



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

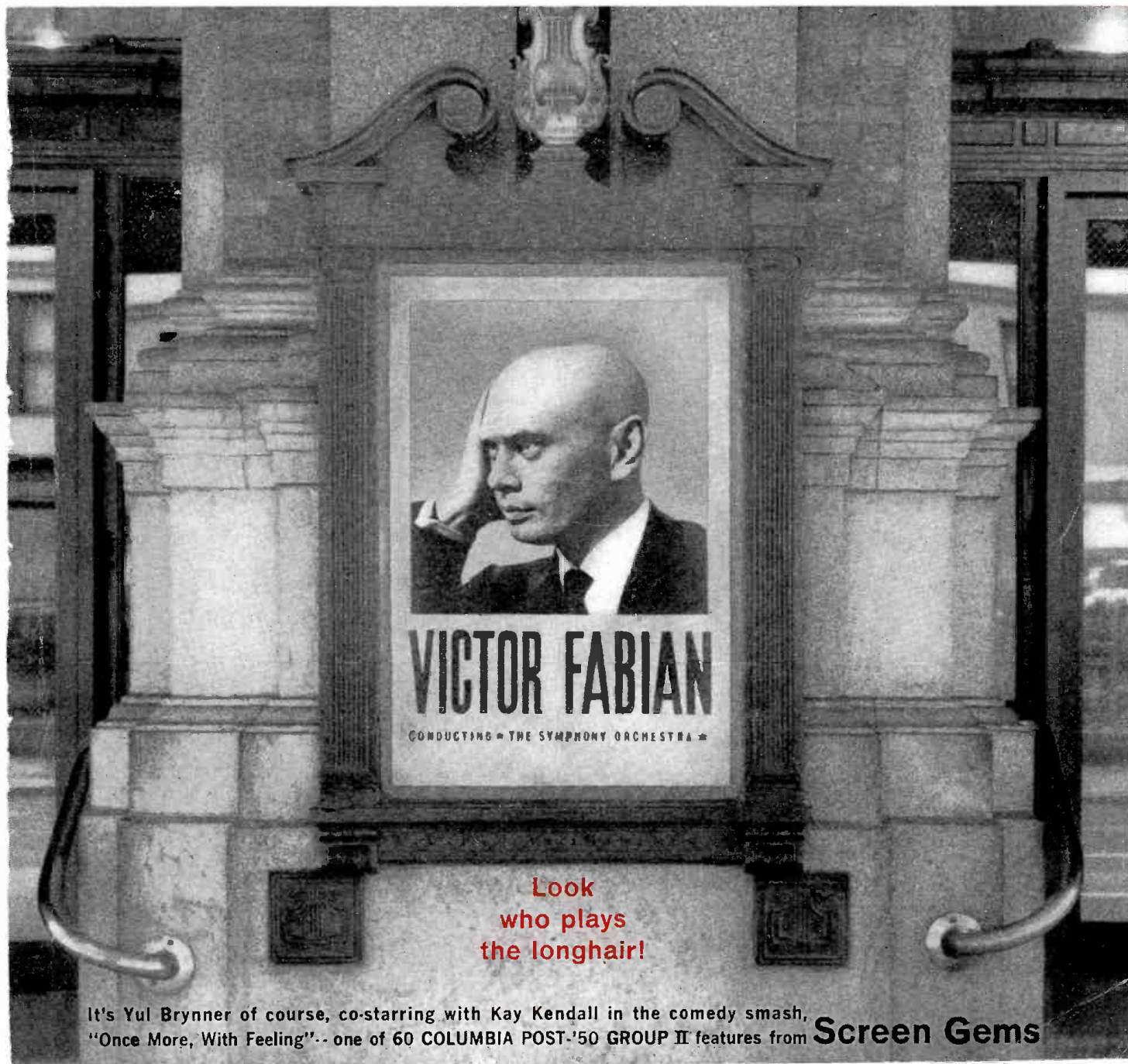
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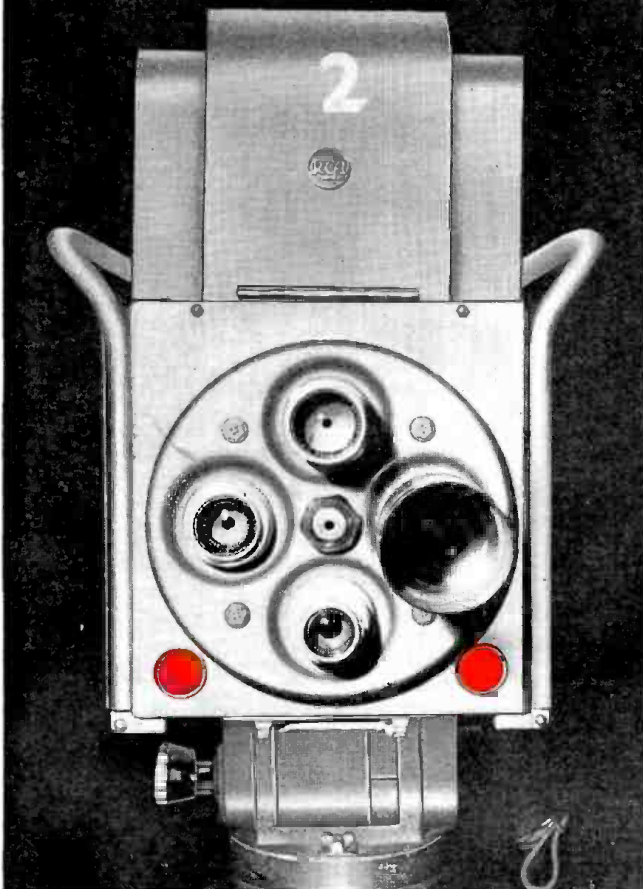
VICTOR FABIAN

