Networks urged to rotate '68 convention coverage. p35
How TV clients are lined up for the networks. p38
Three stations involved in multimillion dollar sales. p54
Nielsen to use computers in picking future samples. p60

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Photo by Vivian Crozier

The final touch that makes the difference

KOB .......... Albuquerque
WSB .......... Atlanta
WGR .......... Buffalo
WGN .......... Chicago
WLW .......... Cincinnati
WDOK .......... Cleveland
WFRAA ........ Dallas-Ft. Worth
KBTX .......... Denver
KDAL .......... Duluth-Superior
KPRC .......... Houston
WDAF .......... Kansas City
KARK .......... Little Rock
WINZ .......... Miami
KSTP .......... Minneapolis-St. Paul
WTAR .......... Norfolk-Newport News
KFAB .......... Omaha
KPOJ .......... Portland
WRNL .......... Richmond
WROC .......... Rochester
KCRA .......... Sacramento
KALL .......... Salt Lake City
WOMI .......... San Antonio
KFMB .......... San Diego
KSY .......... San Francisco
KMA .......... Shenandoah
WGTO .......... Tampa-Lakeland-Orlando
KVOO .......... Tulsa
Intermountain Network
Radio New York Worldwide

*West Coast only

Add Radio on the spot—and what a difference it makes! Wherever your customers
 go, whatever they do—count on Spot Radio to remind them of your product. Remem-
 ber, Spot Radio is the finishing media touch that impels the action—and gets the sale!
Radio to listen to radio by

WJR is the kind of radio people pay attention to.

WJR radio is foreground radio. With the kind of sports and fine arts and news and farm shows and homemaking tips and music that thrill, provoke, inform, amuse, excite, and charm.

WJR radio does things to people. All day, all night, year in, year out.

Naturally, this kind of radio does things for commercial messages, too. Namely, gets them heard and appreciated—in a 4-state, 112-county market with 15,312,700 inhabitants.

In short, WJR radio is radio for you to make money by. Call your Henry I. Christal Representative soon.
hidden treasure is buried 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
P&G and politics

Compton Advertising, New York, has been quietly spreading word that
advertisements involving Procter & Gamble version of triple-spotting will not be
acceptable for any P&G commercial. Even in practice identical to
warning Compton put out last Decem
ber (BROADCASTING, Dec. 16) but it is
not simple repetition. Point in Decem
ber, as letters made plain, was that
P&G would not accept spots.

Hidden gimmick?

Baseball executives are having
trouble allaying suspicions of some
network officials that pay-TV plans
lurk behind current proposal for Mon
day night baseball broadcasts on na
tional free TV lineup (story page
68). Pay-TV question has been raised
in two features of new baseball pack
age: (1) Tom Gallery, one-time NBC
sports chief but now vice president
of California's Subscription Televisi
on Inc., has turned up as consultant to
Major League Joint Television Com
mittee. (2) Commercials would be
prohibited at all times except when
teams were changing positions at half
inning intervals.

Dodgers among network officials
reason that Mr. Gallery was plant
ed on baseball committee by Walter
O'Malley, owner of Los Angeles
Dodgers, who is stockholder in Cal
ifornia pay-TV system and who has
kept most of his team's games off free
TV in anticipation of pay-TV. Some
dodgers figure that as now consti
tuated Monday night package could be
picked up by pay-TV outlets. Since
do commercials of any kind, not even
video super, could be carried while
teams were in position, clean feed of all action would be available
to pay-TV system which would need only to be cut away at half-inning
points to avoid transmitting advertising.

Conference on clearance

Clear-the-air luncheon was held last
week in Washington by Richard A. R.
Pinkham of Ted Bates & Co., New
York, chairman of American Associa

tion of Advertising Agencies' Broad
cast Operations Committee, and How
ard Bell, director of National Associa
tion of Broadcasters code authority.
President of Broadcasters code author-
y has been frequent target of Mr.
Pinkham's committee. Luncheon stem
ned from suggestion by Lawrence H.
Rogers II of Taft Broadcasting, member
of TV code review board, that get-acquainted session might ease ten
sions and improve relations—and
apparently accomplished this purpose,
so far as participants were concerned.

Session dealt almost entirely with han
dling of commercial copy clear-
ance, which has been and remains of
depth concern to agencies generally.
After Mr. Bell clarified code proce
dures and attitudes, Mr. Pinkham
emerged reassured, apparently satis
fied that code attitude would be thought
ful and helpful rather than militant and arbitrary. Success of
meeting, held Thursday with Mr.
Rogers also present, may be gauged by
this: Afterward, Mr. Pinkham sug
gested Mr. Bell visit New York for
similar discussion with full AAAA
committee, which Mr. Bell accepted.

Rep looks at CATV

Katz Agency, New York station rep
resentation firm, has formed subdi
sary company, Unicom Inc., to "study
CATV business and explore its impli
caions for television industry." Tod
Moore, former director of sales de
velopment for Katz, will be chief execu
tive officer of new concern. Rep firm
official says main purpose of Unicom
at present will be study of CATV
field, but suggests possibility that ven
ture might lead to future CATV ac
quisition.

Affiliation write offs

That victory for broadcasters won
by Corinthian in its fight to be allowed
to amortize network affiliation con
tracts may not be as full-fledged as
all court decision would imply.

There's indication behind scenes that
Corinthian and Internal Revenue Ser
tice are discussing compromise—which
would maintain principle of amortiza
tion but change rate. To maintain
standing, IRS has filed notice of ap
peal in U. S. Circuit Court of Appeals
in Chicago.

In his decision, U. S. Tax Judge
Howard A. Dawson Jr., held that
broadcasters may take straight-line de
preciation over 20-year period for

network affiliation contracts (BROAD
CASTING, March 16). Corinthian had
bought WISHAM-TV Indianapolis and
WANE-LTV Fort Wayne, Ind., in
1956 for $10 million, allocating
$4,650,000 to CBS affiliations. When
this was disallowed by IRS, tax court
case followed.

John Bull's first

Britain's first commercial radio station
is being planned quietly by impor
tant entities on Isle of Man. Pye
Ltd., electronic manufacturer, has re
tained Jansky & Bailey, U. S. consult
ing engineers, for development of
medium band (broadcast) commer
cial station and, according to reliable re
ports, prospects for authorization by
British Post Office Department, which
controls allocations, are bright. Al
though Britain has commercial TV
service (ITTA) competing with BBC,
radio service is exclusive non-commer
cial operation vested in BBC.

ABC-TV compensation

There was a flap, followed by un
certainty, among ABC-TV affiliates last
week over network's plan for compensa
ting stations carrying American
Football League games this fall. ABC
officials said stations would be paid
on basis of two class-C hours per gam
some stations said they'd be glad to get that rate (CBS-TV pays
for one C-hour on National Football
League games), but that they had
heard it differently. Word they got,
said, was that they'd be paid for
nine network-sold announcements in
each game and also would be given
nine spots per game for local sale, lat
ter subject to co-op fee of 30% of
package price less agency commission.

Investigation indicated both versions
were right, at least sort of. ABC-TV
intends to pro-rate payments accord
ingly to sales, using two C-hours as
maximum. If it sells all 18 announce
ments, for example, stations will be
paid for two C-hours; if it sells nine
announcements, they'll get one C-hour
—plus nine other spots, which are
assigned for local sale but with
right of recapture by network. Mean
twhile there appeared no confusion
over compensation plan for new Les
Crane Show, which starts Nov. 9 in
11:15 p.m.-to-1 a.m. EST period. Stas
ions carrying it will do so on quid
pro quo basis. According to present
plan, network is to get six minutes for
sale, affiliates get remaining 13.
CAN YOU THINK OF AN EASIER WAY TO FIND A GOOD FISHING SPOT? In one summer Boston Store's weekly half-hour Fishing Show with Bill Hoeft on WTMJ-TV has shown thousands of Wisconsin people how and where to fish. On this all-color program Bill not only features color films from his own trips to the fishing spots in Wisconsin but also the best in fishing equipment and boats available at Boston Store. The Publicity Director for Boston Store writes, "Obviously, this has had a splendid effect on business. No other medium could have done this education job and our long-term sales can be attributed solely to television." This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV...see 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, September 7, 1964
WEEK IN BRIEF

Television coverage of political conventions may be in for shake-up. ABC affiliates' head wants coverage cut down; CBS and NBC counterparts interested in rotation plan if antitrust laws allow. See...

TOO MUCH COVERAGE? ... 35

Sold sponsorships of TV networks' fall nighttime schedules are 50% participations. Burst of sales nears end with totals about same as last year. Programs start new cycles later this month. See...

NETWORK PARTICIPATIONS GROW ... 38

NBC and Philco protest FCC decision to make network and Westinghouse reswap Philadelphia-Cleveland stations. NBC says its conduct was proper, Philco contends renewal shouldn't have been given with condition. See...

NBC, PHILCO ATTACK DECISION ... 56

Two TV's and AM-FM combination sold in separate deals. WILC(TV) Pittsburgh goes to Cox for $20.5 million, WEMY-TV sold along with two newspapers. Reeves buys WITH-AM-FM Baltimore for $1 million plus. See...

BANNER WEEK IN STATION SALES ... 54

President Johnson's planned charity appeal on TV would be subject to equal-time demands, FCC rules. Pitch would have to be on news show. Some commissioners grumpy because networks forced ruling. See...

NETWORKS, FCC TANGLE OVER 315 ... 77

Nielsen's ratings practices with October report will undergo changes to increase accuracy. Continually changing samples will be picked by computer. "Completely new NSI service" will drop Recordimeters. See...

COMPUTERS WILL PICK SAMPLES ... 60

Broadcasting will absorb major part of record budgets for current presidential campaigns. Democrats and GOP have already committed almost $1.5 million for network television alone, more to come. See...

THE MOST COSTLY RACE ... 46

Networks cool but sponsors warm for major leagues' proposed Monday night TV baseball package. Bids for games are due Sept. 15. Teams anxious to sell Fetzer-sparked package. CBS out of running. See...

PLAN FACES FINAL Hurdles ... 68

Representative Wright Patman lambastes 'Life Line' programs as violating Internal Revenue Service code's rules for tax-free foundations, asks for revocation. H. L. Hunt defends organization against subcommittee. See...

'LIFE LINE' TAX STATUS QUERIED ... 72

National Association of Broadcasters firms up approach of programming clinics that start Sept. 18. Program ideas, music trends, news and editorials, commercial production, talk and drama will be featured. See...

FINAL TOUCHES PUT ON CLINICS ... 76

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Broadcasting, September 7, 1964
LET'S TALK MOVIES!

LAST YEAR WTIC-TV TELECAST

• 180 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT TELEVISION STATION.

• 157 FEATURE FILMS NEVER BEFORE SHOWN BY A CONNECTICUT OR A WESTERN MASSACHUSETTS TELEVISION STATION.

NOT ONLY NEW, BUT FINE MOVIES, SUCH AS —

On The Waterfront . . . Sayonara . . . Man in the Gray Flannel
Suit . . . Ruby Gentry . . . The Old Man and the Sea . . .
The Bad Seed . . . Duel in the Sun . . . Battle Cry
. . . The Spirit of St. Louis . . . No Time for Sergeants
Man in a Coated Hat . . . Home Before Dark . . .

THIS YEAR, WTIC-TV HAS CONTINUED TO ENCHANT ITS AUDIENCE WITH —

Auntie Mame . . . The Dark at the Top of the Stairs . . .
The Nun's Story . . . Bachelor Party . . . Cash McCall
. . . Ice Palace . . . Marjorie Morningstar . . . Tall Story
with many, many more to come!

For television leadership in movies, look to

WTIC-TV3
HARTFORD, CONNECTICUT
REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

BROADCASTING, September 7, 1964
Piggyback issue taken up by C-P

Advertiser’s new policy:
Use no stations that have premium piggyback charges

Colgate-Palmolive has set torch to piggyback fire with disclosure to TV stations that any premium charge for such multiproduct spots—“even 1%”—will result in loss of all C-P business. Stand adopted by C-P week ago has already cost eight stations “several hundred thousand dollars” in canceled business.

Greg Lincoln, Colgate-Palmolive’s manager of radio-TV operations, said Friday (Sept. 4) company would stick to position even if it meant being forced completely out of important market. He estimated 18 stations are now involved in that others might be added to that number. Nine of these—five in top 15 markets—are known to have premium policy on piggybacks, but have not yet charged C-P extra for them.

Colgate says that only when station or rep advises that there is piggyback surcharge will company reply with blanket cancellation of all business. In further explanation Mr. Lincoln said Corinthian stations, for example, are not accepting piggybacks, but since company at present has no piggybacks scheduled on their stations it will continue to use these outlets at this time.

In case of stations which give multiproduct announcements preemptible status, C-P said it would be willing to accept new position for displaced spots but, again, would cancel all business if piggybacks were dropped from station’s schedule entirely or if they were retained and premiums charged for them.

Three stations change hands in Southwest

Sale of KGBC Galveston, Tex., by Mrs. James W. Bratton Jr. to Harbor Broadcasting Co. for $225,750, subject to FCC approval, was announced Friday (Sept. 4). Buying group is headed by E. B. Taylor. KGBC is fulltime on 1540 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Meanwhile FCC Broadcast Bureau approved following sales, announced Friday:

- KASE Austin, Tex.: Sold by W. D. (Dub) Rogers to Southwest Republic Corp. for $275,000. Southwest Republic is headed by John R. Kingsbery and is licensee of KHPI-FM-TV in Austin. KASE operates daytime only on 970 kc with 1 kw.
- KORT Las Cruces, N. M.: Sold by William C. Taylor and associates to Chaparral Broadcasting Services for $187,500. Chaparral is owned by Frank O. Papen Inc. and others. KORT is daytime on 570 kc with 5 kw.

College grid plans of STV snagged

Plan of Subscription Television Inc. to show home games of four West Coast universities (BROADCASTING, June 22) has fallen through for 1964 season. Presidents of schools of Athletic Association of Western Universities at meeting late Thursday (Sept. 3) decided to defer putting games on pay TV until they can give matter further study.

STV was negotiating with AAWU for games of University of California at Los Angeles; University of California, Berkeley; Stanford University, Palo Alto, Calif., and University of Southern California, Los Angeles. Showing of games on pay system would have been in line with provision in contract between NBC-TV and National Collegiate Athletic Association allowing experimental televising of games on pay TV.

UCF needs a new star; nets back away from LBJ

Three TV networks will not carry special program featuring President Johnson in behalf of United Community Funds & Community Chests.

Networks made decision Friday (Sept. 4) following FCC ruling that special program would lay them open to equal-time demands from President’s candidates in election campaign (see page 77).

Quaker moves Life to DDB

Quaker Oats Co., Chicago, announced Friday (Sept. 4) it’s Life cereal account, billing about $1.5 million, will move to Doyle Dane Bernbach, New York, effective Jan. 1. Former agency is J. Walter Thompson Co. Quaker’s Ful-O-Pep livestock and poultry feed account, billing $300,000, moves from Compton Advertising, Chicago, to Cooper, Stock & Scannell, Milwaukee, also on Jan. 1.

More support by Hunt of ‘Life Line’ shown

Tax-free foundation that produces Life Line for use on 354 U. S. radio stations sold almost $100,000 in books and other publications to H. L. Hunt companies, House subcommittee probing foundations reported last Friday (Sept. 4).

Representative Wright Patman (D-Tex.), chairman, repeated his urging that Internal Revenue Service revoke tax exemption of Life Line Foundation Inc. of Dallas, as had been recommended in 1962 by IRS agent and his superiors (see page 72).

Purchases by Hunt firms were further evidence of more than $3 million foundation has received from Mr. Hunt, Texas oilman who started Life Line and has kept it going by at first making large cash donations and for last few years buying tracts and sponsoring radio programs in areas where other sponsors are unavailable.

Question posed by subcommittee was

Gone once—going twice?

Mark Century Corp., New York, reportedly will enter into negotiations Tuesday (Sept. 8) for acquisition of Richard H. Ullman Associates, that city. Report followed announcement Friday (Sept. 4) of sale of Ullman firm to The Peter Frank Organization, Hollywood. Mark Century is affiliated with Music Makers Inc., and like Ullman and Frank companies is engaged in radio programing services and production. Milton Herson, president of Mark Century, was expected in Hollywood Tuesday.

Sale of Ullman to Peter Frank was announced by Morton J. Wagner, president of Morton J. Wagner Cos., of which Ullman was division. Mr. Wagner said he will soon announce “new broadcaster-researched services” of his companies.
WEEK'S HEADLINERS

Mr. Henry  Mr. Conroy

John F. Henry, senior VP at Geyer, Morey, Ballard, Detroit, and supervisor of American Motors Corp. automotive division account, moves to GMB's New York office where he will continue to handle American Motors account and take more active part in agency management. In related move Robert B. Conroy, VP of agency and former manager of Chicago office, moves to Detroit as co-manager of office there and executive on Rambler account.


For other personnel changes of the week see FATES & FORTUNES

N. Y. Senate hopefuls to concentrate on TV

TV will figure prominently in New York race for Senate between incumbent Senator Kenneth B. Keating (R) and former Attorney General Robert F. Kennedy (D). Weiss & Geller Inc., New York, newly appointed agency for Senator Keating's campaign, says it will emphasize TV — some unofficial estimates place budget for TV near $600,000 level. Weiss & Geller will supervise campaign; Van deCar & dePorte, Albany, will represent senator in north-east section of state. Patert, Koenig, Lois, New York, agency for Mr. Kennedy's campaign, will place "substantially more than half of the budget" in TV, it was reported.

Another turnaround in drop-in case

FCC has again rejected pleas for reconsideration of its decision denying short-spaced VHF drop-ins for seven markets.

Action, on 4-3 vote, sets stage for court appeal in part of Commissioner Lee Loevinger's vote in affirming drop-in decision in December.

Reconsideration was sought by WTVK (TV) (ch. 26) Knoxville, Tenn., WARD-TV (ch. 54) Johnstown, Pa., and ABC, which hoped to affiliate with VHF affiliates in drop-in markets.

WTVK, which sought reconsideration only in proceeding involving proposed Knoxville drop-in, said commission decision was not valid because of basis of December vote by Commissioner Loevinger.

Commissioner Loevinger, not on commission at time of original decision, in May 1963, said he would have voted for drop-ins then, if he had been. His vote to affirm, in December, he explained, was in interest of consistency of commission action.

FCC last week said commissioner's vote—and therefore result of four-member majority—was valid.

CBS remains an angel by "The Skin of Our Teeth"

CBS Inc. is investing $400,000 in musical version of "The Skin of Our Teeth," becoming sole backer of comedy, which is scheduled to open on Broadway in fall of 1965.

CBS spokesman said Friday (Sept. 4) that company is prepared to put up another $100,000 if additional funds are necessary.

This will be seventh occasion CBS or one of its subsidiaries has made investments in Broadway musicals. It invested $360,000 in "My Fair Lady" and to date gross revenues from all sources has been $72 million (Broadcasting, Aug. 24).

RCA announces dividend

RCA announced Friday (Sept. 4) quarterly dividend of 15 cents per share on common stock, payable Oct. 26 to stockholders of record Sept. 18. Dividend of 87½ cents per share on cumulative first preferred stock for period of Oct. 1 to Dec. 31, 1964, was also declared. Cumulative stock dividend is payable on Jan. 2, to stockholders of record Dec. 18.

Miami ch. 10 renewal appealed

U. S. Court of Appeals in Washington has been asked to reverse FCC decision last month granting renewal of Miami channel 10 to L. B. Wilson Inc.

Three unsuccessful applicants filed appeals from final commission decision renewing WLBW-TV license for full three years (Broadcasting, Aug. 3).

WLBW-TV originally received four-month license in 1960 when it was found to be only one of original applicants unbarred by ex parte charges in case which began in 1953 and which saw grant to Public Service Television Corp. revoked.

When Wilson applied for full three-year renewal, three other applicants filed for facility. After hearing, FCC examiner recommended grant go to South Florida TV Corp., but this was overruled 4-1 by FCC. In addition to South Florida, also filing appeals were Civic Television Inc. and Miami Television Corp.
HUNTING SEASON'S OVER. Whether stations are looking for rabbits or ducks, the hunting season is over when they bag the new WB cartoons package, SERIES '64. Starring Bugs Bunny, Daffy Duck, Foghorn Leghorn, Wile E. Coyote, Road Runner, Elmer Fudd and other world-famous characters, SERIES '64 includes 100 great cartoons never released for television before. Recently, the hunting season ended in Chicago, Detroit, San Francisco, Cleveland, Minneapolis, Indianapolis, and Kansas City.

Kookie's back in the parking lot. One of the big reasons for the tremendous network rating success of 77 SUNSET STRIP is "Kookie" Byrnes—the hair-combing, jive-talking, car jockey. Starting this fall, "Kookie" who co-stars with Efrem Zimbalist, Jr. and Roger Smith will be back in the parking lot next to 77 SUNSET STRIP in such markets as St. Louis, Miami-West Palm Beach, Tampa, Baton Rouge, Chattanooga, Fort Wayne, South Bend-Elkhart and others.

BRONCO'S TOUGH. With Ty Hardin in the title role, BRONCO provides tough competition for any program—particularly in the 5 to 7:30 pm time area. As a two-fisted, ex-Confederate Army captain, Bronco Layne wanders from town to town fighting outlaws and injustice. BRONCO, with 68 action-packed hours, is one of the programs that comprise the highly successful Warner Bros. western block. Other series in the high-rated western block are MAVERICK, CHEYENNE, SUGARFOOT and THE DAKOTAS. Markets recently added to the BRONCO list include Houston, Fort Wayne, Bakersfield, Corpus Christi, and Moline.

WMCT SIGNS FOR "77 SUNSET STRIP." Mori Greiner (seated left), Station Manager at WMCT, Memphis, signs contract for 149 hour-long episodes of 77 SUNSET STRIP. Looking on are John Davidson (center), Southeastern Sales Manager for Warner Bros., and Ed Greaney, WMCT Program Manager.

NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"
Today's most exciting TV station
1. Decision: The Conflicts of Harry S. Truman
   "I want the people to know me. I want them to know I am and the Presidency as I have known it." In an unprecedented, historic television series, the former President recounts his own story of those turbulent years—the critical issues he faced and the major decisions he made.

2. Men in Crisis
   The decisive moments of those that establish the victor over the vanquished are revealed and dramatized in this unique documentary series of the momentous clashes between some of the men who made history in our time: Chamberlain and Hitler, De Gaulle and Petain, Stalin and Trotsky.

3. Significant Documentary Specials

4. East Side/West Side
   For a dedicated social worker in New York City, the battles are many, the victories few. This highly acclaimed series, with George C. Scott, dramatizes the problems and conflicts of a man whose job is to help and to protect people in trouble.

5. The Richard Boone Show
   Television's first repertory company of players is headed by Richard Boone. Each week, ten talented actors take turns in major and minor roles in a widely-acclaimed group of plays written especially for this outstanding series.

6. Sunset Strip
   Their headquarters are in the heart of Hollywood—but they have truc- cons and guns and will travel for a fee. Follow these fast-talking, free-wheeling private eyes in their hour-long mystery adventures filled with action and suspense.

7. The Robert Herridge Cycle
   Our television theater—dedicated to man and the exploration of his nature—continued with the recent presentation of "The Night and Morning Worlds of Walt Whitman" and "Duke Ellington: A Portrait in Music.

8. Movie Greats

9. Wonderama
   There's more than child's play to programming for youngsters. And Sonny Fox, Sandy Becker, Sonny Sales and Fred Hall respond successfully to the idea that fun is fun and that learning can also be enjoyable.

10. The Eleventh Hour
    The shattering moment of emotional crisis is the critical point at which each psychological drama begins. Two doctors face personal problems and situations that demand great understanding.

11. Espionage
    Call him spy, secret agent or member of the underground, his assignment is espionage. These hour-long dramas range the suspense-filled underworld of international intrigue with stories of courage and cowardice, heroes and traitors.

12. The Breaking Point
    To conquer mental illness, each patient must come to terms with himself and the world in which he lives. This bold, courageous series breaks new ground as skilled psychiatric artists explore the dark recesses of minds in turmoil.

WNEW-TV
METROPOLITAN BROADCASTING TELEVISION, A DIVISION OF METROMEDIA, INC.
Lunch 'n Fun

Station: WDEF-TV
CHATTANOOGA
Program: LUNCH 'N FUN
Time: 1:00-1:30 P.M.
WEEDAYS

First In Audience
Tops In Sales

Live and Lively. That's the WDEF-TV studios at Broadcast Center, Chattanooga, at 1:00 p.m. weekdays when Tom Willette and Betty "B" hit the air with Lunch 'n Fun. It's a key live WDEF production that for 6 years has been built to the No. 1 audience attraction*—and delighted the women's clubs which participate. Sampling product, of course, is part and parcel of the easy convivial carryings-on of veteran showman and interviewer Willette.

Mail? Sure enough. Whether its an inquiry about how a participant made corn cob jelly, or getting to the last word on a high styling discussion, Lunch 'n Fun stimulates, provokes, entertains—and best of all—sells merchandise.

It's an honest-to-goodness, live-at-the-moment local program such as other Park Broadcasting stations feature—like Carolina Today at WNCT-TV, Greenville, N.C. (weekdays 6:30-8:30 a.m.) or Memo From Illo at WJHL-TV, Johnson City (weekdays 1:00-1:30 p.m.). Local shows like these, combined with hard-hitting local news, make Park Broadcasting stations leaders like the CBS network with which they are all affiliated.

Park Broadcasting is as new as its day-to-day showmanship, but its stations each have better than 10 years of proved leadership.

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

Indicates first or revised listing.

SEPTEMBER

Sept. 6-11—International Audio-Visual Conference sponsored by National Council of Churches' Department of Audio-visual and Broadcast Education. American Baptist Assembly, Green Lake, Wis.


Sept. 8-12—Broadcasters Institute-Mid-Atlantic Conference. New York.


OCTOBER


Oct. 4-6—Broadcasters Institute-Mid-Atlantic Conference. New York.


NovEMBER


Nov. 4-6—Broadcasters Institute-Mid-Atlantic Conference. New York.

Nov. 7-9—Broadcasters Institute-Mid-Atlantic Conference. New York.

Nov. 10-12—Broadcasters Institute-Mid-Atlantic Conference. New York.


Nov. 16-18—Broadcasters Institute-Mid-Atlantic Conference. New York.


NOVEMBER


Nov. 4-6—Broadcasters Institute-Mid-Atlantic Conference. New York.

Nov. 7-9—Broadcasters Institute-Mid-Atlantic Conference. New York.

Nov. 10-12—Broadcasters Institute-Mid-Atlantic Conference. New York.


Nov. 16-18—Broadcasters Institute-Mid-Atlantic Conference. New York.


RAB CONFERENCE SCHEDULE

Dates and places for the Radio Advertising Bureau's fall management conferences:

Sept. 17-18—Tarrytown House, Tarrytown, N.Y.


Sept. 28-29—Far Horizons, Sarasota, Fla.


Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).


Oct. 15-16—Northland Inn, Detroit.

*Rating source: March, 1964 ARB
The Bell System has... push buttons that can turn your telephone into a versatile intercommunicating system at the touch of a forefinger.

These buttons give you fully integrated telephone/intercom service. They let you handle outside and inside calls on one instrument... hold one call while you get information or answer another call... add an inside extension to an outside call... set up multi-phone conferences.

This push-button ease of modern Bell System office communications is the result of a point of view.

We don't want our customers to have to "get along" with inferior equipment, and "make do" with inadequate service.

Rather, we want them to have communications that are positive assets in their day-to-day business—ways to increase profits, and cut costs, and promote efficiency.

To this end, we are constantly at work developing new services and improving present ones... aiming always to provide the finest communications at the fairest prices.

BELL SYSTEM
American Telephone & Telegraph Co. and Associated Companies
O'Mara, Hollywood Ad Club president, will conduct the meeting, first of the season, 12 noon, Hollywood Roosevelt hotel.


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

Sept. 15—Town Hall of Los Angeles: Debate on pay TV between Pat Weaver, president of Subscription Television Inc., new pay-TV service, and Don Belding, retired advertising executive, currently head of the Citizens Committee for Free TV. 12:30 p.m. at the Biltmore Bowl.

Sept. 15—Opening of bids for proposed national telecasts of Monday Night Baseball Spectacular. 20 Rockefeller Plaza, New York.

Sept. 17—First annual stockholders meeting of Communications Satellite Corp. Sheraton-Park hotel, Washington.


Sept. 18—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—Radio programing clinic held by National Association of Broadcasters' program study committee. Rickey's Hyatt House, Palo Alto, Calif.

Sept. 18-19—First annual convention of Maine Association of Broadcasters, Poland Spring House, Poland Spring.

Sept. 19-20—Board of trustees meeting of National Academy of Television Arts & Sciences, Beverly Hills, Calif.


Sept. 19-20—Meeting of Nebraska Broadcasters Association. Speakers include Earl Stanley, Washington lawyer and ex-FCC staffer; Bob Considine, columnist and radio newswoman; John Couric, public relations vice president of National Association of Broadcasters; Senator Roman Hruska (R-Neb.); Nebraska Governor Frank B. Morrison; FCC Commissioner Frederick W. Ford. Holiday Inn, Grand Island.

Sept. 21—Radio programing clinic held by National Association of Broadcasters' program study committee. Chicso Plaza hotel, Memphis.


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

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

Sept. 22—League of Advertising Agencies open dinner meeting, Delmonico hotel, New York at 6:30 p.m. Carl Ally, president of Carl Ally Inc., is guest speaker.

Sept. 22—Broadcast Advertising Club of Chicago sponsors joint presentation by Foote, Cone & Belding and Needham, Louis & Brorby on "Measuring Television's Effect.

Indicates first or revised listing.
THE EXECUTIVE MANSION hummed with the excitement of cameras, lights, crews... with the hushed chatter of directors and floormen... and then, silence fell over the Mansion, and WALB-TV fell to the job of filming a full hour documentary visit with Georgia Governor Carl E. Sanders. It was the first time that Governor Sanders has opened the Executive Mansion for a TV program interview.

This is but one in a continuing series of documentaries for WALB-TV... but, it typifies the public service attitudes of the station! And, the 354 miles that WALB-TV carried its equipment and crews is a good indication of the lengths Channel Ten will go to... to bring important programs to the 880,000 persons who live within its coverage area. Remember, WALB-TV is the only station that reaches them all,

so ask Venard, Torbet & McConnell, nationally... or, in the South, ask James S. Ayers Company... for current avails.

WALB-TV TRAVELED 354 MILES TO HELP 880,000 PEOPLE PAY A CALL ON THE GOVERNOR
NATIONAL ADVERTISERS

Back your judgment when you select WILS as your No. 1 Mid-Michigan buy. WILS has daytime power of 5,000 watts. Stations A & B have 1,000 W, and 500 W daytime.

WILS delivers all the Lansing Metro area plus most of another seven counties in one of the highest-income per-household market areas in the U.S. (3rd in U.S. in Metro Cities over 200,000).

Lansing is always in the top 100 U.S. markets. For complete cost-per-thousand and audience information contact Venard, Torbet & McConnell, Inc., or write to:

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RADIO 1320
WILS
ANSING
5,000 WATTS / 24 HOURS A DAY

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Here is a small-scale preview of the large-scale line-up of television programs which NBC will launch this season—a colorful, star-filled schedule of entertainment, news and sports that promises to make this the most exciting year in the history of NBC.
p 18 Ninety Bristol Court's Don Galloway, Steve Franken and Joyce Bulifant
p 19 Ninety Bristol Court's Guy Raymond
p 20 Ninety Bristol Court's Alan Harris
p 21 Ninety Bristol Court's Patricia Barry
p 22 Andy Williams
p 23 Alfred Hitchcock
p 24 Tuesday Night Viewing
p 25 Mr. Novak's James Franciscus

p 26 Mr. Novak's Dean Jagger
p 27 The Man From U.N.C.L.E.'s Robert Vaughn
p 28 The Man From U.N.C.L.E.'s David McCallum
p 29 The Man From U.N.C.L.E.'s Leo G. Carroll
p 30 That Was The Week That Was
p 31 Bell Telephone Hour
p 32 Wednesday Night Viewing
p 33 The Virginian's Lee J. Cobb
p 34 The Virginian's James Drury
p 35 The Virginian's Clu Gulager, Doug McClure, Roberta Shore and Randy Boone
p 36-37 Wednesday Night at the Movies
p 38 Thursday Night Viewing
p 39 Daniel Boone's Fess Parker
p 40 Daniel Boone's Ed Ames and Albert Salmi
p 41 Daniel Boone's Patricia Blair

p 42 Dr. Kildare's Richard Chamberlain
p 43 Dr. Kildare's Raymond Massey
p 44 Hazel's Shirley Booth
p 45 Hazel's Don DeFore, Bobby Buntrock and Whitney Blake
p 46 Kraft Music Hall's Perry Como
p 47 Kraft Suspense Theatre
p 48 Friday Night Viewing
p 49 International Showtime
1964-65 SOUVENIR GUIDE TO TELEVISION'S FINEST SCHEDULE OF ENTERTAINMENT, NEWS, INFORMATION AND SPORTS

p 50-51 Bob Hope in the Chrysler Theatre and Comedy Specials
p 52 Jack Benny
p 53 The Jack Benny Show's Dennis Day, Eddie "Rochester" Anderson, and Don Wilson
p 54 Jack Paar
p 55 Jack Paar's guests Elaine May, Mike Nichols and Robert Goulet
p 56 Saturday Night Viewing

p 57 Flipper
p 58 Flipper's Brian Kelly, Tommy Nordon and Luke Halpin
p 59 The Famous Adventures of Mr. Magoo
p 60 Kentucky Jones' Dennis Weaver
p 61 Kentucky Jones' Ricky Der
p 62-63 Saturday Night at the Movies
p 64 Notes on Today, Tonight, and Huntley-Brinkley Report
p 65 Today's Hugh Downs
p 66-67 Chet Huntley and David Brinkley
p 68 The Tonight Show's Johnny Carson
p 69 The Tonight Show's Ed McMahon and Skitch Henderson
p 70 Notes on Entertainment Specials
p 71 Hallmark Hall of Fame
p 72 Danny Thomas
p 73 Jonathan Winters
p 74 Festivals and Parades

p 75 Sunday Daytime Viewing
p 76 NBC Children's Theatre
p 77 Notes on Children's Shows
p 78 Weekday Daytime Viewing
p 79 Daytime Stars Virginia Dwyer, Ann Williams, Loretta Young and Danny Thomas
p 80 Daytime Stars Art James, Gene Rayburn, Tom Kennedy and Monty Hall
p 81 Daytime stars Bob Barker, Merv Griffin, Hugh Downs and Art Fleming
Profiles in Courage

President John F. Kennedy

Notes on Profiles in Courage

President John F. Kennedy

Notes on NBC News Election Team

Elie Abel, Robert Abernathy and David Brinkley

Notes on NBC News

John Chancellor, Nancy Dickerson, Pauline Frederick and Bernard Frizzell

NBC News Election Team

Robert Goralski, Welles Hangen, Joseph C. Harsch and Chet Huntley

Profiles in Courage

Irving R. Levine, Robert MacNeil and Frank McGee

Merrill Mueller, Edwin Newman and Tom Pettit

John Rich, Jim Robinson, Ray Scherer and Sander Vanocur

Notes on NBC Sports

NCAA Football

Summer Olympics from Tokyo

World Series (not shown)
These pages represent a condensed version of NBC-TV’s “Star Album”, which offers a preview of new and returning shows in what promises to be the network’s most interesting season.

