigned. Mr. Lazarus for 10 years was motion picture...
Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. Do it now...before claims arise! For details and rates, without obligation, concerning protection against libel due to slander, libel, slandering, piracy, plagiarism, copyright violation and invasion of privacy, contact:

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New York, Pa. John K. Sandford, 210 Montgomery
Chicago, Ill. W. Jackson
Atlanta, 24 Peachtree, N. Y.

Mr. Levine

LP’s LP’s LP’s LP’s LP’s

MR. STATION OWNER:
Here is our answer to your problem,
WHERE TO PUT
LP’s
FOR
LP’s

Model GS4812 Shown
Model GS5412 - 24" wide - $69.50
Model GS3612 - 36" wide - $84.50
Model GS4812 - 48" wide - $99.50

Prices include Crating & Freight prepaid
by motor truck anywhere in U.S.A.
5% Discount if Check Accompanies Order

GRINNAN FIXTURE CO.
MINERVA, OHIO

account executive at Donahue & Coe, New York.
William Self, VP in charge of television production at 20th Century-Fox Television, Hollywood, for past three years, signed to five-year contract as executive VP.

Joseph Levine appointed program and operations director of WHDH-TV Boston, replacing Leslie G. Ariès Jr., who resigned to join Westinghouse Broadcasting Co. John F. Bassett named program operations supervisor of WHDH-AM-FM.

Thomas B. Petry appointed executive director of Educational Television Council for central New York, organization formed in 1962. Mr. Petry also is VP of Syracuse University and director of its radio-TV center.

James A. Fellows, since 1962 associate director of office of research and development at National Association of Educational Broadcasters, Washington, appointed to new post of assistant to William Harley, NAEB president.

Emil Frank, manager of Fox Theater in San Diego, Calif., granted leave of absence to work with Theatre Color-Vision Corp. in connection with closed circuit TV coverage of home games of Chicago Bears in Chicago theaters. TC-V is subsidiary of National General Corp., parent company of Fox West Coast theaters.

Gary Ellingsworth joins Writers Guild of America, West, Los Angeles, as assistant executive director.

John Rawlings, photographer and lighting authority, joins MGM Television Studios, New York, on consultancy basis. The association, according to George K. Gould, MGM Television president and general manager, gives company exclusive use of Mr. Rawlings' talents for production of black-and-white TV commercials.

William West, formerly of KOOL-TV Phoenix, joins WLUR-TV Green Bay, Wis., as production manager.

Dave Chase, Don Dunkel and Dick Murgatroyd appointed executive producers at WLWC-TV Columbus, Ohio.

Ben Halpern joins Filmways, New York, as advertising and publicity manager. He was formerly New York manager of Jim Mahoney & Associates, public relations firm.

Robert E. Henabery, formerly program and production manager at WWJ Detroit, joins WCBs New York as general executive in program department.

George Axelrod, playwright, screen writer and motion picture producer, will make his initial entry into TV with half-hour situation comedy series for Four Star Television aimed at 1965-66 season. Mr. Axelrod has created and will write pilot script for series tentatively titled Our Man in Suburbia.


Bob Arnold, program director and air personality at WRTA Altoona, Pa., joins KWTX-AM-TV Waco, Tex., as sports director and chief announcer.

NEWS

John M. Day elected VP and director of news and public affairs for WHDH-AM-FM-TV Boston. Mr. Day will continue his on-air appearance as well as developing public affairs programming for all stations and supervising news department activities.


Dr. William B. Prendergast, since 1960 research director of Republican National Committee, joins ABC News, New York, as director of political research. Dr. Prendergast will coordinate all political research throughout country for ABC News’ coverage of 1964 presidential election.

Allie Martin, formerly of KTRK-TV Houston, appointed news director of KTRK-AM-FM Lufkin, Tex.

William Paine, newsmen at WIP-AM-FM Philadelphia, promoted to assistant news director.

B. S. Bercovici joins news department of WBNF-AM-FM-TV Binghamton, N. Y., as editorial director.

EQUIPMENT & ENGINEERING

Marvin W. Rathfield, manager of color picture tube division at Admiral Corp., Chicago, elected VP. Robert M. Jones named VP and director of en-
engineering, both consumer and military, for Admiral. He had been VP-government engineering.

Dr. Gerald Pokorny appointed to newly created post of associated research director of electronic tube division of Litton Industries, San Carlos, Calif.

James J. Taglia, since May 1963 executive assistant of National Community Television Association, Washington, resigned last Friday (Aug. 21) to join Jerrold Electronics Corp., Philadelphia, as director of its new southeastern regional office in Atlanta.

Bill Rheinfelder appointed director of research and development of Ameco Inc., Phoenix, in reorganization of cable equipment manufacturer's technical department. Donn Nelson, formerly head test and alignment, becomes assistant director of technical operations. Ed Andrews and Joe Murphy join Ameco's sales staff to represent northeast and northwest, respectively.

David P. Allen appointed to newly created post of director of engineering services for WQEX-TV (educational ch. 13) and WQEX-TV (educational ch. 16), both Pittsburgh. Stations are licensed to Metropolitan Pittsburgh Educational Television Inc. Mr. Allen has been representing RCA as broadcast field sales engineer in Buffalo-Pittsburgh areas. Robert Whitnah, former NBC engineer in Chicago, named chief engineer of two stations, reported to Mr. Allen. Both appointments are effective Sept. 1.

Claude Clevenger named assistant chief engineer of KAKE-TV Wichita, Kan., following resignation of Keith Griggs, formerly studio engineering supervisor.

Edward D. Ellison joins Regency Electronics, Indianapolis, in new position of assistant to N. Thomas Berry Jr., general sales manager.

FANFARE

David Hepburn joins Metropolitan Broadcasting as assistant to Phil Cowan, VP-public relations. Mr. Hepburn was formerly TV editor and columnist for New York Amsterdam News and before that in press information department of CBS, all New York.

Lawrence Eisenberg joins Jim Maehoney & Associates, New York public relations firm, as VP in charge of eastern operations. He was formerly at McFadden, Strauss, Eddy, Irwin & Goodman, that city.

William Jones, promotion director of WSM-TV Nashville, and Jack Townsend, promotion director of KELO-AM-TV Sioux Falls, S.D., elected to board of directors of Broadcasters Promotion Association, New York. They fill vacancies on board created by resignations of Stan Cohen, WBLU-TV New Orleans, and Pro Sherman, WABE-AM-FM New York. Two new voting members who have been added to association are WRB-Tv Miami (Stanley H. Bloom, promotion director) and WGN-AM-FM Chicago (E. Boyd Seghers Jr., promotion supervisor).

Jeanne Toncre, coordinator of on-air promotion copy and listing material at KRON-TV San Francisco, named to new post of handling publicity and special promotion for station's documentaries and public affairs programs.

Carroll Plummer, Oregon editor of TV Guide for two years, joins KRON-TV to fill Mrs. Toncre's former position.

Frank Young joins McFadden, Strauss, Eddy, Irwin & Goodman Inc., New York PR firm, as director of TV department. Mr. Young formerly was with WNEW New York. Harry Algis promoted to supervisor of industrial accounts at MSEIG.

ALLIED FIELDS

Edward K. Nellor, since 1960 Washington PR director of National Association of Manufacturers and radio-TV director for Republican Congressional Campaign Committee from 1955-1960, was appointed director of radio-TV for Republican National Committee. Paul F. Wagner, former account executive at Selvage & Lee Inc., Washington PR firm, named news secretary to Senator Barry Goldwater (R-Ariz.). Mr. Wagner succeeds Tony Smith, who becomes special assistant to Denison Kitchel, general director for senator's presidential campaign.


Washington communications law firm of Loucks and Imlay was formed, effective Aug. 15, succeeding Loucks and Jansky partnership, it is composed of Philip G. Loucks and Carl H. Imlay, who joined Mr. Loucks three years ago from Administrative Office of U. S. Courts and Judicial Conference, U. S. Supreme Court. He previously served with Department of Justice. Mr. Imlay was in private general practice in Washington for 8½ years. Mr. Jansky has retired from the partnership.

INTERNATIONAL

Warren H. Holte, sales manager of CKW-Camrose, Sask., elected VP and station manager.

Forbes E. Calder named sales manager of western TV stations division, and Don McAughtrie, formerly of CKW-TV Moncton, N. B., appointed eastern TV stations assistant sales man-
DEATHS

Frank B. Woodruff, 60, director of radio research and promotion at Peters, Griffin, Woodward, New York, from 1953-59, and in recent years head of his own lighting equipment firm, Vi-Plan Associates, that city, died Aug. 16 of cancer at Memorial hospital in New York. Before joining PGW, Mr. Woodruff served as account executive on Falstaff beer at Dancer - Fitzgerald - Sample, and had been in program production. He is survived by his widow, Katherine; daughter, Mrs. Robert E. Wertheimer, and son Charles, who is media buyer at Sullivan, Stauffer, Colwell & Bayles, New York.

Thomas Gavin, 63, assistant to general manager of WDSM-AM-TV Superior, Wis., died Aug. 17 of heart attack. He began his broadcast career in 1928 as commercial manager of WIBC Duluth, joined WDSM stations in 1955.

Raymond V. Pepe, 52, board chairman of Institute of High Fidelity, national association of component hi-fi stereo equipment manufacturers, Los Angeles, died Aug. 15 of heart attack. Mr. Pepe, who served two consecutive terms as president of institute, was VP in charge of marketing at James B. Lansing Sound Inc., Los Angeles.

FANFARE

Four Star prepares feature-film promotion

Four Star Distribution Corp., New York, which is entering the field of feature-film syndication with a package of 15 foreign films, is backing its sales effort with distribution of extensive promotion materials to stations, representation firms and film buying organizations.

Sales promotion materials for the package, titled Spectacular Showcase, include scenes from the films, film synopses and running times, while other materials—filmed trailers, photos, slides are supplied to stations for the purpose of attracting audience.

KMBC stations aid YMCA drive to goal

KMBUC-AM-FM-TV Kansas City, Mo., delivered $130,000 to the YMCA's Second Century Expansion Fund in that city. The money was the result of a promotion campaign and buffet dinner which tied into and preceded the premiere of the film, "The Unsinkable Molly Brown."

David C. Croninger, vice president and general manager of the KMBC stations, said, "All three of our stations have probably donated more than $25,000 in commercial air time to this one project."

The YMCA goal was $1.5 million and the campaign had all but ended with funds just over the $1 million mark in early June. Then the stations started their drive. Now it seems as though the goal may be surpassed according to the YMCA's general secretary, Al Hummell.

The dinner served to more than 1,200 who had paid from $7.50 to $25 per plate consisted of sour dough biscuits, stew and coffee on tin plates and in tin cups to coincide with the times of the actual Molly Brown gold mine. In addition, all those served are standing up in the KMBC studios.

WBNS-TV's CPM calculator

WBNS-TV Columbus, Ohio, has started a promotion of its "little researcher"—a cost-per-thousand calculator for time-buyers. The device calculates the CPM (cost-per-thousand) on a spot or network buy. To help introduce the calculator to New York agencies the station brought along "Miss Ohio"—Diana Courtwright.