CONDUCTING * THE SYMPHONY ORCHESTRA *

Look
who plays
the longhair!

It's Yul Brynner of course, co-starring with Kay Kendall in the comedy smash, "Once More, With Feeling"-- one of 60 COLUMBIA POST-'50 GROUP II features from **Screen Gems**

**WHEN THE COMMERCIAL
IS LOCAL-LIVE . . .**



**IT'S PRODUCTION
THAT COUNTS**



**IN SIOUX CITY THE TOPS IN LOCAL-LIVE
PRODUCTION IS ON KVTV, CHANNEL 9**

It takes a lot of hands and a lot of talent to produce an effective live commercial . . . a commercial that sells . . . not just a commercial that tells. In Sioux City you'll find the "selling" commercials on KVTV, Channel 9, where a 38-man production staff achieves the finest local-live production in the midwest. Advertiser after advertiser, local, regional and national merits the tops in local production when they're "local-live on KVTV, Channel 9". The effective way to sell Siouxland's 750,000 residents is on KVTV, Channel 9. See your KATZ man.

**KVTV
SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY
KVTV
SIOUX CITY**

K THE KATZ AGENCY, INC.
National Representatives

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



**PEOPLES
BROADCASTING CORPORATION**

KVTV Sioux City, Iowa
WNAX Yankton, South Dakota
WGAR Cleveland, Ohio
WRFD Columbus, Ohio



Our music
policy

Tony Bennett
Perry Como
Barbra Streisand
Steve & Eydie
Frank Sinatra
Count Basie
Robert Goulet, etc.
Courtesy of
personalities Lee Case
Ted Bair
Dick Covington
Chuck Richards
and, of course,

WCBM Radio

BALTIMORE / 680 AM / 106.5 FM

John Elmer, V.P. & General Manager
Represented by Metro Radio Sales
Metropolitan Broadcasting Radio
a division of Metromedia, Inc.

LET'S TALK SHARE OF AUDIENCE



From Sign-On to Sign-Off, Monday thru Sunday, KRLD-TV delivers a 40% Metro Share of Audience* . . . and this in a 4-station market.

Even more interesting, perhaps, is the fact that from Noon to 4:00 pm, Monday thru Friday, Channel 4's Metro Share of Audience climbs to a startling 52%* . . . more than the other three stations *COMBINED*.

Taken advantage of Channel 4's proven market domination.

See your ADVERTISING TIME SALES representative.

*ARB June/July 1964

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Which way will FCC wind blow if Johnson-Humphrey ticket wins in November? Fellow Texan and lifelong friend of President Lyndon B. Johnson is Commissioner Robert T. Bartley, nephew of late Sam Rayburn. He normally would be in line for chairmanship. But he isn't a lawyer. Fellow Minnesotan and long time friend of vice presidential nominee Hubert Humphrey is Commissioner Lee Loevinger, former Minnesota judge and former assistant attorney general heading antitrust division. It's generally figured chairmanship choice will be between two, although Mr. Loevinger would prefer court of appeals judgeship. There are two vacancies on that Washington bench.

E. William Henry, incumbent FCC chairman, is from Tennessee and Bobby Kennedy protege. He has almost five years to go as commissioner but serves as chairman at pleasure of President. It's customary when new administration takes over for presidentially appointed officials, other than "career," to tender resignations.

Think young with ABC

Youth appeal—principally younger married—is new goal of ABC News. Orientation will come gradually as younger newsmen are trained, largely at network's owned-and-operated stations in five major markets and given broader indoctrination in Washington, New York and abroad. Stemming from President Leonard Goldenson, and endorsed by news head Elmer Lower, project looks toward "growth with growing America," and is supported by demographic analyses of network's current appeal to younger married families. It's *New York Daily News* pattern as opposed to more mature appeals of *New York Times* and *Herald-Tribune*.