Listed below are the names of the NBC-TV stars whose photographs adorn the front and back covers of NBC-TV’s “Star Album”.

On Front Cover:
Nighttime Top Row
Jack Benny
Dan Blocker
Shirley Booth
Joyce Bulifant

On Front Cover:
2nd Row
Charles Boyer
David Brinkley
Johnny Carson
Leo G. Carroll
Richard Chamberlain

On Front Cover:
3rd Row
Lee J. Cobb
Perry Como
Bill Dana
Ricky Der
Walt Disney

On Front Cover:
4th Row
James Drury
James Franciscus
Steve Franken
Don Galloway
Lorne Greene

On Front Cover:
5th Row
Alfred Hitchcock
Bob Hope
Chet Huntley
Dean Jagger
Jack Klugman

On Back Cover:
Nighttime Top Row
Michael Landon
Mr. Magoo
Raymond Massey
Frank McGee
David Niven

On Back Cover:
2nd Row
Jack Paar
Fess Parker
Pernell Roberts
Danny Thomas
Robert Vaughn

On Back Cover:
3rd Row
Debbie Watson
Dennis Weaver
Andy Williams
Jonathan Winters
Gig Young

On Back Cover:
4th Row
Daytime 4th Row
Bob Barker
Dennis Weaver
Hugh Downs
Art Fleming
Merv Griffin

On Back Cover:
5th Row
Monty Hall
Frank Blair
Tom Kennedy
Gene Rayburn
Loretta Young
Another blot
A 1963 Chuck Waggin cartoon.

MIKE®

In support of art

Editor: Congratulations to WDSU-TV, New Orleans and Louis Read in the electronic editorial cartoon phase of their future operation (Broadcasting, Aug. 17). We think it is a pretty good idea.

Charles Amesbury (known professionally as Chuck Waggin) is our KVOA-TV art director and is well known throughout the Southwest for his work. In 1959 Chuck originated a cartoon character called Pepe. We felt that Pepe could say a lot of things editorially and with a sense of humor that would personify the foibles of this old world. Chuck draws one cartoon a day. About two days of the week (on the average) his cartoon pertains to politics, two days a week he concentrates on the local community and one day a week he does a cartoon editorial just for the fun of it.

Waggin’s work is so good, to the point and so true that we very seldom have a complaint with it. . . . We have used Chuck’s work as part of our exhibits before the FCC and his work was a part of the presentation for the duPont station award, which we won in March 1963.—G. E. (Doc) Hamilton, station manager, KVOA-TV Tucson, Ariz.

Second Petisemon’s motion

Editor: Congratulations to you and J. D. Peterson of Hudson's Bay Co. on the August 24 Monday Memo, “Retailers Want Follow-Through Behind Hard Sell.”

As a former department store president, now a missionary for radio selling effectiveness, I am convinced of the tremendous potential awaiting the knowledgeable, persistent account executives who will understand and follow through on the excellent advice from Mr. Peterson.—Frank Orth, WICE Providence, R. I.

(Mr. Orth does more than just pay lip service to radio’s selling effectiveness. Five radio stations in the market, with Mr. Orth acting as chairman of a Radio for Retailers Committee,” made a joint presentations to Providence department and special stores in July. The Radio Advertising Bureau participated.)

Welcome mat out, too

Editor: Your Aug. 17 issue mentions that WNBW-TV in our market has agreed to carry piggyback commercials with no additional cost involved. I think it merits your attention that the second station in the Binghamton market, WBJA-TV, also welcomes the use of piggyback commercials.

We feel this is an integral part of this business and would not consider charging an sponsor extra for the use of these commercials.

Alfred Anscombe, owner and president of WBJA-TV, wants it clearly understood that WBJA-TV is here to do business and cannot be concerned with trivial matters of policy concerning what commercial we want and do not want.—Michael V. Clarke, station manager, WBJA-TV Binghamton, N. Y.

Competitive spirit

Editor: The short view indeed! I refer to your editorial (Broadcasting, Aug. 17) comparing the fate of professional boxing with that of major league baseball and football, and your unqualified assumption that wired pay TV will kill organized professional sports . . .

I firmly believe the opposite will be true. Certainly, sports will be a major programing element of pay TV. This will give sports more exposure, and consequently, produce more interest in

Broadcasting reaches more PAID circulation than the next four vertical publications combined.

Broadcasting reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

Broadcasting carries more advertising lineage annually than the next four vertical publications combined.

Why Not!

After all, Broadcasting is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W. Washington 6, D. C.
sports than was ever imagined.

What you really mean by your editorial is that you believe broadcasters haven't the intestinal fortitude to meet the competition which pay TV offers to the presently extant, virtual monopoly.

I happen to believe broadcasters have more competitive know-how than you give them credit. Who is to say whether pay TV, VHF commercial TV, the development of UHF or some completely different medium will provide the service which is more acceptable to the viewer. Let all the methods be shown and let the viewer decide. I believe that any good service will find its place. Pay TV will not supplant commercial TV, if the broadcasters find new and exciting ways to compete....—W. Robert McKinsey, executive vice president, Atlanta Telemeter Inc., Atlanta.

Not with KAPP(FM)

Editor: re your Aug. 31 coverage of the NARA convention, we regret to inform you Charles Johnson was not at the time of the convention nor at the time of the KFWB picking in any way affiliated with this station. For a few months last year Mr. Johnson purchased time on this station on a brokerage basis, but was never an employee or a direct representative for KAPP(FM).—Robert P. Dyk, program director, KAPP(FM) Redondo Beach, Calif.

Put them all on

Editor: To solve the United Community Funds & Councils of America problem Section 315, why not have Senator Goldwater and all other presidential candidates each film a five-minute non-political fund plea.—G. O. B. Drews, 844 North Broadway, Yonkers, N. Y.

Broadcasting last week reported that the TV network was asked to request that there be a filmed appeal for the fund which featured President Johnson on the grounds that it could open way for equal-time requests.

Dissenting voice

Editor: . . . Anyone successful in our broadcasting structure knows how hard he had to fight to get that way due to the ham strings of government controls that almost prohibit success and profit. . . . Never before has the hard-working broadcaster (or any hard worker) been penalized so greatly for his ability. And never before has it been so profitable for Americans to be lazy and unproductive.

Thanks to the American press and . . . organizations like the NAB and the networks, our children are growing up to believe that what was once true Americanism and patriotism is now called radicalism and is sneered at. And thanks for that too, to the Communist in 95% of our American educators.—James B. Everts, WOPM Belleaire, Ohio.
WXYZ-TV HAS WON ANOTHER IMPORTANT AWARD
WHAT'S IN IT FOR YOU?

Yes, we like
to win awards... and we
like to tell people about them,
too. When WXYZ-TV and its Presi-
dent, John F. Pival, were awarded the
1964 NATIONAL HEADLINERS AWARD
for “consistently outstanding television editorials,”
we were deeply gratified. But you might ask
... what's in it for me? Good question. And
here's your answer. WXYZ-TV EDITORIALS
are indicative of the concern for the com-
munity that has captured the attention of
America's fifth largest television
market. Attention! The first and
most important step
toward sales.

WXYZ-TV DETROIT
An ABC Owned Television Station

BROADCASTING, September 7, 1964
What advertiser wouldn’t be delighted to have hundreds of people tell him each month how grateful they are that he advertises and ask him also for copies of his ads?

What advertiser wouldn’t be pleased—even amazed—to discover that he has been able to make a measurable impact on a major market with a modest budget invested in just five minutes a day on only one radio station?

One of our clients, Boatmen’s National Bank of St. Louis, has been enjoying this rare radio advertising experience for almost five years now—years during which many advertisers and agencies have considered that high cost, saturation-schedule spot buying is essential for any perceptible results.

What is behind this achievement? It’s a very simple but personal vehicle, a five-minute syndicated package called The Earl Nightingale Program, Our Changing World, which Boatmen’s now sponsors Monday—Friday 4:55-5 p.m. on KMOX St. Louis.

Boatmen’s had been a sporadic radio advertiser prior to 1960. The client had the feeling that “everybody knows the bank” sponsors the news or the weather, but they don’t know which ‘bank’.”

The client, however, felt that Our Changing World represented an opportunity to try something both unique and exclusive. So in 1960 Boatmen’s bought an initial 13-week schedule on KMOX St. Louis for the program in the Monday—Friday 4:55 p.m. period.

Invitation Accepted • Listeners were invited to write, call or visit the bank for reprints of the program and by the end of that year Boatmen’s had distributed more than 50,000 copies of Mr. Nightingale’s broadcasts. From these Boatmen’s was able to compile a list of approximately 1,250 names representing, by and large, prime prospects for the bank’s services.

It didn’t take long for us to discover that listeners became addicted to Earl Nightingale. He talks to them each day about the only subject in which they are really interested: themselves.

They enjoy Our Changing World and they appreciate the bank for making it possible. They don’t keep their gratitude to themselves, either, because they tell the sponsor, “I like it.”

Naturally Boatmen’s continued to renew its radio sponsorship. By the end of 1963 the sponsor’s prospect list had grown to a card file of nearly 10,000 names. Earlier this year Boatmen’s undertook its fifth year of sponsorship of the show, moving it over to KMOX for a change in audience impact after the very successful run on the other outlet.

Blue-Chip Audience • Boatmen’s has been particularly happy with the number of business and professional people who are regular listeners to the program as indicated by the continuing requests for program reprints. In addition to this flow of requests for individual program copies, approximately 800 listeners have signed up for an annual “subscription” to all program reprints.

Our conclusions:
Boatmen’s virtually owned a large, appreciative daily audience.
This captive audience definitely was paying attention.
The next problem: how to convert these 10,000 prospects of record to banking customers—plus an undoubtedly larger number of qualified listeners not yet heard from, listeners whose goodwill toward the client was secured for the exclusive benefit of Boatmen’s National Bank.
The solution has been to let Mr. Nightingale do the job. Who would get more immediate attention from these prospects than the man they already enjoyed hearing on the air? At least they probably would peruse an Earl Nightingale sales presentation more readily than they might read other literature. Better yet, they would listen to him even more readily.

Four-Point Program • The result was that Boatmen’s daily Our Changing World audience was offered via radio the Earl Nightingale recording, “Are You Getting Your Money’s Worth Out of Your Money?” This on-air offer became Phase I of a four-part campaign designed to (1) sell Boatmen’s to new customers and (2) sell present customers more of the bank’s other services.

From the start of Phase I an average of 20 requests per day has been generated for the recording by two or three offers each week. An additional benefit of Phase I has been the tangible check it provides on effectiveness of commercial copy used on the program.

Under Phase II listeners who have not responded to the broadcast offer are now being sent cards which offer them a complimentary recording, outline the subject matter and suggest they contact the bank for their copy of this potentially valuable financial aid.

Phase III of the campaign concerns present customers of Boatmen’s who already are using one or two bank services. They are receiving the recording offer via several different approaches, such as statement enclosures.

Phase IV begins the all-important conversion of interested respondents into Boatmen’s customers or into users of additional services. A follow-up questionnaire sent to the recipients of the recording asks them to indicate which other services interest them most. Returned questionnaires to date have asked for additional information about an average of 2.7 bank services.

A high percentage of inquiry about trust and real estate loan services uncovered potential new business in areas which cannot be effectively advertised to a mass audience in the usual media since the appeal of these services is necessarily limited at any one time.

Returned questionnaires are channeled to the bank departments involved for thorough follow-through action. Although Phase IV is still not far enough along to provide complete statistical evaluation, spot checks to date definitely end the fact that many people are using more of the bank’s services as a direct result of the recording.

St. Louisans may not be sure which “bank” sponsors the news or the weather, but surveys have uncovered the fact that a good many know that Boatmen’s sponsors Earl Nightingale and Our Changing World.

Donald Levitan is radio-television director for Batz-Hodgson-Neuwoehner Inc., St. Louis agency, and previously he was station manager-program director, KADI(FM) St. Louis-KADY St. Charles, Mo. Earlier Mr. Levitan was general manager of KCFM(FM) St. Louis and continuity writer for Kilroy Advertising there. A native of Tarrytown, N. Y., Mr. Levitan is a graduate of Northwestern University. After Army service he settled in St. Louis starting at WAMV East St. Louis, III.
Quality by any measurement is on the record at WELI.
The station with the adult purchasing power audience in New Haven.
The station that makes New Haven a better buy.
5000 Watts; 960 KC.
Monaural Cartridge Tape System ... RT-17
With silent, automatic operation, compact, distinctive styling and high quality sound reproduction. Three cue tones include a "trip cue" for automatically triggering other equipments capable of being remotely started (in both this and the RT-37 stereo system). Remote control recording and playback.

Stereo Cartridge Tape System ... RT-37
Has all the convenient record/playback features of the RT-17. Handles voice and music with unmatched realism. Adds new stereo believability to recorded material. Also provides remote control recording and playback.

Get all the facts about the RCA line of transistorized audio tape recorders. Call your RCA Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.
Multiple Cartridge Playback System... RT-8
For handling quantities of tapes. Can be operated manually, sequentially, or by pulses supplied from an automation system. Each unit houses four plug-in cartridge decks which can be stacked in systems of 8-12-16 or more units. A random trip cue feature is optional.

Professional Audio Recorder... RT-21
Quality to meet the most critical requirements. Also simplified operating features. Variable speed control for quick cueing of tapes, an optional fourth head for special playback use, rugged construction for smooth reeling and braking. Console, portable, or rack mounting—stereo or monaural.

The Most Trusted Name in Radio
One-minute spot buys in Indiana will put these favorites to work for you!

IN FT. WAYNE, INDIANA
7-7:30 P.M.
Monday—SEA HUNT
Tuesday—DOBIE GILLIS
Wednesday—THE LITTLEST HOBO
Thursday—EVERGLADES
Friday—CAR 54
Saturday—TRAILS WEST
WKJG-TV

IN SOUTH BEND-ELKHART
1-2:30 P.M. Monday Thru Friday
THE MIKE DOUGLAS SHOW
Women love him—and so do sponsors! His show is big on entertainment, big on current topics; and the biggest guest stars co-host week after week. No wonder it cops top ratings in so many markets. Participate with one-minute spots for $20 flat.
6:30-7:30 P.M. Monday Thru Friday
CHEYENNE
Starring Clint Walker as Cheyenne Bodie in rugged, he-man, action-type tales of the Old West. Daily. First run off network in this rich market.
WSJV-TV

CALL ATS TODAY!

MEMBER STATIONS OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT

BROADCASTING, September 7, 1964
Too much convention coverage?

ABC-TV affiliates head thinks so; chairmen of NBC-TV and CBS-TV affiliate groups interested if rotation plan is not an antitrust violation

A movement was launched last week to open a wedge for "regular" programing in the television networks' coverage of the 1968 national political conventions—and perhaps to simplify the convention coverage itself.

The immediate objective was to marshal affiliate sentiment—a great deal of which was already evident—for some sort of rotation system that would have only two networks providing convention coverage at once. The third would carry its regular programing, and the role of "third" or "entertainment" network would alternate among the three.

Official reaction among the three networks was skeptical, but even in expressing reservations officials of all three networks privately showed concern about mounting convention coverage costs and most of them indicated a willingness, and in some cases, a desire, to consider simplifications in handling future conventions.

Too Much Coverage • Among affiliates there appeared to be a widespread feeling that the networks had covered this year's major party conventions—both Republican and Democratic—too long, too exhaustively and too expensively.

They were especially concerned about the levels of audience interest. All indications were that total use of television was subnormal during both conventions, and that when viewers did turn on their sets in markets where alternative programing was available a majority usually dialed entertainment programing rather than the convention coverage being offered by the three networks.

The movement for a rotation system was being led by Thomas P. Chisman of WWEC-TV Norfolk, Va., chairman of the ABC-TV Station Affiliates Association. He argued that public interest in itself requires that viewers be given "a choice" between convention and non-convention programing—a choice that doesn't exist in markets with fewer than four stations.

Mr. Chisman said that projections by ABC-TV researchers indicated that set-in-use, normally at about the 52% level during the 7:30-10:30 p.m. period on summer weekdays, dropped to 27% during the GOP convention in July and appeared to be about the same level during the Democratic sessions two weeks ago.

Clear Choice? • Moreover, he continued, those who did use their television sets during the conventions chose, more often than not, to watch entertainment programs if entertainment programs were available to them (Broadcasting, July 20, Aug. 31), indicating that they wanted a clear choice between politics and regular programing.

Under Mr. Chisman's plan, on each night of future national conventions two networks would carry the convention and one would present its regular entertainment schedule for that night. Having two networks centering on the convention at any given time, he felt, would maintain diversity and also insure retention of the benefits of competition.

He appeared confident that some equitable rotation arrangement could be devised, and suggested that, as part of the plan, when one network was presenting entertainment programing its political anchormen might appear as guests on one or both of the "convention networks."

Mr. Chisman said he had discussed the need for such an alternative with other members of the ABC-TV affiliates board of governors, obtained a unanimously favorable response and received "informal approval" for a letter proposing a meeting with leaders of the affiliated groups of CBS-TV and NBC-TV.

He said he hoped to have such a meeting within a few weeks.

The chairman of these groups, Thomas Murphy of Capital Cities Broadcasting as chairman of the CBS-TV Affiliates Association and A. Louis Read of WDSU-TV New Orleans as chairman of the NBC-TV Affiliates Board of Delegates, indicated a willingness to participate—if. Mr. Murphy said he would first need assurance that no antitrust questions would ensue, and Mr. Read indicated he would want to talk to his two network affiliates associations, A. Louis Read (c), chairman of the NBC-TV Affiliates Board of Delegates, and Thomas Murphy (r), chairman of the CBS-TV Affiliates Association, showed interest but wanted legal advice.
If they had it to do over—they'd restrain floor coverage

The 1964 political conventions may be the last where viewers will see TV newsmen equipped with back-packed equipment scrambling at work in the press of delegates on the floor.

The days of the interview with the delegate from French Lick as he sits among his fellow delegates are numbered if the men who dealt with the radio and television arrangements for both conventions have anything to say about another.

These are the sentiments of J. Leonard Reinsch, in charge of the Democratic convention in Atlantic City two weeks ago, and of Robert R. Snodgrass, in charge of radio and TV arrangements for the Republican convention in San Francisco last July.

By coincidence both convention major domos come from Atlanta and know each other.

Mr. Reinsch is president of Cox Broadcasting Corp., headquartered in Atlanta, and served as Democratic convention director for the third time. Mr. Snodgrass is president of Atlas Finance Co., based in Atlanta and doing business in the Southeast. His credentials for the job were, in comparison to Mr. Reinsch's somewhat meager: he was a viewer and listener. He claims now that his appreciation for TV and radio is exceedingly more understanding than before his baptism at the Cow Palace.

Sig Mickelsen, Time-Life Broadcast vice president, was in charge of overall arrangements for the Republican convention. Mr. Mickelsen was on leave from his Time-Life job for the San Francisco meeting. Last week he was in the Near East on a Time-Life assignment and was unreachable for comment.

Nothing But Praise • Both Mr. Reinsch and Mr. Snodgrass were full of praise and admiration for the job done by TV and radio men in covering their respective conventions and for the cooperation they received from the networks and the group news men. But both had one suggestion for a change, and both were on the same point:

The enterprise and competitive spirit shown by TV newsmen on the floor of the conventions in button-holing delegates for on-the-air interviews must be curbed. This activity disrupted the business of the conventions, they both agreed.

Mr. Reinsch, because the Democrats had just completed their meeting, was more specific about what should be done. He would, he said, divide the floor seating into two areas—delegates forward, alternates back. He would prohibit TV newsmen from doing any interviewing in the delegates section of the meeting; they would be able to contact delegates but they would have to bring them back to the rear for interviews.

The Democratic convention manager acknowledged that there was another side to the coin: many delegates sought out TV newsmen and practically begged to be interviewed. He had one other observation, perhaps more basic: TV newsmen, he said, in some instances made news out of their interviews, when actually there wasn't any news.

"Television," Mr. Reinsch said, "has now reached the point where it must strike a delicate balance between covering news and making news."

Some of the questions asked by TV newsmen of delegates on the floor of the Atlantic City convention were "inane," he said. They were wild spots in TV's "frantic desire for scoops."

Otherwise, Mr. Reinsch concluded, "I had grand cooperation from the networks and the major group stations. If anyone got off the beam at any time, all I had to do was call it to his attention and he got right back in line."

Hello Ma • Mr. Snodgrass also felt the floor interviews by TV newsmen were "very disruptive."

"They caused jam-ups on the floor after coverage they wish. "When you have a Huntley-Brinkley," he added, "you have a lot going for you."

Mr. Murphy told Broadcasting he "could see no harm in exploring the plan"—provided that the antitrust question can be cleared in advance. Fundamentally, however, he thought the decision must be made by the networks, and that the most the affiliates might do is act as a "catalyst."

The Chisman proposal found no favor at NBC-TV, which has led the convention ratings parade for years and in both conventions this year has had ratings exceeding those of CBS-TV and ABC-TV combined. NBC officials said they had no plan to participate in a rotational system and intended to "cover the news" as they have in the past.

Benefits Electorate • CBS-TV officials said their position historically has been that while it may be a lot of coverage, having all three networks on the job has led to a better informed electorate.

ABC-TV officials did not endorse the Chisman proposal but said they were willing to consider any plan that might restore a greater sense of "reality" in convention coverage procedures.

While no network openly embraced the plan and NBC seemed to reject it explicitly, a serious concern with mount-
and the aisles," he said, "because people on either side of the man being interviewed—and those behind and in front of him too—crowded around to hear what was being said. And some of them pushed so they could get on camera."

TV newsmen must discipline themselves to overcome this confusion, Mr. Snodgrass said from his vacation lodge at Cold Harbor, Mich., last week. Otherwise, he said, a ban on floor interviews may have to be imposed, which, he feared, he personally would find undesirable.

The Republican manager made a general comment on political conventions and TV.

"The business of a political convention," he observed, "is to nominate candidates for the Presidency and the Vice Presidency. This is the paramount business of the convention. But because of the newsworthiness of this, it attracts huge coverage by all media — and this gives the party an opportunity to project an image that can mean votes."

There is a conflict between these two approaches, he admitted, but a compromise must be reached and "usually can be arranged."

"I was truly impressed with the people and the industry," Mr. Snodgrass said, "I haven't had more pleasant relations with anyone than I did with the broadcasters in San Francisco."

official—views that convention coverage ought to be simplified to a point where the proceedings would be covered "like the World Series."

In this view, the cameras should be posed on the proceedings, and floor interviews and remote events ignored—just as cameras stay out of the dugouts at baseball games.

Nobody went far officially, but concern with costs was evident not only at ABC but at all three networks, and observers were led to believe that, whether an entertainment rotation system is adopted or not, changes of some sort are apt to be devised in an effort to bring the 1968 bill a little closer under control.

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ing costs of convention coverage was evident in private discussions of officials at all three networks.

Costs of the Democratic convention appeared to be particularly nettling. Some sources estimated that the three TV networks spent $8 to $10 million in covering the four-day sessions at Atlantic City—and probably recovered no more than $4 or $4.5 million of that amount.

Privately, officials of all three networks complained of "outlandish" or "fantastic" expenditures by one or both of the other network news organizations in their efforts to get a better camera position, an extra impromptu studio or more coverage points.

A number expressed fear that, unless some sort of self-restraint comes into play, the competitive fever will bid prices up even farther into the stratosphere four years from now.

This sort of concern was especially evident at ABC, whose ratings have trailed the other networks but whose costs have soared anyway. Some ABC authorities offered their personal—not

No action taken on computers

Networks explain systems, problems to governors

A special committee of state governors met with news media representatives last week and decided, for the present, not to pursue action against the networks' practice or method of broadcasting computer-based projections of election winners.

The networks have no intention of giving up the reporting of projected choices, but were said to have indicated to the governors a willingness to fully inform the public as to how they arrive at those projections.

A group of 10 governors, the committee on election laws and communications media operations, with Governor Richard J. Hughes (D-N.J.) as chairman, was formed at the Cleveland Governors Conference in June with one of its concerns the possible ill effects of early predictions of national election winners on voting patterns in areas where polls are still open. Five of the governors were at the New York meeting last week.

They discussed the problem with the networks individually and later noted "cooperative" attitudes of broadcasting officials.

Governor Hughes was unable to attend due to illness. A statement delivered by Governor Grant Sawyer (D-Nev.), chairman of the National Governors' Conference, said that all the broadcasting representatives who met with the committee would explore, with a view toward implementation, the following suggestions:

"To give serious consideration to the manner in which election forecasts will be made. Some stated that their computer forecasts will be clearly labeled as such.

"To conduct educational programs, from now until the November election, which will help increase the public understanding of the process by which election predictions and returns are formulated.

"To make a concerted get-out-the-vote effort, both before and during the election; and to encourage all of our citizens to cast their votes, irrespective of the national election predictions."

Study Slated = Governor Sawyer's statement noted that one network plans a post-election study on the influence of reporting techniques on voting. This was later reported to be CBS.

At present three bills and a resolution have been introduced in the Senate, and a bill in the House, all with a view to restricting early announcements of predicted election outcomes. No final action is expected on any of these measures in this Congress.

In the sessions with the governors were James Hagerty, AB-PT vice president, and Elmer Lower, ABC News president; CBS Inc. President Frank Stanton and CBS News President Fred Friendly; NBC Board Chairman Robert Sarnoff and President Robert E. Kintner. MBS was represented by Charles War-
ren, manager of Washington operations.

Also represented were the news wire services: Wes Gallagher, general manager, and Harry Montgomery, traffic manager, from Associated Press, and Earl J. Johnson, vice president and editor from United Press-International.

A CBS spokesman said the company's talks with the governors had included an explanation of the network's Vote Profile Analysis (VPA) methodology; an explanation of Network Election Services (NES), the cooperative vote counting plan of the three networks and wire services for election day, and a presentation showing the closing times of polls across the country and the consequent reporting difficulties faced by the networks.

CBS News is still considering the exact language it will employ in announcing its projections in the coming election. In the past it has been "CBS News, on the basis of VPA, declares [candidate] has won."

**Advisory Planned** • In an effort to explain its computerized election projections to the public CBS-TV plans a closed-circuit broadcast to its affiliates explaining VPA. The affiliates will probably be asked to air the program at some time before the election.

CBS-TV also plans to televise a program titled "The Revolution in Election Reporting," which will give background on both VPA and NES.

Elmer Lower said ABC had promised the governors a continuation of its practice of using the word "projection" when calling a winner and had also assured the committee it would broadcast appeals to voters in western states to get them to vote, even after it was evident that a winner had emerged in the national election.

Mr. Lower said ABC-TV plans a half-hour special on computers and elections as one of its ABC News Reports: Politics '64 programs.

NBC told the governors' committee it would report the winner indicated by its computers, but would clearly label its projections as based on computer data.

Mutual's Charles Warren expressed agreement with the other network positions and termed the meeting "amicable." He said it was MBS policy to rely on its 500 radio affiliates for grass-roots election information and analysis, but that the Mutual network favors clear identification of computer predictions in principle.

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**BROADCAST ADVERTISING**

**TV network participations grow**

Fall slots dominated by minutes, participations; sales rush ending with totals equalling '63; new cycle of programs starting this month

Advertiser participations account for more than half of the sponsorship sold on the TV network's fall nighttime schedule for the fourth quarter of the year, October through December.

According to informed estimates, CBS-TV in the fourth quarter has about 25%, ABC-TV about 75% (and perhaps higher) and NBC-TV at least 65% of prime-time hours (Sunday-Saturday, 7:30-11 p.m.) designated for participations, or minute buys, which usually are placed on a short-term basis.

Network sales executives note that most of the nighttime schedule has been sold for the fourth quarter and that the networks are at about the same point in advance sales reached at this time last year. The 1964-65 season prime-time programs start their new cycles at various dates, beginning in mid-September.

For a complete rundown of programs, costs, sponsorships, packager-producers and program starting dates, see chart on pages 44 and 45. The trends and statistics on the next season:

* There is a sales rush, particularly hectic over the past 30 days, is now nearly over. It was a hard-sell summer period caused by changes in schedule plans when several pilots proved unsatisfactory.
* There will be more new shows. The 1963-64 season started with 35 new shows. The 1964-65 season will start with 39. (ABC-TV's Peyton Place, which runs twice a week, is counted as two shows, and NBC-TV's 90 Bristol Court, 90-minute segment made up of three different comedy series, is counted as three shows.) Of the 39 shows, 16 will be on ABC-TV (the same number that started there the past season), 11 on NBC-TV (also the same number) and 12 on CBS-TV (four more for that network).
* More shows will be returning. At the start of this past season, 52 shows were returning. This season there are 35 shows returning. But this season there'll be more shows overall in prime time (after 7:30): 94 compared to last season's 87.
* Production costs continue upward, according to BROADCASTING's annual cost estimates. The weekly tab for the new season is estimated at $9.1 million, up $800,000 from the previous season (see chart) and a new high.

**Participation Shows** • The flood of sales orders in the past month was mostly for participations. CBS-TV has been selling participations in some of Joey Bishop, CBS Reports, The Reporter, Mr. Broadway, all of Rawhide and World War I and about half of Slattery's People and The Nurses.

ABC-TV's full participating shows: Wagon Train, Sunday Night Movies, Voyage to the Bottom of the Sea, Mickey, Addams Family, Broadsided and Outer Limits. Participations also exist in varying degrees in these ABC shows: Ben Casey, Combat, the two Peyton Place programs, The Fugitive, Shindig, Burke's Law, Jimmy Dean, Jonny Quest, 12 O'Clock High, Hollywood Palace, Wendell and Me, Tycoon and Valentine's Day.

NBC-TV's participating shows: 90 Bristol Court, Andy Williams-Jonathan Winters, Alfred Hitchcock; Mr. Novak, The Man from U.N.C.L.E., That Was the Week That Was, The Virginian, both the Wednesday and Saturday movies, Daniel Boone, International Show...

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**CBS pushes TV on radio**

CBS-TV will purchase spots on independent radio stations to encourage listeners to watch the network's fall TV premieres. In addition, CBS-TV will run spots on CBS Radio affiliates where there are availabilities. The campaign will be built around a musical promotion jingle, BBDO, New York, is the agency for CBS-TV.
Metro Area Population, Rank, Percent of U
January 1, 1964

Can you name the top 25 radio markets?

Yes, you're right (or no, you're wrong!) — that clipping, above, furnishes no answer as to America's top 25 radio markets.

All the top 25 radio markets are NOT centered around the top 25 Metro Areas.

Matter of fact, WHO Radio, Des Moines, gives you the 23rd radio market in America — gives you more people than "the big station" in some of those top 25 Metro Areas!

WHO Radio's Market is the 117 counties it covers in Iowa, Missouri, Illinois and Minnesota. WHO actually reaches 42% of all the 812,270 radio homes in that area, weekly. And 239,000 families listen every day to WHO Radio.*

This is why so many top radio advertisers specify "IOWA PLUS" among their "top 25 markets." Ask PGW for some instances.

*All figures from NCS '61, and SRDS, '64

WHO RADIO
for Iowa PLUS!

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

Broadcasting, Griffin, Woodward, Inc., National Representatives
PREVIEW: Reach for a hat instead of a sweet

The television advertising campaign for new Lucky Strike filter cigarettes will feature a smoker who eats his hat after discovering the new product. The smoker will appear in a one-minute commercial that will be run in the initial spot markets where the new cigarette is being introduced: Indianapolis; Memphis; Des Moines, Iowa, and Spokane, Wash.

The commercial opens with a picture of a man wearing a straw hat with a bite missing from the brim. He says: "All I said was: 'Show me just one filter that won't take away the taste and I'll eat my hat.'" The commercial continues with an explanation of the new two-way charcoal filter—cradled between two white filters—in the cigarette.

The concluding scene of the commercial shows a package of Lucky Strike filters next to the mutilated straw hat. The audio portion says; "Wake up to Lucky Strike filters today."

Firm lists of participating advertisers in the fall period are hard to come by because of their unconventional frequency (an advertiser may be in for one week then out for several weeks). But the identity of many of these participating advertisers is known. Of the networks, CBS-TV refuses to release data on its participating advertisers.

The following ABC and NBC participating advertisers are not shown on the chart on pages 44 and 45 because of space limitations:

ABC—Wagon Train: Norwich Pharmacal and Procter & Gamble, (Benton & Bowles); Noxzema (Sullivan, Stauffer, Colwell & Bayles); Simmons and Block Drug (Young & Rubicam); Dow Chemical (MacManus, John & Adams); Brown & Williamson (Ted Bates); General Mills (Dancer-Fitzgerald-Sample); U. S. Rubber (Doyle Dane Bernbach); Bristol-Myers (Grey); Florida Citrus Commission (Campbell-Ewald); Lincoln-Mercury (Kenyon & Eckhardt).

Sunday Night Movie: Armour and Sunbeam (Foote, Cone & Belding); Ballantine, Union Carbide, Chesbrough-Pond's, Sun Oil and R. J. Reynolds (Esty); Bristol-Myers and Mennen (Grey); Colgate-Palmolive (Bates); Corning Glass (N. W. Ayer); U. S. Rubber (DDB); Exquisite Form, Quaker Oats and Pharma-Craft (Papert, Koenig, Lois); Dodge (BBDO); Reader's Digest (J. Walter Thompson); Gillette (Maxon); Lehn & Fink (Geyer, Morey, Ballard); Norwich (B&B); Block Drug and Noxzema (SSC&B); Pontiac and Dow Chemical (MJ&A); Simmons (Y&R); U. S. Plywood and Beecham Products (both K&E); Chanel (Norman, Craig & Kummel); Jergens and Sterling Drug (both Cunningham & Walsh); Motorola (Leo Burnett).