ABA Gavel Awards for radio-TV

Two CBS-TV programs, a series of educational films produced by the University of Michigan and a recorded series produced by KMPC Los Angeles were broadcast winners of the American Bar Association's 1964 Gavel Awards. CBS-TV's news division was cited for its "The Crisis of Presidential Succession." "Blacklist" from The Defenders series won the second award for the network. The University of Michigan Television Center, Ann Arbor, Mich., received a TV award for its 20 educational films, A Quest for Certainty. KMPC Los Angeles was recipient of the radio award for its recorded series, Heritage. The Gavel Awards were presented at the close of the ABA conference in New York (Broadcasting, Aug. 17).

'Best-dressed' broadcasters

Robert Sarnoff, president NBC, and O. Wayne Rollins, president of Rollins Broadcasting Co. have been named to the list of America's "best-dressed" men for 1964 by the Fashion Foundation of America.

Mr. Sarnoff was named as the representative of the communications field and Mr. Rollins was chosen to head the men in American business.

Drumbeats...

Sitters' aid at WFLA Tampa, Fla., is currently furnishing its listeners with printed forms of "babysitter instructions." The form has a place for the police and fire department phone numbers, the number where the parents can be reached, their doctor's name and phone number plus spaces for special instructions and room for the sitter to write any messages.

Football fete = Wow-TV Omaha is
ABC-TV, Air Force push TV series

ABC-TV has begun its joint promotion with the U. S. Air Force of its two new fall series, 12 O’Clock High and No Time for Sergeants with recruiting the main interest of the Air Force.

The promotion features posters and advertisements calling attention to the shows. The stars of the program will be used for recruiting messages.

The joint campaign began this month. ABC-TV affiliate promotion managers and local Air Force recruiting personnel will coordinate efforts during the campaign.

celebrating its 15th anniversary with free tickets to the National Football League exhibition game between the San Francisco 49ers and the Pittsburgh Steelers, Aug. 29. Viewers are asked to send in the name of one of the new CBS-TV programs to be aired this fall on the station in return for a chance at the tickets. The station will give away 450 tickets with a total value of $2,700 with all the proceeds going to the Children’s Memorial Hospital in Omaha.

Fore distribution = CJLM Quebec City, Que., has promoted its morning program Chronique de Golf with distribution of 50,000 golf pencils, 25,000 matches and 50,000 pairs of paper shower slippers to more than 12 golf clubs in the Quebec City area. Club members are mailed cards about the program along with their monthly statements.

Lucky 13 = KTRK-TV (ch. 13) Houston is currently sponsoring a group of syn-chronized swimmers, which performs in AAU competition and entertains at private functions. In the group’s compe-petition it placed second and in its sec-ond outing it came in 13th.

Shades of Sidney Toller = KHJ-TV Los Angeles is currently fortune hunting for a Chinese cookie to host its Charlie Chan movies this fall. Her duties will be to introduce the pictures, appear at commercial breaks and to promote the following week’s movie. She will live in a Sunset Strip-type apartment—built on the KHJ-TV sound stage—and be billed as the “Number one grand-daughter of honorable Honolulu de-tective, Charlie Chan.”

Airy aid = WISH-TV Indianapolis has contributed more than 166 books of green stamps to the Thomas A. Dooley Foun-dation to aid the foundation in its attempt to purchase a Cessna 205 air-plane for use as a medical dispensary in Southeast Asia. The station obtained the 200,000 green stamps for its pur-chase of a feature film library. The Dooley Foundation needs 17,000 books of trading stamps to purchase the plane.

Dribble, dribble = KTTV(Los Angeles) has signed a three-year agreement with the Los Angeles Lakers of the National Basketball League giving KTTV the right to broadcast a minimum of 12 regular road games each year for the 1964-65, 1965-66 and 1966-67 sea-sons. Home games of the Lakers, blacked-out for commercial television, will be shown on Subscription Tele-vision Inc. closed-circuit pay-TV system to Los Angeles subscribers.
INTERNATIONAL

CBC-TV near sell-out for prime time

A RUNDOWN OF PROGRAMS, SPONSORS AND AGENCIES

Fall and winter programming on Canadian Broadcasting Corp.'s national television network shows that most prime time is sold for Canadian-produced and imported live and film programs for Canadian and international advertisers. The complete list, available at mid-August, with advertising agencies shown in parentheses follows:

Sunday

Starting Sept. 13, National Football League games will be sponsored by American Motors (Canada) Ltd., Toronto; Ont. (McKim Advertising Ltd., Toronto); in the evening Sha-Ney for Coca-Cola Ltd., Toronto (McCam-Bickerton of Canada, Toronto); Patty Duke for Pepsi-Cola Canada Ltd., Montreal, Que. (BBDO, Montreal), Chrysler Canada Ltd., Windsor, Ont. (BBDO, Toronto); Flash for Sherwin-Williams Co., Montreal (Cockfield, Brown & Co., Montreal); Friday Night in France for Jeanne d'Arc Life Insurance Ltd., Toronto (Ronalds-Reynolds & Co., Toronto); Ed Sulton for Beecham Products Ltd., Brantford, Ont. (MacLaren Advertising Ltd., Toronto); Quaker Oats Ltd., Canada Ltd. (Toronto) (Spitzer, Mills & Bates Ltd., Toronto); Nestle (Canada) Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); Bonanza for General Motors Products of Canada Ltd., Oshawa, Ont. (MacLaren, Toronto).

Monday

Don Messer’s Jubilee for Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); Massey-Ferguson Ltd., Toronto (Needham, Louis & Brubry of Canada Ltd., Toronto). Show of the Week for Kraft Foods Ltd., Montreal (NL&MB, Montreal); Danger for 20th Century-Fox Ltd., Toronto (Dancer-Fitzgerald-Sample, New York); Froster & Gamble Co. of Canada Ltd., Toronto (Compton Advertising Inc., New York); Gillette of Canada Ltd., Montreal (Spitzer, Mills & Bates Ltd., Montreal).

Tuesday

Jack Benny Program for Kraft Foods Ltd., Montreal; Canadian Industries Ltd., Montreal (NL&MB, Montreal); Danny Kaye Show for National Broadcasting Co. of Canada Ltd., Toronto; Sherwin-Williams Co., Montreal (Cockfield, Brown & Co., Montreal); Canada Dry for Canada Dry Advertising Agency, Toronto; Bristol-Myers Co. of Canada Ltd., Toronto (Gatty, Benson & Mather, Canada Ltd., Toronto); Front Page Challenge for Peter Jackson Tobacco Ltd., Montreal (Vickers & Benson Ltd., Montreal); General Foods Ltd., Montreal (Y&R Ltd., Montreal);

Wednesday

Forest Rangers for Kellogg Co. of Canada Ltd., London, Ont. (L. O. Burnett Co. of Canada Ltd., Toronto), Red Ringer Jamboree for Chrysler Canada Ltd., Windsor, Ont.; Beecham Products, Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). Salesman for Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); The Serial for Sterling Drug Ltd., Toronto; The Defenders for Colgate-Palmolive Ltd., Toronto; Chrysler Canada Ltd., Windsor, Ont. (Philips Electronic Equipment Ltd., Toronto (NL&MB, Toronto); Simon Cigar Company Ltd., Toronto (Stansfield, Johnson and Hill Ltd., Toronto). The Rogues for General Motors Products of Canada Ltd., Oshawa, Ont.; Kraft Foods Ltd., Montreal.

Thursday

Magilla Gorillas for Quaker Oats Co. of Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). Some of Those Days for Canadian Kodak Co. Ltd., Toronto; Nestle (Canada) Ltd., Toronto; Rizel for General Foods Ltd., Montreal; Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). The Serial for Sterling Drug Ltd., Toronto; The Defenders for Colgate-Palmolive Ltd., Toronto; Chrysler Canada Ltd., Windsor, Ont. (Philips Electronic Equipment Ltd., Toronto (NL&MB, Toronto); Simon Cigar Company Ltd., Toronto (Stansfield, Johnson and Hill Ltd., Toronto). The Rogues for General Motors Products of Canada Ltd., Oshawa, Ont.; Kraft Foods Ltd., Montreal.

Friday

Country Hoedown for P&G of Canada Ltd., Toronto, S. C. Johnson and Son Ltd., Brantford, Ont. (PC&B, Toronto); Mr. Broadway for Union Carbide Canada Ltd., Toronto (Stansfield, Johnson and Hill Ltd., Toronto); Laid Brothers Ltd., Toronto (MacLaren, Toronto); Noxzema Chemical Co. of Canada Ltd., Toronto (Y&R, Toronto). Telecope for General Motors Products of Canada Ltd., Oshawa, Ont. (Hem Case for Colgate-Palmolive Ltd., Noxema Chemical Co. of Canada Ltd., Toronto; Javel Company Ltd., Toronto (MacLaren, Toronto).

Saturday

CFL Football for John Labatt Ltd., London, Ont. (J. Walter Thompson Co. Ltd., Toronto); Ford Motor Company of Canada Ltd., Oakville, Ont. (Vickers & Benson Ltd., Toronto); British American Oil Co., Toronto (James Lovick Ltd., Toronto); Nabob Foods Ltd., Vancouver, B. C. (Lovick, Vancouver); Bug’s Bunny for Kraft Foods Ltd., Montreal; General Foods Ltd., Toronto (Philips Electronic Equipment Ltd., Toronto); Beverly Hibbitts for Coca-Cola Co. Ltd., Toronto; Kellogg Co. of Canada Ltd., London; Ont. The Saint for Sterling Drug Ltd., Toronto; Canadian Mutual Life Insurance Co. of Canada Ltd., Toronto; Froster and Gamble Co. of Canada Ltd., Toronto; Burnette Corporation (Canada) Ltd., Toronto (McCon- nell, Eastman and Houston, Toronto). Hockey Night in Canada for Imperial Oil Ltd., Toronto; Molson Breweries Ltd., Montreal (both MacLaren, Toronto); Jaltie for American Motors (Canada) Ltd., Toronto; Cielron Inc. of Canada, Toronto. Sports Unlimited for American Home Products, Toronto (Y&R, Toronto).

CTV buying station

CJCH-TV Halifax, N. S., will be the first station to be owned by Canada’s second television network CTV Television Network Ltd., Toronto, Ont., if its sale is approved by the Canadian Board of Broadcast Governors. CJCH-TV is to be sold for an undisclosed sum of CTV Atlantic Ltd., a joint company of CTV Television Network Ltd., and Maclean-Hunter Publishing Co. Ltd., Toronto, publishers of business papers and general magazines, which has an interest in CTV Television Network. E. Finlay MacDonald, president of CJCH-TV, will continue as head of the owning firm and no changes in operation of the stations are planned. CJCH-TV, on channel 5, is one of 10 affiliates on the CTV network.

BBG has long list of Sept. applications

Many Canadian television satellite stations in both French and English languages will be requested at the Sept. 1 meeting of the Board of Broadcast Governors in Halifax, N. S. A few new radio stations are being applied for and CFFM-FM Kamloops, B. C. is requesting three satellite FM stations in the Rocky Mountain region.

New daytime radio stations are being requested at St. Catherines, Ont., on 1500 kc by Roy E. Bonisteel with 2.5 kw and by Robert E. Redmond with 1 kw.

CJON St. John’s, Nfld. is asking for an FM station in that city on 93.7 mc with 1.6 kw. CJON-TV St. John’s is, requesting a TV station at Corner Brook, Nfld., with 410 w video and 205 w audio.

CFOR Orillia, Ont., has applied for a change of ownership to Great Lakes Broadcasting Ltd.