Perfect president for NAB

That profile of "ideal" president for National Association of Broadcasters, drawn up by Joint Chairman Willard Schroeder and his selection committee, centers on man who knows broadcasting and can find his way around Washington. It also calls for someone who will be forceful defender—but no apologist—of broadcasting.

In addition to those affirmative characteristics, spec sheet indicates committee is not interested in person-

age just because he's widely known, or political name just because he's got contacts in Washington. Committee meets in Chicago Thursday, and undoubtedly job description itemization will be made public after meeting.

Westinghouse in Georgia

First venture of Westinghouse Broadcasting Co. into CATV is expected to be acquisition of planned microwave and associated cable operations in four south Georgia markets involving investment of \$1,150,000. Negotiations are about concluded with Clear View of Georgia to acquire its construction permit for microwave for \$350,000 and assume commitment for construction of CATV's with 15,000 connections for \$800,000. Systems will be installed in Milledgeville, Statesboro, Dublin and Valdosta.

Candidates on ETV

National Educational Television is getting "favorable interest" in its bid for major candidates to appear on programs to be taped and distributed to some 76 ETV stations around country. It's now believed plan's success hinges almost entirely on President Johnson. Candidates would appear in separate programs, each getting hour for thoughtful and low-keyed discussion with two political scientists, explaining issues. If President approves, telecasts would be aimed for middle of October. Formal replies have expressed interest. Republican vice presidential candidate William E. Miller has said he's "highly favorable."

NET officials say they would face up to equal-time requirements by letting each minority party have time on NET station or stations in states where candidate is on ballot. As of this date, they believe perhaps three parties—Socialist Worker, Socialist Labor and Prohibition—would require equal time, equal facilities in more than one or two states. In all cases, stations located in states where filing is made by minority candidate would present him in similar format in live telecast, or on tape if several stations are involved.

A frown for group reps

Faint rumblings are beginning at FCC about new project that could have major financial repercussions for group owners. Issue is: Should group

owners be banned from acting as spot reps for stations other than their own? FCC two years ago restricted networks' spot rep business to their owned and operated stations. Why, said one FCC commissioner last week, should group owners be allowed to engage in business barred to networks? Not all group owners represent stations they don't own, but those that do are likely to provide commissioner with plenty of answers if question is asked officially.

Pension plan

Employe pension plan has been developed by ABC's parent American Broadcasting-Paramount Theaters to go into operation Nov. 1, subject to customary condition of approval by Internal Revenue Service. Letter from President Leonard H. Goldenson has been distributed advising employes that those eligible may elect to participate after age 30 and two years with company. He called it "very desirable pension" that "will reward past and future services," and said full details will be made available to employes before Nov. 1.

Yankee sale probe

Department of Justice attorneys have or will soon have interviewed officials of all three networks and presidents of all baseball clubs on impact of CBS buy of Yankees (BROADCASTING, Aug. 17). So far, reliable sources say, they've turned up nothing solid for antitrust or restraint of trade case against transaction. Although directed from Washington, interviews have been made by lawyers attached to antitrust field offices in New York, Chicago, Pittsburgh, San Francisco and Cleveland.

Films for Japan

Booming market is expected to develop shortly in Japan for U. S. feature films. To date, high prices and exhibitor resistance has kept both U. S. and Japanese movies off TV there on regular basis. One major Japanese studio recently sold 10 pre-1956 features to NET network in Japan, breaking dam and opening way for other movies, both Japanese and U. S. Going sales price: approximately \$5,500-8,000 per picture for network telecasting.

WEEK IN BRIEF

NAB's piggyback deadline looms. Once-hot issue seems to have cooled a bit. Most stations will keep on accepting the dual spots at old prices unless nonpre-emptible or fixed positions are desired. See . . .

PIGGYBACKS AT SAME PRICE? . . . 25

Public doesn't often epistolize to FCC about stations it listens to, and 80% of letters it does write are favorable. Letters prompted by license-renewal time average about one per station. See . . .

MAIL ONLY TRICKLES IN . . . 42

National radio advertisers, spot and network, are led by General Motors, Radio Advertising Bureau figures for first quarter of year show. Of top 50 advertisers, 29 used more than one network. See . . .

GM LEADS RADIO BUYERS . . . 28

RKO General asks FCC to reconsider NBC-Westinghouse decision and let RKO swap its Boston stations for NBC's Philadelphia outlets. FCC in decision violated Communications Act, RKO charges. See . . .

RKO STAYS IN FIGHT . . . 36

FCC members come back to work after break, must handle difficult problems. Major decisions necessary: what to do about community antenna systems and how to manage touchy political broadcasting issue. See . . .