Voyage to the Bottom of the Sea: Coca-Cola (McCann-Erickson); duPont (Ayer); Norwich and P&G (B&B); General Mills (D-F-S); Noxzema (SSC&B); Pharmacraft (PKL); Simmons and Breck (Y&R); Beecham (K&E); Hoffman-Laroche (BBDO); Dow (MJ&A).

Ben Casey: Armour, Menley & James and Clairol (FC&B); Colgate, Brown & Williamson and Whitehall (Bates); Corning Glass, Plymouth and Hills Coffee (Ayer); Motorola (Burnett); Pharmacraft (PKL); Lehn & Fink (GM); Noxzema (SSC&B); Block Drug (Y&R); Chesbrough-Pond's and Sun Oil (Esty); U. S. Rubber (DDB); Dow (MJ&A); Sterling Drug (C&W).

Combat: American Tobacco (BBDO); Armour and Sunbeam (FC&B); Beecham (K&E); A. C. Spark Plugs (D. P. Brother); Miles Labs (Wade); Motorola (Burnett); Colgate (Bates); Block Drug (SSC&B).

Peyton Place I (Tuesday): Brown & Williamson (Bates); Clairol and Sunbeam (FC&B); Dodge (BBDO); duPont (Ayer); Speidel (McCann-Marshall); Sterling Drug (C&W).

The Fugitive: Armour, Menley & James and Sunbeam (FC&B); Socony Mobil and Whitehall (Bates); Noxzema and Block Drug (SSC&B); P&G (B&B); Beecham (K&E); U. S. Rubber (DDB); Sterling Drug (C&W); General Mills (DFS).

Shindig: Peter Paul (DFS); Clairol (FC&B); P&G (B&B); U. S. Rubber (DDB); Bristol-Myers (Y&R); Florida Citrus (C-E). Also on Wednesday, 8:30-9 p.m. Shindig will be pre-empted for seven Dinah Shore specials. Production of each show is at $170,000 with Purex sponsoring (FC&B).

Mickey: Simmons and Bristol-Myers (Y&R); duPont (Ayer); General Mills (DFS).

Burke's Law: Ballantine, Chesbrough-Pond's and Sun Oil (Esty); Colgate, Brown & Williamson and Whitehall (Bates); Corning, Plymouth and Hills Coffee (Ayer); Motorola (Burnett); Menley & James and Clairol (FC&B); Pharmacraft (PKL); Lehn & Fink (GM); U. S. Rubber (DDB); Dow (MJ&A); Block Drug and Noxzema (SSC&B); Sterling Drug (C&W).

Peyton Place II (Thursday): Brown &
FOR A NEWS-HUNGRY PUBLIC

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

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

TOM FRAWLEY—WHIO Radio/TV Director, current President of the Ohio Associated Press Broadcasters Association

DON WAYNE
Newscaster

MAC McFARLIN
Newscaster

ANDY CASSELS
Newscaster Photographer

PHIL DONAHUE
Newscaster

TOM ANDREWS
Newscaster

AL BROWN
Newscaster Photographer

CHUCK UPTHEGROVE
Photographer

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

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

Scene of a veterinarian delivering a calf will be shown in part in this new TV commercial now in production for American Oil Co. for scheduling later this fall by D’Arcy Advertising, Chicago. American Oil is a heavy user of TV and will include the commercial in its winter promotion. Theme is that when the veterinarian is summoned on a cold night he must rely on dependable gasoline to start his car quickly.

Carbide (Esty); Plymouth and Cornning (Ayer); Speidel (M-M); Hoffman-LaRoche, Sautter Labs and Helene Curtis (M-E); Helena Rubenstein and Metrecal (OB&M); Gillette (Maxon); Pontiac and Dow (MJA); Leln & Fink (GMB); and Hawaiian Punch (A-P); Vicks (Morse); Glenbrook (DFS).

Mr. Novak: Fritz-Loy (DFS); Bristol-Mos (Y&R); Maybelline (PKG); Pontiac and Minnesota Mining (MJ &A); Max Factor (Carson/Roberts); Scott Paper (JWT); Channel (NC&K); Parker and Nesle (Burnett); Jergens (C&W); Helena Rubenstein (OB&M); Helene Curtis (M-E); Carnation (EWR &R); Hawaiian Punch (A-P); P&G (B&B).

The Man from U.N.C.L.E.: Chevrolet (C-E); Polaroid (DBB); Union Carbide (Esty); Chanel (NC&K); Beecham (K&E); Norwich and P&G (B&B); General Cigar (Y&R); Leln & Fink (GMB); Carnation (EWR&R); Hawaiian Punch (A-P); Sara Lee (FC&B); Lorillard (Grey).

That Was the Week That Was: Standard Brands (JWT); Hoffman-LaRoche (M-E); Speidel (M-M); Autolite (BBDO); Norwich (B&B); General Cigar (Y&R); Leln & Fink (GMB); Texize (Henderson); Hawaiian Punch (A-P); International Latex (Bates).

The Virginian: Miles (Wade); Carnation (EWR&R); Hoffman-LaRoche and National Biscuit (M-E); Union Carbide (Esty); Zenith and Sara Lee (FC&B); Standard Brands (JWT); Plymouth and Cornning (Ayer); Sherwin-Williams (G-E); Parker and Nestle (Burnett); Jergens (C&W); Helena Rubenstein and Metrecal (OB&M); Pharmacraft (PKL); Autolite (BBDO); Norwich and P&G (B&B); Leln & Fink (GMB); Hawaiian Punch (A-P); International Latex (Bates); Vicks (Morse); Pillsbury (C-M); Lorillard (Grey); General Cigar (Y&R).

Wednesday Night at the Movies: Gillette (Maxon); American Tobacco (SSC&B, BBDO); Coca-Cola (BBDO); Vicks (Morse); Polaroid and Oldsmobile (DBB); Zenith, Menley & James and Sara Lee (FC&B); Miller (Mathieson); Plymouth (Ayer); Hoffman-LaRoche and Helene Curtis (M-E); Pontiac, Minnesota Mining and Dow (MJ &A); Jergens (C&W); Maybelline (PK&G); Pepsi (PKL); Helena Rubenstein (OB&M); Leln & Fink (GMB); General Cigar (Y&R); Leln & Fink (GMB); Carnation (EWR&R); Glenbrook (DFS); International Latex (Bates); Hawaiian Punch (A-P); Pillsbury (C-M).

Daniel Boone: Pharmacraft (PKL); Sherwin-Williams (G-E); Standard Brands and Scott Paper (JWT); Hoffman-LaRoche (M-E); Nestle (Burnett); Union Carbide (Esty); General Cigar (Y&R); Leln & Fink (GMB); P&G (B&B); Hawaiian Punch (A-P).

International Showtime: National Biscuit and Hoffman LaRoche (M-E); Warner-Lambert and Standard Brands (JWT); Block Drug and Lorillard (Grey); Carnation (EWR&R); Vicks (Morse); Parker and Nestle (Burnett); Helena Rubenstein (OB&M); Norwich and P&G (B&B); General Cigar (Y&R); Dow (MJA); Leln & Fink (GMB); Pillsbury (C-M); Hawaiian Punch (A-P).

Jack Paar: Lorillard (L&N); Speidel (M-M); Hertz (NC&K); Block Drug (Grey); Green Giant (Burnett); Sherwin-Williams (G-E); Zenith and Sara Lee (FC&B); Hoffman-LaRoche (M-E); Polaroid (DBB); Glenbrook (DFS); International Latex (Bates).

Kentucky Jones: Timex (Warwick & Legler); Pepsi (BBDO); General Cigar (Y&R); Helena Rubenstein and Metrecal (OB&M); Leln & Fink (GMB); Lorillard (Grey); Carnation (EWR&R); International Latex (Bates).

Saturday Night at the Movies: American Tobacco (SSC&B, BBDO); Miles (Wade); Vicks (Morse); R. J. Reynolds and Union Carbide (Esty); Bristol-Myers (Y&R); Maybelline (PK&G); Green Giant and Star-Kist (Burnett); Sunbeam and Zenith (FC&B); Carnation (EWR&R); Polaroid (DBB); Helen Curtis (M-E); Sherwin-Williams (G-E); Colgate and International Latex (Bates); Glenbrook (DFS).
YOU MAY NEVER KNOW ALL THE LAW*-

BUT... WKZO-TV Wins The Listeners' Verdict in Greater Western Michigan!

From morning's first gavel 'til the last appeal of the evening, more viewers watch WKZO-TV than any other Michigan station outside Detroit. Here's how ARB (March, '64) polls the jury:

- Sign-on to sign-off, Monday through Sunday, WKZO-TV makes its point with 11% more viewers than Station "B."
- 9 a.m. to noon, weekdays, 47% more viewers rule in favor of WKZO-TV than Station "B."
- 7:30 to 11 p.m., Monday through Sunday, 11% more viewers follow precedent and watch WKZO-TV than Station "B."

Let your barrister from Avery-Knodel plead the entire case for WKZO-TV! And if you want all the rest of up-state Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*There were 1,156,644 laws on federal and state statute books in 1959.
### Detailed Wrapup of Fall TV Schedules

Though advertisers have bought most major nighttime programs on the TV networks for the start of the new season, some time remains available. This chart details the full schedule of prime-time programs (7:30-11 p.m. EDT), their cost, the package, time of night scheduled and starting date. Advertisers and agencies which sponsor the shows, and programs with time still available (unsold) are indicated.

Production costs ($9.1 million weekly, up $800,000 from the previous season) are estimated by Broadcasting on the basis of data from various sources. Costs are computed in most cases to represent the price of a single original in a series and do not include agency commissions or averaging of first-runs against reruns.

Agencies are in parentheses (); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing shows in italics; (C) denotes color, either as a full series or in part.

Wherever possible, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchase is not indicated.

#### Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Ozzie and Harriet $55,000</td>
<td>CBS Reports $100,000</td>
<td>The Virginian $181,000</td>
</tr>
<tr>
<td></td>
<td>American Gas (L.A.)</td>
<td>Shell Oil (G&amp;M)</td>
<td>Participating (CBS)</td>
</tr>
<tr>
<td></td>
<td>Colgate (Bates)</td>
<td>Johnson's Wax (B &amp;B)</td>
<td>9/16</td>
</tr>
<tr>
<td></td>
<td>(Stage Five Prod.)</td>
<td>Kellogg (Burnett); E. (Esty)</td>
<td>(Paramount-MGM)</td>
</tr>
<tr>
<td>8:00</td>
<td>Shindig $55,000</td>
<td>Beverly Billbillies $99,000</td>
<td>Beverly Hillbillies $99,000</td>
</tr>
<tr>
<td></td>
<td>Participating. [Selznick-Circle Seven Prod.]</td>
<td>Kellogg (Burnett); E. (Esty)</td>
<td>Kellogg (Burnett); E. (Esty)</td>
</tr>
<tr>
<td></td>
<td>9/16</td>
<td>(Filmways)</td>
<td>(Filmways)</td>
</tr>
<tr>
<td>9:00</td>
<td>Mickey $60,000</td>
<td>Dick Van Dyke $60,000</td>
<td>Wednesday Night at the Movies $261,000</td>
</tr>
<tr>
<td></td>
<td>Participating.</td>
<td>P&amp;G (B &amp;B); Lorillard (L &amp;N)</td>
<td>[Screen Gems]</td>
</tr>
<tr>
<td></td>
<td>Time available (MGM)</td>
<td>Calvados Prod. / Danny Thom. Ent.)</td>
<td>9/16</td>
</tr>
<tr>
<td>9:30</td>
<td>Burke's Law $140,000</td>
<td>Cara Williams Show $63,000</td>
<td>Peyton Place II $60,000</td>
</tr>
<tr>
<td></td>
<td>Participating. [Four Star]</td>
<td>Gen. Foods (B &amp;B); P&amp;G (B &amp;B)</td>
<td>Participating. [20th Century-Fox]</td>
</tr>
<tr>
<td></td>
<td>9/16</td>
<td>[Richeieu Prod.]</td>
<td>9/17</td>
</tr>
<tr>
<td>10:00</td>
<td>The Danny Kaye Show $153,000</td>
<td>Armstrong Cork (B &amp;D); Am. Motors (G&amp;M); Ralston-Purina (Gardner)</td>
<td>The Defenders $124,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(CBS)</td>
<td>(CBS)</td>
</tr>
<tr>
<td>10:30</td>
<td>Station time</td>
<td></td>
<td></td>
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</tbody>
</table>

#### Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>The Flintstones (C) $35,000</td>
<td>The Munsters $60,000</td>
<td>Daniel Boone $120,000</td>
</tr>
<tr>
<td></td>
<td>Best Foods (L.A.)</td>
<td>Noxieoma (SSCB); Colgate-Palmolive (DFS)</td>
<td>Participating (20th Century-Fox)</td>
</tr>
<tr>
<td></td>
<td>(Burnett); Welch</td>
<td>Johnson’s Wax (B &amp;B)</td>
<td>9/24</td>
</tr>
<tr>
<td></td>
<td>(Screen Gems)</td>
<td>(Screen Gems)</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Donna Reed Show $58,000</td>
<td>Perry Mason $12,000</td>
<td>Dr. Kildare $135,000</td>
</tr>
<tr>
<td></td>
<td>Campbell (B &amp;D);</td>
<td>&amp;G (Compton); Sim. Tobacco</td>
<td>Glenbrook (DFS);</td>
</tr>
</tbody>
</table>
|      | P &G (B &B) | | daybeline (PKG); Colgate-
|      | [Screen Gems] | | & Myers (JWT); |
|      | 9/16 | | Natl. Biscuit (M-E); |
| 9:00 | Bewitched $60,000 | Passbook $35,000 | Hazel (C) $76,000 |
|      | Chevron (C-E); | R. J. Reynolds (Esty) | Ford (JWT); |
|      | Quaker Oats (JWT) | Bristol-Myers (Y & R) | Kodak (JWT); |
|      | [Screen Gems] | [Goodson-Todman] | Bristol-Myers (Y & R) |
|      | 9/17 | 9/24 | |
| 9:30 | Peyton Place II $60,000 | Balays of Balboa $60,000 | Kraft Suspense Theatre (C) $130,000 |
|      | Participating. | Reynolds Metal (L &N); Philip Morris (B & B); | Kraft (JWT) |
|      | [20th Century-Fox] | Richeieu (Ricksie) | 10/14 |
|      | 9/17 | 9/24 | |
| 10:00 | Jimmy Dean Show | The Defenders $124,000 | Perry Como Specials | |
|      | $134,000 | Brown & Williamson (Bates; Albert-Lucien-Coulter (Compton); Whitehall (Bates) | $130,000 |
|      | Participating. | (CBS) | (CBS) |
|      | [Ban-Dean Prod.] | 9/17 | 9/24 |
| 10:30 | Station time | | |

#### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Wagon Train $145,000</td>
<td>My Favorite</td>
<td>Wait Disney’s Wonderful World of Color (C)</td>
</tr>
<tr>
<td></td>
<td>Participating. (Revue)</td>
<td>Mortion $56,000</td>
<td>(RCA Victor (JWT); Eastman Kodak (JW)</td>
</tr>
<tr>
<td></td>
<td>9/20</td>
<td>Jack Chertek Tel)</td>
<td>(Walt Disney Prod.)</td>
</tr>
<tr>
<td>8:00</td>
<td>Broadside $60,000</td>
<td>Kellogg (Burnett);</td>
<td>Bill Dana Show (CBS)</td>
</tr>
<tr>
<td></td>
<td>Armour (FCB);</td>
<td>Con. Cigar (PKL);</td>
<td>(B &amp;B) (Amigo Prod.)</td>
</tr>
<tr>
<td></td>
<td>Con. Cigar (PKL);</td>
<td>DuPont (Ayer);</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Menley-James (FCB);</td>
<td>Menley-James (FCB)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plymouth (Ayer)</td>
<td>(Revue)</td>
<td>9/20</td>
</tr>
<tr>
<td>9:00</td>
<td>Sunday Night</td>
<td>My Living Doll $60,000</td>
<td>Bonanza (C) $143,000</td>
</tr>
<tr>
<td></td>
<td>Movie (Some C)</td>
<td>Am. Tob (BBDO);</td>
<td>Chevrolet (C-E)</td>
</tr>
<tr>
<td></td>
<td>$200,000</td>
<td>Jack Chertek Tel)</td>
<td>(NBC)</td>
</tr>
<tr>
<td></td>
<td>Participating.</td>
<td>9/20</td>
<td>9/20</td>
</tr>
<tr>
<td>9:30</td>
<td>Joey Bishop Show</td>
<td>My Living Doll $60,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$92,000</td>
<td>Am. Tob (BBDO);</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participation</td>
<td>BAW (Bates)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Time available</td>
<td>Participating.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[Belmar]</td>
<td>Time available</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>&amp;G (B &amp;B); Kellogg (Burnett)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>[CBS-Sullivan Prod.]</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**44 (Broadcast Advertising)**

**Broadcasting, September 7, 1964**
<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Voyage to the Bottom of the Sea</td>
<td>CBS Goodson-Todman</td>
<td>$135,000 Participating</td>
</tr>
<tr>
<td>8:00</td>
<td>I've Got a Secret</td>
<td>Andy Griffith Show</td>
<td>$66,000 Gen. Foods (BAB) Mayberry Prod.</td>
</tr>
<tr>
<td>8:30</td>
<td>No Time for Sergeants</td>
<td>Andy Griffith Show</td>
<td>$66,000 Gen. Foods (BAB) Mayberry Prod.</td>
</tr>
<tr>
<td></td>
<td>$50,000 Liggett &amp; Myers (JWF): Schick (Compton) [WARNER BROS.] 9/14</td>
<td>[CBS Goodson-Todman] 9/21</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>9:00</td>
<td>Wendy and Me</td>
<td>The Lucy Show</td>
<td>$74,000 Lever Bros. (JWT): Gen. Foods (Y&amp;R) [Esty] 9/21</td>
</tr>
<tr>
<td></td>
<td>$77,000 Clairol (PCB); Con. Cigar (Compton): Olds (D. P. Brother) [WARNER BROS.] 9/14</td>
<td>[CBS Goodson-Todman] 9/21</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>9:30</td>
<td>Bing Crosby Show</td>
<td>Many Happy Returns</td>
<td>$60,000 Gen. Foods (Y&amp;R) [Filmways] 9/21</td>
</tr>
<tr>
<td>10:00</td>
<td>Ben Casey</td>
<td>Siattray's People</td>
<td>$140,000 Philip Morris (BAB): others participating $65,000 available Bing Crosby 9/21</td>
</tr>
<tr>
<td></td>
<td>$140,000 Bing Crosby Prod. 9/14</td>
<td>[CBS Goodson-Todman] 9/21</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>10:30</td>
<td>Bradley Fife</td>
<td>Alfred Hitchcock Hour</td>
<td>$127,500 Participating (Morse) Time available [CBS] 10/15</td>
</tr>
</tbody>
</table>

**FRIDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Jonny Quest-File</td>
<td>Raincheck</td>
<td>$80,000 Participating 9/18</td>
</tr>
<tr>
<td></td>
<td>527 (C) $80,000</td>
<td>[Screen Gems] 9/18</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>8:00</td>
<td>Farmer's Daughter</td>
<td>The Addams Family</td>
<td>$60,000 Participating 9/18</td>
</tr>
<tr>
<td>8:30</td>
<td>The Addams Family</td>
<td>The Entertainers</td>
<td>$130,000 Philip Morris (Burnett): others Participating 9/25</td>
</tr>
<tr>
<td></td>
<td>$60,000 Participating.</td>
<td>[Screen Gems] 9/18</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>9:00</td>
<td>Valentine's Day</td>
<td>Bob Hope (C)</td>
<td>$210,000 Chrysler (Y&amp;R) 9/23</td>
</tr>
<tr>
<td>9:30</td>
<td>12 O'clock High</td>
<td>Paramount</td>
<td>$135,000 Participating. 9/18</td>
</tr>
<tr>
<td></td>
<td>$135,000 Participating.</td>
<td>[20th Century-Fox] 9/18</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>10:00</td>
<td>The Reporter</td>
<td>Jack Benny</td>
<td>$80,000 Miles (Wade): State Farm Mutual [NBC-REVUE] 9/25</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td>Jack Paar (C)</td>
<td>$140,000 Participating (NBC) 9/25</td>
</tr>
</tbody>
</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>The Outer Limits</td>
<td>Jackie Gleason's American Scene Magazine</td>
<td>$151,000 Participating 9/19</td>
</tr>
<tr>
<td></td>
<td>$132,000 Participating.</td>
<td>[Daystar-UA] 9/19</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>8:00</td>
<td>The Tycoon</td>
<td>Lawrence Welk Show</td>
<td>$35,000 Am. Chie (Bates): Block Drug (Gray): Con. Cigar (PKL): Motorola (Burnett): Whitehall (Bates): J. B. Williams (Parkson): Telokwew 9/19</td>
</tr>
<tr>
<td>8:30</td>
<td>The Fugitive</td>
<td>Gulligan's Island</td>
<td>$85,000 Philip Morris (BAB): P&amp;G (BAB): [UA-REVUE] 9/25</td>
</tr>
<tr>
<td></td>
<td>$140,000 Participating.</td>
<td>[UA-REVUE] 9/25</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>9:00</td>
<td>The Nurses</td>
<td>Mr. Broadway</td>
<td>$130,000 Brown &amp; Williamson (Bates): Nozzena (SSCB): others participating. Time available [NBC] 9/25</td>
</tr>
<tr>
<td>9:30</td>
<td>Hollywood Palace</td>
<td>Mr. Broadway</td>
<td>$261,000 Participating. 9/18</td>
</tr>
<tr>
<td></td>
<td>$137,000 Participating.</td>
<td>[Zodiak Prod.] 9/18</td>
<td>Daytime Serial</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>The Reporter</td>
<td>$140,000 Participating [NBC] 9/25</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td>Daytime Serial</td>
</tr>
</tbody>
</table>
The most costly race in political history

New zenith in campaign expenses due to accent on radio-TV spots and programs

President Johnson and Senator Goldwater may already have begun their presidential election campaigns—the President at a Labor Day rally in Detroit and the senator at Prescott, Ariz., last week—but for broadcasters the official start will be tonight (Monday) between 10:50 and 11 p.m. EDT.

That's when the first paid national campaign spot is scheduled to be aired. It's 60 seconds for the Democratic National Committee during "David and Bathsheba" on NBC-TV's Monday Night at the Movies—cost: $30,000.

The GOP won't start "officially" until 2 p.m. EDT next Monday (Sept. 14) when it has scheduled a five-minute program segment at the conclusion of CBS-TV's Password—cost: about $7,500.

The national committees of the two major parties already have committed $1,475,000 for network TV alone. Several millions more will be spent on the networks—radio, too—and state committees will spend large sums for local time in state and local races.

The Most Yet • It's expected to be the most expensive presidential campaign in history and the main reason is the extensive use of radio and television. The parties' advertising strategies—what they'll buy, where and what they'll say—are carefully guarded secrets. But the Republicans have admitted plans so far to spend $4.5 million on network radio and television.

The Democrats aren't talking at all. They just say it'll be more than last time.

While various sources say the parties have reserved almost $1.5 million in network time, media strategists in both parties stress the need to be "flexible," and they indicate strong interest in cancellation provisions of their purchases.

As of last week, however, here's how they lined up:

ABC had sold an estimated $575,000 worth of prime time, all during nighttime shows, to the national committees. The Democrats purchased four segments—each 5 minutes long—on Oct. 24, 25, 29 and 31; and participating minutes in nine nighttime shows. The Republicans bought five-minute segments on Oct. 10 and Oct. 24.

NBC will carry $500,000 worth of political announcements. The Democrats will pre-empt the Alfred Hitchcock Hour (10-11 p.m. EDT), on Nov. 2, election eve. Starting today (Monday) the Democrats will also have participating minutes in six nighttime shows. The Republicans have purchased 16 five-minute portions in the NBC daytime schedule. The Republican time periods will start Sept. 24.

CBS has achieved an exact political balance, having sold $400,000 in time, $200,000 to each party. The nighttime schedule is: 10 segments five-minutes long—purchased by each committee during the period from Oct. 11 to Nov. 1. Each party will spend about $150,000. In daytime television, each party has purchased 10 five-minute segments. The total cost comes to $100,000, divided equally between the two major parties.

No network radio purchases have been reported.

This is what the parties spent, in 1960, before commissions and after discount, according to FCC data (the national committees didn't necessarily spend this alone; these are combined figures for Republican and Democratic spending) (BROADCASTING, April 17, 1961):

- Network TV: Democrats, $1,106,875; Republicans, $1,829,360.
- TV stations: Democrats, $3,307,987; Republicans, $3,610,933.
- 4 radio networks: Democrats, $34,321; Republicans, $44,546.
- Radio stations: Democrats, $1,755,803; Republicans, $2,082,970.
- Total Democrats: $6,204,986.
- Total Republicans: $7,558,309.

Dean Burch, chairman of the Republican National Committee, has said that his party's campaign will include "at least a half-dozen" 30-minute and some 15-minute programs, in addition to the five-minute segments and spots.

The Democrats will use program segments, too, and a variety of spots.

The networks adopt at least two special policies for this political time selling. It's understood that to avoid equal

GOP's Guiley and EWR&R's Tilt

Abraham of DDB and Democrats' Wright
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. Our products-sold record tells the rest.

And our Katz man has the facts to prove it!

WTAE CHANNE4

take TAE and see
time problems—and complaints about partiality—they notify the other party when time is reserved to facilitate the opposition's access to equal opportunity.

In addition, for political broadcasts it's cash on the barrelhead—24 hours in advance. As some broadcasters and other creditors have learned, a defeated party's treasurer may be hard to find after an election.

The Parties' Agencies • Doyle Dane Bernbach and Ervin and Wasey, Ruthrauff & Ryan, both New York, are, respectively the advertising agencies handling the Democratic and Republican national accounts.

DDB has had the account since last spring and George Abraham, account representative in Washington, has been busy in an office at the Democratic National Committee since May. "I think the agency is working closer and longer with the national committee than any agency has in the past campaigns," Mr. Abraham said last week.

Al Tilt, EWR&R vice president and manager of its New York office, moved into the GOP's Washington headquarters less than a month ago when Leo Burnett Co., Chicago, resigned the account and his firm took over (Broadcasting, Aug. 17). Mr. Tilt works with L. Richard Guylay, GOP director of advertising and public relations.

Mr. Tilt said his advertising agency has set up special offices at 180 Madison Ave. in New York where close to 100 people are involved in the Republican account under Edwin Mills, vice president and account supervisor.

Business briefly ...

The Shoe Products Division of Good-year Tire & Rubber Co., Akron, Ohio, through Kudner, New York, has an- nounced plans for a 12-week TV ad campaign this fall. Spots for Good-

year's Neolite soles and heels will be placed on three ABC-TV daytime shows—The Tennessee Ernie Ford Show, The Price Is Right and Trailmaster.

The Pure Foods Co., Mamaroneck, N. Y. through Daniel & Charles, New York, will introduce this fall a bouill- lion-break campaign for Herb-Ox-bouil- lion cubes. Network and spot radio and TV will be used extensively. On tele- vision, Herb-Ox will be a participating sponsor on several ABC-TV daytime network shows.

Renault of France, New York, will in- troduce six new auto models for 1965 and West Coast dealers plan extensive use of TV. Daniel & Charles, New York, is agency for Renault.

Meadow Gold Dairies Division of Beat- r ice Foods Co., Chicago, is using heavy radio and TV spots this month and next in major markets for introduction of new ice cream, Royal Dutch Choco- late. Agency: Don Kemper Co., Chica- go.

General Mills, Minneapolis, plans heavy saturation spot TV schedules for eight weeks in top markets starting Oct. 5 to introduce new cranberry and honey bran flavors of Betty Crocker muffin mixes. Agency: Needham, Louis & Brorby, Chicago.

International Rectifier Corp., El Segun- do, Calif., has allocated $70,000 for its first television advertising campaign, de- signed to promote the Toy and Hobby Department's Lighthouse II model sports car. Communications Associates, Los Angeles, is the agency.


R. J. Reynolds Tobacco Co., Winston- Salem, N. C., has increased its participa- tion in The Andy Williams Show and Jonathan Winter Specials also in that time period on NBC-TV, Mondays, 9- 10 P.M. EDT, to alternate half-hours this season. Reynolds will also partici- pate in NBC-TV's Saturday Night at the Movies, 9-11 P.M. EDT. Agency is William Esty Co., New York.

Rep. appointments ...


- KBLF Red Bluff, Calif.; J. A. Lucas Co., Los Angeles, for San Francisco and Los Angeles, and Broadcast Time Sales, New York, for the East.

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TV network billings up 8% in first half

The television networks took in an estimated $568.5 million in net time and program billings in the first half of 1964, a gain of 8% over the same period last year when they were reported to be $526.3 million.

According to information compiled by Leading National Advertisers-Broadcast Advertisers Reports and being released today (Sept. 7), the Television Bureau of Adver- tising, program billings and net time costs during June reached $74.2 million, an increase of 6.3% over their June 1963 level. TVB's analysis of the data found the biggest dollar-and-percent increase in nighttime billings—$422.1 million or 9.5%.

| Network TV net time and program billings by day parts | $ (000) | | Network TV net time and program billings by day parts | $ (000) |
|------------------------------------------------------|---------|------------------------------------------------------|---------|
| May                                                  |         | January-May                                          |         |
| Daytime                                              | $22,732.3 | $22,662.0 | - .3 | $122,032.1 | $127,111.0 | + .4 |
| Mon.-Fri.                                            | 18,334.7  | 17,159.6 | - 6.4 | 94,191.0 | 94,920.7 | + .8 |
| Sat.-Sun.                                            | 4,397.6 | 5,502.4 | + 25.1 | 27,841.1 | 32,204.0 | + 15.7 |
| Nighttime                                            | 62,478.6 | 65,756.3 | + 5.2 | 334,383.1 | 367,120.4 | + 9.8 |
| TOTAL                                                | $85,210.9 | $88,418.3 | + 3.8 | $456,415.2 | $494,231.4 | + 8.3 |

| June                                                  |         | January-June                                        |         |
| Daytime                                              | $18,941.8 | $19,283.7 | + 1.8 | $140,973.9 | $146,394.7 | + 3.8 |
| Mon.-Fri.                                            | 13,931.4  | 15,600.8 | + 12.0 | 108,122.4 | 110,597.8 | + 2.2 |
| Sat.-Sun.                                            | 5,010.4 | 3,682.9 | - 28.5 | 32,851.5 | 35,886.9 | + 9.2 |
| Nighttime                                            | 50,954.0 | 55,007.6 | + 8.0 | 385,371.7 | 422,120.0 | + 9.5 |
| TOTAL                                                | $69,895.8 | $74,291.3 | + 6.3 | $526,311.0 | $564,522.7 | + 8.0 |

Network TV gross time billings by network, month-by-month 1964 ($000)

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$16,474.6</td>
<td>$23,014.7</td>
<td>$26,801.0</td>
<td>$40,280.3</td>
</tr>
<tr>
<td>February</td>
<td>18,330.4</td>
<td>27,776.2</td>
<td>25,822.4</td>
<td>72,929.0</td>
</tr>
<tr>
<td>March</td>
<td>19,809.2</td>
<td>30,051.9</td>
<td>28,966.4</td>
<td>88,827.5</td>
</tr>
<tr>
<td>April</td>
<td>18,161.8</td>
<td>28,852.3</td>
<td>27,467.4</td>
<td>74,480.8</td>
</tr>
<tr>
<td>May</td>
<td>17,859.4</td>
<td>30,185.2</td>
<td>27,920.4</td>
<td>75,965.0</td>
</tr>
<tr>
<td>June</td>
<td>18,153.4</td>
<td>29,193.9</td>
<td>25,820.4</td>
<td>73,167.3</td>
</tr>
</tbody>
</table>

Figures for January, February, March, and April corrected as of Aug. 28, 1964 (Source all tables: Tiv/LNA-BAR).
YEAR AFTER YEAR

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—$5,434,138,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—$3,273,465,000
- Food Sales—$789,846,000
- Drug Sales—$94,927,000

* (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, RIGTER & PARSONS

WSYR-TV

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

Plus WSYE-TV channel 18 ELMIRA, N. Y.
If it's on the supermarket shelf, it's on TV

The 50 largest advertisers of items sold in supermarkets invest 79.8% of their advertising budgets in television, the Television Bureau of Advertising reported last week.

The top 10 advertisers of supermarket products spend an average of 85.9% of their ad budgets in TV. Combined network and spot television expenditures in 1963 for the top 50 were $1,092,602,860. The network figures include net time and program cost estimates.

Procter & Gamble, television's highest spender, invested $140,837,460, or 93.2% of its total advertising budgets, in television.

Individual percentage expenditures among the top 10 advertisers ranged from 66.1% for American Tobacco Co. to 99.1% for Alberto-Culver.