CXTS Sherbrooke, Que., is requesting an increase in power on 500 kc from 1 kw to 10 kw daytime and 2.5 kw nighttime, while CHLT that city, wants a power boost from 10 kw daytime to 50 kw, and at night from 5 kw to 10 kw on 630 kc.

CJPG Prince George, B. C., is asking
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 206-6400</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg.</td>
<td>Wash. 4, D. C. Telephone District 7-1205 Member AFOC</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td></td>
<td>1302 18th St., N.W. Hudson 3-9000 Washington 6, D. C. Member AFOC</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td></td>
<td>42 Years' Experience In Radio Engineering 1710 H St., N.W. 202-6850 Washington 6, D. C. Member AFOC.</td>
</tr>
<tr>
<td>WALTER F. KEAN</td>
<td>Consulting Engineers</td>
<td>George M. Sklom 19 E. Quincy St. Hickey 7-2401 Riverside, Ill. (Chicago suburb) Member AFOC.</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4316 Member AFOC.</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>AM-FM-TV Microwave P.O. Box 13287 Fort Worth 18, Texas BUTLER 1-555 Member AFOC.</td>
</tr>
<tr>
<td>JOHN M. MULANOWICKI</td>
<td>Consulting Engineer</td>
<td>220 &amp; 340 W. Santa Marta, P.O. Box 11276 Phone: (Area Code 602) 224-7000 Member AFOC.</td>
</tr>
<tr>
<td>OSCAR LEON CUELLER</td>
<td>Consulting Engineer</td>
<td>AM-FM-TV 250 W. Santa Marta, P.O. Box 11276 Phone: (Area Code 602) 224-7000 Member AFOC.</td>
</tr>
<tr>
<td>E. HAROLD MUNN JR.</td>
<td>Broadcasting Engineering Consultant</td>
<td>Box 220 Coldwater, Michigan Phone: 305-4-6733 Member AFOC.</td>
</tr>
<tr>
<td>COMMERICAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements</td>
<td>AM-FM-TV 101 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclede 4-3777 Member AFOC.</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency Measuring Service</td>
<td>SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone TR-Rowbridge 6-2810 Member AFOC.</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers Radio &amp; Television</td>
<td>521 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. Member AFOC.</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers</td>
<td>930 Warner Bldg. National 8-7757 Washington 4, D. C. Member AFOC.</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers</td>
<td>1405 C St., N.W. Republic 7-6646 Washington 5, D. C. Member AFOC.</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
<td>602) 294 -7000 Member AFOC.</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg.</td>
<td>Wash. 4, D. C. Telephone District 7-1205 Member AFOC.</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers Communications-Electronics 901 20th St., N.W. Washington 6, D. C. Federal 3-1116 Member AFOC.</td>
<td></td>
</tr>
<tr>
<td>PETE JOHNSON</td>
<td>Consulting Radio Engineers Applications—Field Engineering Suite 2401 Kanawha Hotel Bldg. Charleston, W.Va. Dickens 2-6281 Phone: 305-4-6733 Member AFOC.</td>
<td></td>
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<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
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</tr>
<tr>
<td>RAYMOND E. ROHRER &amp; ASSOCIATES Consulting Engineers 436 Wythe Blvd. Washington 6, D.C. Phone: 347-9061 Member AFOC.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. E. BENDT &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>6725 Sunset Blvd., Suite 204 Hollywood, California HO 6-3272 Member AFOC.</td>
</tr>
<tr>
<td>OSCAR LEON CUELLER</td>
<td>Consulting Engineer</td>
<td>AM-FM-TV 250 W. Santa Marta, P.O. Box 11276 Phone: (Area Code 602) 224-7000 Member AFOC.</td>
</tr>
<tr>
<td>E. E. BENHAM &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>6725 Sunset Blvd., Suite 204 Hollywood, California HO 6-3272 Member AFOC.</td>
</tr>
<tr>
<td>PAUL DEAN FORD</td>
<td>Consulting Engineering Consultant</td>
<td>R. R. 2, Box 27 47885 West Terre Haute, Indiana Phone: 305-4-6733 Member AFOC.</td>
</tr>
</tbody>
</table>

**Service Directory**

BROADCASTING, August 24, 1964
for an increase on 550 kc from 250 w to 10 kw.

CKNL Fort St. John, B. C., wants to move from 970 kc with 10 kw daytime and 500 w at night to 560 kc with 1 kw.

CJFX Antigonish, N. S., on 580 kc, wants a boost from 5 kw to 10 kw.

CKVD Val d’Or, Que., is asking for a move from 1230 kc with 1 kw daytime and 250 w at night, to 900 kc with 10 kw daytime and 2.5 kw at night.

There are also a number of share transfer transactions to be heard by the BBC and some minor power increases.

90% of Britons have television sets

About 90% of the population of Britain now has television in its homes according to the latest BBC audience research department report covering the April-June quarter of 1964. Five years ago 80% had television. The radio audience has also increased in the same period, from 95.1% to 96.2%.

The number of people who saw any BBC television on an average day in the quarter was 23.4 million against 23.6 million in the same period last year. Comparative figures for the commercial network are: 24.2 million this year and 22.5 million last year.

According to the report, viewers have not increased the amount of their viewing. They still spend an average of 13½ hours a week watching television. This has been a constant figure in the April-June quarter for the last five years. BBC-TV’s share of this viewing time was 45%. Last year in the same quarter it was 49%; in 1962, 48%; and in 1961, 43%.

Abroad in brief...

Another pirate = North Sea Radio, the second pirate radio station off the coast of Holland, has begun broadcasting. It is located on an artificial island five miles out at sea.

No action = The British post office is not contemplating any immediate action against the radio ship Caroline now broadcasting near the Isle of Man off the northwest coast of England. This decision follows a conference between officials of the post office, the Manx government and Pye Radio Ltd., which is operating Manx Radio, the legal commercial station on the Isle of Man.

Russia’s ‘Progress’ = Latin American countries will soon be receiving radio transmissions from the U.S.S.R.’s new radio station “Progress.” Billed as “non-governmental,” the station is said to be sponsored by several Soviet professional societies and is not run by the state. According to Radio Liberty analysts, Soviet state-run radio stations now broadcasting to Latin American countries are hampered by diplomatic relations maintained by their country.

Allen to Aussies = Reeves Sound Studio announced it will transfer The Steve Allen Show from video tape to 16mm film for viewing in Australia. The program, produced by Westinghouse Broadcasting Co. and distributed overseas by Fremantle International, is scheduled for broadcast late this summer in Australia.

License report = The number of combined radio and television licenses in Britain and North Ireland increased by 43,550 in June to a total of 13,010,335.

Better shows = The British Radio Equipment Manufacturers’ Association has asked the BBC to improve its second television channel programs to help sell more 625-line TV sets. The association presented its plea directly to BBC director-general Sir Hugh Greene. It said that better programs were essential if an audience was to be built up.

International Film Sales...

The Magic Boomerang (Fremantle International): CBC (English-speaking network); Granada Television, Great Britain; Tyne & Tees TV, Newcastle; Ulster TV, Belfast and North Ireland; Scottish TV, Glasgow; Italian Government Service, RAI.


Bold Journey (Banner Films): RTS France; CBC Canada; New Zealand Broadcasting Corp., and NHK, Japan.

Peter Gunn, Halas and Batchelor Cartoons, Smallfilms, Cartoon Classics, Gumby, Greatest Headlines of the Century, Weather Tots, duPont Theater, Biography, Captain Gallant, High Adventure, TV Readers Digest, Mr. Lucky, Dr. Hudson’s Secret Journal, Big Moments in Sports, Waterfront, Adventure Theater, Debbie Drake, Jimmy Demaret Golf Show, Cross Current, Mr. and Mrs. North, Hopalong Cassidy, Westinghouse Family Specials, Victor Borge Specials, Floyd Patterson Story, The Naked Sea, Bullfight in Malaga, WPIX Specials (Fremantle International): AMV-4 Albury, New South Wales; NEN-9 Tamworth, New South Wales, and DDO-10 Tooowoomba, Queensland, all Australian stations to be on air by end of 1964.

Swiss promote ballet

The Swiss Broadcasting & Television Co., the Geneva Broadcasting & Television Foundation and the city of Geneva last week announced plans to sponsor an International Ballet-Music Competition to promote the creation of ballet music.

First prize of $2,300 or two second prizes of $920 each, or a second prize of $920 and a third prize of $690 will be awarded Dec. 31, 1965. Compositions should be sent to International Ballet Music Competition, c/o Broadcasting House, 66, Boulevard Carl-Vogt, Geneva, Switzerland by Feb. 1, 1965.

Drive opened to get more viewers for BBC-2

A drive to get more viewers for BBC-2 will be made at this year’s Television and Radio Show, opening Wednesday (Aug. 26) at Earl’s Court, London.

The BBC exhibit will emphasize the new service in many aspects. Visitors will see pictures of shows they are missing if they are unable to receive BBC-2.

The BBC will be running a trade reception area where dealers will be able to get information on how to boost sales of sets able to receive the new channel. There will be maps showing BBC-2 coverage area and the areas to which it will spread in the next two years.

Commercial TV companies are also taking space at the show but are keeping their plans secret. It is known that they hope to include closed-circuit TV shows.

92 (INTERNATIONAL)
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 13 through Aug. 19, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERI—effective radiated isotropic. HIE—ultra high frequency. HF—high frequency. UHF—ultra high frequency. ant.—antenna. aud.—audience. kw—kilowatt. wats.—watts. mc—megacycles. d.—day. n.—night. LS—local station. SCA—subcarrier audio service. SCA-1—subcarrier audio service. STA—local station authorization. STA-S—special temporary authorization. STA-T—special temporary authorization. SCA—community antenna television.

New TV stations

APPLICATIONS


New AM stations

APPLICATIONS


Continue on page 98
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
• All classified ads $2.00 per inch...
• DISPLAY ads $20.00 per inch...
• STATIONS for SALE and WANTED to BUY STATIONS advertising require display space.
• All other classifications including Employment Agencies, etc., 30¢ per word...

No free blind box mailing. Send replies to Broadcasting, 1735 DeSales St. N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward responsibility 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
Assistant manager to assume management and salaried training period of 1 1/2 wks in multi-station operation. Must be strong on sales. Resume, picture to Box H-187, BROADCASTING.

Manager—salesman needed for new East coast small market station. Send resume. Box H-335, BROADCASTING.

Manager wanted for only station in 30,000 market. Small Coastal Station. Will offer good salary and opportunity for advancement to a hard working, well respected in community, daytime, chain operation, start at $125 plus commissions. Must be young, strong on sales, civic minded. Send picture and resume to Box H-150, BROADCASTING.

Medium market. Must be strong on sales. Box H-283, BROADCASTING.

Manager—midwest small market. Good opportunity. Replies confidential. Box H-297, BROADCASTING.

Manager—radio AM station 500 watt daytime. Must have first part of 0600-2100 phone—familiar with sales management. Salary plus percentage of billings—this will be a small station with a low overhead in the St. Paul-Minneapolis area—a real opportunity for the right man. Get in on the ground floor—prefer man from small staff who wants to move into a very good market. Write Box H-304, BROADCASTING.

Sales

KMUJ, Muskegon, Okla., needs experienced news salesman. Contact Horace Boren, Owner, Box G-414, BROADCASTING.