WORK FACING RETURNING FCC . . . 42

What's red, white and blue and had 198 network TV cameras? Democratic convention. Johnson-Humphrey show, biggest in history, has trouble drawing audience because outcome lacked suspense. See . . .

RECORD BREAKER IN COST, PEOPLE . . . 50

FCC's much-discussed radio-TV program reporting forms tried out by volunteer stations. Initial verdict: they're flawed, but give stations chance to explain. Main complaint is work involved. See . . .

REPORTING FORMS TESTED . . . 58

New congressional hearing on fairness doctrine planned by Representative Rogers. He wants to clear up some issues before Congress adjourns. Emphasis will be on political broadcasting problems. See . . .

NEW TRIP DOWN CAMPAIGN LANE . . . 56

Negro disk jockeys spell out aims at convention of National Association of Radio Announcers. They want jobs at other than Negro stations, will stand up for rights. Refinement of programing called for. See . . .

NEGRO DJ AND CIVIL RIGHTS . . . 60

Two TV cameras and standby are going into White House theater room to cover President Johnson. Set-up is temporary; permanent Fish Room project still being considered. Networks will share cost. See . . .

TEMPORARY TV FOR LBJ . . . 55

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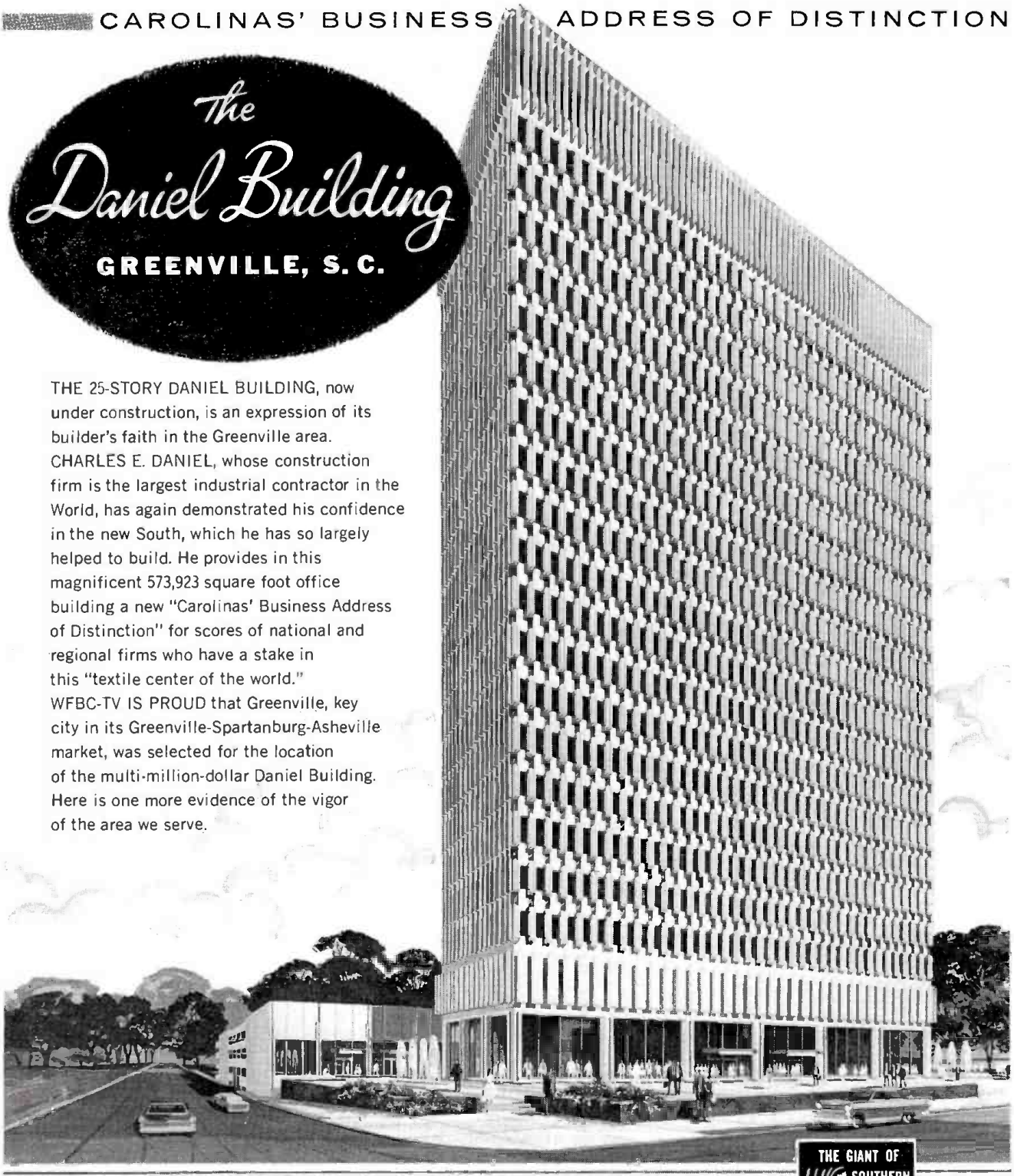
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The
Daniel Building
GREENVILLE, S. C.