<table>
<thead>
<tr>
<th>Company</th>
<th>1963 TV Investment</th>
<th>% in TV</th>
<th>Company</th>
<th>1963 TV Investment</th>
<th>% in TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$140,837,460</td>
<td>93.2</td>
<td>27. Ralston Purina</td>
<td>$15,468,080</td>
<td>86.3</td>
</tr>
<tr>
<td>2. General Foods</td>
<td>59,234,180</td>
<td>82.7</td>
<td>28. Armour</td>
<td>6,836,740</td>
<td>51.4</td>
</tr>
<tr>
<td>3. Bristol-Myers</td>
<td>58,261,590</td>
<td>81.9</td>
<td>29. Pepsi-Cola</td>
<td>11,164,710</td>
<td>69.2</td>
</tr>
<tr>
<td>4. American Home Products</td>
<td>56,866,110</td>
<td>86.7</td>
<td>30. Pillsbury</td>
<td>11,431,490</td>
<td>71.6</td>
</tr>
<tr>
<td>5. Colgate-Palmolive</td>
<td>55,982,170</td>
<td>89.2</td>
<td>31. Block Drug</td>
<td>14,712,970</td>
<td>93.5</td>
</tr>
<tr>
<td>6. Lever Bros.</td>
<td>53,976,320</td>
<td>90.0</td>
<td>32. J. B. Williams</td>
<td>14,438,390</td>
<td>92.0</td>
</tr>
<tr>
<td>7. R. J. Reynolds</td>
<td>37,064,990</td>
<td>76.0</td>
<td>33. Quaker Oats</td>
<td>6,749,180</td>
<td>43.4</td>
</tr>
<tr>
<td>8. General Mills</td>
<td>31,080,350</td>
<td>80.0</td>
<td>34. Kimberly-Clark</td>
<td>5,289,170</td>
<td>36.1</td>
</tr>
<tr>
<td>10. Alberto-Culver</td>
<td>34,847,180</td>
<td>99.1</td>
<td>36. Scott Paper</td>
<td>7,191,980</td>
<td>56.1</td>
</tr>
<tr>
<td>11. P. Lorillard</td>
<td>23,940,690</td>
<td>73.0</td>
<td>37. Chesbrough-Pond's</td>
<td>11,121,810</td>
<td>88.2</td>
</tr>
<tr>
<td>12. Campbell Soup</td>
<td>19,223,640</td>
<td>95.8</td>
<td>38. S. C. Johnson &amp; Sons</td>
<td>11,577,680</td>
<td>92.0</td>
</tr>
<tr>
<td>14. Liggett &amp; Myers</td>
<td>22,988,350</td>
<td>73.0</td>
<td>40. Johnson &amp; Johnson</td>
<td>8,740,970</td>
<td>81.7</td>
</tr>
<tr>
<td>15. Philip Morris</td>
<td>26,527,070</td>
<td>84.5</td>
<td>41. Nestle</td>
<td>6,986,200</td>
<td>65.8</td>
</tr>
<tr>
<td>16. Kellogg</td>
<td>24,252,170</td>
<td>79.9</td>
<td>42. Borden</td>
<td>5,849,990</td>
<td>55.3</td>
</tr>
<tr>
<td>17. American Tobacco</td>
<td>22,037,280</td>
<td>75.6</td>
<td>43. Purex Corp.</td>
<td>7,226,240</td>
<td>70.8</td>
</tr>
<tr>
<td>18. National Dairy Products</td>
<td>14,973,130</td>
<td>56.2</td>
<td>44. Revlon</td>
<td>6,254,070</td>
<td>62.5</td>
</tr>
<tr>
<td>19. Warner-Lambert</td>
<td>20,265,830</td>
<td>77.5</td>
<td>45. Richardson-Merrill</td>
<td>7,043,910</td>
<td>70.4</td>
</tr>
<tr>
<td>20. Sterling Drug</td>
<td>18,840,540</td>
<td>76.5</td>
<td>46. Helene Curtis</td>
<td>8,101,590</td>
<td>82.3</td>
</tr>
<tr>
<td>22. Miles Labs</td>
<td>21,343,660</td>
<td>89.2</td>
<td>48. Carnation</td>
<td>6,055,890</td>
<td>64.3</td>
</tr>
<tr>
<td>23. Corn Products</td>
<td>13,532,590</td>
<td>59.5</td>
<td>49. Carter Products</td>
<td>8,933,300</td>
<td>95.9</td>
</tr>
<tr>
<td>24. Standard Brands</td>
<td>8,894,740</td>
<td>43.7</td>
<td>50. Beech-Nut Life Savers</td>
<td>8,280,490</td>
<td>90.3</td>
</tr>
<tr>
<td>26. Wm. Wrigley Jr. Co.</td>
<td>18,093,490</td>
<td>95.2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Network TV portion includes net time and program cost estimates.

Car dealer's jackpot makes station a loser

The broadcast of commercial spots mentioning an alleged lottery, last week made WXTN. Lexington, Miss., the first station in FCC history to be fined under the federal ban on lottery advertising. The fine is $350.

WXTN, a 500-w daytime licensed to the Holmes County Broadcasting Co., explained to the commission that the salesman who sold the commercial time was not aware that the text of the spot promoted a lottery. The commission was not swayed however, stating that "adequate control" of the station's programming by the licensee should have prevented the lottery broadcasts. The FCC said that all the elements of a lottery were presented, "prize, chance and consideration."

The commercial quoted by the commission:

"The spring fever has hit at Presley Chevrolet Co. in Pickens, Miss., and the cars are really rolling this month during the big spring sale... remember if you buy one of these sale-priced cars this month during the big spring sale you will get a chance at the $100 jackpot drawing on March 31st... Don't wait, come today and get a real trade at Presley Chevrolet Co. in Pickens, Miss."

The station has 30 days in which to pay or contest the $350 fine.

Holmes County Broadcasting is owned 90% by Ralph and Marvin Mathis, Messrs. Mathis also own 90% of WSAO Sentobia, 75% of WJJC Magee, and 62.5% of WCPC Houston, all Mississippi.

Solmica accepts order

A Federal Trade Commission consent order, signed by Solmica of St. Louis Inc., forbids the firm from making allegedly false advertising claims that the FTC cited in television commercials and other advertising.

The FTC charged that home owners who qualified for promised gifts according to Solmica's promotions never got the awards. Solmica also falsely claimed that its aluminum siding was four or five times thicker than competing products and that its Solmica Stone is genuine stone, according to the FTC. The complaint also said the St. Louis firm misrepresented its guarantees.

Cadillac dips into FM on 25-station network

In its first use of network FM radio, the Cadillac Motor Division of the General Motors Corp., Detroit, will sponsor a weekly one-hour program on all facets of the arts, Montage, on a lineup of 25 stations for 39 weeks, starting Sept. 27.

Details of the purchase were announced last week by James Sonheim, president of Market 1 Network (successor to the QXR Network), who described the program as an "exploration of the living arts," featuring the theater, symphony, ballet, pictorial art, musical comedy, opera and motion pictures. Famous personalities will participate as guests and John Daly will serve as host.

Mr. Sonheim noted that 23 of the 25 stations will present the program each week on Sunday, 7-8 p.m. He voiced the hope that additional FM stations would be added to the lineup.

Cadillac's agency, MacManus, John & Adams, Bloomfield Hills, Mich., indicated that its purchase of Montage reflected the agency's belief in the use of FM on a continuing basis to reach the quality broadcast audience effectively.
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.
Commercials in production...

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

DePatie-Freleng Enterprises Inc., 481 South California Street, Burbank, Calif.

Star-Kist Foods, Terminal Island Calif., (tuna); five 60's for TV, animation. David DePatie and Friz Freleng producers. Agency: Leo Burnett, Los Angeles. Phil Monroe, account executive; George Bohe, production manager.


Granby Goose Foods, Oakland, Calif. (potato chips); two 60's for TV, live. David DePatie and Friz Freleng, producers. Agency: Grey Advertising, Los Angeles. Earl Kennedy, account executive; Courtenay Moon, production manager.


Aluminum Co. of America, Pittsburgh (building materials); one 60 for TV, live. Coca-Cola (soft drinks); one 30 for TV, live. David DePatie, Friz Freleng, producers. Agency: Fuller & Smith & Ross, Pittsburgh. Hoyt Allen, production manager.

Mid-American Videotape Productions, Division of WGN Inc., 2501 West Bradley Place, Chicago 17.

Marathon Checker, Kalamazoo, Mich. (cars); two 60's for TV on tape. Dale Juhlin, director. Agency: Hart Bader, Chicago; Ira Brichta, agency producer.


Oscar Mayer, Chicago (lunchmeats); one 60, one 20 for TV on tape. Dale Juhl, director. Agency: J. Walter Thompson, Chicago. Budd Blume, agency producer.

Hamm Brewing Co., Minneapolis (beer); two 60's for TV on tape. Dale Juhl, director. Agency: Campbell-Mithun, Minneapolis. Bill Bandy, agency producer.


Colgate-Palmolive, New York (Ajax cleanser);

House cooking wines is not on radio or TV presently but tentative plans call for a spot radio-TV campaign next year.

- Mercedes-Benz Sales Inc., South Bend, Ind., names Chicago office of Campbell-Mithun as agency, terminating six-year relationship with D'Arcy Advertising, Chicago. Media plans include radio-TV. Auto firm becomes second Studebaker Corp. division at C-M. Agency already handles Onan Division, maker of industrial engines and generators.

- Servisoft Inc., Rockford, Ill., water conditioning firm, names Clinton E. Frank Inc., Chicago, as agency. Account formerly was handled by E. R. Hollingsworth & Associates, Rockford. Some local dealer radio-TV may be used on co-op basis.

Corinthian, Triangle will bypass waiver

Another group station owner, Corinthian Broadcasting Corp., has announced its TV stations would not waive political spots in counting commercial time.

C. Wrede Petersmeyer, president of Corinthian, in its announcement Aug. 27, said that while he saw "ample justification" for an NAB adoption of the waiver, "we believe that in our markets, audiences and advertisers will be best served by adhering to our normal practice." He said that "in a limited number of instances" it might be necessary to preempt regular scheduled commercial announcements to make adequate time available for political candidates but care would be taken that "no single advertiser bears the brunt of the pre-emption's, and, of course, make-goods will be available wherever possible."

Corinthian stations are KOTV(TV) Tulsa; KHOU-TV Houston; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis.

Triangle stations also have decided not to use the waiver, it was learned last week, although they have not formally announced this policy. Triangle stations are WPIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona and WLXY-TV Lebanon, all in Pennsylvania; WNBK-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.

Corinthian and Triangle join Crosley Broadcasting Corp., CBS and NBC-owned-and-operated stations and Storer Broadcasting Co.'s stations in ignoring the waiver (Broadcasting, Aug. 17).
Yvette helps Humble keep our rivers clean

Yvette, a goldfish, is a full-time employe at Humble's Baton Rouge Refinery. Her job is to swim around in the waste water from the refinery, before it goes into the Mississippi River, to make sure it won't harm the fish that live in the river.

For more than 35 years, Humble has been developing new and more efficient methods to solve one of industry's most critical problems — preserving the purity of our air and water. Yvette is one of the least sophisticated and least expensive parts of our six-million-dollars-a-year program to prevent pollution.

To Humble, this investment in clear air and water is another opportunity to fulfill the responsibility of leadership.
A banner week in station sales

Cox buys WIIC(TV) Pittsburgh for $20.5 million; WFMY-TV Greensboro sold to Norfolk newspaper group; Reeves gets WITH-AM-FM Baltimore

Two TV stations and an AM-FM station were sold last week in multi-million dollar transactions, all subject to the approval of the FCC.

The three transactions:

- Cox Broadcasting Corp. is buying WIIC(TV) Pittsburgh for $20.5 million.
- Norfolk-Portsmouth Newspapers is buying the Greensboro News Co., owner of two newspapers, and WFMY-TV Greensboro.
- Reeves Broadcasting is buying WITH-AM-FM Baltimore for more than $1 million.

The Pittsburgh channel 11 sale is the largest amount paid for a single TV station in the U.S.—although two years ago the Hearst Corp. paid $10.6 million for the remaining 50% interest in WTAE(TV) Pittsburgh (giving a total value to the station of $21.2 million).

Owned jointly by the P-G Publishing Co. (Pittsburgh Post-Gazette and Sun-Telegraph and the Toledo [Ohio] Blade) and the H. Kenneth Brennen family, WIIC went on the air in 1957, is affiliated with NBC, is represented by Blair and has a base hourly prime time rate of $2,000.

In its balance sheet, filed with renewal application last year WIIC Inc. showed total assets of almost $3.79 million, of which $1.8 million was in current assets. Total current liabilities were listed at $706,500, and surplus and net profit at $2.58 million.

**Stock Deal** The Pittsburgh purchase is for all of the stock of WIIC Inc., licensee of the station. The final price will be adjusted up or down depending on the change in net quick assets, which at the time of the contract signing stood at $1.5 million.

The Pittsburgh purchase is the first for the newly formed Cox Broadcasting Corp. Cox Broadcasting was organized as a corporation last February encompassing all the radio and TV properties formerly held by James M. Cox and his family. It sold over 630,000 shares to the public last April, and was listed on the New York Stock Exchange in June. Cox sold at 24% Thursday.

In the fall of 1963, the Cox group acquired KTVU(TV) Oakland-San Francisco for $12.36 million. Other Cox stations: WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C. and WIOD-AM-FM Miami. The company also owns community antenna systems in Washington and Oregon and in Pennsylvania (Lewistown, Lock Haven and Tyrone), and is 50% owner of franchises for CATV in Lima and Findlay, Ohio.

J. Leonard Reinsch, president of Cox Broadcasting, who served as executive director of the Democratic National Convention in Atlantic City two weeks ago, said:

"Cox Broadcasting looks forward to the opportunity of serving the Pittsburgh area in the highest tradition of television broadcasting." He also said that no changes in executive personnel will be made at the Pittsburgh station.

Not affected by the Pittsburgh sale is WWSW-AM-FM in that city, owned by the newspaper company.

**Virginia-North Carolina Axis** The purchase of the Greensboro News Co. (with its two newspapers and TV station) by the Norfolk-Portsmouth Newspapers Inc. (which owns two newspapers and radio-TV in that city) was worked out swiftly.

Although the price for the stock of the Greensboro newspaper firm was not announced, estimates run from $15 to $20 million for the two newspapers, the channel 2 CBS-affiliated TV station and an engraving plant.

Competent authorities estimate the value of the TV property as about half of the gross amount paid. This would put it in the neighborhood of $7.5-$10 million.

WFMY-TV, which covers the triple market of Greensboro-Winston-Salem and High Point, began operating in 1949, is represented by Harrington, Righter & Parsons and has a prime hourly rate of $1,000. Gaines Kelly is general manager.

The Greensboro News Co. publishes the morning Daily News, with 92,000

Three principals in $20.5 million sale of WIIC(TV) Pittsburgh to Cox Broadcasting Corp. are shown at signing (l-r): J. Leonard Reinsch, Cox; H. Kenneth Brennen, WIIC president, and William Block, publisher, "Pittsburgh Post-Gazette." Brennen family and Post-Gazette each own 50% of station.

BROADCASTING, September 7, 1964
circulation, and the evening Record, with 33,000 circulation. C. O. Jeffress, president of the Greensboro News Co., will remain as publisher of the two dailies, as will Mr. Kelley as operating head of the TV station.

The Greensboro firm is largely owned by the family of the late E. P. Jeffress, with 19% owned by the Jefferson Standard Life Insurance Co. Jefferson Standard owns WBT and WBTW(TV) Charlotte, N. C., and WBTW(TV) Florence, S. C.

Norfolk-Portsmouth Newspapers publishes the morning Virginian-Pilot and the afternoon Star-Ledger, with a combined weekday circulation of about 225,000. The Norfolk company owns WYAR-AM-FM-TV there, with the TV station on channel 3 and affiliated also with CBS, represented by Petry and charging a prime hourly rate of $1,000. Frank Batten is publisher. Robert M. Lambe is president of WYAR Radio-TV Corp., licensee of the stations. Mr. Lambe was sales manager of WFMY-TV before joining the Norfolk organization.

Vincent J. Manno acted as financial consultant for Norfolk-Portsmouth Newspapers and assisted in the sale.

Reeves to Baltimore • The Reeves purchase of WTHH-AM-FM Baltimore is for more than $1 million in cash. The stations are being bought from Thomas G. Tinsley, 100% owner of Maryland Broadcasting Co., licensee of the two outlets.

Reeves owns WUSN-TV Charleston, S. C., and WTHN-TV Huntington, W. Va. Last spring it sold KBAK-TV Bakersfield, Calif., to Harriscope Inc. for $1.6 million. It also owns CATV systems in Grundy, Richlands and Tazewell, all in Virginia, and in Opeilka, Ala., and has franchise applications pending in more than two dozen communities.

WTHH, founded in 1941, operates fulltime on 1230 kc with 1 kw day and 250 w night. WTHN-FM, which began operating in 1947, operates on 104.3 mc with 20 kw. R. C. Embry, executive vice president and general manager of the stations, will remain in that capacity.

Kirk buys Atlanta Muzak

Dixie Melody Inc., Muzak franchise holder for Atlanta, Ga., has been sold to Southern Melody Inc. for $350,000. Southern Melody is headed by James L. Kirk II of Moultrie, Ga., who is president of KVOT Inc., Lafayette, La. Dixie Melody was owned by Edward A. Wing and G. C. Livingston, who have operated the Atlanta background music franchise since 1954. Mr. Wing remains with Southern Melody as executive vice president and general manager. He also has acquired an interest in the corporation. The transaction was handled by Blackburn & Co.
NBC, Philco attack Philadelphia decision

Network: conduct in swap was not improper; Philco: FCC hasn't right to renew-on-condition

NBC and Philco Broadcasting Co. last week joined RKO General in protesting the FCC's decision to force NBC to trade back its Philadelphia stations to Westinghouse. As RKO had done in the preceding week (Broadcasting, Aug. 31), the network and Philco asked the commission to reconsider its decision.

The commission had stunned the protestants by granting renewal of NBC's WRCA-AM-TV Philadelphia, on the condition that the network trade the stations back to Westinghouse Broadcasting Co. for KYW-AM-FM-TV Cleveland. The commission rejected Philco's application for WRCA-TV's channel 3 Philadelphia, and dismissed as moot applications for a swap of NBC's Philadelphia properties for RKO General's stations in Boston, WNAC-AM-TV and WRKO-FM (Broadcasting, Aug. 3).

The commission held that NBC had used its network power to coerce WBC into making the original Cleveland-Philadelphia swap, which was completed in 1956, and said its decision was aimed at stripping the network of the "fruits of its wrongdoing."

RKO had urged the commission to reconsider its decision and approve the Boston-Philadelphia exchange. NBC, seeking the same result, made its request in a petition running to less than 1 ½ pages. The network said its position had been set forth in previous pleadings. It stressed, however, that its conduct in the Philadelphia-Cleveland trade was "in all respects proper... consistent with the commission's policies at the time the exchange was negotiated and approved..."

Philco's position - Philco's petition, as was true of RKO's, constituted an all-out attack on the commission's decision. The company also asked for an oral argument before the commission "in view of the importance of the issues... and the novelty of the solution proposed by the commission."

Philco agreed with the commission's decision to deny renewal of NBC's license for channel 3 for the purpose of transferring it to RKO. But Philco said the commission has no authority to renew the Philadelphia licenses on the condition that the stations are traded for WBC's Cleveland properties.

"It is submitted that the commission should have granted Philco's application rather than... offering the license to Westinghouse, which has shown no interest in the station and has made no application for it," Philco said.

Like RKO in its petition, Philco made a major point of the fact that WBC is not an applicant for the Philadelphia properties. The commission, Philco said, "may not go outside the record and dis-
Ray Manystrokes changed to Wings & Wheels jetfreight service, but we didn’t help his game much.

(He’s playing more though.)

Before changing to Wings & Wheels, poor Ray couldn’t get away from shipping problems, much less think about golf.

Worry, worry, worry.
Then Wings & Wheels’ automated advance notification—an industry exclusive—helped Ray with his important shipments.
Now he’s certain of scheduled deliveries. He always knows where his shipments are.

Wings & Wheels doesn’t have to trace when he calls. Wings & Wheels knows what is arriving. This is automated advance notification, available in 44 cities.
The next time you have an important shipment, don’t handicap yourself.
Let Wings & Wheels handle your shipment like pros. 18 years of airfreight forwarding experience is your assurance.

Wings & Wheels

The automated jetfreight service

Terminals throughout the nation. Consult your local telephone directory for the one nearest you.
The song is ended but the Minow melody lingers on

Former FCC Chairman Newton N. Minow has been out of government for more than a year. But time hasn't softened the views and ideas about television which made him one of the most controversial chairmen ever to preside over the FCC.

This is evident from the Sept. 5 issue of TV Guide, which has reprinted key passages from the introduction to a forthcoming book, Equal Time: The Private Broadcaster and the Public Interest, written by Mr. Minow with Laurence Laurent, radio-TV editor of the Washington Post, as editor.

A sampling from the article:
- "On freeing creative forces from commercial bonds": Mr. Minow, who rocketed to national attention early in his tenure as FCC chairman in 1961 when he described TV as "a vast wasteland," still feels, as he did as chairman, that advertiser control of program content stifles creativity on television.
- "On providing time for political candidates": stations and networks, he said, should be required to make time available to political candidates. The public, he said, has given broadcasters the use of "a scarce public resource." Candidates are entitled to use of the resource "without paying heavy tribute to the trustees of their own property," he said.
- "On government regulation of broadcasting: Mr. Minow, who still feels a strong FCC is needed to protect the public interest, recalled that he once proposed a fundamental reorganization of the agency to the late President Kennedy. He had suggested abolishing the seven-member commission and dividing its functions between a single administrator and an administrative court (Broadcasting, June 10, 1963).

Changes Essential "Without these changes, I doubt that the FCC can fully measure up to its massive responsibilities—and I doubt that it can carry out its assignments to protect the public interest in the never-ending debate with the private interest," he said. The debate itself, he added, serves the public by providing evidence that the people's interests are being protected.

"Broadcasters are irrevocably committed to do battle whenever profit is threatened and they have the resources and the manpower and the talent to keep on fighting indefinitely," he said. "If debate and controversy ever cease, it will be because the government has departed from the field of battle and the public interest has knuckled under to the private interest."

Mr. Minow sees the friction between government and broadcasters as growing out of the fact that the two approach the question of regulation with different premises. A broadcaster, he said, "is a creature of privilege" granted by the people. But a broadcaster, he added, often "delves himself into believing" that the privilege can be transformed into a right, which cannot be regulated.

In the U. S., where private individuals have been entrusted with "the staggering power" that goes with the operation of a radio or television station, he said, "an uneasy alliance of private ownership and public regulation" has been created. "We built contradictions and contradictions into the system and we set off an eternal war between those who must regulate and those who must be regulated," he said.

Mr. Minow said his aim while chairman of the FCC was "to encourage the people to participate in broadcasting more directly." There are dangers, he said, of having government agencies developing vested, bureaucratic interests of their own. "I tried to extend the debate beyond the words exchanged at broadcaster conventions." Broadcasting, he said, "is too important to be left to the broadcaster—or to the FCC."

Mr. Minow, who left the FCC on June 1, 1963, after 27 months as chairman, is now executive vice president of the Encyclopaedia Britannica. His book is to be issued in November by Antheneum Publishers.

Nebraskans schedule meet

The Nebraska Broadcasters Association will meet Sept. 20-22 at the Holiday Inn, Grand Island.

Governor Morrison, Senator Roman L. Hruska (R - Neb.), John Couric of the National Association of Broadcasters and FCC Commissioner Frederick Ford will address the group. Earl Stanley, a partner in the Washington law firm of Dow, Lohnes and Albertson, will tell them "How to Stay Out of Trouble With the FCC," and Bob Considine will make a presentation to the broadcasters' "Nebraskan of the Year."
In total performance, the VANGUARD I rivals FM fidelity—with 1% distortion and a transistorized design that provides capacity to exceed 100% modulation. This new 1000 watt AM transmitter has only one tube—a single 4CX3000A used as the final amplifier and operating well below rated capacity to assure longer life. VANGUARD I has wider frequency response, lower distortion, lower internal heat, requires less floor space, and will provide reliability never before attained in broadcast transmitters. Built-in power reduction for 250 watts is standard equipment.

The new, modern styling concept of VANGUARD I—incorporating the new space saving shape in AM transmitters—gives you centralized operating controls with complete front accessibility.

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A basic redesign of local Nielsens

Company offers its solution to criticisms first aired during congressional hearing on ratings

A constantly changing sample, drawn entirely by computer, is being introduced by the A. C. Nielsen Co.'s Nielsen Station Index as part of far-reaching changes in the NSI local television audience measurement service (Broadcasting, Aug. 24).

The changes, which Nielsen officials said amount to "a completely new NSI service," also include discontinuance of the use of Recordimeters in favor of complete reliance on the Audilog diary for recording family viewing.

The Recordimeter, a set-installed device that shows when the set is on but does not indicate the channel being tuned, has been used in combination with the Audilog in NSI measurements in the top 50 markets. Below the top 50, the Audilog has been used alone. For the "new" NSI, the Audilog has been revised substantially, Nielsen officials reported.

They also disclosed that the company is testing, for use later in Los Angeles and possibly other markets, a new type of Audimeter that, installed in sets, will keep a channel-tuning record on magnetic tape that can be fed into computers for quick compilation of data.

Testing • The new device, called "magnetic tape Audimeter," or "MTA," has been undergoing tests in approximately 50 homes in Chicago for about 12 weeks and has produced encouraging results, officials reported. They hope MTA units can be installed in Los Angeles by next spring, and said they would like to see them used in perhaps 10 top markets eventually.

Use of the MTA units is more expensive than Audiloggs but permits more frequent reports with additional detail, Nielsen authorities said.

The changes were announced by George E. Blechta, vice president and manager of NSI, who said they are keyed to "reality in research" and designed "to provide more sound information and maximum usefulness for each dollar our clients spend."

Officials said no changes are planned for the Nielsen Television Index (NTI), which measures national network audiences.

The Audilog diary technique was reported to show slightly smaller audiences than the Audimeter system except in the morning hours before 11 a.m. and in early evenings, when the diary figures are somewhat higher. A national Audilog test last April put homes using television (HUT) from 6 a.m. to 6 p.m. at 17.5 as against the NTI's Audimeter showing of 18.2; from 6 p.m. to 2 a.m., the diary showed 33.7 HUT as against 35.4 for NTI, and on a total-day basis the diary showed 24.5 as compared to the NTI's 25.8.

Recent Changes • The NSI changes have been in evolution over the past year or 18 months but with the chief developments concentrated in the past six months, according to a Nielsen spokesman. He said they were not related directly to the congressional hearings in which Nielsen, and most other ratings firms, were roundly criticized in 1963. At that time Nielsen said it would make some changes but these, the spokesman said last week, were primarily "housekeeping" changes that have already been put into effect.

The "new" NSI service starts with the October report cycle and will be accompanied by rate increases ranging from 20-25% in some markets to around 65% in others but averaging about 50%, according to NSI officials. They stressed, however, that the rate increase is not "new." It is the same one, they said, that was scheduled to go into effect last fall but was postponed when Nielsen delayed changes it had expected to make in the NSI service at that time.

Those changes were not made, the spokesman said, because it was decided to make the more complete overhaul that goes into effect with the October report.

In developing the new changes, officials said, Nielsen conducted tests indicating that the rate of viewer cooperation in diary-keeping is considerably higher than has been generally believed.

In one test, the rate totaled 50.8% of the entire sample and 61.2% of all those who had actually agreed to cooperate. Comparable figures commonly reported, they said, are about 35% and 48-52%, respectively.

Sample is Bigger • The NSI changes include larger samples than have been reviewed...
used in the past. In each of the top 50 markets, the base of homes furnishing usable data is slated to increase from 168 to 435 in the metro area (a 159% gain), and from 380 to 830 in the NSI area (118%). In the medium size markets (51 through 147) the metro area sample is to go from 166 homes to 242 (46%) and NSI area base from 315 to 540 (71%). In markets below 147 the sample goes from 111 homes to 204, a gain of 84%.

A new sample is to be drawn for each survey—all by computers. Nielsen officials said, will provide sample-size specifications for each market. These will be fed into the computerized files of more than 40 million telephone households maintained by O. E. McIntyre Inc., New York, one of the largest direct-mail specialists in the country.

These files, which are said to contain a current and unduplicated listing compiled from all available telephone directories in the country, the McIntyre computer will randomly select households in each area, producing for each sample home an individual IBM card containing the name, address and telephone number of the designated family.

These cards, imprinted with a questionnaire, go directly from McIntyre to one of eight central telephone offices where telephone operators—employed by an independent company but trained and supervised by Nielsen—all call the designated households to obtain family information and enlist cooperation in keeping the NSI diary.

Use Phone Service. The operators use the telephone company's wide area telephone service (WATS), permitting equal access to all parts of the country without distinction between local and toll calls. The operators make three attempts—at different times across two days—to contact each home.

The telephone set-up is such, Nielsen officials said, that company field supervisors—or interested clients—can monitor the telephone interviewing at any time to make sure that proper procedures are being followed.

After diaries are distributed, participating families will be given a follow-up reminder call during the measurement week. Nielsen said its tests showed that the follow-up call increased return of the diaries by 17%. Without the follow-up call, 54.2% of the families that had agreed to cooperate did return their diaries; with one follow-up call, the cooperation rate was 63.2%.

In a test involving a 2,613-home survey last spring, 1,651 homes agreed to keep the Audilog, 390 refused, 289 were not contacted, 72 said they would be on vacation during the measurement period and 211 said they had no television set or gave other disqualifying reasons.

Diaries were sent, however, to those who refused to cooperate and those not contacted by telephone, as well as to those who had agreed to cooperate. Of those who had agreed, 61.2% did cooperate; of those who had not been contacted, 22.8% cooperated, and even among those who had refused on the phone, 18.2% cooperated.

More than Half. With these, plus those who had said they would be away on vacation—which was considered "cooperation" because it showed that their home sets would be dark—Nielsen said it received usable information from 50.8% of the entire original sample.

Nielsen officials also noted that homes which cooperate in diary service "historically" are heavier television viewers than homes that refuse to cooperate, and said they would take special precautions to offset any such "bias.

This involves a "presurvey" of sample homes—actually, a part of the original telephone interview—that lets each home classify itself as "light" or "heavy" in viewing. The telephone interviewer asks them how much they watched television "yesterday." Those that reply less than three hours are rated "light," the others "heavy."

A comparison of their estimates with their actual viewing patterns as shown in subsequent diaries convinced Nielsen that viewers can thus classify themselves with reasonable accuracy.

Based upon this grouping, NSI will survey "light" and "heavy" viewers as two separate units and then combine the data to make sure that the two groups are properly represented in the final audience estimates, according to ACN officials. "Extensive national pilot tests," they said, "have demonstrated the value of this 'cell projection' method in eliminating biases introduced by differential cooperation rates."

Another new feature is what ACN calls the "measurement unit" concept, which divides the continental U. S. into 1,100 separate geographical pieces for survey purposes.

The NSI reports themselves are being expanded in both frequency and content. In addition to current audience breakdowns by age and sex, "man of the house" and "lady of the house" totals will be added for each program.

The number of reports is also being increased, so that all top 50 markets will be measured at least three times a year and practically all markets will be measured at least once.

In New York, meanwhile, where the Nielsen instantaneous Audimeters provide overnight rating reports, plans have been made to increase the sample and install instruments that will reflect the usage of different sets within multiplet-set homes. The installation process is slated to start this week.

—are messages under control?

Question raised in petition asking FCC rules limiting citizens' band be set aside

Can the FCC regulate the content as well as the category of radio communications?

This question, which may be passed on to the courts, has been raised, not by a broadcaster concerned about commission control over his program content, but by two important firms in the electronics industry.

Lafayette Radio Electronics Corp. and Polytronics Laboratories Inc. asked the question in connection with a petition urging the commission to set aside rules limiting the use of citizens' band radios.

The rules, which were announced July 29 and become effective Nov. 1, reflect the commission's concern about the crowded condition of the citizens' band radio. They prohibit licensees in that service from using their equipment "for hobby or diversion, that is, as an activity in and of itself."

Conversation about the performance of citizens' radio equipment would be barred.

Counsel for the petitioners say the issue may be appealed to court if the commission rejects the request for reconsideration. This could set the stage for a court test of the extent of the commission's authority over program content in all radio services, including broadcasting.

The commission has said the rules are intended to preserve the citizens' band for legitimate personal and business use—on farms and ranches, for instance, or by hunters and explorers in communicating with base camps. The band now has 700,000 licensees.

The commission, in adopting the rules, dismissed the argument that they abridged freedom of speech. The commission said that its statutory authority to prescribe the nature of the various services "includes the authority to spell out the communications and uses that are not permitted."

Rule Held Vague. Lafayette and Polytronics, however, say the rule is so vague as to be confusing. If discussions about equipment are barred, they say, can a husband call his wife "to say hello for romantic reasons."

The petition notes that the Federal Trade Commission, in a move to implement the rules, has asked electronics-
equipment manufacturers to include in their advertising of citizens' radio equipment a notice that the "operation of such equipment as a hobby, in and of itself, or for the exchange of aimless small talk is not permitted."

The petition concedes that the commission has authority to establish categories of communications which may be transmitted in the various radio services. But, it adds, the Communications Act prohibits the agency from censoring the content of the communications in any of the radio services or making value judgments regarding the individual communications which may fall within the category.

For instance, it says, "the commission" could not, having authorized communications in furtherance of education, prohibit the transmission of rock and roll music or the reading of comics, even though the commission may feel that this use of the frequencies was not truly educational."

The order is reported to have had a heavy impact on the electronics industry, whose sales in citizens radio equipment totals more than $50 million annually. Lafayette is an important supplier and distributor of radio equipment, Polytronics is a large manufacturer of the equipment.

Springfield petition opposed by NCTA

The National Community Television Association has urged the FCC to reject a proposed rulemaking that would require community antenna television systems, in relaying off-the-air signals, to maintain a quality of transmission equal to that of the original signal.

The NCTA is opposing the proposal by Springfield Television Broadcasting Corp., which would also require CATV's to file reports on how they are adhering to the commission's standards. Springfield, owner of four UHF stations, said signals of some of its stations have been degraded in relaying and some viewers, "including prospective advertisers," have complained. Springfield said that "positive responsibility" should be imposed on CATV operators (BROADCASTING, Aug. 3).

NCTA called the petition "vague, conclusionary and unsupported by substantial allegations" to such a degree as to provide no base for rulemaking. The association noted that an earlier, FCC-proposed rulemaking would require CATV's to protect local television service by carrying the station's programs without "material degradation" and by refraining from duplicating the programing for 15 days before and after it is aired. The NCTA added that the National Association of Broadcasters is completing a study on the impact of CATV on television broadcasting to be published later this month, possibly warranting further remarks.

NCTA said that until the findings of the commission and the NAB are evaluated, the FCC "will not be in a realistic position to undertake [Springfield's proposed] rulemaking, the supposed objective of which is to supplement rules which have not yet been adopted." The Springfield petition includes all CATV systems, however, and although the FCC's authority on microwave fed CATV systems has been established, the regulation of off-air CATV's is not yet clear, the NCTA said.

Palmer properties get new names

Dr. David D. Palmer, president of Central Broadcasting Co. (WHO-AM-FM-TV Des Moines, Iowa) has announced a change in corporate name to Palmer Broadcasting Co. In addition, Tri-City Broadcasting Co. (WOC-AM-FM-TV Davenport, Iowa) has become Woc Broadcasting Co.

Robert H. Harter, formerly sales manager of the WHO stations and a veteran of 25 years with the Palmer group, has been appointed general manager of the Des Moines properties. Paul A. Loyet, vice president, who has been general manager of the WHO stations, now will devote his full time to the engineering and technical affairs of the company's present developments and the expanded operations of the various Palmer divisions.

At Woc Broadcasting Co. William D. Wagner will retain his present executive duties of vice president and secretary in the Davenport office which maintains executive control of the group.

The CATV system at Naples, Calif., owned by Palmer Broadcasting Co., becomes Gulf Coast Television and will be under the managership of Richard Cox. Managing the Palm Desert, Calif., CATV system will be Keith Burcham. This operation will be known as Coachella Valley Television, according to Dr. Palmer.

Hunt for NAB president intensified

The search for a new president for the National Association of Broadcasters got underway in earnest last Thursday when the 10-man selection committee met for the first time.