Gulf Coast experienced aggressive radio salesman. Ready for management or managing a successful independent operation in west New Orleans. Multiple Negro group. Box G-338, BROADCASTING.

One man...for play-by-play, sales and morning combination. Box H-26, BROADCASTING.

Draw for 1st 6 months 25% commission. Excellent growing Eastern market. Older, established station. Box H-324, BROADCASTING.

Salesman-announcer—if you can sell and want to learn management answer this ad. Salary and commission open for top man. Eastern N. C. station. No order takers or drudges need apply. Box H-316, BROADCASTING.


Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and you are aggressive, hard working, with a solid sales record behind you...then you want us. The OK Group is one of the oldest and most successful Negro program radio properties in the most attractive market in the south. If you've got sales ability we can provide you salaries in excess of $5,000 and $14,000. If you've got executive ability we can give you an opportunity within a year of becoming assistant manager and eventually a managerial chance. Write: Stanley Ray, KBFL Group, 608 Baronne Street, New Orleans, La.

Use our service to find "live" leads toward better selling and management positions. Write: Broadcasting Service, 1900 Twelfth Avenue South, Minneapolis, Minnesota. 55407.

ANNOUNCERS

One man...for play-by-play, salesman morning show combination. Box H-27, BROADCASTING.

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-46, BROADCASTING.

Full-time in upper Midwest wants to hear from announcers who can gather, write and deliver news in a truly professional manner. Not a job for golden voiced sons of God. You must have delivery ability and ability to write. Salary open to discussion with man we want. Send tape, sample news stories and background to Box H-143, BROADCASTING.

$450.00 per month, Montana, night shift, station owner, Box H-186, BROADCASTING.

If you are experienced personality with proven record of success in Michigan and in top-rated stations offers excellent opportunities. Send resume, tape and ideas. Box H-193, BROADCASTING.

$140 weekly plus excellent fringe benefits for experienced and verified TV and radio announcer. Top-notch, full time, small market in major city. Box H-208, BROADCASTING.

Central Florida full-time summer station offers ideal working conditions for steady experienced announcer. Must be a hard working, full-time, congenial staff. Send tape and resume immediately. Box H-278, BROADCASTING.

Immediate openings for reliable announcers and salesmen for Piedmont, North Carolina, New York, Los Angeles. No drudges. Box H-282, BROADCASTING.

Immediate opening for all-around announcer for well known small market station. Will have to be able to do some deejay菊, some news, some insertions. Box H-318, BROADCASTING.

Got "PIZZAZZ"? Swinging Midwest 50 kw good music station will hire announcer with young aggressive ambition to move up to major market operation. Must have ability to handle Rock music and "talk" programs. Send tape and resume to Box H-318, BROADCASTING.

KBUD, Athens, Texas has immediate opening for mature, experienced announcer.

Needed immediately. Experienced announcer with first phone (no maintenance) for 16,000 watt NICD affiliate, Big band sound. Send audition tape, photo and resume to KOAM, radio, P. O. Box F, Pittsburg, Kansas.

Texas...Modified Top 40. Looking for experience, experience, experience! Screwem...3rd phone needed. Excellent opportunity. Company benefits. Friendly community in Texas.

Are you a staff man with good adult music sense and an authoritative news delivery that is ready to make the evening hours come to life? KWNO in the beautiful Hiawatha Valley can make use of your talents. College degree on your resume. Send tape and background information to C. E. Williams, KWNO, Winona, Minn.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Michigan station in year round sports country has job for experienced announcer who can also call play-by-play. Opportunity for right man to work in sales if desired. Send tape, resume, references and salary requirements to: WBKY Radio, Cheboygan, Michigan.

CONCIEDED ANNOUNCERS

Conscientious announcer to work with quality radio. Production and writing ability desired. Send resume and photo to: Mr. George DeForest, WDEA, Ellsworth, Minnesota.

24 hour stereo station serving New York City and vicinity has September 21 opening for experienced professional announcer with sales experience in major market. Send air check, resume, salary requirements to: WKDE, FM, 418 Route #10, Dover, N. J.

Immediate opening for announcer with first phone. Send tape, resume, references. WEED, Rocky Mount, North Carolina.

What salary do you want? That is, if you have a first-class license and an announcer. The job is open. Write: H. M. Thayer, President, WOHQ, Kingston, New York.

Michigan daytime has opening for first phone announcer or experienced deejay. Salary open dependent on experience and ability. Send resume, photo, and photo—WUDB, St. Johns, Michigan.

Need immediately adult announcers. Drifters and summer cleaners need not apply. Send tape and complete resume immediately. Offices, BROADCASTING.

BROADCASTING.

Major market opportunity. Wanted; One good, clean, mature, sober, seasoned broadcaster with first class ticket for quality adult operation expanding facilities to 5,000 watts fulltime and 100,000 watts FM and stereo. Send full information first letter with resume, picture, salary requirements, audition tape with news, commercials and ad to William V. Stewart, WPBC AM FM, 1020 S. Stinson Blvd., Minneapolis, Minnesota.

Are your talents appreciated? Perhaps one of our employers needs you now. Send resume and photo to: Write: Broadcast Employment Service 4825 Tremont Avenue South, Minneapolis, Minnesota. 55417

Immediate opening for experienced staff announcer. Right man will become program director. Send resume. Box 389, Williamsport, Pennsylvania.

Announcer—experienced needed for Top 60 oriented, number 1 outlet in largest city in Montana. Must have good news and commercial delivery, run a tight board and have production ability. Send full resume and audition tape to Program Director, P. O. box 1458, Great Falls, Montana.

Wanted for Chattanooga market—announcer...4:00-5:00 AM shift with up tempo pace. Station number one. Send tape and resume to Harold Loyd, 1205 Rabyh Trail, Chattanooga, Tennessee. 37409

Technical

1st phone engineer needed immediately. 5,000 watt, resume. Send resume to Box H-180, BROADCASTING.

Wanted: First class engineer, qualified in TV and AM maintenance. Switching experience helpful. Will relocate. Send resume to: Box H-538, BROADCASTING.

Assistant chief engineer with announcing experience. Box H-821, BROADCASTING.

BROADCASTING, August 24, 1964
Technical—(Cont'd)

Immediate opening for first class engineer for new station, in prominent location. Write Manager or C. Engineer, WBCM, Box H-279, BROADCASTING.

Immediate opening: Chief engineer-announcer for leading station in Gulf coast market. Requires expansion of existing group operation. Must be competent engineer-ticket holder only need not apply. Resume and complete details to Box H-725, BROADCASTING.

WGH radio needs a 1st phone engineer, no experience needed. Excellent benefits. Resume and references to Chief Engineer, WGH radio, P.O. B. 98, Newport News, Va.

From Chiefs to "Indians," we place 'em all. Radio jobs openings from West Coast to East business. Broadcast Employment Service, 4621 S. Kenneth Avenue South, Minneapolis, Minnesota. 55417


Production—Programing, Others


Diversified, nationwide, group operator seeks first class, top rated announcer with marketing and publicity writing experience. Complete resume to Box H-298, BROADCASTING.

Production manager-announcer for Indiana daytimer. Good music. Must be top production man with experience. Complete resume. Box H-294, BROADCASTING.

Chicago station expanding news department. Need strong, authoritative voices with sense of news savvy. Rush tapes to Box H-295, BROADCASTING.

Must have...Thoroughly experienced news director. Must have above average experience. Must be able to gather, write, and above all, dig out local news. Minimum 15 megawatt. Send complete resume, references, photo, audition tape first letter. Salary commensurate with ability and experience. Box H-298, BROADCASTING.

Airman-production man with experience and above average voice talent for Southeast station. No Top 40. $150.00. Send sample of production work and resume to Box H-299, BROADCASTING.

Writer-newsmen wanted. If you have a background in news writing and good voice production, send resume and refer to Box H-300, BROADCASTING.

One man radio station wanted for remote studio operation. Very attractive opportunity for capable aggressive man to run his own one man radio station with daily program on successful regional station within 50 miles of Chicago. Reply Box H-301, BROADCASTING.

News director: Wanted immediately. Old, established AM/FM network affiliate, pleased with present newscaster, needs an aggressive, sober, responsible man to gather, write local news. Prefer experienced engineer from mobile unit. Ad will include salary requirements first letter. Resume will be returned. Box H-305, BROADCASTING.

We're building a top flight creative team! Copywriters - Production - Promotion. If you have confidence in your ability and imagination, there's a spot on Sacramen- to's #1 radio station. Will Weaver-General Manager, KROY radio, 1010 11th Street, Sacramento, California.

Wanted: Experienced girl to work in combination on production, Announcing, Sales. Must be able to type, pleasant surroundings. Car desirable. Call Elliott Stewart, Executive Vice President and Station Manager. Area code 313-735-9312. P. O. Box 996, WIBX, Utica, N.Y.

Production—Programming, Others

Continued

Going FM soon. Illinois daytimer wants a news director who can do play-by-play. This is an open position with salary open. For further information contact Jack Hallstrom, Regional Manager, WOC-AM/FM-TV, Streator, Illinois. Telephone 22394-7.

Wisconsin daytimer seeking dependable, conscientious news editor prefer experi- enced announcer. Write, WACK-AM/FM, Davenport, Iowa.

Central Pennsylvania—news-minded network station seeking aggressive newsmen. Must be able to gather, write, edit and deliver news. Salary fair and reasonable. Contact Randolph Greer, WIBC, State College.

Situations Wanted

Management

Hard working radio man with 20 years broadcast experience in management, sales, public affairs, and community relations. Box H-306, BROADCASTING.

Station manager, 41, experienced in network, local, and long range road development in Midwest. Box H-297, BROADCASTING.

Station sold. Well qualified general manager with sales and programming background available for large or major market. Will also consider sales manager job with company having definite possibilities for advancement. Box H-298, BROADCASTING.


$10,000. Write: Tom Arthur (DeCastro), 2428 B4 Deiongonburg, Frankfurt AM/Hoochst, West Germany.

Sales

$10,000, six years sales experience, news, announcing, copy, to invest in Rocky Mountain, Midwest station. Box H-302, BROADCASTING.

I can help your sales!—Programming! Your profit center!—Sales manager in Top 30 market. Seeking job as manager or sales manager with major market radio station. Top 10 resumes and references. Box H-305, BROADCASTING.

Announcers


Major market pds...World's greatest jock is at it!—Box H-215, BROADCASTING.

Negro? 1st phone young bright swinging sound, good selling voice. Will consider all offers. Box H-243, BROADCASTING.

Do you plan ahead? Top 40 lock with experience will be available the first of the year. I can do the job, I just need you to listen. Box H-315, BROADCASTING.

Need to Advance. Reliable, experienced announcer wishes to join a station with a good midwest organization. Preferes non-rock format. Dedicated! Box H-297, BROADCASTING.

Available October, announcer-production specialist, six years experience radio-television. Box H-307, BROADCASTING.

Good format jock looking for move up, presently In market of 60,000. Very reasonable if offer is right. Box H-266, BROADCASTING.

Att: New England!—Fun job!—Top market FM, program—fast board family man—will relocate. Box H-271, BROADCASTING.

Experienced young Top 40 announcer. Desires Top 10 market. Excellent references. Box H-272, BROADCASTING.