THE 25-STORY DANIEL BUILDING, now under construction, is an expression of its builder's faith in the Greenville area. CHARLES E. DANIEL, whose construction firm is the largest industrial contractor in the World, has again demonstrated his confidence in the new South, which he has so largely helped to build. He provides in this magnificent 573,923 square foot office building a new "Carolinas' Business Address of Distinction" for scores of national and regional firms who have a stake in this "textile center of the world." WFBC-TV IS PROUD that Greenville, key city in its Greenville-Spartanburg-Asheville market, was selected for the location of the multi-million-dollar Daniel Building. Here is one more evidence of the vigor of the area we serve.



wfbc-tv

GREENVILLE, S. C. CHANNEL 4

SOUTHEASTERN
BROADCASTING
CORPORATION

AFFILIATED STATIONS:

WBIR-TV, KNOXVILLE, TENNESSEE

WMAZ-TV, MACON, GEORGIA

Represented by Avery-Knodel, Inc.



Our slogan above aptly describes the new Daniel Building . . . as well as WFBC-TV's 61 county market embracing the Western Carolinas plus counties in Georgia and Tennessee. To learn why WFBC-TV is first choice among viewers in its market, contact the Station or Avery-Knodel.

Convention at peak drew 41 million

Democratic National Convention reached its biggest TV audience at 9:30-10 p.m. EDT in Thursday night's closing session, American Research Bureau reported Friday (Aug. 28). ARB estimated that 20,745,000 homes and 41,490,000 viewers tuned to convention during that half-hour, which included part of film memorializing late President John F. Kennedy.

Total was slightly above previous peak, set Wednesday night (see page 50), and was more than 35% higher than 30,066,000 viewers estimated for peak half-hour of Republican convention's closing session July 16.

In New York, both ARB and A. C. Nielsen Co. found majority of Thursday-night viewers tuned to convention proceedings. ARB said that in 7-11 p.m. period 57.8% of New York viewers watched convention, with NBC-TV again getting biggest share (51.9%), followed by CBS-TV (37.4%) and ABC-TV (10.7%).

Nielsen said analysis of its New York findings showed that until 11 p.m. 56% of viewers were tuned to convention and that after 11 convention share rose to 71%.

Meanwhile, NBC-TV reported that average ratings and share of audience for four nights of coverage by National Arbitron taking in 15½ hours of proceedings were as follows: NBC-TV, 15.5 (51% share); CBS-TV, 10.6 (36% share) and ABC-TV, 3.9 (13% share).

NBC-TV gets \$500,000 in political business

Political parties have signed for estimated \$500,000 worth of time on NBC-TV, it is being announced today (Monday).

Ernest Lee Jahncke Jr., vice president—political broadcast unit, NBC, said buys included: Democratic National Committee, through Doyle Dane Bernbach, New York: one hour (10-11 p.m. EST) on Nov. 2, pre-empting *Alfred Hitchcock Hour*; and minutes in six nighttime shows, beginning on Labor Day and including motion picture nights, *The Man from U.N.C.L.E.*, *TW3* and *Mr. Novak*.

Republican National Committee

signed for 16 five-minute segments in daytime: 10 in *Today* (8:55-9 a.m. EDT) and *Jeopardy*. Daytime segments start Sept. 24. GOP agency: Erwin Wasey, Ruthrauff & Ryan.

International sales by NBC top \$2 million

More than \$2 million in TV program sales were achieved by NBC International in six-week period from end of June to first week in August, Joseph M. Klein, president, has announced. Overseas sales were said to cover 2,208 hours of programs.

New NBC-TV series sold abroad included *90 Bristol Court* to ATN Australia, NTS Holland, zbm-TV Bermuda and Channel 11 in Venezuela; *Kentucky Jones* to Austrarama Pty., Ltd., Australia, and to Irish TV, and *Profiles in Courage* to Irish TV and ATN.

For first time, NBC International offered 39 hours of *The Dinah Shore Show* and sold it to Austrarama. Other NBC-TV series sold overseas in recent weeks; *Bonanza*, *Dr. Kildare*, *The Bill Dana Show*, and *87th Precinct*.

United fund meets Sec. 315

Networks wary of LBJ film promoting drive; FCC must say if it is nonpolitical

Senate action killing suspension of equal-time law as it applies to presidential and vice presidential campaigns may block network exposure of President Johnson in filmed plea for community fund group.