The meeting, in Chicago, agreed on the desirable characteristics of a new leader, summarized in a statement issued by Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the executive committee:

"The committee believes such a person should possess a basic belief that commercial broadcasting as a superior form of communications exerts a potent, constructive force in America today and that the position, accordingly, desires the highest human talents and capabilities."

Mr. Schroeder also said another meeting of the committee will take place in about a month at which time possible candidates will be considered. No candidates were discussed at last week's six-hour meeting.

All members of the selection committee were present. They are, in addition to Mr. Schroeder:


McLendon keeps after Yarborough

Broadcasters Gordon McLendon of Dallas and Senator Ralph Yarborough (D-Tex.), bitter contestants for the Democratic senatorial nomination in their native state this spring, are still far apart although a showdown is possible before the impending Texas Democratic convention.

Mr. McLendon, who lost a May 2 primary to the senator, said Wednesday (Sept. 2) that he didn't intend to let an FBI "attempt to whitewash the senator" go by without a fight.

He referred to a Justice Department announcement Monday (Aug. 31) that it had investigated and found to be "without any foundation in fact" an allegation that the senator accepted
$50,000 from Billie Sol Estes in 1960. The books are closed, the department said.

That announcement, followed by Mr. McLendon’s charge of “whitewash,” was the latest development in a feud between the broadcaster and the senator that led to an equal-time dispute in which the FCC ruled mostly in the senator’s favor during the primary campaign this spring (Broadcasting, April 27, et seq.). In addition Mr. McLendon had presented witnesses on campaign broadcasts who said they had seen the senator accept money from Mr. Estes.

“The Justice Department used the FBI to rescue Yarborough only 15 hours before voting started in an absolutely unprecedented political use of the FBI,” Mr. McLendon said last week.

He has called on Texas Governor John B. Connally Jr. to release “facts I understand they [the intelligence arm of the state department of public safety] have that contravene completely this terse announcement from the Justice Department.” The facts should be made available to the state convention (Sept. 15), Mr. McLendon said.

Mr. McLendon is president of McLendon stations: WNUS Chicago, KILIF-AM-FM Dallas, KILT and KOST(FM) Houston, KISA San Antonio, all Texas; KABI Oakland, Calif., and WYSL-AM-FM Buffalo.

FCC does turnabout in Pekin FM grant

The McNaughton stations had reason to be thankful that all seven commissioners were present and voting at the FCC meeting last week. For by a 4-3 vote, the commission reversed an earlier decision and granted without hearing the company’s application for an FM station in Pekin, Ill.

Three months ago, with only five members present, the commission set the application for hearing to determine whether the grant would result in a concentration of control of mass media. The McNaughton principals control four AM and two FM stations, as well as two newspapers in Illinois.

The vote then was 3-2, with Chairman E. William Henry and Commissioners Kenneth A. Cox and Lee Loewing in the majority. Commissioners Rosel H. Hyde and Robert E. Lee were in the minority. (Broadcasting, June 15). Last week, Commissioners Robert T. Bartley and Frederick W. Ford turned the minority into a majority.

McNaughton, in seeking reconsideration of the earlier decision, said the commission had not followed its own precedents. McNaughton also said its

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Another go round in NAB, NCTA talks

Representatives of broadcasters and community antenna operators sat down together last week in Washington, and everyone agreed each is beginning to better understand the other’s position.

But no final decisions were reached in the joint meeting striving to arrive at agreement on the form legislation should be drafted to bring CATV under control of the FCC.

One sticky point, apparently, is that the broadcasters’ desire to prohibit CATV systems from originating programs or selling advertising.

Few CATV systems handle advertising. Bruce Merrill, president of the National Community Television Association, noted, but NCTA might agree “generally not to oppose” such language.

Asked about barring program origination other than weather and time information, Mr. Merrill said the study group was not yet ready to cross this bridge, although willing to talk about it.

Dwight Martin, WDSU-TV New Orleans, who is chairman of the Future of TV in America Committee of the National Association of Broadcasters, declined to indicate any specific areas discussed, but declared he was "extremely encouraged by the air of cooperation and the genuine attempt to recognize and to try to work out problems on both sides."

The meeting, last Wednesday (Sept. 2) in Washington, recessed until later this month. In the interim it was agreed counsel for each side should meet to try at a settlement of some of the issues.

Douglas A. Anello is general counsel for NAB; E. Stratford Smith, Washington attorney for the NCTA group.

Representing the broadcasters, in addition to Messrs. Martin and Anello, were Willard E. Walbridge, KTRK-TV Houston and C. Howard Lane, KOMO-TV Portland, Ore.

Besides Messrs. Merrill and Smith, representing the CATV side at the meeting were Fred J. Stevenson, Arkansas CATV operator and immediate past president of the NCTA, and Al Stern, chairman of Television Communications Corp., Denver, a group CATV owner and a former NBC vice president.

Changing hands

ANNOUNCED = The following sales of station interests were reported last week subject to FCC approval (For commission activities, see For The Record, page 88).

- WIBC-TV Pittsburgh: Sold by P-G Publishing Co. and H. Kenneth Brennan family to Cox Broadcasting Corp. for $20.5 million (see page 54).
- WONY-TV Greensboro, N. C.: Acquired by Norfolk-Portsmouth Newspapers Inc. (WGRA-AM-FM TV Norfolk, Va.) in purchase of Greensboro News Co. in estimated $15-$20 million transaction (see page 54).
- WIOD-FM Baltimore: Sold by Thomas G. Tinley to Reeves Broadcasting Corp. for $1 million (see page 54).
- KJR Seattle, KNEW Spokane, both Washington, and KXL Portland, Ore.: 50% interest sold by Sinatra Radio Inc. (Frank Sinatra and associates) to Deena Pictures Inc. (Danny Kaye and associates), stock boosting holdings from 50% to 80%, and Alexander Broadcasting Co. (Lester M. Smith and family), from nothing to 20%, for $700,000. Mr. Smith is president of licensee, Seattle, Spokane & Portland Radio Stations. All fulltime stations, KJR operates on 950 kc with 5 kw; KNEW on 790 kc with 5 kw and KXL on 750 kc with 50 kw.
- WSC State College Pa.: Sold by Howard S. Frazier Inc. and group to Edorea Corp. for $125,000. Edorea Corp. is 100% owned by Michael M. Rea, son of Henry O. Rea (Oliver...
can Association of Advertising Agen-
Stanton, Crichton
night.
ly in
Reynolds to
on 1280 kc
ager of
ledge,
Brenner and associates
Tyrone Corp., investments and real estate
Tribune Tower
Arkedi, sales; Leon Brooks, vice president
Ithaca, presi-
exports; George
chairman of the association. Mr. Hayes will re-
and general counsel for CBS and others.
Alabama CATV purchases
Teleprompter Corp., New York, last week brought its total CATV holdings to 16 systems throughout the United States with its acquisition of community antenna system now serving Tuscaloosa, and a franchise to operate another CATV property in Northport, both in Alabama. The Tuscaloosa system with about 2,000 subscribers advances Teleprompter-er's total CATV subscription to over 50,000.
Teleprompter plans to rewire the Tuscaloosa property, which now carries five channels, to increase the system's potential to 12 channels. It also intends to offer a 24-hour music and weather service over the system.
Control of Television Broadcasting Circuits, which operated the system, was bought from local stockholders. The price was not disclosed.
Teleprompter acquired the Northport, Ala., franchise from Southern Video.

New station claims
tower sabotage
Two 150-foot towers of wayk Val-
pariso, Ind., fell to the ground early
Aug. 30 after guy wires had been cut, Mrs. Bernice A. Ellis, part owner, reported last week. She said federal and local authorities are investigating what was described as "professional vandalism."
WAYK, a 250-watt daytimer on 1500 kc, had planned to begin broadcast operations Oct. 1. Mrs. Ellis said, having been granted permit by FCC June 26 after four years of litigation. Opening will be delayed perhaps two weeks. Erection of the towers was completed by
Tower Builders, Angola, Ind., just two days before the incident.

WIXI gets temporary
operating authority
The Birmingham Broadcasting Co. last week was given temporary authority by the FCC to operate WIXI Irondale, Ala., during the processing of its application for a regular license.
In granting the temporary permit, effective Sept. 8, the commission said that if wixi were to go off the air it would leave Irondale without a local broadcast service. The commission noted that if competing applications are filed for the 1480 kc facility it may be necessary to approve an interim operation by the applicants since Birmingham Broadcasting will have only 180 days to operate without a regular license.
Temporary operating authority, under commission rules, runs 90 days and may be renewed for 90 additional days.
Wixi was owned by W. D. Frink. Mr. Frink was refused a license to cover his construction permit. He was charged with an unauthorized transfer of control, misrepresentations to the commission and failure to file required information. The commission's decision was recently upheld by the U. S. Court of

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MIDWEST — Fulltimer serving single station market of over 12,000 population. This fully automated facility will gross approximately $55,000 this fiscal year and is priced at a total of $70,000 with $15,000 down and the balance over ten years. Contact — Richard A. Shaheen in our Chicago office.

Alabama CATV purchases make 16 for Teleprompter
Teleprompter Corp., New York, last week brought its total CATV holdings to 16 systems throughout the United States with its acquisition of community antenna system now serving Tuscaloosa, and a franchise to operate another CATV property in Northport, both in Alabama. The Tuscaloosa system with about 2,000 subscribers advances Teleprompter-
Appeals, Washington, (Broadcasting, Aug. 10).

Birmingham Broadcasting is owned by Oscar Hyde (34%) and James G. Lang and Ellis J. Parker III (both 33%). Mr. Lang is majority owner of WSNOP Newport, Ky.

Chicago archdiocese drops UHF-TV plans

Chicago's Roman Catholic Archdiocese has ruled out possible plans to file a competitive application for channel 38 there, according to Rev. John Banahan, archdiocese radio-TV director. He explained it was found there is not sufficient time to organize the appropriate nonprofit corporate entity for the venture.

Instead, he said, the archdiocese may contact Field Communications Inc. or Kaiser Industries Corp., two of four applicants for channel 38 (Broadcasting, Aug. 17, July 6), and offer to program an hour or more of the morning schedule with educational material. Another alternative under consideration involves coaxial links between the parochial schools for a closed circuit system.

Father Banahan's radio-TV office is producing nearly 250 half-hour programs this next year for exposure on Chicago's four commercial VHF stations. Newest series under its supervision is a 13-week cycle slated on WMAQ-TV there using a Today type format and including film visits to world cities to show influence of Catholicism.

Media reports...

Names Baker • CKLW-AM-FM-TV

Windsor-Detroit, RKO General Stations, have named E. W. Baker Inc., Detroit, as advertising, promotion and public relations counsel. S. Campbell Ritchie, president-general manager of CKLW-AM-FM-TV, said "the most extensive and aggressive trade and audience production program in our history has been planned."

In MBS Fold • WWOL Buffalo, N. Y., has joined Mutual as affiliate. Daytimer, 1 kw on 1120 kc, is owned by Rust Craft Broadcasting Co.

FINANCIAL REPORTS

Rollins completes purchase of Orkin

Rollins Broadcasting last week announced completion of its $62.4 million acquisition of the Orkin Exterminating Co. and at the same time reported that earnings, revenues and cash flow reached all-time highs in the first quarter.

Earnings for Rollins gained 16%, revenues were up 53% and cash flow increased by 53%.

Rollins first announced its plan to purchase the Orkin pest control company in June (Broadcasting, June 29).

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

A report to stockholders mailed last week listed a pro forma combined statement of earnings for Rollins and Orkin in Rollins's first quarter ended July 31 showing net earnings of $1.39 per share on revenues of $15.5 million.

Financing arrangements entered by Rollins include a loan of $15.5 million from Chase Manhattan Bank and the Equitable Life Assurance Society for 15 years at 5%; 5.3/4%.

Prudential Life Insurance Co., which received warrants to buy 115,000 shares of Rollins Broadcasting at $22 per share for 10 years, has made a 20-year loan to Orkin of $40 million at 5 3/4%, $2.5 million of that sum convertible into Orkin stock. Rollins stock, traded on the American Stock Exchange, closed at 61 3/4% on Sept. 1. Its "low" price this year was 14 3/4.

Thirteen weeks ended July 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$3.1</td>
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<tr>
<td>Net earnings</td>
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<td>Revenues</td>
<td>$2,380,542</td>
<td>$2,156,150</td>
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<tr>
<td>Cash flow</td>
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Diversification pays, Bartell tells analysts

Lee B. Bartell, president of Macfadden-Bartell Corp., last week told a gathering of security analysts that the diversification pattern followed by his company had given it an advantageous position for further acquisition of profitable properties at minimum cost.

Macfadden-Bartell operates three radio stations, WADO New York, WOKY Milwaukee and KCBQ San Diego, publishes 15 monthly consumer magazines and two monthly trade magazines in addition to publishing paperback books and distributing a number of other books and magazines. It also operates two TV stations under a profit sharing agreement with the government of the Netherlands Antilles.

M-B's first half revenues for 1964 were reported at $15.1 million, of which $1.4 million came from its broadcasting operations.

Mr. Bartell, speaking to the New York Society of Security Analysts, pointed to increasing amounts of discretionary income being spent by the American public and stated "new markets and opportunities are constantly available for the creative publisher or broadcaster."

He said the company's broadcasting properties, which have a book value about $1 million, have an actual market value in excess of $8 million.

Financial Notes...

- Trans-Lux Corp., New York, has announced a regular quarterly dividend of 15 cents per share on its common stock, payable Sept. 25.

- Plough Inc., Memphis-based pharmaceuticals manufacturer with broadcast holdings, has voted to increase its quarterly dividend from 16 to 17 cents, jumping its indicated annual dividend rate to 68 cents. The dividend will be payable Oct. 1 to shareholders of record Sept. 11. The dividend hike marks the 10th consecutive annual increase.

- Decca Records Inc., New York, announced last week a regular quarterly dividend of 30 cents per share on its capital stock, payable Sept. 30.

- Universal Pictures Co., New York, announced last week a quarterly dividend of 25 cents per share on common stock, payable on Sept. 28.

PKL to seek support for 3-2 stock split

The Papert, Koenig, Lois agency, New York, will ask stockholders to support a proposed three for two stock split of all class A and B shares at a special meeting in New York Sept. 17.

To pave the way for the split, stockholders will vote on a measure to increase the number of class A shares by 200,000 and class B shares by 41,818.
We keep commercials alive!

Our video tape makes its living that way. Preserves the live look and sound of tv commercials—something film just can't do! Only video tape (Scotch® Brand, of course) records the "presence," sharpness and believability of the live tv camera—yet eliminates the danger of an on-the-air goof. And let's face it—a better looking picture makes for better sales!

Convenient, too. Special effects on tape are push-button-fast. Instant playback shows you results immediately. Never a time-out for lab processing. You may save weeks over film, with lower cost usually part of the bargain. Fact is, very few commercials today can't be done better on tape than on film or live. Surprised? Then at least call your nearby tv station or tape studio for costing and counsel on your next commercials.

Already, over 200 tv stations have signed up for 3M's comprehensive new assistance program—with the number growing every day. These stations now offer valuable reference materials, as well as production service to help you take full advantage of video tape for commercials. Call your local stations. (If we haven't scheduled them yet, write 3M Magnetic Products, Dept. MBX-94, St. Paul, Minn. 55119.)

Magnetic Products Division

3M COMPANY
Baseball plan faces final hurdles

Bids due by Sept. 15 on revolutionary plan for Monday night "spectacular"; sponsors interested, networks noncommittal

Baseball is playing a waiting game and at the moment it has no choice. It has offered its plan for nationally televised no-blackout Monday night games to networks and advertisers and a decision will probably be known on Sept. 15.

The teams that do not presently appear as home teams on CBS's or NBC's televised weekend games and therefore miss out on the revenue from TV network rights, are hoping the new plan goes through. To those teams, the major league proposal means an equal share no matter what teams turn up on Monday nights or how often.

The plan, calling for 52 games, two each Monday night, was formally presented last week by the Major League Joint Television Committee. Among the networks, the response has not been enthusiastic. However, among advertisers, particularly blue-chip accounts, there are reports of sharp interest.

The committee has asked for sealed bids to be submitted by Sept. 15 to the office of the Commissioner of Baseball in New York.

Pick a Pair • Under the plan for the Monday Night Baseball Spectacular, two primary games would be scheduled each week for 26 weeks (April 12-Oct. 4, 1965).

One game would be fed to eastern daylight and standard and central daylight stations. Another game would be fed to stations in central and mountain standard and Pacific daylight areas.

The games would start at a uniform time: 8 p.m. EDT and PDT (or 7 p.m. CST for Houston and Kansas City games only). Teams in the other zones which ordinarily start their games at 8 p.m. local time would switch their times for televised games.

The eastern games will be scheduled and played in Bloomington, Minn.; Milwaukee; Chicago; St. Louis; Cincinnati; Detroit; Cleveland; Pittsburgh; Philadelphia; Boston; New York or Washington.

The western games will be scheduled and played in Kansas City, Mo.; Houston; Los Angeles and San Francisco.

All eastern games will have a backup game being played in case of bad weather, and western zone games being played in Kansas City will have a backup game scheduled.

Yelled Words • Networks and sports packagers spoke cautiously last week about their interest in the terms offered. Some advertisers, already in major league baseball on a local basis, noted concern that their identification with teams be impaired by the addition of a competitive sponsor.

But John Fetzer, owner and president of the Detroit Tigers and a veteran broadcaster, and the guiding force behind the Monday night plan, is more optimistic of its success.

In view of the need for local sponsor protection, the prospectus stipulates the right of baseball to require the buyer of the games to give options on two one-minute announcements during each Monday night game to local team sponsors, to be telecast in the club's home city and its adjacent trade area.

However, this is not mandatory and the rights will be in the hands of the local club. Thus, according to the architects of the plan, the baseball team may waive this provision if a local sponsor conflicts with one of the national accounts.

There is no argument that this is one of the trickiest provisions in the prospectus. However, Mr. Fetzer noted that sponsor conflict is something broadcasters have had to learn to live with and this problem will be no different.

Too Much Pessimism • The joint committee, which Mr. Fetzer heads, has indicated that there may be less of a conflict than expected. There is a feeling by people close to sports and television that the perennial baseball, football, basketball sponsors would be most interested in the package. But there is growing opinion that these people may be too close to the subject to see other alternatives.

Although there has been no formal mention of sponsors for the national telecasts, some close observers are beginning to doubt many beer and tobacco firms as national sponsors. These accounts could wind up as regional buyers and as such would be able to back their local teams without conflict.

Other sponsorship provisions in the package are: approval of all advertisers by baseball and the right of baseball to limit the number of national advertisers to no fewer than four. Local commercials during station breaks in major league cities would not be allowed to advertise products that compete with products of regular-season game local sponsors.

Not in Running • CBS is the only network definitely out of the bidding publicly. It advised the joint committee that its "previous program commitments" would not permit bidding. But the network said it was "enthusiastic" about the plan and "hopes it can be brought to reality."

At ABC and NBC there has been reported interest in the games, but both networks are believed to be cool toward
"I can get it there in hours

...that's why I ship by Greyhound Package Express!"

You can depend on Greyhound Package Express to get your shipment where it's going, FAST! Packages you ship hundreds of miles, often arrive the very same day.

Your shipment travels aboard regular Greyhound buses on fast, frequent schedules. Greyhound buses travel over a million miles a day, providing package express service to thousands of communities not reached by any other form of public transportation.

Ship anytime, twenty-four hours a day, seven days a week, week-ends and holidays. Improve your customer service. Save time and money too! Ship by Greyhound Package Express. Convenient C.O.D., Collect, Prepaid or special charge account service.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-J, 140 S. Dearborn St., Chicago 3, Ill.

It's there in hours...and costs you less

For Example: Buses Daily Running Time 10 lbs. 20 lbs. 30 lbs.*

<table>
<thead>
<tr>
<th>City</th>
<th>Buses</th>
<th>Hours</th>
<th>10 lbs.</th>
<th>20 lbs.</th>
<th>30 lbs.*</th>
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<td>$1.40</td>
<td>$1.65</td>
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<tr>
<td>LOS ANGELES—SAN DIEGO</td>
<td>42</td>
<td>2 hrs. 30 min.</td>
<td>1.15</td>
<td>1.25</td>
<td>1.45</td>
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<tr>
<td>CHICAGO—MILWAUKEE</td>
<td>14</td>
<td>1 hr. 50 min.</td>
<td>1.20</td>
<td>1.40</td>
<td>1.60</td>
</tr>
<tr>
<td>ATLANTA—BIRMINGHAM</td>
<td>10</td>
<td>3 hrs. 45 min.</td>
<td>1.50</td>
<td>1.65</td>
<td>1.85</td>
</tr>
</tbody>
</table>

*Other low rates up to 100 lbs.

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

BROADCASTING, September 7, 1964
putting the games on in 1965.

There have been a few general network objections to the Monday night games:

- Contracts for 1964-65 regular season programs run well into the 1965 baseball season. To drop these shows and still pay for them after April would be too costly. (The network schedules for next season show that production costs for the two hours on Monday nights run more than $200,000 per network [see page 141].

- Research into audiences that baseball has been attracting in the local TV broadcasts suggests that the Monday night games might rate lower than conventional programming.

- What happens to network programming when games run into extra innings? Just where the games would wind up if they were not shown on one of the regular networks is still speculation. But there seems to be only one other operation with the organization such an undertaking would require: Richard E. Bailey Sr.'s Sports Network Inc.

SNI said last week it had been invited to take part in the bidding, but did not definitely say it would. The network, which telecasts away games of major league teams back to the various clubs' home territories, said its first responsibility would be to its present clients. However, there does not appear to be any conflict with SNI's current arrangements and the proposed Monday night games.

Road Is Clear - According to Mr. Fetzer, the major league clubs were warned a year ago to "bring their local contracts into line and to clear Monday night." This, he said, has now been accomplished.

Although SNI generally acquires rights to an event and then sells them to sponsors (BROADCASTING, Aug. 24), it is not unlikely that it would produce the telecasts if the joint baseball committee goes to SNI with sponsors already signed.

However, there is another bridge to cross if ABC or NBC don't take the games: prime-time clearance on network stations for 26 consecutive Mondays.

There are only 22 markets in the U.S. with four or more commercial TV stations. This would necessitate having a network affiliate, in markets of three or less stations, pre-empt the network to show the games.

But another possibility has been raised: Let the affiliated stations in these markets get the games on a rotating basis. Thus none would have to lose the network for the whole season. How helpful or detrimental to station images this plan would be, however, is unknown. And station reception to such an idea is still pure conjecture.

"It has taken baseball three years to get this far," Mr. Fetzer said, "and if the plan is dropped and left to die now, it would probably never be done again."

Directors, producers still far apart

The Directors Guild of America and the Association of Motion Picture and Television Producers locked horns again last week over a matter that could disrupt TV film production.

At issue is the directors' "creative bill of rights," which would give them a contractual right to cut and arrange segments of their own films. They now do this with motion picture film.

The directors feel that editing and cutting their own material would improve its artistic quality. They argue that they are, in effect, willing to take a pay cut to do it, since the extra work would be performed at no increase in salary. Producers foresee director-caused complications delaying production schedules and, perhaps, the airing of programs.

Talks have been going on since April 22. Double agents abound, with producer-directors like George Sidney, president of the Directors Guild (and head of George Sidney Productions), occasionally arguing with their own lawyers on the other side of the table.

Last week, Mr. Sidney threatened to take the matter "directly to the studio presidents." He declined to predict a strike, but hinted that there are other ways for a frustrated director to demonstrate his disappointment.

NET, AFTRA sign 1st 3-year contract

The first national contract covering educational television and the American Federation of Television and Radio Artists was signed in early August, it was reported last week.

Both AFTRA and National Educational Television confirmed that a three-year contract had been signed, but withheld details of the pact pending the completion of negotiations for an agreement with WNDT (TV), the educational station for metropolitan New York.

Spokesmen for the union and NET acknowledged that one ticklish issue had been resolved. When educators appear on programs in their roles as teachers, they will not be required to join the union.

A contract with WNDT is expected to be signed within three weeks.
Living color with only black-and-white studio lighting

With this 3-tube set in the TV camera, the studio lighting you now use for B&W pickup is all you need to transmit superior color pictures. At the same time, you air high resolution pictures having normal tone rendition for B&W receivers. You avoid many of the lighting costs normally associated with high-quality studio color pickup...as well as the high scene-lighting temperatures and need for extra air-conditioning.

Precision construction, field mesh, and closely matched tube characteristics assure excellent registration and color uniformity over the entire scanned area.

High signal-to-noise ratio and signal output, and excellent life expectancy are additional features of the RCA-4415 and -4416.

This factory-matched set consists of two RCA-4415's and one RCA-4416 with a high blue sensitivity which increases over-all camera sensitivity by as much as a factor of two. For quick identification, each image orthicon is marked for its particular color channel.

Write or call your local distributor of RCA broadcast tubes for information on these orthicons that enable you to air living color with only B&W studio lighting.

AVAILABLE THROUGH YOUR LOCAL RCA BROADCAST TUBE DISTRIBUTOR

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

The Most Trusted Name in Electronics
Life Line tax status queried
IRS witnesses testify before Patman subcommittee on Capitol Hill

A Texas congressman told the Internal Revenue Service last week that it ought to revoke the tax-free status of the Life Line Foundation Inc. of Dallas, producer of Life Line, a daily, 15-minute radio program on 345 stations in the U. S.

Representative Wright Patman (D-Tex.) said Life Line commentaries on nuclear testing, medical care, the U. S. Supreme Court, urban renewal, among others, seem to violate IRS code restrictions against any substantial foundation activity that propagandizes or seeks to influence legislation.

Besides, Representative Patman added, the Washington headquarters of IRS has been "considering" for 18 months a revocation recommendation urged by its Baltimore district office (the foundation operates from Washington).

H. L. Hunt, Dallas oilman and near-billionaire whose $3 million in contributions have kept the foundation going since 1951, defended Life Line as a religious and educational service.

To attack them, he said, is to attack "the right of free speech and fair comment."

Part of Detailed House Study • A subcommittee of the House Select Committee on Small Business, of which Mr. Patman is chairman, questioned IRS witnesses about the Life Line Foundation Monday (Aug. 31) and scheduled another hearing for Sept. 4.

The panel has been studying 524 tax-free foundations in detail (it believes more than 45,000 exist) (Broadcasting, Oct. 28, 1963) and last week turned its attention for the first time to one operating in the mass media—Life Line.

Mr. Patman suggested that foundation-produced programs that had run afoul of the FCC's fairness doctrine might automatically be evidence that their sponsoring foundations also were exceeding IRS restrictions on propagandizing. Mitchell Rogovin, who heads an IRS staff presently examining foundations, said, "Our conclusion is we couldn't gain too much from using the test (fairness) the FCC uses."

Discussing this point later, Mr. Rogovin said it's not whether a foundation is for or against an issue, it's "the manner in which they present things. . . . These are extremely difficult issues for our people to grapple with."

Mr. Hunt said in Dallas that "... The [IRS] position as applied to Life Line seems to say that, if Life Line will say what the Life Line critics want it to say, then Life Line should retain its tax-exempt status."

The FCC ruled last year after fairness complaints had been filed against stations carrying Life Line broadcasts opposing the nuclear test ban treaty that licensees have an obligation to provide time for other views. The public cannot be left uninformed on the ground that the licensee cannot obtain paid sponsorship, the FCC said (Broadcasting, Sept. 23, 1963, et seq.).

Foundations Linked to Stations • Mr. Patman showed broad interest in what the IRS knows or, as testimony revealed, doesn't know about foundations that own or provide programs for radio and TV stations. Bertrand M. Harding, acting IRS commissioner, said it would take a review of "thousands upon thousands of files" for his agency to tell Mr. Patman what AM, FM and TV stations, if any, are owned or controlled by foundations. Mr. Patman also wants to know what programs are produced by foundations and what stations carry them.

All this, it seemed to IRS, was something the FCC might be better prepared to handle, but Mr. Patman suggested it was the IRS's job.

Mr. Rogovin has talked with FCC Chairman E. William Henry. He said he has given the chairman a list of 24 foundations that operate mass media programs. These are all being studied by the IRS to determine whether their informational activities would be grounds for revoking their tax-exempt status.

Mr. Rogovin said he expects "one or two cases" to be concluded shortly. The IRS hasn't, however, asked the FCC to keep it advised of fairness doctrine complaints, he said.

Life Line Balance Sheet • Since it qualifies as a tax-exempt foundation, the Life Line organization pays no federal income taxes. Information placed in the hearing record last week reveals this financial profile:

Total receipts, 1951-63: $5.1 million; administrative and operating expenses, $4.9 million; charitable contributions paid out, $1,000.

In fiscal 1963, the foundation reported receipts of $280,835 from talent fees charged for Life Line (20% of a station's time charges and a minimum of $5 per program). Total 1963 receipts from sale of Life Line transcripts, other publications and including $57,000 from a now defunct TV program: $506,828.

Norman Larsen, Life Line manager, said last week that the foundation has been self-sustaining for several years and doesn't accept contributions. Formally, however, it did, and under its tax-exempt status the IRS did not only exempt from taxes but donors could write them off as charitable donations.

Hunt Money Major Supporter • The subcommittee said the foundation reported that of $3,049,703 in donations received from 1951-1960, $2,928,500 was from Mr. Hunt. Between 1954-1956, 114 individuals and organizations...
Anello offers updated advice on Sec. 315

If someone personally attacks someone else while appearing on the air, the broadcaster should try in every way to afford reasonable time for the person attacked—but where issues are involved, the obligation is much more general.

This is the advice given broadcasters by the National Association of Broadcasters legal department in a discussion of FCC's fairness doctrine in the revised fourth edition of Political Broadcast Catechism. The Catechism was first issued in 1960 and covers Section 315 questions on the appearance of candidates.

In his discussion of the commission's fairness doctrine, Douglas A. Anello, NAB general counsel, remarks that "at the risk of oversimplification, the relatively few cases that have been decided by the commission may be broken down into two basic categories: those involving personal attack and those that concern matters of general interest."

If there is a personal attack, Mr. Anello notes, the commission has stated that the licensee has an affirmative duty to take all appropriate steps to see to it that the person attacked is afforded the fullest opportunity to respond. But he cautions, the personal attack principle is applicable only when the integrity, character or honesty of an individual or group is questioned. It does not, he notes, apply when an individual or group is merely named or referred to in the course of a broadcast. He also warns that when a political candidate is attacked, the opportunity to respond should be offered to a spokesman and not the candidate himself "lest the chain reaction provisions of Section 315 come into play."

Controversial Issues: Where a station broadcasts a program dealing with the issues, Mr. Anello writes, the licensee is under obligation to determine whether opposing points of view have been presented over the station. The licensee is not, he adds, obliged to send copies to any particular person or to afford time to any particular group.

Whether a broadcaster is required to offer free time is difficult and complex, Mr. Anello says. Except for cases of personal attack, he notes, the licensee has wide latitude on how to discharge this obligation. And, he adds, "where no particular person or group is entitled to answer as a matter of right, the question is often academic."

The newly revised catechism, mailed last week to all members by the NAB, contains all amendments and changes in Section 315 made since 1960 plus additional interpretations issued by the FCC.

The plans, announced last week by William K. McDaniel, executive vice president in charge of the radio network, call for 30 Emphasis features each hour from 9:30 a.m.-4:30 p.m. NYT Monday through Friday, a total of 40 a week. Each is to be carried at or about the half-hour, with the exact time of presentation in any market determined by the local NBC affiliate.

Mr. McDaniel said that, subject to such variations in local timing, the daily schedule would be as follows:

At 9:30 a.m., Frank McGee with Emphasis — Second Thoughts; 10:30 a.m., Chet Huntley, Emphasis—Plain Talk; 11:30 a.m., Arlene Francis, Emphasis—Women; 12:30 p.m., Nancy Dickerson, Emphasis—Woman's Washington; 1:30 p.m., Howard Whitman, Emphasis—News of Your Life; 2:30 p.m., Frank Blair, Emphasis—Let's Be Frank; 3:30 p.m., NBC overseas news correspondents, Emphasis—Life Abroad.

WBTF-TV Story Board

WANTED: Youth to learn advertising in an old established agency. Good opportunity for son of national advertiser. Phone for more details. WTRF Wheeling.

STATUS FACTION! By the time a man gets to 40 other pastures, he can't climb the fence. Wheeling WTRF.

TRUCK DRIVER: "We are now passing the largest brewery in the United States." NEW HELPER: "Why?" Wheeling WTRF.

FOR THE GUYS! Show me a man whose feet are firmly planted in solid ground and I'll show you a man about to try a difficult putt. Wheeling WTRF.

TEMPER is a funny thing; it soons children, ruins men and strengthens steel. Wheeling WTRF.

MOTHER OF TEN sighed and said, "It would be nice if you would play around with other women once in a while, like other men do." Wheeling WTRF.

FLYING HIGH! The little old lady checked in at the airlines counter to confirm her cross-country flight and inquired, "How long a hangover will I have in Kansas City?" Wheeling WTRF.

*INFLUENCE* Selling the Wheeling-Steubenville TV Market is the influence we offer. Want WTRF-TV's "home delivery" count around our big audience programs? Merchandising aids for your spot schedules? Your PETRHY man has all the answers!

Channel Seven WTRF Wheeling, West Virginia.

1964 August-September-October

AL PETKER
Will deliver to radio listeners

10 Million Personalized pens
In Radio's biggest
"Pen Pal" Promotion

Write or wire for participation

One million per market

BROADCAST SERVICES BUREAU
8730 Wilshire Blvd., Beverly Hills, Calif.
Pep pills are his for the asking

The acquisition by a CBS News producer of the equivalent of 1,750,000 "pep pills" and "goof balls" worth $250,000 to $500,000 on the black market for $600.28 was described in a special report last Wednesday (Sept. 2) on the CBS evening news with Walter Cronkite (CBS-TV, Mon.-Fri., 7-7:30 p.m.).

Four months ago producer Jay McMullen was named to head a new CBS News Fact Finding Unit whose purpose was to chart areas in TV journalism. His first assignment: how difficult is it to secure from legal channels mass quantities of barbiturates and amphetamine drugs?

Sets Up Front * Mr. McMullen set up an "import-export" firm in mid-Manhattan, had letterheads printed and over the next four months received at a cost of $600.28 what was believed to be 1,750,000 barbiturate and amphetamine pills with an estimated retail value of more than $50,000 and of between $250,000 and $500,000 on the black market.

Mr. McMullen placed orders with a total of 19 manufacturers throughout the United States during the four months and nine of these, named in the report, shipped in response. Ten others wrote to "McMullen Services," asking for proof of license or Food and Drug Administration registration. One of these ten notified New York State inspectors of "McMullen services," order.