Announcers—(Cont'd)

Well rounded air personality, bright sounding, with years of experience, occasionally commercial. Authoritative newscaster, remotes/beeps, Box H-308, BROADCASTING.

Dj desires large midwest market by contract. Box H-279, BROADCASTING.

Newscaster, announcer, dj—Bright personality, experienced, family man. Will settle. Top market, selling sound. Resume photo & tape available. Box H-270, BROADCASTING.

WANTED, six months middle of the road experience, seeking Northeast Top 40. Box H-309, BROADCASTING.

Announcer-dj-sportscaster, 5 years experience, college graduate, second class ticket, Pennsylvania-Jersey-Delaware area preferred. Presently announcer—sports director radio station in Philadelphia area. Box H-281, BROADCASTING.

Dj-announcer, representative of well known network, 4 years experience, no contract. Will relocate. Box H-309, BROADCASTING.

Dj-announcer, top 20 market. Authoritative newscaster. Will relocate to major market. No contract. Box H-308, BROADCASTING.

Dj wants to swing with Top 40. One year market experience. Single. Box H-298, BROADCASTING.

Top 40 format dj with crisp voice, live but not talk style, wants major market U.S. or Florida. 6 months experience use sound. Box H-309, BROADCASTING.

Top 40 dj with 2 years experience, graveyard shift. Box H-299, BROADCASTING.

Top 40. Ambitious, young, creative deejay. Tight board, good experience. Box H-302, BROADCASTING.

Negro dj/announcer: Recent graduate from top broadcasting school. Has some experience, with bright personality and smooth voice. Knows music. Will relocate. Box H-303, BROADCASTING.

Highly successful talkshow available. Major market only. Box H-298, BROADCASTING. Help, major mind impressed in minor market. Increased power precedes format change. For top 40, 1 year experience Eastern Top 40 only. Box H-310, BROADCASTING.

C&W showman-personality, experienced major market. Prefer all-night format. $800-$900, own equipment, $1100.00. Box H-317, BROADCASTING.

For rent-used announcer, Chasit bent. You must be good, comfortable, not talky & talker good condition. Prefer San Joaquin, Sacramento Valley or Los Angeles area. Texas corner if hunting, fishing good. Is a 3rd handi-man. Box H-310, BROADCASTING, 625 N. Camellia, Farmersville, Calif.

Announcer, third phone element 9, Radio School graduate. Phone 422-2100, Pottsville, Pa.

Texas, Oklahoma, or New Mexico. Have first class license, some announcing experience. Single, draft free, 23, hard worker. Steve Quest, 1602 South Montclair, Dallas, Tex. 75203.

A very dependable young announcer, no experience, have 2nd class broadcast endorsement, will relocate. Philip Jones, 2238, Glenview, Glenview, Ill. Top 40 dj—sharp young voice 315 years medium market experience. First phone 2251, M. Mitchell 2225 Honan, Waco, Texas PL 1-2162.

Excellent announcer, 23, w/AAA voice, legs paralyzed wheelchair confined, free use of arms and drive automobile. Make excellent employee for station on ground level. No contract. Excellent condition. John Ovik, 975 N. 35th, Milwaukee, Wis. 53218.

Competent "stand up" announcer/ radio Journalist, former news director-excellent credits, refer to offers from quality—consider medium-major market. Professional, sincere, call collect Everings 313-272-5541.


BROADCASTING, August 24, 1964 95
Production—Programing, Others

Continued

Northeastern TV station needs on the air news director immediately. If you are a good
newman and enjoy summer and win-
ter sports, send resume to Box H-250,
BROADCASTING.

Wanted—Production manager for top
Eastern TV station. Must have leadership
qualities and demand top-flight perfor-
mance from staff. Must work every shift
and good pay. Send complete resume to Box H-265,
BROADCASTING.

Production—Programing, Others

Continued

Editorial researcher-writer. Rare oppor-
tunity for person with journalism degree
and minimum 4 yrs. newspaper experi-
ence to work as part of major responsi-
bility. Leading Northeast TV station
wishes to make change to professional
newman position. Rush resume, picture, references to Box H-276,
BROADCASTING.

Production-writer. Will produce and write TV and film documentary specials, assist in
commercial production. Leading Northeast station with excellent potential, we
want a man with college background and
industry experience. Prefer group operation, middle-
large market. Dick Kruppa, 330 S. 1st
St., Lewiston, N. Y.

TELEVISION—Help Wanted

Management

Station general manager for a major tele-
vision group facility in the Midwest. We
require a person under age 45 with proven
success in sales management. Must
complete resume, present income, and salary
desired to Box H-313, BROADCASTING.

Announcers

$140 weekly. Will be among the top 8% for the station. A good fringe benefits
package will be yours. Interested persons should send resume to Box H-321,
BROADCASTING.

Announcer—copywriter-writer wanted for Midwest station. Must have
experience in writing, editing, and directing. Will be working under
conditions that give the new man a chance to learn and
progress. Send resume by mail. Box H-322,
BROADCASTING.

Immediate openings for staff announcer. Job requiring both work and ability to
do voice-over work in commercials. Experience in
news, weather, and sports helpful. Send photo, resume and tape if available,
to Doug Martin, Program director, WCHR-
TV, Charleston, West Virginia.

Technical

Immediate opening for an experienced technical director. Must
have a minimum of 3 years experience.
Send complete resume to Box H-323,
BROADCASTING.

Continuity director—writer with AM/FM opera-
tions. Experienced writer with fashion background.
Excellent references. Ready for larger market. Box H-324,
BROADCASTING.

Sports director without portfolio, but with
even better solid, new GM's sports.
13 years a professional, national
expert, former ABC's and NBC's
sports. Family, college, desire sports minded station. Box
H-325, BROADCASTING.

Newman—15 years experience—(some TV)
with music affiliations. Family-
man—presently employed (station with
Bar & Tape, resume, references avail-
able—First phone. Box H-318,
BROADCASTING.

Two creative producer-directors wanted by
large Midwestern University to work with faculty and construct
program out of educational subject matter. Facilities include
three studio's, VIF channel, film
and mobile unit, videotape, salary $7,500-
8,500 dependent upon qualifications, con-
tact WMSE—TV, Michigan State University,
East Lansing, Michigan.

Proposed Los Angeles Metropolitan area
Urban station seeking sales staff.
Production, sales, engineering, and opera-
tions. Experience, 3-5 yrs., Top box
employment. To P. O. B. 1134, Gaithersburg, Maryland.

TELEVISION—Situated—Wanted

Management

Sales manager—Exceptionally experienced,
with complete background in all phases of
sales and operations, civic involvement.
Excellent opportunity, minimum 5 yrs.
experience, to Box H-29, BROAD-
CASTING.

Experienced all phases of station manage-
ment, including programming, sales, engin-
eering, and operations, civic involvement.
Excellent opportunity, minimum 3 yrs.
experience, to Box H-30, BROAD-
CASTING.

Announcers

Excellent fringe benefits included for
newman with minimum 3 yrs. experi-
ence in TV or Radio. Please send
resume to Box H-166, BROAD-
CASTING.

Top commercial man, 5 years experience,
seeks larger market, 1st class sound news,
weather, sports, variety, will make
efforts. Send resume to Box H-277,
BROADCASTING.

TELEVISION—Production—Others

Experienced television news director—reporter.
Former correspondent, editor, writer and
directorial experience. Will work without
delay. Box H-32, BROADCASTING.

Creative program director. Best references,
record of consistent employment of family
status. Box H-249, BROADCASTING.

ETV writer-producer. Master's, Commercial
and educational radio and TV background.
Strong in documentaries and music. Will
direct and/or teach. Box H-263, BROAD-
CASTING.

Director, 8 years experience, Top 15 mar-
et stations, presently employed. Good position
with challenge. Box H-311, BROADCAST-
ING.

Professional broadcaster with 15 years experi-
ence wishes to make change to television.
 Prefer small, well founded, Family man,
interested only in stable, own-minded organi-
zation. Box H-295, BROADCASTING.

BROADCASTING, August 24, 1964
WANTED TO BUY—Equipment

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 3506, Glenmore Station, Springfield, Missouri.

Wanted: Video machine. Send description to KAIT-TV, Box 790, Jonesboro, Arkansas.

Wanted—Dinner board, auto-transfomer type 80 to 100 amps. Send specifications and price to: O. Lytle Hoover, WJRT, Box 12, Flint, Michigan.

Complete FM equipment, 5 kw transmitter: 4 bay antenna; monitors; 14k transmission line. KTW, Seattle, Washington.

Wanted: Complete equipment for 50 watts station in 10 tower. Range school, State price, age, condition. Box H-294, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microphone, cameras, audio, ElectroUDIO, 4 A.C. vision monitors; 16 mm projectors, 35 mm slide projectors, sync generators, etc. Box H-365, BROADCASTING.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. $100.00 each. Cable Company, 5110 South Twenty-Fourth Street, Dallas, Texas. $125 each.

Write for complete listings of used broadcast equipment. Let us sell your unwanted equipment. Customers waiting. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.


VHF TV 500 watt transmitters used. Channel 5 excellent condition. Channel 12 good condition. $1,300.00 each. 16 mm projectors, 35 mm slide projectors, sync generators, etc. Box H-365, BROADCASTING.

Concertone 20/20 stereo tape machine in perfect working condition. 4" tape on 1000 foot reel will ship to sender of 1st check of $250.00, $500.00 or $1000.00 by WFP, Box 174, 15 Horace Harding, Fresh Meadows, N. Y.

Jay Tapp 8 bay FM antenna. Handles up to 25 kw input & 7.5 gain. Good condition. $200.00 Factory tuned to frequency and ready to install. $300.00, Belltown Music Co., 588 K St., Suite 201, Sacramento, Cal. 95814.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical, laugh service featuring deejay comment introductions. Free catalog. Orin Comedy Books. Atlantic Beach, N. Y.


Want live voice bulletin?—Volume library page for disc jockeys. Shipped postpaid. $2.50 each. Box 8244 Salt Lake City, Utah.

INSTRUCTIONS

FCC first phone operator license preparation by correspondence or in resident classes. Grantsam Schools, located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantsam Schools, 1909 N. Western Ave., Hollywood, California 90027.

Be prepared, first class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1128 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve week specialization in broadcasting. Finest, most modern equipment available for student use. Chicago School of Broadcasting, 2003 Inwood Road, Dallas, Texas.


Since 1948. Original course for FCC first phone operator license in six weeks. Over 300 hours instruction and over 200 hours guided observation. Phone line required. Enrolling now for classes starting September 23, January 8 & March 10. For information, references and reservations, write William B. Otten Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REH down among the swaying palms beside the cool green surf in San Pedro, Florida. FCC first phone in 5 weeks guaranteed. Tuition $150.00 per week. Guaranteed job placement free. Classes begin Sept. 8. Write reservations or call Radio Engineering Institute, 1336 St., Sarasota, Florida.


America's pioneer. 1st in announcing since 1924. National Academy of Broadcasting, 814 H St., NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcast Institute of America, Box 6071, New Orleans.

Private instruction for first phone. Start immediately. Master teacher with 12 years teaching FCC license courses. Write Bob Johnson, 1200 35th Street, Manhattan Beach, California.

RADIO—Help Wanted—Announced


MISCELLANEOUS

YOU—AND TOP MONEY! This money to brighten! Consultant's amazing formula guides you! Breathtaking manuscript "YOU AND TOP MONEY" in every personal, personalized, taped instruction. Elementary, advanced—"YOU AND TOP MONEY" Frank—free. Ask for it.