All three TV networks have balked at request of United Community Funds & Councils of America for presentation of five-minute film showing President. They expressed view they might be subjected to demands for equal time from other presidential candidates.

FCC has been asked for declaratory ruling on whether broadcast would raise equal-time question, and agency is scheduled to consider matter today (Monday). Some FCC officials ex-

Red Cross, weather bureau bow to radio-TV

Broad dissemination of hurricane warnings by broadcasters and other news media was credited with helping to avert disaster of substantially greater proportion when Hurricane Cleo hit the Atlantic Coast. General James F. Collins, president of Red Cross, said "these warnings, coupled with the work of local officials, contributed significantly to the relatively low injury and damage toll."

Florida broadcasters, particularly those in Miami area responsible for hurricane warning advisory pool, were also singled out by U. S. Weather Bureau spokesman Friday (Aug. 28) as chiefly responsible for fact that Cleo took no lives and injured remarkably few in area.

Radio-TV pool set up at bureau's National Hurricane Warning Center, Miami, was "perfect example of cooperation and coordination—it was a thing of beauty," said Herb Lieb, deputy chief of bureau's public information section, who was on scene.

There was "absolutely no doubt" that broadcasts throughout night of Aug. 26-27 gave people all information they needed to protect themselves, Mr. Lieb said.

Hurricane warning center, which lost power at 2:15 a.m. Thursday, switched operations to Miami International Airport and stations maintained feeds from there, although without video, said Allen D. Pearson, head of bureau's Emergency Warning Branch, Washington. Florida State Defense Network (FM) provided constant information to other parts of Florida, he said.

Adding to earlier reports (see page 38), was word from WLBW-TV Miami that although it escaped damage it lost power shortly after hurricane center went out and was off air until last Thursday afternoon.

Thomas A. Welstead, WLBW-TV vice president and general manager, said towers of all TV stations survived. Power was main trouble.

pressed view way might be found to make airtime available to welfare group without running afoul of equal-time law.

- ABC-TV said in light of UCFCA letter it would await for FCC ruling.

- CBS-TV said unless welfare group gets waiver from candidates involved, or FCC rules exemption, it will not present film.

- NBC-TV said its legal staff had advised that presentation of film would subject network to equal time requests, and as of last week did not plan to present film segment.

Annual Message ■ In asking for ruling from commission, welfare organization noted that message to be delivered by President is nonpolitical. Group receives message of support from incumbent President every year. Mr. Johnson's film was scheduled for three-network telecast Sept. 11 (10 p.m. EDT).

One commission official last week expressed informal opinion that equal-time law makes no distinction between political and nonpolitical broadcasts.

But one possible solution to problem would be for networks to show filmed presentation on regularly scheduled newscasts. These programs are exempt from equal-time law. FCC is expected to consider this idea at today's meeting.

20th Century earnings up for first half

20th Century-Fox Corp., which is headed for banner season on TV during 1964-65, showed increased earnings for first half of 1964 despite dip in revenue from same 1963 period.

Lower revenue during first half of this year was attributed largely to decrease in income from TV. This spotlights 20th Century's advantageous outlook for final quarter of this year and for 1965 since 20th Century will have four hours of prime-time shows on networks this coming season, as compared with no hours during 1963-64.

For first six months:

	1964	1963
Earned per share	\$1.83	\$1.76
Gross revenue	46,914,000	49,193,000
Net income	4,931,000	4,760,000

DDB getting 3 Lever products

Lever Bros., New York, has appointed Doyle Dane Bernbach, that city, as its agency effective next Jan. 1 for Good Luck margarine, Breeze and new product not yet marketed. Good Luck is being transferred from Ogilvy, Benson & Mather, New York. Breeze was formerly handled by Reach, McClinton, New York. Good Luck at present is not using TV. Breeze, which bills about \$2.5 million yearly, current-

WEEK'S HEADLINERS

Joseph Stamler, president of Polaris Productions and formerly VP-general manager of WABC-TV New York (BROADCASTING, July 27), elected VP in charge of broadcast division of Polaris Corp., Chicago. **George J. Callos**, president of Klau-Van Pietersom-Dunlap, Milwaukee advertising agency subsidiary of Polaris Corp., named assistant president of Polaris and VP in charge of new division consisting of KVPD agency, Polaris Productions, McMurray Co., Chicago personnel management consulting firm, and Marbanco, Milwaukee producer of bank forms. Both Messrs. Stamler and Callos were also named members of new Polaris operating committee. Polaris stations are WTVW(TV) Evansville, Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WKYW Louisville, Ky., and KXOA Sacramento and KPXS Santa Rosa, both California.

For other personnel changes see FATES & FORTUNES

ly places \$1.3 million in spot TV and \$352,000 into network TV, according to Television Bureau of Advertising estimates.