Last Thursday (Sept. 3) Mr. McMullen conducted an interview in Washington with Food and Drug Administration officials, to whom the drugs were turned over the previous day. They confirmed the drugs were barbiturates and amphetamines and that their value on the Black market ran from $250,000 to $500,000. This report was carried on the "Cronkite" program on Thursday.

Rep. Florence Dwyer (R-N. J.) placed the transcript of Wednesday night's program into the "Congressional Record."

Armstrong, NEA
in new radio service

Enterprise Broadcast Features, a radio feature service that emphasizes "target programming" directed at special areas of interest, will be introduced to advertisers and stations this month.

The company is an operation of Armstrong Associates Inc., Basking Ridge, N. J.

Armstrong will provide the active management of the service while the Newspaper Enterprise Association will furnish source material and commentary for the broadcasts. The NEA special products division will work with Armstrong.

Enterprise Broadcast offers tape features in different fields. Programs now available include: By-Line, a series of news reports, analyses, and commentary from people in the arts, industry, and entertainment; Sportscene, interviews and tips on various sports; This Is Living, tips on family and child care, cooking, etc.; Gardener's Notebook, daily instruction in all types of gardening; Agri-Business, farm news and reports; Bridge By Jacoby, daily hints by a champion bridge player, and Let's Exercise, a daily guide of keeping fit.

The programs are from one to four and one-half minutes long. Each separate series includes 10 or more programs a week. Shows may be combined into longer programs.

The service's programs will be sold exclusively to one station in a particular market area, with prices based on the station's rate card. Advertisers may also buy the programs for exclusive use in markets of their choice. Promotion aids will be available.

Boyd Lewis, president of NEA, and Allan Swenson, president of Armstrong Associates, co-operated in organizing the staff of Enterprise Broadcast Features. They will serve as advisors to the new company.

Other key figures include Joseph Mosbrook, executive producer; Paige Palmer, women's area producer, and Jack Herbert, sales.

The service's main office is at 7 East 43d Street, New York.

Dudelson outlines
AI-TV expansion

American International Television Inc., which has been in the TV distribution business only since May, last week announced an expansion program, including the production of a series for syndication; an increase in the number of features for sale to stations, and a step-up in the TV international distribution of its motion pictures.

Stanley E. Dudelson, vice president in charge of distribution for AI-TV, said he was visiting Munich, West Germany; Rome; Madrid; Paris, and London to study the "foreign distribution market in those areas." Upon his return, he said, he would announce AI-TV's first wholly produced TV series for international syndication. He indicated that TV required series with "a different concept" that would run one-hour or more in length.

He reported that by the end of AI-TV's first fiscal year, April 30, 1965, the company expected to have 101 features in TV distribution in the U. S. and 172 abroad.

AI-TV has already placed in distribution the Epicolor '64 package of 40 color features, which has been sold in 30 markets, and the Amazing '65 and Epicolor '65 packages, consisting of 20 features apiece, each of which has been sold in 20 markets.

AI-TV's features largely fall in the epic, action-adventure class. Titles include "Hercules Against Rome," "Saracens," "Attack on the Moors," "Musketiers of the Sea" and "Colossus and the Amazon Queen." Some of the performers who appear in the features are Anita Ekberg, Aldo Ray, Pier Angeli, Guy Madison, Fernando Lamas, Susan Paget, Steve Reeves, Anthony Steele, Robert Alda and Richard Harrison.
The new General Electric TT-59-A UHF-TV transmitter sets new standards for stability, economy and performance. The TT-59-A provides 50 kw peak synchronizing-video signal and a 28 kW aural signal. A major factor in the excellence of these new GE transmitters is the use of Eimac four-cavity klystrons in both visual and aural power amplifiers. The Eimac 4KM150 series of tubes features low random AM noise — more than 60 db below black level. Linearity is excellent. Large cathode with loading less than 150 mA per cm² means long life. If your transmitter requirements include easy cooling, low rf drive power, simple tuning, and operating economy, contact Eimac. We have, or can design, the tube for you.

EITEL-McCULLOUGH, INC., San Carlos, Calif.
In Europe, contact Eitel-McCullough, S.A., Geneva, Switz.

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Finishing touches put on programing clinics

NAB's radio sessions will start Sept. 18; reactions to determine permanence of project

Where do you turn when an advertiser wants a moose-mating call to be used in his 30-second radio commercial? How can a radio broadcaster use calendar events in programing and sell them? Are all talk radio stations successful?

These and other ideas on radio programing will be discussed at four radio program clinics starting Sept. 18 under the auspices of the National Association of Broadcasters. The first one will be held in Palo Alto, Calif. Three days later the clinic will be repeated in Memphis, then Omaha and finally Tarrytown, N. Y.

The results of the one-day meetings, authorized as a pilot project by the NAB radio board last winter, will be studied to determine whether the NAB should establish program clinics as a regular part of its activities. For several years after World War II, the NAB had its own program department, with Harold C. Fair, formerly of WHO Des Moines and now with Bozell & Jacobs Advertising, as its first director. Until 1958 Broadcast Music Inc. conducted program meetings around the country for broadcasters.

Five Elements - The clinics to be open next week will be composed of five main topics: program ideas, patterns in music, news and editorials, commercial production and talk and drama. The hope of NAB's program study committee, according to Sherrill W. Taylor, radio vice president of NAB, is that broadcasters in attendance at the meetings will participate fully. The committee plans to pass out a questionnaire at each meeting to determine whether the meeting is worthwhile or not.

The Palo Alto meeting, at Rickey's Hyatt House Sept. 18, will hear an NAB staff presentation of new trends in radio programing in capsule form. The ideas will be discussed by Alfred E. Smith, vice president of Honig-Cooper & Harrington Advertising.

At other meetings the program segment will be discussed by George Painter, president of Colonial Coffee Co. (in Memphis); Sam Zais, marketing director, Tidy House Products (in Omaha), and Chet Harman, advertising director, Post Shopping Center, Milford, Conn. (in Tarrytown).

A "Patterns in Music" panel at all clinics will consist of Grover C. Cobb, KQVB Great Bend, Kan., moderator; Grahame Richards, Storz Broadcasting; William J. Kaland, Westinghouse Broadcasting, and David S. MacNeil, WCRB Boston.

Speaking on "Radio News and Editorials" at each meeting will be Elmo Ellis, WSB Atlanta and Richard D. Dudley, WSAU Wausau, Wis. Donald Zim-
on CBS-TV during the 1965-66 season.

Details of the project were revealed at a joint news conference in New York held by Plautus Productions, a subsidiary of Paramount Pictures Corp., and CBS-TV. The program is described as a contemporary anthology series dealing with "different aspects of man's search for the seemingly unobtainable—the real truth behind a court sentence, the pursuit of treasure, the solution of a moral dilemma." It will feature a continuing main character.

Herbert Brodkin, president of Plautus, which is producing the series, hopes to put together a quality show with freedom in length and content.

As now envisioned, Quest will run for one hour but certain episodes, when the needs of the story require it, will run for 90 minutes or longer. Some of the stories will continue through two, three or even four weekly telecasts of one hour each, while others will end midway through the second or third telecast periods, to be followed by a completely new story.

Michael H. Dann, vice president of programs for CBS-TV, indicated that on occasion the network would preempt other regularly scheduled shows to permit Quest to run more than its allotted hour. He noted that the usual production cost for a one-hour dramatic program is $145,000 but said that the Quest average would be higher.

Filming on the series will probably begin in January 1965. The executive producer of Quest is Mr. Brodkin.

CBS-TV's 'Quest' to be freed of clock

A weekly television dramatic series, Quest, which will attempt to escape the "tyranny of the clock" by presenting programs ranging in length from 60 minutes to four hours, will be carried

Networks, FCC tangle over 315

Charity can't begin at President's home if show isn't on a newscast

The FCC ruled last week that if the networks carry a special program featuring President Johnson in behalf of the United Fund and Community Chest campaigns, they will lay themselves open to demands for equal-time from other presidential candidates. The commission said the obligations of the equal time law could be avoided only if the broadcast meets the criteria for the various news-type programs that are exempt.

But the ruling was more interesting for what it didn't contain than for what it did. This was the annoyance some commissioners felt at the networks for causing the question to be asked. They felt the networks were putting the commission on the spot in their campaign to repeal the equal-time law Section 315 of the Communications Act. The Senate three weeks ago killed a proposal to suspend the law for this year's presidential and vice presidential campaigns.

The commission had been asked by the United Community Campaigns of America to rule that a taped five-minute appearance by President Johnson kicking off a fund-raising drive for the United Fund and Community Chest campaigns would be nonpolitical and therefore outside the scope of the equal-time law (Broadcasting, Aug. 31).

Since 1930's... The networks have been broadcasting presidential appeals for the drive every fall since the 1930's. But they have balked this year, contending that they didn't want to be subjected to equal-time demands from President Johnson's opponents in the presidential election. The special broadcast is scheduled for Sept. 11, at 10 p.m., EDT.

In its reply to the United Community Campaigns, the commission said that the equal-time law makes no distinction between political and nonpolitical appearances by candidates. The commission noted that the only broadcast appearances by candidates that are exempt are those on bona fide newscasts, interview and news documentary programs, and on-the-spot coverage of bona fide news events.

The commission said it would not pass on whether the "presentation of the special message in connection with a particular news-type program would

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Loyal affiliates rally to ABC-TV News

Although ABC-TV's coverage of the national political conventions played to smaller viewing audiences than those of the other networks, ABC officials said last week that affiliate response was highly enthusiastic.

The network released copies of wires from affiliated stations throughout the country praising the network's news department for its repertory showing against the other networks and particularly commending the performance of anchormen Howard K. Smith and Edward P. Morgan. ABC newsmen Bill Lawrence was also singled out for praise.

Floor interviews, camera work and commentary all elicited affiliate recognition.

Among those sending congratulatory messages made public by the network were Joseph A. Parette, WVEC-TV New Orleans; Fred Houwink, WMAL-TV Washington; William Hubback, KATU (TV) Portland, Ore.; Hudley Cropelli, WIX-TV Nashville; George A. Koehler, WFIL-TV Philadelphia; Donald L. Perris, WENTS-TV Cleveland; Joseph Higgins, WATT-TV Atlanta; Kenneth H. James, KRTV (TV) Omaha; Bob King, WKBW-TV Buffalo; Tom Atkins, WLOW (TV) Indianapolis and William B. Freeland, Jr., WLWB-TV Miami.
meet the criteria” for any of the exceptions to the law. “That question is, of course, one initially for the exercise of the good faith judgment of the broadcast licensee,” the commission added.

The commissioners who felt the networks raised the issue solely because of their opposition to Section 315 noted that the networks had never before—in all the years they had carried the President’s special message—been faced with a demand for equal time from an opposition candidate.

Some also said that no opposition candidate would dare risk the ridicule they felt would attach to a demand for five minutes of free time to offset the time given the President in behalf of the United Fund and Community Chest.

Networks Know the Law • Furthermore, one commissioner said, the networks “know the law as well as we do. They could put the presentation in a regularly scheduled newscast and avoid any problems. But we’re not going to tell them what to do.”

What particularly annoyed Commissioners Lee Loevinger and Robert T. Bartley was language in the United Community Campaigns’ letter to the effect that the networks had said they wouldn’t be able to broadcast the message because of Section 315.

Commissioner Loevinger dissented to the commission letter and Commissioner Bartley abstained from voting on it because they felt the commission should determine the networks’ precise view. The position ascribed to the networks, Commissioner Loevinger said, is “patently unreasonable.”

An official of the United Community Funds Councils of America, parent organization of the fund-raising group, indicated that the letter might have contained an unfortunate choice of words. Henry Weber, associate executive director, told Broadcasting the language used was a shorthand version of what the network representatives had said in discussing the matter over the telephone with the group. He said there were no written refusals from the networks.

Meanwhile another request for a declaratory ruling on Section 315 was awaiting commission action. This was from CBS and asked whether coverage of presidential news conferences would subject broadcasters to demands for equal time from the President’s opponents in the fall campaign.

It is believed that filmed or taped segments of a news conference carried in a regularly scheduled newscast would be exempt. But FCC officials have been pondering for some time the question of whether live pick-ups and rebroadcasts in special programs would fall within any of the exempt categories.

Mark Century adds new sales unit, personnel

An expansion in production facilities and sales services of the Mark Century Corp., New York radio and program production company, was announced last week by Milton Herson, president.

The company has created a new sales organization, Mark Century Sales Corp., which is headed by Marvin A. Kempner. The sales force has been increased to nine, exclusive of representation in Canada and Australia. On the production side, Mark Century has opened a new center at 3 East 57th Street, New York, and has added Robert Oakes and Phil Nolan, formerly with the Mars organization, Stamford, Conn., as executive producers.

Program notes...

NCAA Football • Lindsey Nelson and Terry Brennan will handle play-by-play commentary for the NCAA national football telecasts Saturdays on NBC-TV.

Teen Tips • Ingenue magazine, 750 Third Avenue, New York, is offering a teen-age news service to radio and TV stations and the print media. The news items are available free and can be supplied on an exclusive basis locally.

KFMB-TV’s twist: share-the-screen

Double features on a TV station aren’t a new gimmick. But KFMB-TV has come up with a simultaneous double feature that should satisfy even the most avid film fan.

KFMB-TV San Diego planned to put this idea to test Sunday night (Sept. 6) by simultaneously presenting two feature pictures (see photo). The soundtrack of one movie was to be carried over KFMB radio with the audio of the other on KFMB-TV’s regular channel.

The San Diego channel 8 station said that the program will be noncommercial. How was it done? Here is KFMB-TV’s formula:

“Video: Film #1 is projected onto a rear screen with the image then being picked up by a vidicon camera which frames it in the upper left-hand quadrant and records for first run on video tape. The process is then repeated with film #2, except that video placement is in the lower right-hand quadrant, The two resulting blank spaces are utilized to title the picture opposite and to announce its audio source.

“Audio: The major technical problem was solved when it was decided to utilize KFMB-TV’s sister station, KFMB, to broadcast the second sound track. To accomplish this, the sound track of film #1 is recorded on the primary video tape audio channel and the sound track of film #2 is recorded on the video tape cue track. To obtain broadcast quality, it was necessary to refine the cue track to audio channel standards.”

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Broadcasting, September 7, 1964
WSM-TV captures Nimbus signals

Nashville "sat in" with U. S. Weather Bureau meteorologists on Aug. 29 when WSM-TV in that city recorded telemeter signals from the Nimbus weather satellite 575 miles above the earth and broadcast the cloud cover pictures to home receivers.

The first Nimbus weather satellite, successor to the Tiros series, was launched Aug. 28. Wsm-Tv, under the technical direction of John DeWitt Jr., president of Wsm Inc., established a helical antenna on the roof of its hilltop station. The antenna was hooked to a coaxial filter and to a shortwave FM radio receiver and amplifier.

The audio signals from Nimbus were received on the antenna, and fed into the receiver. They were then amplified and recorded onto audio tape. The tape was played back through a cathode ray tube and the resulting television-type picture on the scope was filmed with a Polaroid camera. The still picture was broadcast by WSM-TV.

Preparations to accomplish the same result by WlAc-tv, also in Nashville, failed to produce satisfactory pictures because of trouble at the receiving antenna, according to Ralph L. Hucaby, chief engineer. Mr. Hucaby said he had been in communication with the National Aeronautics & Space Administration for almost a year preparing for a pickup of the Nimbus cloud pictures.

He and his technical men modified a regular FM antenna and a shortwave receiver for the event. Their plan was to feed the received signals on to tape and then feed them into a facsimile device which would produce a picture for showing over the air.

Legislators asked to hold 50-kw limit

The Maryland-District of Columbia-Delaware Broadcasters' Association has written to all Maryland and Delaware members of Congress urging that they oppose possible FCC authorization of clear-channel stations with powers in excess of 50 kw.

Thomas S. Carr, president of the association and vice president and manager of wbal-am-fm Baltimore, also sent copies of the letter to association members, suggesting they write to their senators and individual congressmen.

Mr. Carr told the legislators that higher-power authorization "will cause severe economic injury to untold numbers of local as well as regional stations and equally important, contrary to public interest, will place in the hands of only a few 'special' individuals, a concentration of control in the vital broadcast communications industry."

He noted that national spot business is necessary to a local station and that, if the business was lost to the greater and easier coverage of a higher-power outlet, the local station would be crippled in its local programing. He also claimed there would be technical interference to many stations.

Eight clear-channel stations have applied for permission to experimentally operate with more than 50 kw, the present limit. The commission staff is now preparing a proposal for criteria that the outlets would have to meet. Six want 750-kw, the other two are asking for 500 kw.
Too many tall towers, owners and pilots argue

The Aircraft Owners and Pilots Association sent a letter to President Johnson last week requesting a study of the danger to aviation posed by increasing numbers of high radio and television transmitting towers.

Association President J. B. Hartranft Jr. said that neither the FCC nor the Federal Aviation Agency has authority to solve this problem. He requested the President to appoint a joint industry-government group to investigate and make recommendations for meeting both aviation and broadcast needs.

"We think the problem of proper allocation and use of the lower airspace of the United States is of such magnitude and import to the entire nation that it is time to seek an orderly solution to the conflicting needs of the public for air travel and radio and television service that depends on the use of this airspace," Mr. Hartranft said.

The AOPA Pilot, an association magazine, stated that in the last 10 years the number of transmitting antennas more than 1,000 feet high has increased from 29 to 157; the FCC has applications pending for the construction of 23 more towers, ranging in height from 1,000 to more than 1,600 feet; private planes have collided with the "thin, webleike and difficult to see towers" on at least 18 occasions.

FATES & FORTUNES

BROADCAST ADVERTISING

Arthur I. Caplin, director of marketing for beauty salon division of Helene Curtis Industries, Chicago, elected president and chief executive of company's international division. Harold Judelson continues as VP and chief administrative officer of international division. Mr. Caplin joined Curtis in 1943. Charles G. Cooper named marketing director of beauty salon division succeeding Mr. Caplin. Mr. Cooper joined Curtis in 1953, has served as division's marketing coordinator since 1961.

Paul S. O'Brien elected VP and national sales manager of Mort Basset Co., New York. His past broadcast experience includes president of The Paul S. O'Brien Co., regional representative; sales manager of former WNTA-TV (now WQXR-TV) in Newark, New York), and service with John Blair & Co.

Thomas C. Marks, for past three years general manager of WJRC San Francisco, joins Robert E. Eastman & Co. as manager of office in that city. John Finley and Ralph Boger join Eastman's Chicago sales staff.

Bernard J. Pilchen, advertising and merchandising manager of Radiant Manufacturing Corp. (producer of movie projection screens), Chicago, joins Sealy Inc. (bedding manufacturer), that city, as assistant advertising manager.

Donald L. Bryant, who fortnight ago was elected president of Miles Products division of Miles Laboratories, Elkhart, Ind. (BROADCASTING, Aug. 24), elected to additional posts of corporate VP and member of board of directors of parent Miles Labs.

M. Belmont Ver Standig, president of own Washington advertising agency for 20 years, announced his retirement from agency Sept. 30. He will devote full time to supervision and development of corporate acquisition program involving purchase of business and real estate equities.

Arthur W. Ingalls, president of Ingalls Associates, Boston advertising agency, elected to new post of board chairman. Other new appointments: Joseph A. Maynard, president; S. Joseph Hoffman, executive VP; E. Maurica Nugent, assistant treasurer; Milton E. Willemluer, VP in charge of art; Robert Corriente, general manager; Gordon Chase, senior art director; Raymond Welch, copy director; Corso Donati, associate copy chief, and Avner Rakov, radio-TV director.

Jack L. Matthews, formerly account supervisor at Clinton E. Frank Inc., Chicago, elected VP and account supervisor at John W. Shaw Advertising, that city.

Eugene J. Hart Jr., John D. Maiben and Roger J. Probert, all members of merchandising division at Young & Rubicam, New York, promoted to supervisors in marketing services and sales promotion department.

Win Kirby joins Venard, Torbet & McConnell, New York, as account executive. He was formerly drug advertising specialist at Spencer Advertising Co., New York, and before that with ABC-TV Spot Sales, that city.

C. L. (Chuck) Williams, account executive with XTVN (TV) Hutchinson-Wichita, Kan., named local sales manager.

David G. Morse, media supervisor for McCann-Erickson, Chicago, joins Earle Ludgin & Co. there as media director.

William F. Grisham, formerly copy group supervisor at Young & Rubicam, Chicago, joins C M P E 11-Mithun, that city, as director of creative services. He succeeds Robert Blegen, who has returned to C-M's Minneapolis headquarters on special assignment. Stewart L. Sherling, copywriter, promoted to creative group supervisor. Ruth Green joins C-M's Chicago staff as radio-TV writer-producer. Earlier she was radio-TV writer on Chevrolet at Campbell-Ewald, Detroit.

Richard V. Wallace joins Roger O'Connor Inc., New York station representative, as marketing specialist and account executive. He was formerly

EMPLOYERS REINSURANCE CORPORATION
21 West 10th, KANSAS CITY, MO.
NEW YORK, 77 JOHN & SAN FRANCISCO, 120 Montgomery Avenue
CHICAGO, 171 W. Jackson - ATLANTA, 34 Paschtere, N. E.
with Farley Co., New York publishers representative.

J. Warren Tomassene, formerly with WGN-TV Chicago, joins WBKB-TV there as account executive.

Seymour Parker, media planner at J. Walter Thompson, New York, joins Foote, Cone & Belding, that city, as media supervisor. He will handle Clair-ol, Equitable Life Assurance Society of the United States and Health Insurance Institute accounts.

John E. Kelly, since 1959 director of advertising for all consumer products of Philco Corp., Philadelphia, joins C. J. LaRoche & Co., New York, as account supervisor.

John Winnaman, formerly account executive at KEZY Anaheim, Calif., joins KABC Los Angeles in similar capacity.

Wallace T. Drew elected president and chief executive officer of Landen Co., new cosmetics and toiletries subsidiary of Beech-Nut Life Savers Inc., New York, which was purchased from Oestreich interests. He also remains as VP of parent company. Mr. Drew formerly served as VP-marketing and director of Coty Inc. and as senior VP of Lennen & Newell, New York. Charles H. Oestreich remains as chairman of Landen Co. and David Oestreich as VP.

Thomas J. Ellis, formerly media director of Allston, Smith & Sompel, Greenwich, Conn., joins Scope Advertising, New York, in same capacity.

Dave Shocklee, member of sales staff of KWK St. Louis, joins KSDK-TV, that city, as account executive.

Fred Ward, senior spot buyer on Brown & Williamson account at Ted Bates & Co., New York, joins TV sales staff of George P. Hollinger, that city.

John J. McSweeney, for past two years sales manager of WABC-AM-FM New York, joins sales staff of WINS, that city, today (Sept. 7).

Norbert J. Kocab, media director for 5½ years at Marcus Advertising, Cleveland, joins Ohio Stations Representatives as northern regional manager serving company clients in Ohio, Michigan and Indiana.

Nancy Meeker, formerly associate media director for J. Walter Thompson Co., Los Angeles, joins Eisaman, Johns & Laws, that city, in same capacity with primary responsibility for media on Great Western Savings & Loan Account.

Sherwood (Skip) Hinman, account executive, moves from Chicago office of Blair Television to New York headquarters. Bob Carney, member of Blair TV's sales service staff in New York, moves to Chicago as account executive.

Peter Falcone joins J. M. Mathes Inc., New York, as account executive. He was formerly on advertising staff at General Electric, Schenectady, N. Y.

Monty Mann, formerly VP of Lowe Runkle Co., Oklahoma City, and Tracy-Loke Co., Dallas, appointed director of newly established motion picture and audio-visual production division of Humphrey, Williamson & Gibson, Oklahoma City agency.


Ralph Falter appointed national sales service representative, and John Chambers named to local sales staff of WING (TV) Pittsburgh.

George W. Diefenderfer Jr., formerly general manager of KFNF Shenandoah, Iowa, joins sales department of WLOD (TV) Dayton, Ohio.

Louis H. Bennett, formerly associate media director at J. Walter Thompson Co., Chicago, joins MacManus, John & Adams there as media director. He had been with JWT since 1948.

Hal Fredericks, account executive at WBBM Chicago, promoted to national sales manager, reporting to Jack Bivans, WBBM's general sales manager. Mr. Fredericks earlier had been with National Telefilm Associates as well as Balaban Stations, headquarters at 81 W. St. Louis.

Charles F. Seefeldt, formerly research director and assistant marketing director of MacManus, John & Adams, Chicago, joins Bruce B. Brewer & Co., Kansas City, Mo., as research and media director.

Lawrence C. Corey, creative research supervisor at Needham, Louis & Brorby, Chicago, promoted to new assignment of director of new product research.

Waldo L. Gundlach, formerly of Erwin Wasy, Ruthrauff & Ryan, Chicago, joins Wadie & Briggs there as copywriter.

Jane Mack, Richard A. Delia and Thomas F. Papanek join Needham, Louis & Brorby, Chicago, as creative
 Nielsen adds three to its NSI staff

William S. Hamill, VP of A. C. Nielsen Co. with Nielsen TV Index, named eastern regional manager of Nielsen Station Index. He assumes post vacated by George Blechta, who has been appointed VP and overall NSI manager. Bernard (Ben) Wilson, account executive for Nielsen since 1936, appointed VP and NSI central regional manager, succeeding Bill Wyatt, who was promoted to NSI national sales manager.

David A. Traylor, advertiser sales/service sales manager since 1962, named to newly created post of VP and NSI advertiser sales manager. All sales managers report to Mr. Wyatt in New York office (see page 60).

department writers. Miss Mack formerly was with Perrin & Associates there. Mr. Papanek was with Campbell-Ewald, Detroit.

Jack Devlin, formerly copywriter with Needham, Louis & Brorby, Chicago, joins creative staff of Earle Ludgin & Co. there.

Martin Katz, head of his own New York sales promotion firm and previously for nine years director of sales promotion and sales development for Blair Television, joins Franznick-Medén Inc., New York, as director of sales promotion services. In new post, Mr. Katz will head agency's sales promotion division.

Joyce Donovan and Helene Fleming join TV department of Carson/Roberts, Los Angeles, as assistants to Elaine Hudson, broadcast media supervisor. Miss Donovan had been with Television Advertising Representatives; Mrs. Fleming was with Los Angeles office of Erwin Wasey, Ruthrauff & Ryan.

Fred Goldstein, formerly of Morse International, New York, joins Cunningham & Walsh, that city, as creative research manager. Walter Smith joins C&W's creative services division.

Tom Livezey, formerly of WVCX Chester, Pa., joins WHOME Allentown, Pa., as account executive-announcer.

Roger H. Strawbridge appointed account executive at WEEI Boston.

Richard E. McFarland, formerly of Carson/Roberts, Los Angeles, joins Charles Bowes Advertising, that city, as account executive.

Richard Woodies appointed account executive at WNBC Boston.

Mary Klein, media director of Bruce B. Brewer & Co. and its predecessor organization, Ferry-Hanly Co., Kansas City, Mo., has announced her plans to retire later this year.

Richard Kurtz, research project director at Grey Advertising, New York, joins Fuller & Smith & Ross as research director for Pittsburgh office.

THE MEDIA


Ron Hickman, president of New Jersey Broadcasters Association and former general manager of WNNJ Newton, N. J., appointed general manager of WKER Pompom Lakes, N. J.

Robert S. Wheeler Jr., KHOZ Harrison, elected president of Arkansas Broadcasters Association, replacing Don Whitney, KOSE Osceola. Other new officers: Lee Bryant, KARK-AM-FM-TV Little Rock, first VP; DeWitt Waite, KPDA Marked Tree, second VP; Chester Pierce, KADL Pine Bluff, secretary-treasurer.

Alvin E. Brizzard, former assistant VP of Security First National Bank's entertainment industry division and controller of Hal Roach Studios, joins Golden West Broadcasters, Los Angeles, as VP in charge of finance.

A. Dale Smith, floor merchandise manager of E. J. Korvette Co., Chicago, named manager of WLTG Gary, Ind., successor to WGY, that city, effective today (Sept. 7) under new ownership of Northwestern Indiana Broadcasting Corp.

Tom Johnson, currently radio station consultant and manager of XXTO Oklahoma City in mid-1930's, appointed business relations manager of Better Business Bureau of Oklahoma City. He replaces Hal Cramer, former VP of General Mills, who resigned.

Buddy Deane, radio-TV air personality in Baltimore for 13 years, has announced his retirement from that role to enter active management of his own station, KOTN Pine Bluff, Ark. Mr. Deane is presently awaiting FCC approval of purchase of second station, KWEL Midland, Tex.

Jerry Jacob, sales manager of WAMM Flint, Mich., named station manager.

Elton Rule, ABC VP and general manager of KABC-TV Los Angeles, appointed television chairman of fifth an-
**Goldenson—JFK trustee**


Among 43-man board is Frank H. Ricketson Jr., 17% stockholder of Frontier Broadcasting (KFB-AM-TV Cheyenne, Wyo., and KSTF [TV] Scottsbluff, Neb.).

...nual International Broadcasting Awards competition sponsored by Hollywood Advertising Club. James G. Riddell, ABC VP and chief executive officer of its western division, is 1964 general chairman of IBA.

R. H. (Rick) Armstrong, sales manager at KASK-AM-FM Ontario, Calif., promoted to station manager.

**PROGRAMING**


N. Donald Ringsred resigns at VP sales of Alexander Film Co., Colorado Springs, Colo., and as director of Motion Picture Alexander Corp., New Orleans. No explanation for resignation was given.

Louis Lichtenfield, president of Screen Productions, Hollywood, has been named by Universal City Studios, Universal City, Calif., to design, staff and supervise new optical and title department to be housed in multi-million dollar laboratory building now under construction on Universal lot. Frank Brandt, executive producer at Signet, will continue with that company in his over-all creative capacity.

John H. Barwick named manager of association instructional materials division of Association Films, New York. He joined firm in 1963 as consultant on educational film techniques.

John N. Calley, VP of Filmways Inc., Hollywood, for past four years, elected to newly created post of executive VP. Before joining Filmways, Mr. Calley was VP in charge of radio-TV at Ted Bates & Co., production executive at Henry Jaffe Enterprises and held several program production and sales posts at NBC-TV.


George Hankoff joins MGM-TV syndicated sales, New York, as general sales representative. He was formerly salesman at Westinghouse Broadcasting Co., that city.

John Clement, announcer at KROM Bismarck-Mandan, N. D., since 1961, promoted to program director.

Terrell L. Metheny Jr., former air personality, production and music director at WOKY Milwaukee, joins WLO Louisville, Ky., as program director.

F. William Erb, since January 1962 senior account executive at WLV Cincinnati, promoted to program director.

Don Kirshner, executive VP of music division of Screen Gems-Columbia Pictures, New York, since May 1963, elected president of division. In new post, Mr. Kirshner will be in charge of all television and motion picture music for SG and Columbia Pictures. He was previously president of Alden Music-Dimension Records, assets of which were acquired by Screen Gems and Columbia Pictures last year.

Lawrence C. Johnson joins WNBC-TV New York as executive producer for public affairs programs. He had been assistant program director and producer of documentary and public affairs programs at WABC-TV, that city, since 1960.
Roger Lefkon, WNBC-TV unit manager, named to staff of producer-directors on general assignment.

Jim (Dandy) Reese, announcer at WBEE Harvey, Ill. (Chicago), promoted to program director.

Paul Gionfriddo, formerly writer-producer at WTNH-AM-FM-TV Hartford, Conn., joins WBBM-TV Chicago documentary department as writer-producer.

Linda Bennett, actress-singer-dancer, has been placed under exclusive five-year contract to NBC-TV. Miss Bennett’s first appearance will be on The Bell Telephone Hour, Sept. 8, 10-11 p.m. EDT.

Forrest Tucker, star of “The Music Man,” joins WCFL Chicago as disc jockey in 6:30-9:30 a.m. period, effective Nov. 2, replacing Josh Brady, who moves to new time period.

Bob Weesner, formerly of WANE-TV Fort Wayne, Ind., joins WLW-TV Columbus, Ohio, as producer-director. Dave Sanford and Ray McIver appointed staff director and set-up supervisor, respectively, at WLW-TV. Ed Kennedy named sports director of WLW and WLWT (TV) Cincinnati.

Harry Francis appointed program director of KCMO-TV Kansas City, Mo. Gene Cless, KCMO-TV staff director, promoted to production director succeeding Mr. Francis. Mr. Cless, former program and production director of KSWS-TV Roswell, N. M., joined KCMO-TV in 1961. Mr. Francis joined KCMO-TV in 1953, was named production manager in 1959.

Jack Philbin named executive producer and Ronald Wayne appointed producer of The Jackie Gleason Show: The American Scene Magazine, which starts its third season on CBS-TV Saturday, Sept. 26, 7:30-8:30 p.m. PDT.

Carl N. Kramer appointed art director of KYW-TV Cleveland.

Charles (Hank) Pointel, formerly news and program director of WJZ-Wins-"ton-Salem, N. C., joins WAGG Greensboro, N. C., as program director. He succeeds Lloyd Gordon, who becomes director of WAGG’s enlarged news department. Mr. Pointel will also serve as on-air sportscaster.

Mel Stuart, currently producer and director of 90-minute documentary, The Making of the President, 1964, for Wolper Productions, will also serve as producer-director of The Way Out Men, first of series of hour-long documentaries which Wolper is producing for Minnesota Mining & Manufacturing Co. sponsorship on ABC-TV. Jeff Myrow named staff assistant to Mr. Stuart.

Leon Britton, Far East general manager of United Artists Television, joins Seven Arts Productions International as Far East supervisor and Japan representative for all theatrical, non-theatrical and TV distribution. He will report to Norman B. Katz, VP in charge of foreign operations, and make headquarters in Tokyo. Previously, Mr. Britton was Far East supervisor for RKO and Associated Artists Productions.

R. B. Baker named general manager of CBS Television Network Sales of Canada Ltd., Toronto. He will direct sales of non-syndicated CBS programs in Canada.


Andrew R. Newcorn, formerly marketing manager for European division of Pepsi-Cola Co., joins J. M. Mathes Inc., New York, as international account executive.

Dave Crane, formerly of WIP-AM-FM Philadelphia, appointed news director of KLAC-AM-FM Los Angeles. He succeeds Charles Arlington, who was named KLAC’s special assignment editor.

Jack Underwood appointed public affairs director and assistant program manager of WOWO Fort Wayne, Ind.

Byron W. Kolbert joins news staff of WXAO-AM-FM New Rochelle, N. Y. He had been in Army as broadcast instructor at Department of Defense Information School at Fort Slocum, N. Y.