HAL FISHER
BROADCASTING CONSULTANT
678 Medford, BR, Patchogue, New York

ARE YOU THE MAN? Challenging opportunity to establish lush sophisticated AM sound in cosmopolitan market of over half million. If you desire a sense of real accomplishment, this is for you. The PROGRAM DIRECTOR we are looking for has good music experience, maturity, stability, and love of radio. He must be capable of completely formulating, producing, and supervising a new good music operation. He must also be capable of developing creative ideas for promotion of station. If your answer is "yes" to all of the above questions, then rush your complete resume with references to:

Box H-239, BROADCASTING

EMPLOYMENT SERVICE

MISCELLANEOUS

RADIO AND TV DIVISION
COLORADO BUSINESS INSTITUTE
SUITE 641—EQUITABLE BLDG.
DENVER, COLORADO 80202

FOR SALE

All part or valuable rabbits left with alread

y already erected 235' tower. Complete height of

732' above sea level. Buildings for use as

transmitter housing and possible office or

studio space already on property. Formerly

KQO, Denver. Excellent location in heart of

satellite community of Olney, Md. (Contact: Realty Service Inc., c/o William Miller, 13652 8th St., Hyattsville, Md. phone 301-856-1144)

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WANTED TO BUY

**Small or Medium market**

Radio station, with good potential, in West Coast, California preferred. Buyers currently owners of major market power station.

Box H-256, BROADCASTING

FOR SALE—Stations

**SOUTHWEST**

1. Major market 1 kw Daytimer very low down to right party.
2. New Mex Daytimer 125w w/296.
   Major Texas mkt. 1 kw Day extremely favorable deal.
   CONTACT: Marvin, P. O. Box 1669, Phoenix. 602-949-5995.

**NEW ENGLAND**

Small town daytimer. $20,000 down on $70,000 purchase price. Ideal for husband and wife team. Station has always operated profitably. Immediate sales needed for personal reasons. No Brokers, please.

Box H-295, BROADCASTING

We have a number of buyers interested in AM; FM; TV or CATV.

Your inquiry or listing treated in complete confidence.

La Rue & Associates Inc.
Media Brokers.

**440 EAST 62ND STREET**

**NEW YORK CITY**

TE 2-0362

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.

P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Fla. single fulltime $ 50M SOLD
V. Y. single 125M terms
La. single daytimer 75M 29%
Ga. daytimer 175M
Md. major daytimer 650M 50%

buying and selling, check with

CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 93

WATL-TV Atlanta—Seeks assignment of CPA of Robert H. Overmyer to R. H. Overmyer Communications Co., owned by R. H. Overmyer and D. R. Overmyer. Overmyer Communications Co. is applicant for UHF-TV in Cincinnati. R. Overmyer is individual applicant and D. R. Overmyer is doing business as Overmyer Broadcasting Co. in Toledo, Ohio. Aug. 17.


WILN(FM) Detroit—Seeks assignments of license from Detroit Broadcasting Centre Inc., owned by Myrtle B. Kelly (39.9%), David Kelly (31.6%), John V. and Helen B. Allen (6.5%), Darrell W. Tey (2.6%) and others to WCAC Inc., owned by H. Y. Levinson (52.8%), Celia D. Levinson (23.0%), Thomas F. Chawke (12.8%), Morris Garvey (6.2%) and L. Warren Gatley (1.1%). Consideration $50,000. Messers. Garvey and Chawke are attorneys. WCAC Inc. is licensee of WCAR-FM Pontiac, Mich. Ann. Aug. 16.

KCMK(FM) Kansas City, Mo.—Seeks assignments of control of licensee corporation, FM Broadcasting Inc., by F. A. Brokat and Stephen J. Brokat to purchase of stock from T. R. Bengelma and Tody Globka (each 25% before, none after). Consideration $100,000. Aug. 16.

KLEA-FM Lima—Voluntary transfer of control of licensee corporation, Lea County Broadcasting Co., owned by Lea County Broadcasting Co., is applicant for channel 56 for Lima, of deceased, (86%) to Iva Lea Worley (86% after) to arrange to operate. No financial consideration. Aug. 17.

WNCO-AM-FM Ashland, Ohio—Seeks assignment of license from Radio Ashland Inc., owned by Charles D. Calheen (40%), Lewis W. Winfield (29.5%), Robert J. Neal, and Roy W. Shetlar (24%) to Ashland Broadcasting Corp., owned by Robert J. Neal, Arch St. Arkellon, Ross W. Fliechter and James W. Male (each 35%). Consideration $150,000. Mr. Neal is a freelance announcer. Mr. Arkellon is general manager and vice president of WERC Broadcasting Co. and WERC Broadcasting Inc. Professional football player with Cleveland Browns and 49ers. Aug. 17.

KKBA-AM-AK-FO Austin, both Texas—Seeks assignments of licenses from David R. Worley, deceased, from Hayeshour Broadcasting Co. and Travis County Broadcasting Co., respectively, to Iva Lea Worley, administratrix of estate. No financial consideration. Consideration for application for KLEA-FM. Aug. 16.

WRJN-AM-FM Racine, Wis.—Seeks transfer of control of licensee corporation, Racine Broadcasting Corp., through transfer of stock of Journal-Times Inc., owned by Harry R. LePoldevin, J. Donald McMurray and Carol Starbuck McMurray (86.8% before, none after) to Carol Starbuck McMurray (86.8% after, as individual). No financial consideration. Ann. Aug. 18.

Hearing cases

**OTHER ACTIONS**

WRUL Seltzau, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from September to November 1964. Action Aug. 17.

Commission gives notice that June 24 initial decision which looked toward granting application of Charles L. Hamilton Sr. and Mildred A. Hamilton for a station on site 21479 of XKBK in Indianapolis, Iowa, on 1460 kc from 100 kw U. S. to 250 kw U. S. conditions became effective Aug. 13 pursuant to Sec. 1.276 of rules. Action Aug. 13.

Commission gives notice that June 18 initial decision which looked toward granting application of (1) Hundred Lakes Broadcasting Corp. (WSMN), WSMN, from 50 kw at 500 feet 350 kw at 500 feet, and (2) Radio DeLand Inc. (WDBJ), DeLand, Fla., from 250 kw to 1 kw, both continued operation, and also 1000 kw w/296 conditions attached to both grants became

**STATIONS FOR SALE**

1. **CFL NORTHWEST.** Exclusive. $15,000 down.
2. **CFL SOUTHWEST.** $30,000 down.

**CFL OFF-TOP MARKET** Southwest, $20,000 down.

JACK L. STOLL & ASSOCIATES

6381 Hollywood Blvd.
Los Angeles 28, California


Routine roundup

**ACTIONS BY REVIEW BOARD**

By memorandum opinion and order in proceeding on application of J. Donald McMurray and E. Theodore Malicky and William E. Byers for new AM station at Westfield, Ind., Denies Millers' petitions for (1) appeal from ex- cess to WRUL. Hearing be granted petition for leave to amend application and (2) to add financial issue against amended appli- cation. Nelson dissented and issued separate statement. Action Aug. 18.

By memorandum opinion and order in proceeding on application of Triangle Pub- lications Inc. for new VHF TV translator station to be located at 101 Lafayette Ave., New York, N. Y., Denies Miller's petition for (1) to determine whether grant of Triangle's application would be consistent with Sec. 17.43(e)(4) of rules. Action Aug. 14.

In proceeding on application of North- east Broadcasting Co. to extend time to Aug. 28 to file reply to Northern's opposition to petition for reinstatement of motion to reopen record. Action Aug. 18.

By memorandum opinion and order, denied petition for reconsideration, insofar as it pertained to hearing on June 2 decision by Review Board which denied, for engineering reasons, application for license on station WSBM, U. in North Atlanta, Ga. Action Aug. 17.

In proceeding on application of Middle Tennessee Enterprises Inc. and Middle Ten- nessee Broadcasting Co. for new FM's in Middle Tennessee petition to enlarge issues. Action Aug. 14.


Members Berkemeyer, Nelson and Slone adopted decision denying application of James S. Rivers Inc. to change facilities of Jonesboro AM from 10 kw to 2 kw at 120 feet. Action Aug. 27.

Members Nelson, Pincok and Slone adopted decision denying application of James S. Rivers Inc. to change facilities of Jonesboro AM from 10 kw to 2 kw at 120 feet. Action Aug. 27.

Members Nelson, Pincok and Slone adopted decision denying application of L. N. Otander and G. A. Wilson d/b a as慮sic Broadcasting Co. for new AM channel 2450 kc, DA, in Burlington, Iowa; conditioned to no ap- peal only to time with 1 kw-N. Action Aug. 13.


By memorandum opinion and order in proceeding on application of Paul David Ford (WPFR), Wabash Valley Broadcasting Co. (WVBC) and Wabash Valley Broadcasting Inc. (WVBI), all of Terre Haute, Ind., in Doc. 15421-3, granted Broadcasting Board's petition to contest to determine whether Ford is financially qualified to construct and operate proposed station facilities. Action Aug. 13.

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By memorandum opinion and order in proceeding applications of Paul Dean Ford and J. T. Winchester and Brown Publishing Co., Inc., for new FM's in London and Urbana, Ohio, respectively, denied petition by settlement to enlarge issues as to Brown Publishing Co. Action Aug. 12.

In Paterson, N. J., UHF TV proceeding in Doc. 15066 et al., granted Spanish International Television Inc. request to extend time to Sept. 10 to file applications to Tuscarawas Broadcasting Co. for station WIRT, Fort Lauderdale, Fla., to motion to enjoin proceeding on AM applications of Indian River Broadcasting Co., (WIRA), Port Pierce, Fla. Action Aug. 11.

In proceeding on applications of Wide Water Broadcasting Inc. and Radio Voice of the City Inc. for new AM's in East Syracuse, and Syracuse, N. Y., respectively, Granted request by Radio Voice petition to extend time to Sept. 14 to file responses to Broadcast Bureau's motion to reopen record and add issues. Action Aug. 12.

**ACTIONS ON MOTIONS**

By commission

Commission extended time to Aug. 25 to file responses and to Sept. 18 for replies in matter of amendment of Part 73 of commission regulations in proceeding in multiple stereophonic programming or SCA operation, from which hearing and modolation capable of monitoring sub-carrier operation. Action Aug. 12.

By Hearing Examiner Thomas H. Donahue

Granted request by Broadcast Bureau to extend time to Aug. 10 to Aug. 14 to file proposed findings and from Aug. 30 to Sept. 10 for responses in proceeding on applications of Meredith Colon Johnston (WHOC), Fort Lauderdale, Fla., and Edward Cole (WHOC), Philadelphia, both Mississip. Action Aug. 11.

By Hearing Examiner Charles J. Frederick

In proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's in Ware and Springfield, respectively, both Massachusetts, in Doc. 15419-20, granted request by Central to cancel Sept. 14 hearing and schedule in lieu thereof further prehearing conference; set aside remainder of prehearing dates heretofore scheduled and new date for formal hearing shall be established at further prehearing conference. Action Aug. 11.

By Hearing Examiner Millard F. French

In proceeding on applications of Dirigo Broadcasting Inc. and Downeast Television Inc. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15469-39, held in abeyance 'Tuscarawas' petition to dismiss Dover Broadcasting Co. license for new FM in Mount Vernon, pending further commission action in Doc. 14711. Action Aug. 13.