Hofstra gets radio-TV gear from Metromedia

Metromedia Inc., New York, has contributed \$31,460 worth of radio-TV control room video-audio equipment to Hofstra University, Hempstead, N. Y.

Equipment is to be used in Hofstra's radio-TV courses and to transmit lectures among buildings on campus.

Metromedia stations are WNEW-AM-FM-TV New York; WTTG(TV) Washington; WHK-AM-FM Philadelphia; WTHV-TV Peoria and WTVP(TV) Decatur, both Illinois; KLAC-AM-FM and KTTV(TV) Los Angeles; KMBC-AM-FM-TV Kansas City, Mo., and WCBM-AM-FM Baltimore.

NC&K gets interest in 3 European agencies

Norman, Craig & Kummel, New York, which entered overseas advertising field four years ago, has acquired substantial new interests in three more agencies: ProVente, Paris; Lockkeys, Copenhagen, Denmark, and Kittelsen og Kvaerk A/X, Oslo.

By end of 1964, NC&K expects to be billing nearly \$35 million outside U. S. Agency's overseas interest ranges from 45-100%, and is in Canada, England, Caribbean, Portugal, Spain and West Germany.

Democrats plan hard hitting ads

Tipoff on Democratic Party's advertising line came Friday morning (Aug. 28) at breakfast meeting of Democratic officials in Atlantic City.

J.B. Fuqua, Georgia state Democratic chairman and owner of WJBF-TV Augusta, Ga.; KTVE(TV) El Dorado, Ark., and WROZ Evansville, Ind., told news-

men: "It's going to be a hard-hitting campaign. In my 25 years of personal experience with the advertising business, it is going to be hardest hitting advertising campaign I have ever seen used in a political campaign."

Later in day, when President Johnson and family were at airport, they ran into Mrs. Katherine Graham, president of Washington Post Co. (Post-Newsweek Stations), who was looking for ride to Washington. "Come on, go with us," President said, "We're going to Texas." "Do you mean it?" asked Mrs. Graham. Assured that he did. Mrs. Graham had her bags put on President's plane.

Radio star Gracie Allen dies of heart attack

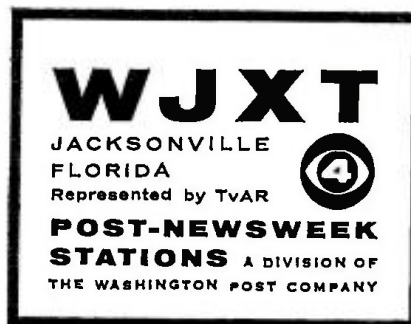
Retired radio-TV star Gracie Allen, 58, died Aug. 27 in Hollywood after heart attack. In radio and later in TV, she teamed in comedy with her husband, George Burns, also TV producer (He will star with Connie Stevens in *Wendy and Me* on ABC-TV next season). *Burns and Allen* radio series started on CBS in 1932 and in 1937 moved for year to NBC, returned to CBS in 1938, and then continued for 20 years on either NBC or CBS. Last eight of those years, show was on CBS-TV and later placed in syndication.

Use TV to boost TV

Norman E. Cash, president of Television Bureau of Advertising, urged station operators to "advertise television on television" at meeting of West Virginia Broadcasters Association at The Greenbrier, White Sulphur Springs. He contended that viewing public that is informed about TV's contributions to local and national economy will support the industry's future growth.

"Broadcasters spend a lot of time talking among themselves," Mr. Cash said. "Too little attention is given to those who count most our viewers. . . . It is important as businessmen to let industry know your circulation, but how many times have you told your circulation to your viewing audience."

*Television is the only
efficient way to reach the
49-county North Florida/
South Georgia regional market,
and WJXT, Jacksonville
is the only television station
to blanket the total area*





7:30 PM EDT/NINETY BRISTOL COURT



9:00 PM EDT/THE ANDY WILLIAMS SHOW



10:00 PM EDT/THE ALFRED HITCHCOCK HOUR

INSIDE MONDAY NIGHT

What better way to banish the blues from Monday than to start the evening with comedy? To be specific, ninety uproarious minutes of a brand new series called "Ninety Bristol Court."

A novel concept in television entertainment, "Ninety Bristol Court" weaves three stories into a king-sized portion of hilarity. The lineup includes: *Karen*, played by Debbie Watson, a lively teenager with an unbeatable chance for stardom; *Tom, Dick and Mary*, a joyously confused story of a pair of newlyweds and their apartment-mate; and *Harris Against The World*, starring Jack Klugman as a hilarious foe of modern mechanization, and Patricia Barry as his loving wife.

Just for variety, NBC follows with the high-styled musical entertainment of "The Andy Williams Show," in color. In its first full season as a weekly prime time attraction, Andy's show was voted an Emmy as the "best variety series."