Julius Frandsen appointed general Washington manager of United Press International. He succeeds Lyle Wilson, VP general manager, who has retired. George Marder is manager of broadcast news department; John M. Vogt is manager of Washington Capi-
ter News Service, and Grant Dillman is Mr. Frandsen's chief deputy.

Dick Richmond, director of news and public affairs at WOAD-TV Moline, III., resigns to become VP of Financial Public Relations, St. Louis. He will also serve as editor of firm's Missouri Insurance Journal.

Merritt Hadley joins news department of WFTS Miami. He is former news director of KEKB San Diego, Calif.

Peter Jennings joins staff of ABC News, New York. Mr. Jennings was formerly news commentator and anchor man for national news over Canadian Television Network, Ottawa.

David Monsees and Ruth Anson join air staff of The News Hour at KABC-TV Los Angeles.

Dave McGee, newsmen at KODA Houston, resigns to join night news staff of KILT, that city.

Chris Norton, formerly news director of WSOX Point Lookout, Mo., joins sales and news staff of WAWA West Allis, Wis.

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**EQUIPMENT & ENGINEERING**

Louis R. Wanner appointed to newly created position of chief engineer of electronic tube division of Sylvania Electric Products. Mr. Wanner, who joined Sylvania in 1948 as senior engineer, will make his headquarters in Seneca Falls, N. Y. Since last year he has served as chief engineer of Sylvania's receiving tube operations at Emporium, Pa. Charles C. McGregor, manager of industrial relations for Sylvania's picture tube operations, named to new post of manager of industrial relations for electronic tube division.

Ted Leitzell, PR director of Zenith Radio Corp., Chicago, since 1945, has resigned for reasons of health. Mr. Leitzell joined Zenith in 1942, served as director of National Association of FM Broadcasters from 1962 to 1964. He plans to reside at his Evanston, Ill., home and do freelance writing and foreign languages and mathematics study.

Ansel Kleiman, general manager of Viking of Minneapolis Inc., joins acoustic division (headsets, microphones, precision switches, and related electronic and acoustic products) of The Telex Corp., Minneapolis, as general mana-

er. Previously, Mr. Kleiman was VP of Electronic Teaching Laboratories, Washington.

Harold Johansen appointed assistant chief engineer of KETV (TV) Omaha. He fills position left vacant by recent promotion of Larry Sibilia to KETV chief engineer.

John Andrew joins Rust Corp. of America as sales engineer for Washington area. He was formerly broadcast equipment sales manager at Vitro Electronics, Silver Spring, Md.

Joe Munisteri, since 1955 service manager of broadcast sales division of Telepro Industries, Cherry Hill, N. J., promoted to sales manager of that division which handles company's line of twin dousers, rear screen projectors, cueing systems and other equipment for broadcasting.

Keith U. Clary appointed manager of personnel for RCA Victor Home Instruments division at Indianapolis, succeeding Paul R. Slaninka, who becomes commercial operations manager of RCA's parts and accessories division in Camden, N. J.

Andrew Friedenthal, chief engineer of WJR Detroit, will retire Dec. 31 after 38 years with station. Mr. Friedenthal, on leaving post at WJR Nov. 15, will become general broadcast consultant. He joined engineering staff of WJR in October 1926, was promoted to engineer in charge of station's studios in 1927, became assistant chief engineer in charge of studio operations in 1938 and WJR chief engineer in 1945.

Frank A. Emmet joins Phaostron Instrument & Electronic Co. (manufacturer of precision measuring meters), South Pasadena, Calif., as marketing director. For 30 years Mr. Emmet has headed his own firm representing national manufacturers supplying radio, electronic and TV industries.

Donald W. Kilbrith, formerly communications marketing specialist with RCA International, Clark, N. J., appointed to newly created position of systems sales representative for Entron.

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**SRA selects 3 committee chairmen, and staff**

Arthur H. McCoy, president of John Blair & Co., named chairman for 1965 of awards program of Station Representatives Association, New York. Edward P. Shurick, VP of H-R Television, will serve as chairman of association's TV trade practices committee, and Thomas Harrison, president of Blair Radio, will be chairman of radio trade practices committee.

Serving with Mr. Shurick will be Walter Nilson, The Katz Agency; Jack Fritz, Blair TV; Lon King, Peters, Griffin, Woodward; Charles Standard, The Meeker Co.; Robert Kizer, Avery-Knodel, Inc., and James O'Grady, Young Television.

Serving with Mr. Harrison will be Thomas Taylor, Peters, Griffin, Woodward; Wilmot H. Losee, AM Radio Sales Co.; Martin Beck, The Katz Agency; James Alspaugh, H-R Representatives; Frank Boyle, Robert E. Eastman Co., and Robert A. Burke, Adam Young Inc.

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**More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry**

**HOWARD E. STARK**

Brokers—Consultants

50 EAST 58TH STREET  NEW YORK, N. Y.

ELDORADO 5-0465
Inc., Silver Spring, Md., manufacturer of community, master and educational TV systems.

Les Maskowitz, formerly with Westinghouse Electric Co., Blairsville, Pa., appointed product development manager for Indiana General Corp.'s magnetic equipment division in Milwaukee.

Robert J. Gilson, formerly general manager of military products division and director of systems management of General Dynamics, Rochester, N. Y., elected VP in charge of engineering of Subscription Television Inc., Santa Monica, Calif.

FANFARE

William R. Cox, former press relations director of J?T Research Institute, Chicago, joins Frito-Lay Inc., Dallas, in newly created post of PR director.

John Hofmann, account executive at KGO San Francisco, joins KKHI-AM-FM, that city, as director of promotion and sales development.

Robert D. Chase, sports director of wowo Fort Wayne, Ind., assumes added duties as promotion director.

ALLIED FIELDS

Representative John Dingell (D-Mich.), member of House Commerce Committee, won party nomination for new term in primary election last Tuesday (Sept. 1) in which he and Representative John Lesinski (D-Mich.) had been forced to oppose each other because their congressional districts were merged by Michigan reapportionment.

Allen E. Koenig, formerly of KPAC Los Angeles and KPIX (TV) San Francisco, appointed assistant professor of speech and dramatic arts at Eastern Michigan University, Ypsilanti. Mr. Koenig will serve as director of broadcasting instruction and head teaching team lecturing over closed-circuit TV.

Thomas B. Petry, for past year assistant director of educational TV program of U. S. Office of Education, Washington, appointed executive director of Educational Television Council for Central New York. Item published Aug. 24 in these pages erroneously identified Mr. Petry as VP of Syracuse University and director of its Radio-TV Center. University post is actually held by Kenneth G. Bartlett, council president, who made announcement.

DEATHS

Dupuy G. Warrick, 6?7, former VP and general counsel of KMBC Kansas City, Mo., died Sept. 2 at Pebble Beach, Calif., after long illness. He was prominently identified with steel and banking operations in Kansas City after his association with Arthur B. Church, president and principal owner of KMBC-AM-TV, who retired from broadcasting several years ago.

George W. Steffy, 54, president and general manager of WNEB Worcester, Mass., died Aug. 31 at Massachusetts General hospital after short illness. Veteran broadcaster and former president of Massachusetts Broadcasters Association, Mr. Steffy began his career at WEAN Providence, R. I. He later moved to WNAC Boston, where he subsequently served as program director, VP, and executive VP of WNAC stations and Yankee Network. Mr. Steffy left WNAC in July 1960 with purchase of 75% interest of WNEB.

Virginia Henry Blum, 43, aide to her father, NBC newsman Bill Henry, died Aug. 27 of cancer at Georgetown University hospital in Washington.

Irving M. Lesser, 68, head of Major Television Products Inc. and Motion Picture Distributors Inc., both New York, died Aug. 27 at his home in that city. Mr. Lesser had been associated with his brother, Sol, in production of Tarzan motion picture series and in motion picture distribution field.

Engineers lauded

Dr. Burton J. McMurtry, manager of Sylvania Electric Products' optics department on West Coast, named recipient of 1964 Alfred Noble Prize awarded annually at Western Electronic Show and Convention in Los Angeles. Dr. McMurtry has worked on new laser device. Dr. Eugene W. Greenfield of Washington State University, Pullman, was winner of Sixth Region Achievement Award of Institute of Electrical & Electronics Engineers for "outstanding contributions to engineering education, research and inventions, and to literature." William J. Moreland, VP-general manager of Conrac division of Giannini Controls Corp., Glendora, Calif., elected to four-year term on Wescon board of directors.
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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>Broadcasting Communications</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 296-6400</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg.</td>
<td>Wash. 4, D. C.</td>
<td>703-4982</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineer</td>
<td>1710 H St., N.W. 2906-8808</td>
<td>Washington 6, D. C.</td>
<td>Member APOOB</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Engineers</td>
<td>930 Warner Bldg. National 8-7757</td>
<td>Washington 4, D. C.</td>
<td>Member APOOB</td>
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<tr>
<td>A. EARL CULLUM, Jr.</td>
<td>Consulting Engineers</td>
<td>INWOOD POST OFFICE</td>
<td>DALLAS 9, TEXAS MENTHE 1-3509</td>
<td>Member APOOB</td>
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<tr>
<td>WALTER F. Kean</td>
<td>Consulting Radio Engineers</td>
<td>George M. Skol</td>
<td>19 E. Quince St. * Nickel 7-2401</td>
<td>Riverside, IA (Chicago suburb) Member APOOB</td>
</tr>
<tr>
<td>HAMMOTT &amp; EDISON</td>
<td>Consulting Radio Engineers</td>
<td>Box 68, International Airport</td>
<td>San Francisco 28, California</td>
<td>Diamond 2-5028</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>8200 Snowville Road</td>
<td>Cleveland 41, Ohio</td>
<td>216-326-9895</td>
</tr>
<tr>
<td>VIRA N. JAMES</td>
<td>Consulting Radio Engineers</td>
<td>345 Colorado Blvd. 8000</td>
<td>Denver, Colorado</td>
<td>Member APOOB</td>
</tr>
<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>AM-FM-TElevision</td>
<td>Microwave</td>
<td>920-7048</td>
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<tr>
<td>OSCAR LEON CUELLAR</td>
<td>Consulting Radio Engineer</td>
<td>AM-FM-TElevision</td>
<td>250 W. Santa Maria, P.O. Box 11276</td>
<td>213-294-7000</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>Precision Frequency</td>
<td>AM-FM-TElevision</td>
<td>445 Concord Ave., Cambridge 38, Mass.</td>
<td>Phone: 6178210</td>
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<tr>
<td>SERVICE DIRECTORY</td>
<td></td>
<td></td>
<td></td>
<td>Phone:</td>
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<tr>
<td>COMMERCIAL RADIO</td>
<td>Monitoring CO. Precision</td>
<td>AM-FM-TElevision</td>
<td>103 S. Market St., Let's Summit, Mo.</td>
<td>Phone: 417-4666</td>
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BROADCASTING, September 7, 1964
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 27 through Sept. 2, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, CP—construction permit, ERPEffective radiated power, VHF—very high frequency, UHF—ultra high frequency, ant.—antenna, sur.—surface, vis.—visible, kw—kilowatts, watts—megacycles, D-day—night, Ls—local sunrise, mod.—modification, trans.—transmitter, unl.—unlimited hours, x—kilometers, SCA—secondary communications authorization, SRA—special service authorization, STA—temporary authorization, SHF—special hours, STF—construction station, CH—critical hours, CATV—community antenna television.

New AM station

APPLICATION
Saratoga Springs, N. Y.—Channel 901 of Saratoga Springs, N. Y. seeks registration. Legal counsel is Charles W. MacNeil.

New FM stations

APPLICATIONS BY FCC

Saratoga Springs, N. Y.—Channel 901 of Saratoga Springs, N. Y. seeks registration. Legal counsel is Charles W. MacNeil.

APPLICATIONS

Sioux City, Iowa—Donald A. Swanson, Granted CP for new FM on 103.3 mc. channel 277, 100 kw. Ant. height above average terrain 206 feet. P.O. address c/o Donald A. Swanson, 3729 Campus Dr., Sioux City, Iowa. Estimated construction cost $37,000. First year operating cost $20,000. Principal: Donald A. Swanson.


Opeoula, La.—KSLD Broadcasting Co. Granted CP for new FM on 122.9 mc. channel 384, 1 kw. Ant. height above average terrain 40 feet. P.O. address c/o E. Jones, 1225 Bond St., Opeoula, La. Estimated construction cost $15,000. First year operating cost $12,000. Principal: E. Jones.

APPLICATIONS

Hattiesburg, Miss.—Hub City Broadcasting Corp. Granted CP for new FM on 91.1 mc. channel 384, 1 kw. Ant. height above average terrain 130 feet. P.O. address Box 1008, Hattiesburg, Miss. Estimated construction cost $29,351. First year operating cost $15,000. Revenue $25,000. Principals: Charles W. Holt, (51%), Connie I. Holt (49%), and Robert N. Robinson (43.3%). Mr. Holt has 76% interest in WHFY Broadcasting Co. Inc., licensee of WHFY Broadcasting Co., Inc. licensee of WHFY McComb, Miss., and 55% interest in Broadcast Service of Mobile Inc., licensee of WSIM Prichard, Ala. Connie Holt has 10% interest in WHFY and 15% interest in WSIM. Mr. Robinson has 20% interest in WHFY, 36% interest in WSIM.

Toms River, N. J.—Beach Broadcasting Corp. Granted CP for new FM on 100.3 mc. channel 384, 1 kw. Ant. height above average terrain 301 feet. P.O. address box 335 Lexington Avenue, Toms River, N. J. Estimated construction cost $25,755. First year operating cost $9,000. Principal: Mrs. Leo Ludden (25%), Donald Carrot Ludden (50%) and Ruth Ludden (25%). Leo Ludden is a former member of the Federal Communications Commission.

Tomoka, Fla.—The Tomoka Broadcasting Co. Granted CP for new FM on 92.1 mc. channel 385, 1 kw. Ant. height above average terrain 8 feet. P.O. address 409 W. King St., Flagler Beach, Fla. Estimated construction cost $15,000. First year operating cost $9,000. Principal: Mr. William S. Dennis.

Ownership changes

APPLICATIONS BY FCC


KGEN Tulare, Calif.—Granted assignment of license from Meadean Upp to Pappas Electronics Inc., owned by J. Pappas (45%), Mario J. Pappas (45%) and Harold Pappas (10%). $38,500. E. J. Pappas is general manager of KCVR (AM). The general manager of KVEC Las Vegas and H. J. Pappas is D. J. and salesman at KVEC. Action Aug. 27.

WSBD Sebring, Fla.—Granted assignment of license from William Milton J. Hinlein (each 30%) and others, d/b/a Highlands Broadcasting Corp., to H. Philip Nesbitt (63.69%), Robert Neely (18.18) and others, t/as Dixon Industries Inc. Consideration $25,000 and covenant not to compete in broadcasting, in Sebring, for 5 years. Mr. Nesbitt is the owner of WSTV (FM) Bethesda, Md. Action Aug. 31.

KART Jerome, Idaho—Granted assignment of license from K. and Marian Clark to Allen-Dick Lee (100%) on condition of irrevocable less assumption of accounts payable at time of transfer. Mr. Lee is employe of KBAR Broadcasting Inc., Idaho. Action Sept. 2.


KANS Larned, Kan.—Granted assignment of license of Hoagland-Dowline, owned by M. B. Hoagland and others (each 50%) to Don H. Hoagland (100%) on condition of irrevocable less assumption of accounts payable at time of transfer. Consideration $12,000. Action Aug. 31.

KMWU Wichita, Kan.—Granted assignment of license of Southern Kansas Broadcasters Inc. to Mayor L. A. Edgy, for 5 years. No financial consideration. Action Aug. 27.

WSBM-AM-FM New Bedford, Mass.—Granted assignment of license of Southern Massachusetts Broadcasters Inc. to Mr. James C. B. Curley (100%) on condition of irrevocable less assumption of accounts payable at time of transfer. No financial consideration. Action Aug. 27.

WCBQ Whitehall, Mich.—Granted assignment of license of Paul A. Brandt (100%) to Lake Radio Co. owned by Clarence Stiefelstr (38%), Raymond Plunk (28%), Mrs. Nellie Plunk (20%), Leonard Schoenher (10%). Consideration $57,500. Mr. Thomas also owns WDQF new Bedford, Mich., Mr. Plunk owns WKLJ Ludington, Mich. No financial consideration. Action Aug. 27.

KEVE-AM-FM Golden Valley, Minn.—Granted assignment of license of Western Broadcasting Corp., owned by James A. McKenna (100%) to John Poole Radio Properties Inc., owned by John Poole and family (100%) d/b/a Minneapolis-St. Paul Radio Broadcasters. Consideration $100,000 for right to undivided one-half interest in Western Broadcasting share of assets in joint venture. Mr. McKenna has 85% interest in WCMH Harrisburg, Pa.; 81% in WNAM Rockford, Ill.; and 35% in KMBR Ramsey, Minn. No financial consideration. Action Aug. 27.

KEVE-AM-FM Golden Valley, Minn.—Granted assignment of license of Western Broadcasting Corp., owned by James A. McKenna (100%) to John Poole Radio Properties Inc., owned by John Poole and family (100%) d/b/a Minneapolis-St. Paul Radio Broadcasters. Consideration $100,000 for right to undivided one-half interest in Western Broadcasting share of assets in joint venture. Mr. McKenna has 85% interest in WCMH Harrisburg, Pa.; 81% in WNAM Rockford, Ill.; and 35% in KMBR Ramsey, Minn. No financial consideration. Action Aug. 27.

KVHD-AM-FM Riverside, Calif.—Granted assignment of license of Los Angeles Broadcasting Co., owned by William S. Halpern (45.3%), Louis N. Seltzer (45.3%), Sylvia C. Halpern (0.7%) and Marjorie H. Seltzer (0.7%) to New Jersey Broadcasting Co., owned by J. D. Holbrook and N. C. Seltzer (90.2%) and Robert Halpern (9.8%). Consideration $60,000, not to compete for five years within 50 mile radius of either station except for operation in Butte, Calif. Mr. Holbrook is attorney. Action Aug. 26.

WZOE-AM-FM Miami, Ohio.—Granted assignment of license of Miami Broadcasting Co., owned by Ruth E. Brown, executrix of estate of Kenneth Brown, William R. Brown and William A. Searle (0.005%) to Miami Radio Inc., owned by Carol J. Jackson (19.50%), D. M. Broadcasting, Sept. 7, 1964

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EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531
CATV BOXSCORE
Permits granted 25
Permits pending 0
CATV commissions 230
Total CATV subscribers 1,600

New permits: Stephen Vaughan, Haleyville, Ala.; Fabrik Electrics (Robert L. Davis, Cambras and Foot Television Ass'n, Inc.) on behalf of Palm Beach, Tex.; Tachapah, both California; James Thrall of Atlanta, Georgia.; R. W. C. TV Cable Vision O. (Frederick Herrig); Ill., Al Leighton and Hattie Greer, Inc. of Detroit Lakes, Minn. (Mr. Cross is president of Detroit Lakes Broadcasting Co. and is Seeks service of Detroit Lakes Broadcasting Co.); Bill Holt, manager of Milan Telephone Co., Milan, Mich. (City TV Co.); N. H. Better TV of Bennington, Hoosick Falls, Antennas, Inc., Valley Television Co. (G. W. O. Bub- bens); Andrew P. M. of WTVR, Nashville, Tenn.; John K. of WXVA, Charles Town, W. Va., and 10% interest in WHAG Halfway, Md. Act. Aug. 31.

APPLICATIONS
WALA-AM, Columbus, Ohio—Seeks assignment of license of Bay State Broadcasting Co., Revere, Mass., 51.02% which is owned by Edgar B. Sarnoff, New York, N. Y. (64.42% to Fred C. Marks (100%) on consideration of $100,000.00. Contingent upon grant of transfer of control of record. Act. Aug. 16.

WALY-FM, Corpus Christi, Tex.—Seeks assignment of license of Mexico City Broadcasting Co., laying claim to WAGN-XL, Corpus Christi, Tex., 64.42% of whose stock is owned by Patricia James Wither; 64.42% owned by Robert M. Newgard (36.6%); 64.42% owned by Doris S. Rickenbacker (30%); and Robert C. Rickenbacker Jr. (10%). Act. Aug. 28.

KBST Big Spring, Tex.—Granted acquisition of control of licensee corporation, Shriver Corp., by W. R. Winkle (42.38% through transfer of stock from Patricia James Wither; 64.42% owned by Robert M. Newgard (36.6%); 64.42% owned by Doris S. Rickenbacker (30%); and Robert C. Rickenbacker Jr. (10%). Act. Aug. 28.

KETL (FM) Wichita Falls, Tex.—Granted transfer of control of licensee corporation, Antenna Broadcasting Co., from Don A. Wade (96.58%); W. H. H. Marks (5%) to Fred S. Marks (100%) on consideration of $100,000.00. Act. Aug. 31.

KLUR (FM) Wichita Falls, Tex.—Granted assignment of license from Uvalde Broadcasters Inc., Uvalde, Tex. (50% to R. L. H. Arnot Sr. (35%); H. H. Marks (5%) to R. L. H. Arnot Jr. (100%) on consideration of $100,000.00. Act. Aug. 31.

WABA, Dallas, Tex.—Granted assignment of license from Roy Marsh, reception station in Dallas, Tex., by C. B. Kellerson, Jr., and Arthur W. Arndel (each 50%). Contingent upon grant of transfer of control of record. Act. Aug. 31.

WAPA, Fort Worth, Tex.—Granted assignment of license from WAPA-WAR, Fort Worth, Tex., by C. B. Kellerson, Jr., and Arthur W. Arndel (each 50%). Contingent upon grant of transfer of control of record. Act. Aug. 31.

WABA-WAR, Fort Worth, Tex.—Granted assignment of license from Uvalde Broadcasters Inc., Uvalde, Tex. (96.58% to WAPA-WAR, Fort Worth, Tex., by C. B. Kellerson, Jr., and Arthur W. Arndel (each 50%). Contingent upon grant of transfer of control of record. Act. Aug. 31.

KTVN, Reno, Nev.—Seeks assignment of license of Royal Street Corp., owned by L. E. Van Patten (51.02%) who is owned by Edgar B. Sarnoff, New York, N. Y. (64.42% to Fred C. Marks (100%) on consideration of $100,000.00. Contingent upon grant of transfer of control of record. Act. Aug. 31.
**CLASSIFIED ADVERTISEMENTS**

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

- **SITUATIONS WANTED**: 20¢ per word—$2.00 minimum. **SITUATIONS WANTED 225 per word—$2.00 minimum.**
- **DISPLAY ADS**: $2.00 per inch. **STATIONS FOR SALE, WANTS TO BUY STATIONS AND EMPLOYMENT AGENTS**: Advertising require display space.
- **All other classifications**: 30¢ per word—$4.00 minimum.
- **No charge for blind brother. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C., 20036.**
- **Application or transmittals on bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return**

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**RADIO—Help Wanted**

**Management**


Wanted: Station manager with good record who has money to buy a 20% interest in a successful, old-time station making money, but not as much as it should. Small, competitive market; full-time, network, good frequency. Contact Horace Boren, Owner, Box 2-81, BROADCASTING.

North East metropolitan station needs two people. Two new, proven dynamic salesmen with real selling ability wanted. Wait until you see our management position with small group of stations. Opportunity and earning power unlimited. Required: Young, wide, excellent, salary, commission, bonuses, profit sharing, five figures. This is a genuine opportunity, and offers a real future. Must be able to furnish good references, plus proof of past performances. Send complete resume, plus recent photo to Box J-81, BROADCASTING.

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**Sales—(Cont’d)**

Use our service to find “live” leads toward better selling and management positions. Write: Broadcast Employment Service, 4280 Fourteenth Avenue South, Minneapolis, Minnesota, 55417.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and if 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 programmed radio properties. Headquartered in our top three cities… New Orleans, Houston, Memphis… for successful radio salesmen. If you’ve got sales ability we can promise you real earnings between $6,000 and $14,000. If you haven’t, we’ll show you how we can promise you an opportunity within a year of becoming one of our top earners and eventually a managerial chance. Write: Stanley Ray, Jr., OK Group, 558 Baronne St., New Orleans, La.

**Announcers—(Cont’d)**

Top Texas country station seeking top DJs with first phones. Box J-71, BROADCASTING.

Wanted at once—2 announcers with 1st phone. No maintenance and little experience needed. Beautiful area and can double on sales. Box J-86, BROADCASTING.

Young, single Rock Jock—6-10 p.m. slot; lots of teen dances. Send tape immediately or call: KCRG, Cedar Rapids, Iowa.

Have openings for experienced announcer-copywriters-production man. This will be key inside man in number one station in market. Contact Don Heinen, KFLY, Corvalis, Oregon.

Opportunity married staff announcer. Outline experience. KFRO, Lubbock, Texas.

Hawaii radio station needs announcer, experience on combination work. Minimum license requirement, 3rd class with broadcast endorsement. Send tape, resume and references, which will be checked, by air mail to KMVI, Box 350, Wailuku, Hawaii.

Needed immediately. Experienced announcer with first phone (not beginner) for 16,000 watt NBC affiliate. Big band sound. Send tape and resume to: KOAM, P. O. Box F, Pittsburg, Kansas. Good starting salary.

Opening for good beginner announcer. Send tape and resume to: KCHS, Box 102, Stephenville, Texas. Beginners only need apply.

Needed immediately. Experienced announcer with first phone (no maintenance). Some selling. Send tape, references and salary requirements to: KXSX Radio, Box K, Santa Rosa, New Mexico.


Announcer with first phone, no mainte- nance. WAMD, Aberdeen, Md.

Newsmen: 1st phone required. Chance to work for No. 1 news operation at No. 1 sta- tion. Send tape, photo, resume. Contact: Jack Rieley, WAMS, Wilmington, Delaware.

Immediate opening for experienced newsmen with emphasis on news and news gather- ing and reporting. Forward tape and resu- me. WASA, Havre de Grace, Md.

Wanted experienced announcer. Station WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for morning man, capa- ble on news, sports and announcing. Per- manent position. Send tape and resume, WDDY, Gloucester, Virginia.

Conscientious announcer to work with quality radio. Production and writing ability desirable. Send tape, resume, and photo to: Mr. George DeForest, WDEA, Ellsworth, Maine.

Announcer needed immediately for South Florida mid-day format. High profile opportunity. If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**EMUS, Muskogee, Okla., needs experienced television salesman. Contact Forace Boren, Owner, Box G-214, BROADCASTING.**

Chance for small market salesman to move up. High rated station. Established accounts to take over. Write Box J-35, BROADCASTING or call 216-724-0250 evenings. This is a top Olsen machine if you can produce.

South… immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal commission plan. Write Box J-36, BROADCASTING.

Midwest major market Country-Western and Old-time station needs experienced sales- man. Draw against 25% commission, plus other benefits. Box J-62, BROADCASTING.

Immediate opening for aggressive salesman, some announcing. Good base salary plus commission on sales. Number one station in growing college market. Contact Bob Clark, KFLY, Corvallis, Oregon.

If you have perseverance, inspiration, enthu- siasm, we have opportunity. KFRO, Longview, Texas.

Salesman-Announcer who can produce. Salary plus commission; Youngful organization! Send resume, references, picture, to KWPR, Box 370, Claremore, Okla.

Immediate opening. Salesman-announcer-assistant manager. Excellent opportunity! Bill Tedrick, KWRT, Boonville, Missouri.

Aggressive salesman, single station friendly manner. Call phone Ron Clark, WHLT, Huntington, Indiana.

A growing good music station in Pennsylvania’s third market needs top notch sales- man. Send photo to Box 6, over 23, in station. Real hustler will make excellent return on salary plus commission. Contact Tom Krohn, General Manager, WNAK, Wilkes-Barre, Penna.

Swingin’ station in swingin’ market needs swingin’ salesman! You’ll make sales manager if you’re good enough. W-WOW, Conneaut, Ohio.

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**EMPLOYMENT ADVERTISEMENTS**

**CBS, New York City:**

**BROADCASTING, September 7, 1964**
Top forty announcer with a smooth personal- ity. 4,000-5,000. 3rd phone required. WKN, Kingsport, Tenn.

Announcer-experienced C&B and pop, 5-7 a.m. to 10 a.m. Needs to be good with position with fast growing small chain, opportunity to be GM. Box 1093, Orleans, MA.

Need announcer with FCC third-class radio- telephone license with broadcast endorse- ment. Must have 2 years experience, complete, ground, and photo tape to John M. Spotts- wood, WKWP, Key West, Florida.

Great chance for man on his way up. If you qualify I may hire you. Call or write Frank Spottswood, 3696 Broadway, Gary, Indiana, Telephone 219-748. 1-5 a.m.

New Jersey fulltimer has immediate open- ings for experienced announcers with first class, full-time position. Send resume and references by September 1st. We are also needed for weekend work. No maintenance. Adult operation. Tape and resume to Call or Write Mr. John Bennett, Program Director, WRAN, Dover, New Jersey, 386-16-3000.

Need announcer with 1st phone license. Write or call Lew Kurz, WSER, Elkton, Maryland 20626, Box 1093. Require.

I want resumes and tapes from announcer- salesmen who will make $100 per week plus commission. I may hire 2 people by October 1st. 3rd phone and endorse- ment necessary. Basic Top 100 and WRAN. Aircheck tape desired. Rush to Shorty King, WDWS, P. O. Box 187, Everett, Penna. We need two men—a swingin’ lock and a prefabby lock. Both must be quick. We need a tight, swingin’ operation. If you can fill the bill, call or write Mr. Jerry. Box 1093, Meadville, PA.

F & W & DJ—announcer. Immediate opening in central Virginia. Tape, resume, to: Loydy Martin, P. O. Box 1093, Lynchburg, Va.

1st phone engineer needed immediately. $5,000 to $5,500. Must send resume to Box H-180, BROADCASTING.

Profound radio engineer for Southwest re- sort. Must be good. Write or call Box H-180, BROADCASTING.

Qulified engineer trainee with 1st phone for network station. Box J-29, BROADCASTING.

Wanted chief engineer for Northeastern major market daytimer. No announcing strength on maintenance. Box J-70, BROADCASTING.

Chief engineer for Eastern FM station. Box J-72, BROADCASTING.

Immediate opening for chief engineer. 5 kw Midwest daytimer. WALK, Galesburg, Illi- nois.

Chief engineer for 5 kw directional. Prefer man who is strong on maintenance but with some announcing ability. Call Monroe Mac- Pherson, 516-18-3000, between 8:00 and 9:00 a.m.—EST. Phone 816-527- 4600.

Chief engineer for 1 kw/250 in unusually pleasant living area. Strong on maintenance. Prefer an engineer with some excellent essential. Mail resume, photo, recent earnings to Jim Nichols, 123 Main Street, Philadelphia, Pennsylvania.

Wanted engineer with 1st class license. Must be good on production. No announcing. Number 1 rated station in area. Write or Phone Chief Engineer, Box 606, Flint, Michigan. Phone OW-4-4146.

From Chiefs to "indians," we place 'em all. Radio, radio, and radio. Businesses of all kinds. Broadcast Employment Service, 432-30-21 Avenue South, Minneapolis, Minnesota. 55417

Production—Programming, Others

Must have . . . Thoroughly experienced news director. Must have above average air time. Must be able to gather, write, and above all, dig out local news. Midwest region. Send complete resume, references, photo, audition tape and on-the-job interview with ability and experience. Box H-282, BROADCAST-

Production man, Top 40 station, upper Mid- west. Create sharp spots using music, effects, staff announcers and own voice. No writing. Occasional air opportunity. Box H-392, BROADCASTING.

Production program director needed for all- English AM-FM radio network in the West Indies. Should be young but mature man. Thoroughly experienced and with history of proven success. Creative and energetic. Capable of taking full charge of program department. All types of commercials and commercial work effectively with com- merical tape, picture to Box J-19, BROADCASTING.

Program director for Negro appeal station who knows music and is a hot idea man on commercials. Must understand equipment operation. Write Box J-51, BROADCASTING.

Double opening: Sports director for consider- able play-by-play market. Director to gather, write, air local news. Some board duties for both. Send tapes, resumes, snap- shots to KBR, Springfield, Missouri.

Conscientious and energetic news director. Send experience and background to George Page, Station Manager, Radio Station KWPC, Muscatine, Iowa—phone 319-283- 2442.

Newman experienced in gathering, writing, editing, and delivering news. Experience also. Contact Rick Rawlings, WFIN, Findlay, Ohio.

News director. Excellent working conditions. Must furnish good references. Immediate employment. Phone 301-743-5366. Bill Haus- man, Program Director, WGL, Fort Wayne, Indiana.

Newman, Brisk, mature delivery for #1 pop station. Gather, write, edit and broadcast news as part of combined radio-TV news team. Rush tape, newswriting samples, and references on above. Phone 508-785-8000, SP. Springfield, Mass. 413-785-1911.

Radio Newman—Detroit, Experienced news- man to write, produce major station newscasts. Mature, authoritative delivery. Send resume, tape and photo to: Mr. Frank Marus, WKXR, Box 1300, Detroit 13, Mich.

Georgia daytimer needs experienced news director for local news, and mobile reports. Good possible for the right man. WLIB, Carrolton, Ga.

Newman for expanding department. Must be thoroughly experienced on commer- cials. Have good references and flexibility, big voice required and operation. Resume tape and credentials to John Slope, news director, WPOP, 410 Asylum St., Hart- ford, Conn.

Radio production instructor needed immedi- ately. Broadcasting experience desirable. Bachelor's degree preferred. Contact Mr. Williams, Cambridge School of Broadcasting, 687 Boylston Street, Boston. 267-4830.

Situations Wanted—Management

Desire opportunity. Good management record, can offer thorough knowledge of radio, all phases. Excellent references, completely loyal. Prefer small market. Box J-9, BROADCASTING.

If your radio station is in the red I guaran- tee you a money maker. Experience with- —with no gimmicks—just plain hard work, honest, reliable. Box J-29, BROADCASTING.

General Manager, with proven abilities in building smaller market station and desires to manage larger market station. Will only consider larger stations of $225,000 annually plus commission. Box J-31, BROADCASTING.

Manager/sales manager. Thorough knowl- edge station operation. Fifteen years selling experience; direct, local, retail, regional. Seeks respon- sible connection only. Small, medium mar- ket. Highest industry references, Box J-84, BROADCASTING.

Announcers

 Experienced young Top 40 announcer. Desires position in medium market. Excellent references. Box H-427, BROADCASTING.

Experienced, prefer East. Dependable, vet- eran, single, presently employed, twenty- five years experience. Prefer to work in East. Box H-359, BROADCASTING.

Experienced, first phone DJ desires advance- ment to good music station in East. Box H-359, BROADCASTING.