In Springfield, Ill., TV channel 28 proceeding in Doc. 15449-59, granted petition by Springfield Television Co. to extend time to Aug. 21 to respond to opposition to petition to dismiss and statement of position and contingent request for alternative relief filed by Midwest Television Inc. Action Aug. 18.

In proceeding on applications of KTVision Television Co., Popple's Broadcasting Corp., and Central Broadcasting Co. to change trans. sites and make other changes in their respective licenses and KTVision-Whitney City, and WHO-TV Des Moines, Iowa, granted request to extend time from Sept. 8 to Sept. 10 to exchange further exhibits.


Granted petition to extend time to Sept. 4 to file response to petition by Valley Broadcasting for leave to amend application for new AM in Kankakee, Ill., which is in consolidated proceeding in Doc. 8281 et al. Action Aug. 13.

Continued Sept. 18 preharing con- fe rence to Oct. 2 in proceeding on AM applica- tion of Indian River Broadcasting Co., (WIRA), Port Pierce, Fla. Action Aug. 11.

By Office of Opinions and Review

In Miami TV channel 7 proceeding in Doc. 15188-9, granted request by Broadcast Bureau and Community Broadcasting Corp. to extend time to Sept. 15 to file exceptions to initial decision; extended time to October 1. Action Aug. 16.

Granted petition by Broadcast Bureau to extend time to Sept. 7 to file responsive pleading to application for review of re- sponse of following noncommercial educational FM's, *WJHH- Easton, Pa., and specify type trans.; WHOH-Hampton, Va.; *KCNM San Francisco and specify type trans.; *WRU Kingston, R. I.*

Granted licenses for following FM's: WDXY-FM Dickson, Tenn.; WGE- FM from Minneapolis and specify type trans.; WMTN-FM from Kankakee, Ill., and specify type trans.; WHOW-FM from Kankakee, Ill., and specify type trans.; \*WKNE-FM Keene, N. H.; WHOB-FM Cooke- ville, Tenn.

In proceeding on applications of Dirigo Broadcasting Inc. and Downeast Television Inc. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15469-39, held in abey- ance 'Tuscarawas' petition to dismiss Dover Broadcasting Co. license for new FM in Mount Vernon, pending further commission action in Doc. 14711. Action Aug. 13.

In proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co., granted prehearing conference to extend time to Sept. 14 to file re- sponses to Broadcast Bureau's motion to reopen record. Action Aug. 12.

**BROADCAST ACTIONS**

by Broadcast Bureau

**Actions of Aug. 18**

Granted licenses for following noncom- merical, educational, FM's: *WJHH- Easton, Pa., and specify type trans.; WHOH-Hampton, Va.; *KCNM San Francisco and specify type trans.; *WRU Kingston, R. I.*

**Grant licenses for following FM's:** WDXY-FM Dickson, Tenn.; WGE- FM from Minneapolis and specify type trans.; WMTN-FM from Kankakee, Ill., and specify type trans.; WHOW-FM from Kankakee, Ill., and specify type trans.; \*WKNE-FM Keene, N. H.; WHOB-FM Cooke- ville, Tenn.

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Just money.

Most banks shy away from loans to radio stations. Largely because they know so little about the industry and are unwilling to learn.

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If there's a station you're negotiating for, but the cash requirements are too high, talk to us.

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Broadcast Credit Corporation, 200 E. 42 Street, New York, N. Y. 10017-2120 X 7-1890.
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 19

<table>
<thead>
<tr>
<th>Lec.</th>
<th>CP’s</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>527</td>
<td>62</td>
<td>85</td>
<td>85</td>
<td>167</td>
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<table>
<thead>
<tr>
<th>Licensed (allow on air)</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP’s (new stations)</td>
<td>3,312</td>
<td>1,141</td>
<td>526</td>
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<tr>
<td>CP’s not on air (new stations)</td>
<td>54</td>
<td>40</td>
<td>56</td>
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<tr>
<td>Total authorized stations</td>
<td>4,061</td>
<td>1,371</td>
<td>668</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>185</td>
<td>209</td>
<td>71</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>153</td>
<td>37</td>
<td>56</td>
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<tr>
<td>Total applications for new stations</td>
<td>238</td>
<td>246</td>
<td>137</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>52</td>
<td>59</td>
<td>37</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>43</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>95</td>
<td>63</td>
<td>48</td>
</tr>
</tbody>
</table>

| Licenses deleted | 0 | 1 | 1 |

| CP’s deleted | 1 | 0 | 0 |

*Does not include seven licensed stations off air.
*Includes three noncommercial stations operating on commercial channels.

eering in DA and ground systems, specify type trans., and redescribe trans. and main studio locations at Hales Corners conditions.

WJBL Holland, Mich.—Granted license covering changes in ground system, redescribe main studio and trans. site, and changes in ant.-trans. location.

*WCFM(FM) Williamstown, Mass.—Granted license covering changes in ERP and ant. height, and installation of new trans. and new ant.

*KFJC(FM) Los Angeles, Calif.—Granted license covering changes in ERP and new trans. and changes in ant. system.

*WTJQ(FM) Charlottesville, Va.—Granted license covering changes in ERP and ant. height, and change in trans. and main studio locations, remote control point, and ant. height.

*KSEL-FM Lubbock, Tex.—Granted license covering changes in ERP and ant. height.

*WGFL-FM Pensacola, Fla.—Granted license covering changes in ant. system, ERP and ant. height, and installation of new ant.


*KFMB(FM) Des Moines, Iowa—Granted license covering changes in ant.-trans. loca- tion, ERP, and ant. height, and installation of new ant.; specify type trans.

*WITZ-FM Jasper, Ind.—Granted license covering changes in ERP and ant. height, and installation of new trans.

*WWMBO-FM Auburn, N. Y.—Granted license covering changes in ERP, ant. height, ERP and ant. system, frequency, type ant. and type trans.; remote control permitted.

*WSCT-FM Stamford, Conn.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site; remote control permitted.

*WFRM-FM San Juan, P. R.—Granted license covering changes in ant. height and ant. system.

*KABL-FM Oakland, Calif.—Granted mod. of CP to change ant.-trans. and studio location, and make changes in ant. system and in ground system.

* Following were granted extensions of completion dates: KHOU-TV Houston, to Nov. 5; KABL Oakland, Calif., to Jan. 20, 1965.

Actions of Aug. 14

WBR-FM Knoxville, Tenn.—Granted license covering changes in frequency, ERP, ant. height and ant.-trans. location, install new trans. and new ant., and specify ERP as 25.6 kW.

KBIB(FM) Los Angeles—Granted license covering changes in ERP, ant. height, ant.-trans. location, and type trans. and type ant.; ant. height 2706.8 feet; remote control permitted.

*KFEN(FM) San Francisco—Granted license covering changes in ERP, ant. height and trans. equipment, and installation of new vertical antenna.

*KFIR-FM Taralcing, Tex.—Granted license covering changes in ERP and transmission license.

*KJRG-FM Newton, Kan.—Granted license covering changes in ERP and installation of new trans. and new ant.

*KLFC(FM) Houston—Granted CP to change site and increase facilities on channel 203 (94.9 mc) from ERP 7.6 kW, ant. height 455 feet, antenna height 810 feet; remote control permitted.

*KRFQ-FM San Antonio, Tex.—Granted license covering changes in ant.-trans. location, ant. height and ant. system, and installation of new ant.

*WRFM-FM Madison, Wis.—Granted license covering changes in ant.-trans. location, ERP, ant. height and ant. system, and installation of new ant.

*WXFR(FM) Oxford, Ohio—Granted license covering changes in studio and ant. trans. location, ERP, ant. height, and ant. system, and installation of new trans.

*WKDN-Yeguistown, Ohio—Granted license covering changes in ERP, ant. system, frequency and type ant. and type trans., as auxiliary trans.

*KFEN(FM) Spring, Tex.—Granted license covering changes in ant.-trans. and studio location, and ant. height; remote control permitted.

*WYES-TV New Orleans—Granted mod. of license to reduce aur. ERP to 7.5 kW.

*WTVO(TV) Rockford, Ill.—Granted mod. of license to reduce aur. ERP to 17.8 kW.

*WBOC-FM Salisbury, Md.—Granted mod. of license to reduce aur. ERP to 40 kW.

*KXMB-TV Bismarck, N. D.—Granted mod. of license to reduce aur. ERP to 19.1 kW.

*KXMB-TV Bismarck, N. D.—Granted mod. of license to reduce aur. ERP to 31.6 kW.

*KXMB-TV Bismarck, N. D.—Granted CP and license to change trans. type. frequency control equipment conditions.

*KELP-TV El Paso—Granted CP to reduce aur. ERP to 20.9 kW, and change type aur. to FMK.

*WCAK-TV Burlington, Vt.—Granted CP to change ERP to 17 kw. vis., and 9.1 kw aur.; replace ant. change ant. height to 770 feet, and make changes in a directional antenna pattern.

*WAPI-TV Milwaukee—Granted CP to reduce aur. ERP to 10 kw. and change type aur. trans.

*WAPL-TV Birmingham, Ala.—Granted CP to change aur. ERP to 525 kw., install new ant. with electrical beam tilt, and make changes in ant. structure and other equipment, without prejudice to any accommodation which commission may take with respect to pending applications for renewal of license.

*WISN-TV Milwaukee—Granted CP to change aur. ERP to 31.6 kw, and change type aur. trans.

*WRNR Newark, Del.—Granted mod. of CP to make changes in directional antenna pattern.

*KUFP(TV) Garden City, Kan.—Granted mod. of CP to change channel from 4 to 3, and 281 kw. aur.; change type trans. and make other equipment changes.

*WTVY-Oklahoma City—Granted mod. of CP to specify change in selection of channel of ant. and make other equipment changes.


*Licensed for following FM’s: KXS-FM Sedalia, Mo.; KFRM-FM Osage Beach, Mo., and specify type trans.; KBBLE-FM Seattle, and specify studio location and remote control point.

*Actions of Aug. 13

*KIDV Hamilton, Colo.—Granted CP to change frequency to channel 9 for VHF-TV translator.

*KWAA, KIAC Lovell, Wyo.—Granted CP for change type trans. and TV translator.

*KIAC Powell, Wyo.—Granted CP to change type trans.; make changes in ant. system, specify type trans., ERP, and new CP for channel selection.

*Following were granted extensions of completion dates: WFOB-FM Hattiesburg, Miss., to Dec. 1; KPPA(FM) Berkeley, Calif., to Feb. 9, 1965; WWL(FM) La Crosse, Wis., to Jan. 27, 1965; WTIP-FM Chisholm, W. Va., to Dec. 18; KARI Blake, Wash., to Oct. 17; KNOP North Platte, Neb., to Jan. 1, 1965; WKDA La, Ala., to Dec. 1; WREX Remsen, N. Y., to Nov. 3; XLLO Logan, Neb., to Jan. 1; KDGR-KDKA Ptn, Pa., to Feb. 1, 1965; WPDE Monroeville, Pa., to Nov. 5; WELU-Binghamton, N. Y., to Dec. 1; WLOB Cleveland, N. Y., to Jan. 1, 1965; WBCT Washington, D. C., to Jan. 1, 1965; WYHY Montgomery, Ala., to Sept. 15; WSEW-Ogden, Utah., to Sept. 15; KCRM San Mateo, Calif., to Oct. 25.

*Rules of Education, Department of County of Santa Clara, Calif., Gilroy and Morgan Hill, Calif.—Granted CP for new ERP-BHF to channel 83 to rebroadcast program of KTEH-TV (ch. 54) San Jose.

*WNEF Casugas, P. R.—Granted CP to replace required on air, increase day power and install new trans.

*Actions of Aug. 12

*WNC-FM Greenbriar, N. C.—Granted SOCP to make changes in ground system.

*KBAU Bowie and SW rural Pasco area, and rural and SE rural area—Granted request to cancel CP and license for translator; call letters deleted.

*Following were granted mod. of licenses to operate main trans., by remote control: KNO San Antonio, Tex. IDA; conditions, and KXCR Sacramento, Calif.; conditions.

*Actions of Aug. 10

*KIRO Inc., Seattle—Granted CP for new ERP-BHF on channel 78 to rebroadcast program of KIRO-TV (ch. 7) Seattle.

*WMMI Columbus, Ohio—Granted license to increase on daytime power and make changes in DA.

Rulemakings

PETITIONS FILED

*WAD, Appleton, Wis.—John J. Dixon. Requests institution of new proceedings to make following changes in FM table of assignments: WPWZ-FM, channel 25; add channel 25B; WNBK-AM and WNBK-FM, channel 25B, to channel 25A. Received Aug. 3.

*KKNY-FM and KHOI-FM Kearney, Neb.—Believes amendments of rules to delete channel 255 from translator S. D. and add channel 251. Received Aug. 4.
Foresight eliminates need for hindsight

One such project was the establishment of ABC's merchandising division. The division's initial campaign was an alliance with Harper & Row to publish a documentary on Franklin Delano Roosevelt. Mr. Schneider said he thought it was the first such alliance between a broadcasting network and a publishing concern on a book of this size.

He said the book was to be made available to the public simultaneously with the presentation on ABC-TV of a new television documentary series about the life of FDR. Although the book has reached the stores, the TV series has yet to go on the air. However, all the episodes have been filmed and Mr. Schneider predicted that the series would be on the air within the next year or two.

Pros Needed • Mr. Schneider sees as one of broadcasting's biggest needs the development of a professional corps of administrators to back up the news, programming and other creative departments. He cited a need for people in the television industry who are trained in both management and programming.

To this end, Mr. Schneider is proud of a new fellowship program recently established by ABC in cooperation with the Annenberg School of Communications at the Wharton School of Business in Philadelphia. Under the agreement ABC will sponsor two persons a year at the school, contributing $2,000 for each of two years toward each Master's Degree.

Mr. Schneider also includes among his activities membership on the National Association of Broadcasters Code Review Board. He asserted that its function must be to set guides but must not strangle creativity in advertising and programming. It is the industry's most effective means of self-regulation and must be used in order to preclude any threat of possible government regulation in areas of broadcasting that should be free from outside control, he said.

What Is Clutter? • One such area is in the problem of clutter. Mr. Schneider said there never has been a clear definition as to whether clutter means the number of interruptions in a given program for commercials or the number of commercial announcements broadcast during a single interruption. Although he was not advocating the European or "magazine" style of commercial scheduling for U. S. TV, Mr. Schneider said some research has shown that viewers are not overly antagonistic toward seeing several commercials at a time, at least not so much as they are at having their programs interrupted repeatedly, even if for only a single announcement.

Because of this research, he said there is some experimenting being done at ABC-TV in formatting movies and daytime programs by increasing the number of commercials during a given commercial break and decreasing the number of program interruptions. Acknowledging that television is the pet target for many critics, he expressed the hope that criticism in the future will become more responsible and constructive.

"Our lives are broadcasting," he said, and added he had never known anyone in the industry who did not want to elevate television's standards, as well as make money.

"People here are trying to create better programs," he said. "But you also have to inch ahead financially."
The natural urge

From all the huffing and puffing in the newspapers and on Capitol Hill, one would think that CBS had bought the entire American League, not just the Yankees. Or that it planned to schedule its new package in winter reruns.

The plain simple fact of the matter is that the deal is exceptional mainly because of the names involved. The $14 million (for 100%) is certainly not headliner money by television standards; it represents less than two weeks of programming on any of the TV networks. And certainly CBS is not the first or even the fifth broadcaster to get into major league baseball ownership.

CBS is, however, the first network and the only broadcaster ever to buy the New York Yankees, and the deal therefore became automatic headline fodder. In addition, newspapers don’t like the deal because it represents further gains by the arch-enemy, television; and congressmen, who can always use a favorable headline and doubly so in an election year, know they can get one in this case by merely scowling.

So there has been a big commotion, and where it all will end we do not know. We do suggest, however, that the deal should stand as a reminder that in their economic urges broadcasters are not vastly different from nonbroadcasters. When they have money to invest, they look for a good place to invest it.

This is not an unnatural reaction or a new urge. As a report elsewhere in this issue demonstrates, baseball is only one of the many interests into which broadcasters have expanded over the years, just as nonbroadcasters have themselves diversified—many of them into broadcasting. Indeed, considering the diversity that already exists, the surprising thing about the CBS-Yankees deal is not that it happened, but that it has aroused so much surprise and shock.

Long, hot autumn

In an act of political expediency the Senate’s Democratic majority voted last week to spare Lyndon B. Johnson the embarrassment of retreating from a challenge to face his opponent in national broadcast appearances. By voting to table a resolution suspending the equal-time law in its application to candidates for the Presidency and Vice Presidency, the Senate has made it a practical impossibility for broadcasters to provide the forum for a repetition of the so-called Great Debates of 1960.

Nobody knows that Mr. Johnson wanted it that way. As an incumbent, the President can get consistent radio and television exposure while appearing in his official status. Mr. Johnson the President can command almost unlimited time for broadcast news conferences or broadcast speeches as long as they concern his function as the chief executive. If, in the course of those official appearances, the cause of Mr. Johnson the Candidate happens also to be advanced, there is nothing much that broadcasters can do about it.

The campaign is sure to provide some sticky moments. Any time the President appears on radio and television to state a position that is in conflict with one that Senator Goldwater advocates, a demand for equal time from Senator Goldwater must be expected. The senator has already complained of shabby treatment by the news media. His complaints will get louder every time he is denied access to broadcast facilities to take issue with the President. Mr. Goldwater can muster powerful support. The pressure on broadcasters could become almost unendurable.

Yet the pressure will not be relieved, indeed it will be accentuated, if Senator Goldwater is granted equal time to comment on anything Mr. Johnson has said in his capacity as President. Mr. Goldwater will not be the only other candidate in the race. Once Mr. Goldwater is accommodated, the Lar Dalys, the Eric Haases, the Rutherford B. Deckers and the Farrell Dobbes will swarm out of obscurity to claim their time on the air. In 1960 John Kennedy and Richard Nixon were only two of 11 candidates for the Presidency. In 1964 there is no assurance that the list will be shorter.

The job of refereeing all these contests over access to radio and television will fall to the FCC. That agency must first decide whether an appearance by the President constitutes coverage of a news event, in which case it will be exempt from equal-time requirements under the amendments to Section 315, the political broadcasting law, that were adopted in 1959. That decision in itself is apt to give the FCC trouble. In 1962 the FCC decided that a debate between the two major candidates for the governorship of California conducted during a convention sponsored by United Press International was not a news event, and it ordered stations that had covered the proceeding to give equal time to a futureless third candidate. In that ruling the commission said the equal-time requirement would apply “where the appearance of a candidate is designed by him to serve his own political advantage.” In 1964 the Democratic majority of the present commission may have at least some difficulty in extricating itself from that precedent when it is called on to determine whether Mr. Johnson is serving his own political advantage when he appears on the air.

The problem of equal time will not, of course, stop with the struggle for the Presidency. All down the line the 1964 campaign promises to be fought bitterly. The suspension of the equal-time law would have applied directly to no offices but the Presidency and Vice Presidency, but it would have relieved the pressure at those main points of conflict. Without that relief, the contention for access among candidates for the highest offices is bound to be intense and is bound to stimulate still more contention at lower levels.

In the long run it may be proved that the Senate did a greater service for Mr. Johnson in 1960 when it suspended the equal-time law and made the Great Debates possible than it did last week by killing the chance for confrontations between him and the other important candidate this year.

It was television that elected the Kennedy-Johnson ticket. Had it not been for the Great Debates of 1960. Mr. Johnson would not be President today.

"That's jest in case we're raided and they take TV news shots!"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, August 24, 1964
A deluxe model with every feature your program people could ask for

This new equipment does what you would expect from the world's most advanced television film projector. It has deluxe features, like instant start, reversible operation and automatic cue. These assure the finest quality and versatility. Completely transistorized and automated, the TP-66 is specially designed for TV film programming's faster pace.

INSTANTANEOUS START—Start and show buttons can be pushed at the same time, since projector sound is stabilized within 0.3 second. A pre-roll period, prior to switching projector "on air," is not necessary. Start is instantaneous, allowing preview of upcoming film when desired.

STILL-FRAME PROJECTION—Single frames can be shown at full light level for extended periods, permitting preview of first frame at start, or for special effects. Film is always completely protected by a filter that automatically moves into light path during still-frame use.

FILM REVERSING—Film motion can be reversed—a time-saving feature when rehearsing live or tape shows with film inserts . . . or as an imaginative production device.

AUTOMATIC CUEING—For full or partial automation, films can be stopped and cued up automatically. This eliminates the need for manually threading and cueing individual films, eliminating human error.

AUTOMATIC LAMP CHANGE—Both projection and exciter lamps are automatically switched in place, when burnout occurs. These time-saving features assure continuous operation and avoid costly delays.

AUTOMATIC LOOP RESTORER—Unique fail-proof feature eliminates need for human intervention, makes unattended operation practical.

TRANSISTORIZED SOUND—the TP-66 can be equipped for both magnetic and optical sound systems. Fully transistorized for finest quality and reliability.

NOW BEING DELIVERED
For full particulars, write RCA Broadcast and Television Equipment, Building 15-S, Camden, N.J. Or see your RCA Broadcast Representative.

The Most Trusted Name in Television
"A crisp, clear signal, the likes of which had never been transmitted through this station!"

That's the consensus at WKJF-FM in Pittsburgh after installing a Collins 300-C vertically polarized antenna.

It's the opinion of WKJF listeners, too.

From 54 miles northwest, a listener wrote: "The difference is hard to believe."

From 60 miles east: "I have noticed a definite improvement in your new signal."

From 80 miles north: "Your improvement in signal is great on our set."

From 60 miles west: "Your signal is nearly twice as strong as it was."

Collins 300-C brings fan mail wherever it's added because it does seven things well:

- Fills in shadow areas.
- Reduces null effects.
- Improves fringe area reception.
- Provides redundancy when used with two power amplifiers.
- Vastly improves car radio reception.
- Maintains FM stereo quality.
- Improves SCA operation.

Collins 300-C costs no more than your horizontal bays. It's easy to mount on your existing tower and is compatible with your transmitter. Delivery within 45 days of order. Contact your Collins Sales Engineer.

COLLINS 300-C eight-bay, vertically polarized antenna on the WKJF-FM tower in Pittsburgh.