Announcer, dj, experienced. Top 40, de- pendable, draft free, third phone. Box H- 359, BROADCASTING.

Negro dj. bright delivery, specialty R&B, third phone license, some experience. Prefer small market, will consider all. Box H-391, 16-16-3000.

There once was a fast, clever fox. Four years; interviews, news, rock. Have the right combination, will make you a top gun. Call me out! I'll improve your stock. Box J-1, BROADCASTING.

Newman—dj-first phone, currently employed—prefer Washington, D. C., or Conn. area. Box J-11, BROADCASTING.

Screamer—seeks free-lancing in Cleveland. Telephone 277-7138 or write Box J-15, BROADCASTING.

Experienced gal dj/announcer, copywriter, 3rd phone, light board, good voice, available Sept. 1st. Box J-18, BROADCASTING. Phone 816-554. 1-5.

First phone announcer. Prefer New York, Conn., New Jersey, Florida, or near D. C. in late 20's. 10 months experience. Box J-20, BROADCASTING.

Format lock with good mature voice seeks interesting slot. At least 6 months experience, very reasonable. Box J-25, BROADCASTING.

Top 40 announcer, not flatter or drifter, 5½ years experience, not interested in fast turn over stations. Production techniques. Age 26, seeks position in North or Midwest. 3rd class phone. Single. Box J-26, BROADCASTING.

30 mile radius N.Y.C. (NJ preferred). Ex- perienced announcer/dj/newscaster. 3rd phone needed. Young, single, draft free, tight board. Any format. Excellent references. Box J-40, BROADCASTING.

Pop radio deejay with thin voice. Willing to work hard. Box J-58, BROADCASTING.

Northeast— Experienced announcer with adult appeal, good music stations only. Box J-14, BROADCASTING.

The swingiest of the swinging dj's. 1st phone out now? At number 1 Pulse rated station in Nor. Box J-60, BROADCASTING.

Young, 23, Virginia 1st phone announcer-dj. 4 months experience, leaving active military duty in October. Box J-68, BROADCASTING.


BROADCASTING, September 7, 1964 91
Situations Wanted

Announcers—(Conf’d)

Light experience but intelligent, hard-work- ing, ambitious. 2nd, 3rd, and cheap. 3rd phone. Resume. Box J-74, BROADCASTING.

P.D.'s! Win an announcer/copywriter! 28, BS degree, 3rd phone. Send now for your free resume. Box J-78, BROADCASTING.

School of Broadcasting and Announcing graduate. Negro. Ambitious, hard worker, some experience. Married. Box J-82, BROADCASTING.

Announcer/1st phone ... age 23, some experience. Writing and sales ability included in rate. Available now. Will relocate. Jox J-85, BROADCASTING.

C&W announcer, 1st phone, and copywriter. 11 years experience. Present position for 1½ years. Honorable reasons for leaving. Write or phone WRON, New York, N.Y.

Young, easy to get along with, first phone with DJ experience seeks employment. H. Caplan, 11356 Evans Trail, Bellefonte, Md.


Station sold, 1st phone announcer-salesman, newsmen wants solid opportunity with future. First man. 10 years experience all phases. Available now. Would consider TV. Norm Decker, R. D. #1, Delaware, Ohio 44669-3083.

If you can use a personality from a top rated Midwest metropolitan station with 7 years experience: who enjoys personal appearances; who also does comedy in nightclubs, then contact Chuck Blakey, Ho- tel Flatiron, Omaha, Neb.


Attention Midwest: Need an up and coming young married announcer? Will listen for $125. Phone 612-388-2991.


Excellent R-TV announcer ... Talented ... Much experience ... 28 ... write, wire Gene Johnson, 809 DeLaVina, Santa Bar- bara, Calif.

Situations Wanted—Technical

Experienced first phone maintenance and operating engineer. Sober and dependable. Box H-855, BROADCASTING.

1st phone— inexperienced. South preferred. Available immediately. Box J-4, BROADCASTING.

I can offer you seven years of engineering experience. Four in broadcast including two chain stations. Prefer first announcing. Box J-33, BROADCASTING.

Experienced Chief Engineer-announcer. 50. Phone 302-OLymia 2-9314, Mornings only. 9:30-11 EDT.

First phone engineer. Want transmitter watch and maintenance work. Eight years experience available immediately. William Blum, Route 3, Bloomington, Indiana. Phone 812-339-0464.

Technical—(Conf’d)

Attention: Busy station owners. $200 buys sharp, young first phone. Clean cut, per- sonable, steady, reliable, type, run tight- board. Finest references—3 years last job. Limited technical, but will double your present work. 6 months. Top rate with nice guy with pleasant voice available immedi- ately. Enclosed, WMC, Washington, D.C.

Engineering proofs—Directional systems—Reasonable. S.O.S., 270 Northwest Road, Chattanooga, Tennessee. Phone 980-3346.

Chief engineer, 23 years experience in FM multimedia. Excellent in construc- tion, management. $150 minimum start. If serious, call Don Udey, 211-243-8623 collect.

Production—Programming, Others

Twelve years radio and TV experience now available. All phases of radio—air personal- ity, continuity and production. Television—sales experience only. Currently em- ployed. Married. Age thirty-four. Reference from present employer available. Box H- 334, BROADCASTING.

Newman, college graduate with 2 years experience in midwest market, seeks position with news minded station. Have done play-by-play, sports, TV, and military service completed. Salary not as important as growth potential. Will consider advertising offers. Write Box H-306, BROADCASTING.

Radio-TV sportscaster, 11 years experience. News and staff background. Box J-3, BROADCASTING.

Sports announcer—part time. Let me handle your sports programming. Heavy on play- by-play. New York, New Jersey area only. Box J-21, BROADCASTING.

Sports director, four years play-by-play, wants opportunity in Midwestern radio-TV. Seven years experience, college trained, ability to write and promote. Married. Box J-11, BROADCASTING.

Sports (play by play) news, music, first phone, West. $100.00. Box J-22, BROAD- CASTING.

Hey, look me over. Number one announcer wants program director position in met- ro-market. Young, aggressive, hard-working man. Experienced in programming, production, news and sports. Must have best offers and opportunity. Are you ready for number one? Box J-34, BROADCASTING.

7 years experience, tops in board, news, sports. M.F.W. Looking for future. Station builder, third ticket. Help each other. Box H-32, BROADCASTING.

Sportscaster, newsmen ... seeking play by play excellent references. BOX J-29, BROADCASTING.


Experienced, young newscaster looking for position with strong local news team. Box J-55, BROADCASTING.

Program director—15 years radio & TV experience. Air work optional. Good on news. Now employed, preference good music. Box J-61, BROADCASTING.

Farm director available. Experienced, ma- ture. Member of NATFAD. Excellent references. Box J-58, BROADCASTING.

Small market pd is ready and well prepared to move up. Strong on production. Box J-65, BROADCASTING.

Do you need a professional to do a profes- sional job of announcing? Do you need a dynamic news director? I have the back- ground, experience. How to make either of your operations the talk of your market. Prefer California. Box J-67, BROADCASTING.

Operations director-chief engineer-announcer, seeking position in Northeast In similar capacity. Seven years ex- perience, now working in Southern metro market. Desire Good pay in return for relia- ble quality work. Box J-78, BROADCASTING.

Sports fanatic who has excellent references. Mature play-by-play specialist. Want to lo- cate with station who has fully sports minded and will let me carry the ball. Box J-83, BROADCASTING.

Journalism graduate wants opportunity in radio. Experience better than salary, 28, veteran. Box 647, San Marcos, Texas.

28 years experience in all phases. Desire opportunity to handle special events, color on all sports, talk programs, etc. Open for interviews. Call Don Matney, Lexington, N. C. 240-4696 after 6 p.m.

TELEVISION—Help Wanted

Management

Person to become assistant general manager of TV-AM combination in Mid-West city under 150,000. College graduate under 34 years. Send complete info and present in- come. Box J-76, BROADCASTING.

Announcers

$140 weekly plus excellent fringe benefits for experienced entertainer & radio announcer. Powerful Midwestern outlets in under 100,000. Box H-209, BROADCASTING.

Announcer-copywriter wanted for Midwest TV station. Excellent working conditions, good atmosphere, free time to learn directing. Send picture, tape, full in- formation, including salary expected to Box H-306, BROADCASTING.

Wanted—Announcer with radio to television experience for Southeastern VHF. Send full details, photo, and audio tape, salary requirements with first reply. Box H-347, BROADCASTING.

Experience announcer switcher for major Texas market. Box J-44, BROADCASTING.

Technical

Engineer technically qualified, reliable, for Texas VHF. Box J-44, BROADCASTING.

Production—Programming, Others

Television production manager needed imme- diately for the key station of a major group located in the Midwest. We want a man with heavy administrative and direct- ing experience, who is looking for the chance to move upward with a growing and progressive group. College degree, ex- perience in creative color programming de- sired. Send complete resume of education, experience and current salary to Box H-343, BROADCASTING.

Wanted — Newman with reporting and photograhic background. On camera ex- perience desirable. Southeastern VHF. Full details, photo, audio or video tape, salary requirements in first reply. Box H-346, BROADCASTING.

News director—Midwestern capital city. Radio-TV operation seeks good on-the-air man who can also direct new operations. Must have solid news background. Send resume and salary requirement to Box J-6, BROADCASTING.

Opportunity for alert, dependable director, resort city. Box J-43, BROADCASTING.

Newman—Top station in major Florida market needs strong network announcer with college journalism background. Must have television training or experience. Box J-51, BROADCASTING.

BROADCASTING, September 7, 1964
Production—Programming, Others

**Continued**

Producer/director—Immediate opening for a young man with at least two years experience directing variety of live programming. Collegiate study; solid experience and general knowledge of production and experience to Personnel Department, WLWT, Cincinnati, Ohio, 45202

**Situations Wanted**

**Management**

Station manager/operators manager experienced all facets of daily operation, including sales production, negotiations, and NAB code affairs. Desires affiliation with aggressive VHF. Presently employed—available within six weeks. Resume and references upon request. Box J-36, BROADCASTING.

TV station manager, wanting to relocate, will consider all offers. 25 years experience, knows all facets of TV, sales, production, P/L, programming, promotion, etc. Age 42. Finest references. Best qualified to manage small or larger market or as consultant. Larger market. Complete resume upon request. Box J-37, BROADCASTING.

Television administrator seeks added opportunity and responsibility. Over a decade and a half of professional broadcast have served through the chairs of almost every department. Particular recognition has been received in P's & A's, programming, PR, promotion, and public service. Let's talk about how you can benefit from this present role with a major group operation. Write Box J-59, BROADCASTING.

**Sales**

TV sales executive with invaluable experience in sales, sales service, programming, production and sales promotion, seeks sales position in largest or Southwest or Southeast VHF outlet. Box J-37, BROADCASTING.

**Technical**

Supervisory or CE. Single of multiple station operation. Experienced TV, AM, FM, in include management. Will relocate, Resume on request. Box J-69, BROADCASTING.

Production—Programming, Others

 Says NYC advertising agency executive: "...One of broadcasting's most prominent References. Currently 21 daily kidding show, major 3-VHF market. Additional weekly half hour, so-called "informing," variety commercials sponsor- request. $13,000. Box H-323, BROADCASTING.

I know television production VTR ... ATR ... SOF ... live for information. Box J-21, BROADCASTING.

Program manager with fourteen years experience in programing, production, VTR and Local/linen, file buying, promotion, sales and news affairs, and overall operation of successful medium size VHF station. Will relocate with major Southwest or Western VHF. Box J-38, BROADCASTING.

Award winning news director. Top-rated on-the-air delivery, extensive major market experience in public affairs and special events programing. Resume and references, VTR available. Box J-48, BROADCASTING.

Ten years big city experience, ETV and commercial. Facilities management. Film production management. Cinematographer with own camera and lighting design. J-64, BROADCASTING.

Experienced assistant producer local TV programs for network O & O in top three market. Also continuity writer. Sales production executive. Radio. TV-Female; limited office skills. Excellent references. Box J-77, BROADCASTING.

**WANTED TO BUY—Equipment**

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location. Box J-60, Glenstone Station, Springfield, Missouri.

Would like to buy a DuMont type TA-161 or TA-162, or a line with data sheet. Box J-60, DuMont Acorn series TV transmitters. Con- tact Chief Engineer, WJBW-TV, Augusta, Ga.

ETV station interested in used Houston Fearless Panorama. Write Greg Harney, WGHI-TV, Boston, Massachusetts.

Used AM transmitters 259 w-1 consoles, turntables, recorders for immediate cash sale. Please overs. Send price in first reply to Box J-14, BROADCASTING.

Wanted used VHF equipment channel 7-13-2 5 kw transmitter, antenna line, monitors, video film camera, projectors gen 120, audio and video facilities, etc. Also 5 kw, 1 kw, and 500 w. AM transmitters. RCA Radio Station XEAW, Apartado Postal 628, Monterrey, N. L. Mexico.

**FOR SALE—Equipment**

Television/radio transmitters, monitors, tubes, microwave, cameras, audio, Electric, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, digipe, etc. $100.00 each. Billow & Twenty-Fourth Streets, Oakland California. 523-2677.

For sale ... Four Marochtronics video tape recorders, model MVK-111. These units are in excellent operating condition, recently factory reconditioned and included manual tape tense control—$2500 each. Box H-197, BROADCASTING.

BEL 3 kw FM transmitter, condition good, available immediately, $2000, F.O.B. KAV, Cariboo, New Mexico.

Japre JA-8 FM antenna, gain 83, tuneable end caps, new co-ax lines, top half, BNC band, ready for shipment. 500 Pounds. $2,200. Box H-332, BROADCASTING.

Helix coaxial cable, HJH-50 type new, 85 ft. FOB, E.E.E.E., P.O. Box 2025, Lx, Mesilla, New Mexico.

Don't let lighting stop you. Stay on the air. Transmitter equipment, Guaranteed. Write for Brochure: Quadr "I" Electronics, P. O. Box 836, Lake City, Florida.

More broadcasters are discovering the fast- way to locate the best buys in used station equipment. Our listings, Bruin Cast Equipment and Supply Co., Box 314, Bristol, Tennessee.

Microphone, Altex Lansing 633 A, complete with brackets, arms, etc., and 25 foot cable. Like new. Top condition $175. Steve Blaine Production, 59 Ovedio Court, Pacifica, Calif.

Schafer 1250 automatic system. Perfect condition. $6,500, used only 2 years, replaced by live programming. Two racks include AMPX 350D, Auto, Ampex 351, some 352 halfbacks, three Concertone halfbacks with new Ampex motors, two Seeburg halfbacks with deluxe bases, all playing electronics, sequence selector, clock, cue amp, audio sensor with latest QTH photo- cell modifications. Includes remote control for all units, three extra inputs for auto- matic logger, etc., instruction book and all cables. Must move immediately for new FM installation. Cost over $12,000, will sell as above for $6,250.00 or less. Contact the Concertone Company, 3285 Fillmore Street, 9504, WNL, Br, New York City.


**FOR SALE—Equipment—Cont'd**


Tappan duplex recorder, instruction manual, Box J-60, W. O. P. O. Box 1031, New London, Connecticut.

Antenna—RCA TF6AH adjustable to any channel 7 through line terminal, complete, on ground for your inspection. Also 31£, wire transmission line. Sanford Terry, WRVA TV, P. O. Box 508, Richmond, Va.

Rathyron KRT-100A 1 watt complete micro- wave, Fid switcher TS30D, we want TG2A, etc. J-76, BROADCASTING. Ph. 312- EN-2-5680.

New 4½" I. O. tubes (English Electric Valve Co.) types F-811 and F-822. Condition perfect except factory inspection showed small blemish; on some, small burn in line (over- seen). 1-56, BROADCASTING. Ph. 1-5600, new, have been selling as above for $100. Have six each left, sell immediately for $75.00 each; will include personal warranty. John Led- beter, Return Engineering Services, 17301 Nutwood, Garden Grove, Calif. phone 521-0171.

**MISCELLANEOUS**

X,000 Professional Comedy Liner! Typical laugh service featuring deep commentaries. First Open Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Let’s see sample. Ron Publications, 2511, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag- sies in one edition! Contains many One Liners, Gags, sound effect bits, sta- tus breaks, ad lib's etc., F. S. 79, Brows- ing, 392-62, 5239, Parkway Court, Brooklyn, N. Y. 11230.

Commercial Crystals and new or replace- ment crystals for RF and IF sections. R and J-6 holders; regliding, repair etc. BC- 604 crystals; also service on AM monitors and J-6-355B FM. Monitor Nationally. Solicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Unique Interview ideas! Background data on the wonderful world of conversation by tape recording. Local and nationwide. World Tapes for Education, Inc, Dallas, Texas. 77215

**INSTRUCTIONS**

FCC first phone license preparation by Elkins Radio License School or Grantham Schools are located in Lee University, Cleveland, Tennessee, and Elkins Radio License School in Memphis, Tennessee. For free 44-page brochure write Dept. 4-K, Grantham School, 1500 N. Western Ave, Hollywood, Calif.

FCC first phone license in six weeks. Top quality theory and labora- tory training. Elkins Radio License School of Atlanta, 1120 Spring St., N.W., Atlanta, Georgia.

Six nationally known 6 weeks Elkins train- ing for FCC First Class License. Out- standing theory and laboratory instructions. Elkins Radio License School of Atlanta, 1120 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Big six weeks quality instruction in laboratory methods and theory leading to FCC First Class License. 14 East Jackson St. Chicago 4, Illinois.

Announcing, programming, comic operation Twelve weeks intensive, practical training. Open opportunity, position available. G. I. approved. Elkins School of Broadcasting, 2003 Inwood Road, Dallas, Texas.
INSTRUCTIONS (Conf’d)

Minneapolis now has Elkins’ famous six week course. First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4113 East Lake Street, Minneapolis, Minn.


Since 1948. Original course for FCC First phone operator license in six weeks. Over 300 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 23, January 6 & March 10. For information, references and reservation, write William B. Ordin, Radio Operating Engineering School, 1150 West Olive Ave., Burbank, California.

RELI down among the swimming palms beside the cool green surf in Sarasota, Florida. FCC First phone course in (3) weeks guaranteed. Tuition $285.- private rooms $10 per week. Job placement free. Classes begin Sept. 8th, Oct. 12th-Nov. 17. For reservations write or call Radio Engineering Institute, 1333 Main St., Sarasota, Florida.


America’s pioneer, 1st in announcing since 1923. National Academy of Broadcasting 314 H St. NW, Washington 1, D. C.


Help Wanted—Announcers

GOLDEN OPPORTUNITY

Top rated Midwest radio and television station needs man to double as bright, well paced Top 40 announcer who can attract the young without antagonizing the old on radio, and to a smooth, personable Dick Clark type record hop on television. Send resume, tape and photo to:

Box J-9, BROADCASTING

ANNOUNCERS

Will pay top Salary, absolutely, to Best man in R&B. Here’s a chance to work in a market in the first few. Send resume, Tape and $10 glossy photo to:

Box J-30, BROADCASTING

You Can’t Top A Classified AD in Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Production—Programming, Others

SALES PROMOTION MANAGER

For CBS Owned Radio Station in Top 10 Eastern market. Heavy experience in sales and audience promotion. Also general experience in research and merchandising. Skill in producing print pieces. Position requires man with ideas and expertise. Excellent five figure salary, benefits and future.

Interested and qualified men send resume to:

Box H-395, BROADCASTING

Situations Wanted—Announcers

AVAILABLE CRACK AIR-PERSONALITY

Proven success in medium markets. Want to move to major market. Voices, etc. A true funny man, 1st phone. Minimum $160 per week. Write:

Box J-29, BROADCASTING

Production—Programming, Others

ATTENTION! High-Power, 24 Hour EASTERN METROS!

The Trend Today is Toward news. Have proven news format available for station who wants to lead the market.

Box J-66, BROADCASTING

TELEVISION—Help Wanted

Production—Programming, Others

TELEVISION PROMOTION MANAGER

We need live wire equipped to develop a strong department but willing to carry a heavy load now while we are growing. Essential experience: Producing TV and Radio promos and basic layout for print and outdoor.

Contact WKBD, Channel 50, Kaiser Broadcasting, P. O. Box 50, Detroit, Michigan. 48231

ASSISTANT PROMOTION MANAGER

Progressive ABC Radio-TV Operation has immediate opening. Must be able to write copy, plan budgets, handle exploitation, press and public relations, etc. Prefer woman with secretarial skills, but will consider a man. Send resume, salary requirements and examples of your promotion work to:

Dick Braun
Promotion Manager
WABC, Channel 7
1069 Hanson Street
Denver, Colorado

EMLOYMENT SERVICE

* THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS * JOBSITE HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE * MANAGER TO RADIO GIRLS * THE INDUSTRY’S BEST ARE IN OUR FILES * * * * * *

BROADCAST PERSONNEL AGENCY • SHERiLL SAKISH, DIRECTOR • 527 MADISON AVE. • NEW YORK, N. Y. 10022 * * * * * *

MOVE TO THE ROCKIES!!!

We are the only agency in the seven-state Rocky Mountain area specializing in radio and TV. Immediate openings for Managers, Salesmen, Engineers, Traffic, Copy, and other categories. Send inquiry and resume to:

RADIO AND TV DIVISION
COLORADO BUSINESS INSTITUTE
SUITE 641, EQUITABLE BLDG.
DENVER, COLORADO 80202

FOR SALE—Equipment

REMOTE THERMOMETER

(Electric)

Over 3,000 sales since 1939. Outside temperature from mile position. Installed in less than 1 hour. Over 300 stations now use the Electra Temp. Increased sales allow a new price to TV and Radio stations. The New Mark II is reduced from $84 to $75. Offer good until Oct. 1964. Send for brochure.

ELECTRA MET INC. P. O. Box 6111
1246 Shaffer St. San Diego 6, Calif.

MISCELLANEOUS


HELP! HELP! Growing Pains

Need FM Manager, TV and Radio Announcers; TV and Radio Engineers; TV and Radio Time Salesmen; TV Newsman; Producer-Director.

Openings in Fort Wayne, Indianapolis, Lafayette, and Bloomington.

Send full details of qualifications to:

BOX 62
BLOOMINGTON, INDIANA
(IF FOR R & T, SEND TAPES AND PHOTOGRAPH).
Continued from page 89

Inc. and United Artists Broadcasting Inc. to extend time to Sept. 3 to file reply to Broadcast Bureau's opposition and comments regarding applicants' joint request for approval of agreement relating to withdrawal of application in Houston TV channel 23 proceeding in Doc. 19121-3. Action Sept. 1.

\[\text{Box A-380, BROADCASTING} \]

**FOR SALE—Stations**

We have a number of qualified buyers interested in AM; FM; TV or CATV.

Your inquiry or listing treated in complete confidence.

**FOR SALE—Stations (Cont'd)**

<table>
<thead>
<tr>
<th>PACIFIC NORTHWEST REGIONAL</th>
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<tr>
<td>Fulltime station on good frequency with annual average gross of $45,000; create new, move and increase ERP to 400,000. Contact: John H. Williams, 6400 W. 3rd St., Seattle, Wash. 98107</td>
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**FLORIDA**

1 kw, D; CP for 5 kw $110,000.00, terms: no brokers. Illness forces sale.

**FOR SALE—Stations**

**WEST GREAT LAKES**

**MAJOR MARKET**

Excellent daytime in top 75 market. $600,000 all cash firm for physical including valuable real estate. Price less than double recent years annual gross. Substantial principals only (no brokers) can present serious offer.

**STATES FOR SALE**

**1. BOOMING SOUTHWEST**

Daytime station with extremely attractive market. 75 kw ERP. Excellent ad deal available to qualified buyer.

**2. GULF COAST**

Exclusively Industrial economy. \$50,000 down.

**JACK L. STOLL & ASSOCIATES**

6381 Hollywood Blvd.

Los Angeles 26, California

**BROADCASTING, September 7, 1964**
to change name to Denemark Enterprises Inc.

WHRC Jacksonville, Fla.—Granted extension of completion date to Oct. 15.

* Granted CP to install auxiliary trans. at main trans. site with change in auxiliary trans. location.

WEAT-TV West Palm Beach, Fla.—Granted CP to install auxiliary trans. at main trans. site, and change in auxiliary trans. location.

WILL Lowell, Mass.—Granted licenses covering use in daytime power, change in antenna and studio location, and changes in antenna and studio system in ground system, for daytime power and installation of new trans. site; change in auxiliary trans. location; and changes in antenna and studio system. Actions of Aug. 31

WJAC Johnstown, Pa.—Granted license covering increase in power, installation of new trans. and DA-1, change in frequency and in antenna and studio system in ground system; delete remote control operation.

WJED Jackson, Miss.—Granted license covering use in change in antenna. actions.

WKKL Reno, Nev.—Granted license covering installation of new station, and change in antenna and studio system. Actions of Aug. 31

WKTW -TV New Haven, Conn.—Granted license for installation of new trans. site and change in antenna and studio system; and conditions.

KMTV (TV) Omaha, Neb.—Granted license for installation of new trans. site and change in antenna and studio system; and conditions.

WMQM Memphis, Tenn.—Granted license covering use in daytime power and installation of additional antenna and studio system, and change in antenna and studio system. Actions of Aug. 31

WMQT West Springfield, Mass.—Granted license covering use in change in antenna, for auxiliary nighttime and main daytime use. Actions of Aug. 31

WNEM -TV Port Huron, Mich.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site, and conditions.

WTAP Steubenville, Ohio.—Granted license covering installation of new trans. site, and change in antenna and studio system. Actions of Aug. 31

WAVE-TV Louisville, Ky.—Granted license for installation of new trans. site and change in antenna and studio system. Actions of Aug. 31

* Includes one noncommercial station operating on commercial channels.

** Does not include seven licensed stations off air.

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"NEVER operate your department in fear of management." That is the standing order of Manager Gene Dobson to his news executives at WTVT (tv) Tampa-St. Petersburg, Fla.

After this initial command, the ex-newspaperman limits his mandates to the news department to advice and counsel. "My philosophy is to hire the best people we can find, then let them do the job," Mr. Dobson says to express his pride and confidence in WTVT's prize-winning news team.

Mr. Dobson and his WTVT colleagues were amused by the news expansion flurry last fall when the networks enlarged early evening news shows to 30 minutes and several stations began offering an hour of information. WTVT pioneered in this area, beginning a 60-minute news show Nov. 5, 1956. Last summer this was expanded to 90 minutes when other stations were adopting the hour format.

WTVT was named a leader in editorializing, too. The station's first opinion piece was aired in early 1958, a policy that has continued five days a week ever since. "This is one of the most important parts of our daily schedule," Mr. Dobson says. He confers every morning with the news director and editorial researcher on possible subjects but does not interfere in the final decisions of the news department.

Participation Breeds Insight = "A station's responsibility to inform and enlighten the public on public issues is equally as important as its ability to entertain," the WTVT manager says. He insists that his staff executives participate actively in community affairs and he sets an example by his own activities.

WTVT has 20 fulltime people in its news department and two remote units, one equipped with video tape. WTVT's licensee, WKY-TV System, has many well-known alumni of its new operations, including Frank McGee and Frank Blair (NBC).

When Mr. Dobson speaks on the principles of newsgathering it is more than book theory. Rather, his convictions stem from long experience in the field dating back to his Oklahoma University days. It was then that he abandoned plans to become a lawyer and turned to journalism.

Following stints with the university's newspaper and humor magazine, he held a number of jobs with Oklahoma newspapers prior to World War II service.

After the war he joined the Washington AP bureau as a reporter in December 1945. In September 1947 he resigned to become news editor of the Norman Transcript. From there he made the transition to broadcasting.

Operating under the tenet that a station executive's prime responsibility is to know his community, Mr. Dobson also believes that FCC members should be required to know licensees and understand the day-to-day operations of a station. He would require every commissioner to serve an "internship" at both radio and television stations. Reading mail, answering the phone, selling, producing, listening to complaints—"all these things would give them a feeling for the actual operating problems of the individual stations," he said.

One of Mr. Dobson's assets is a sense of humor and his appreciation of a good joke. "It takes a sense of humor to operate in this business," he says. The weekly meeting of WTVT department heads always kicks off with an anecdote the manager has picked up in his frequent travels within the area and throughout the country.

His flair for humor was further demonstrated during his newspaper days and while at WKY-TV Oklahoma City, when Mr. Dobson helped to write and starred in several annual gridiron banquets there, famous for uninhibited treatment of Oklahoma's stormy politicians.

An Excellent Mentor = P. A. (Buddy) Sugg, the former WKY-TV and NBC executive, who is now retired in the Tampa area, had a marked influence on Mr. Dobson's broadcasting philosophy. Mr. Sugg succeeded Buddy Sugg as manager when the latter joined NBC. Mr. Sugg earlier had persuaded Mr. Dobson to forsake the newspapering field in 1949 and join WKY-TV as promotion manager. WKY-TV System is a subsidiary company of the Oklahoma Publishing Co.

"I was so thoroughly convinced of the opportunities presented by television that I reluctantly left the newspaper field and have been in broadcasting ever since," Mr. Dobson said. "I have never regretted the decision." WKY-TV was going on the air at this time and, while he worked out his notice with the Norman Transcript, he drove to Oklahoma City each night to promote the opening of Oklahoma's first TV station.

Outwits Saboteurs = The Oklahoma Publishing Co. also formerly owned WSFA-TV Montgomery, Ala., which Mr. Dobson managed in 1957 when the station was to originate a live, remote telecast of Martin Luther King for NBC-TV. Ten minutes before Reverend King was to go on the air, someone sabotaged the WSFA-TV power supply, knocking the station off the air. However, the remote feed to NBC went through as scheduled and WSFA-TV telecast a synopsis of the controversial program a week later.

Mr. Dobson explained the program was later carried, despite the earlier sabotage, because "nobody but management should program a station," by whatever means used. He also felt that the Montgomery people were entitled to know what was said by a national figure in their home town.

He disagrees with the trend toward having citizens advisory committees to advise stations on programming. This, he feels, is unwarranted interference with the licensees's responsibility to program his own station and, besides, "you can't effectively program your station through such a committee."
The $9.1 million weekly gamble

The journalism function of television has lately been so much in the news that the approach of the 1964-65 season of entertainment program has been virtually unnoticed. Yet the new season is almost here. In the next few weeks the networks will lay out a schedule that will collectively cost them $9.1 million a week.

That is more money than television has ever spent before, but it will probably buy just about what the expenditures of past seasons have bought, the scorn of most critics and the affection of most other viewers.

Until the whole new season has been exposed to view, it is risky to predict its fate, although the history of past seasons is of some value in making guesses about the new one. The big hits that command the largest audiences will more than likely be those that the critics deprecate. There is bound to be a Beverly Hillbillies of 1964-65 that is liked by no one but the people.

If the regular series that begin their appearances this month seem heavily weighted in favor of escapist drama and light comedy, they will be leavened by generous portions of documentaries and news specials that this political year is bound to generate. For the habitual viewer the new season promises more than enough light diversion. For the discriminating viewer of more serious purposes there will be satisfaction to be found if he will but exercise his discrimination in planning his viewing.

News, politics and pundits

The political conventions are over. The candidates have been nominated. The campaign is on, and it is likely to be rough, tough and ugly from now until election day. Many issues will be debated. There is one issue not to be found in either party platform. It is not partisan.

The issue is television.

The candidates have not made it an issue. Just the opposite. Each party intends to make television its major campaigning vehicle.

The issue has been invented by the newspaper columnists. It is competitive, not political. Syndicated columnists and editorialists have attacked television as the villain of the conventions, dominating the halls with its gear and the delegates with its manpower.

Television, to use the news vernacular, beat the pants off the press. (So did radio, nationally, regionally and locally.) Broadcasters were there first with the most. And they were on the air with the news before a single line of type could be set. The politicians loved it.

It's time the pundits recognized that the broadcaster happens to have a newer, better, faster, sprightlier mousetrap. It may be true that the political conventions are an obsolete, 19th century institution. But it is also true that as long as the parties persist in having them, it is the duty of the journalism media to cover them.

What the extent of that coverage should be is another question. That constitutes editorial judgment.

Last week we posed the question whether the expense involved in covering the conventions—$16 million—is justified, particularly when many viewers who have a choice prefer regular entertainment programming.

All networks and station owners are concerned. Last July, following the GOP convention in San Francisco, WTMJ-AM-TV Milwaukee, commented editorially as follows:

"We believe that network officials should seriously consider abandoning the idea of covering future . . . conventions like a football game—from start to finish. Instead, they should study the advisability of limiting live coverage to convention highlights such as important speeches and roll call votes. Other secondary formal developments could be taped and included in convention roundups to be broadcast at convenient times. Such a plan would please those Americans wanting to be kept informed on important developments and also those who desire that their daily programs be disturbed as little as possible."

If the obligation is to cover the news and the responsibility is to the public, this may be one answer.

A ray of reality

It would be appropriate to the subject of this homily if we could tell you now, while the outcome still appears uncertain, that broadcasters have irrevocably won the right to carry computerized projections of election results while the counting, or even the voting, is still in progress.

It would be satisfying, as well as appropriate, but unfortunately we cannot go that far. We do think it obvious, however, that the networks made significant, and we would like to think auspicious, progress last week in their meetings with the special committee of state governors concerned with this issue.

The governors talked with network officials and wire-service authorities, as reported elsewhere in these pages, and then concluded that they should do nothing more until after the Nov. 3 elections. The networks made clear that they intend to continue to project winners according to responsible statistical standards, and they also made clear that they will be most careful not to mislead viewers or listeners.

The governors, "greatly encouraged" by the "attitudes and suggestions" of the media, specifically decided to take no position on legislation pending or proposed in Congress to limit the reporting of election returns. It is an eminently sensible decision.

There is no evidence that reporting of computer projections of the eastern vote will have any more effect on western voting than reporting of the actual eastern tabulations has had in the past, and that, essentially, is what the argument has been all about. We would like to think that the nation's legislators will concur with the governors, especially not losing sight of the fact that the chairman of the conference and its chief spokesman was the governor of Nevada, three time zones behind the East, and that among the members—none of whom offered any dissent—was the governor of Hawaii, six zones way.

"Some station ran our cigarette spot back to back with a memorial park commercial!"

Drawn for BROADCASTING by Sid Hix

98

BROADCASTING, September 7, 1964
when KSTP-TV says, "Go out and buy it," people go out and buy it!
Remember these great names in that great movie?

If you're looking for the big pictures with top names, look no further than the newly released Columbia Post-'50 Group II. David Niven, Deborah Kerr and Jean Seberg in "Bonjour Tristesse," in color, is one good example. Other box office hits include "Pal Joey," "Picnic," "Strangers When We Meet," "Song to Remember"... 60 in all.

Screen Gems