On his weekly television showcase this season, Andy will be abetted by some of the brightest stars in the entertainment firmament — violinist Jack Benny, baritone Danny Thomas and vocalist Jonathan Winters. And *six* times this season, the many-talented Mr. Winters will fill the same time slot with color specials of his own.

For a suspense-filled climax every Monday night, NBC returns "The Alfred Hitchcock Hour" to the time period the master loves best. There's no suspense about how Alfred will fare this season: he has always won the biggest share of the audience when scheduled at 10 PM (Eastern Time). And that's just where we've slotted him.

With Monday's lineup of comedy, musical-variety and suspense, the NBC Television Network offers an unbeatable combination of entertainment for both viewers and advertisers.



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

DATEBOOK

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

■ Indicates first or revised listing.

AUGUST

Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio-TV receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equipment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

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

SEPTEMBER

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

Sept. 7-11—International Conference on Microwaves, Circuit Theory and Information Theory, sponsored by Institute of Electrical Communication Engineers of Japan. Summaries and abstracts, which must be written in English, should be sent to Dr. Kiyoshi Morita, chairman of Papers Committee, Institute of Electrical Communication Engineers of Japan, 2-8, Fujimicho, Chiyoda-ku, Tokyo.

Sept. 10—Panel on "Is 'Fairness' Fair?" sponsored by the communication committee of Federal Bar Association. Participants include FCC Commissioner Kenneth A. Cox; W. Theodore Pierson of law firm of Pierson, Ball & Dowd; Ben Strouse, president of WWDC Washington, and Lewis Cohen (moderator), of the law firm of Cohen & Berfield. 8 p.m., Statler-Hilton hotel, Washington.

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

Sept. 11-12—Mid-Atlantic and West Virginia CATV associations meet at The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-15—Atlantic Association of Broadcasters annual sales and engineering meeting, Sydney, N.S. Speaker is Fred A. Palmer.

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

Sept. 14—Public hearing on applications for community antenna television franchises before Connecticut Public Utilities Commission, State Office Building, Hartford.

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

Sept. 18-19—Meeting of Maine Association of Broadcasters, Poland Spring (tentative).

Sept. 18-20—Board of trustees meeting of National Academy of Television Arts & Sciences, Beverly Hills, Calif.

■ Sept. 18-20—Southwest area conference of American Women in Radio & Television, Tropicana hotel, San Antonio, Tex. Speakers include Marion Stevenson, NBC vice president, New York, and Robert Pauley, ABC Radio president.

■ Sept. 20-22—Meeting of Nebraska Broadcasters Association. Speakers include Earl Stanley, Washington lawyer and ex-FCC staffer; Bob Considine, columnist and radio newsmen; 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. 21-22—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. 21—Radio programming clinic held by National Association of Broadcasters' program study committee. Chisca Plaza motor hotel, Memphis.

Sept. 23—Radio programming clinic held by National Association of Broadcasters' program study committee. Prom-Town House motor inn, Omaha.

■ Sept. 23—Fall engineering conference of Association of Maximum Service Telecasters, Willard hotel, Washington.

Sept. 23-24—Convention of the CBS Radio Affiliates Association, New York Hilton hotel.

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

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

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

Sept. 25—North Central (CATV) Associa-

RAB CONFERENCE SCHEDULE

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

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

■ Sept. 21-22 — Homestead, Hot Springs, Va.

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

■ Oct. 1-2 — Hyatt House, San Francisco.

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

■ Oct. 12-13 — Hotel Moraine, Chicago.

■ Oct. 15-16 — Northland Inn, Detroit.

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2. Sacramento had the largest increase last year (26%) in total television time sales of any market in the country.*

■ And a two year increase of 54%.

***Source: FCC Final TV Broadcast Financial Data—1963**

1.

Sacramento is now the nation's 25th television market in national spot sales ... ahead of Atlanta, Denver and Providence.*

3.

Sacramento's local advertisers spent 39% more in television last year than in 1962* and 68% more than in 1961.

4.

Sacramento had the largest increase in national spot sales (28%) in 1963 of any of the top 25 television markets.* The only market outside of the first 10 to show more than a million dollar increase.

Some Negroes have money-
Others don't.
Some are well educated-
Others are not.
Some like sports-
Others can live
Without it.

Simply put:
People are people.
And most people
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Best.

That's the real reason
To buy Negro radio.

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

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

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

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

WLIB

Harlem Radio Center

310 LENOX AVENUE, AT 125th ST. NEW YORK 27,

PROGRAMMING TO THE NEGRO COMMUNITY
7 DAYS A WEEK - - 365 DAYS A YEAR.

tion meeting, Holiday Inn, Rochester, Minn.

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

Sept. 25-27—Southern area conference of American Women in Radio & Television, Outrigger hotel, St. Petersburg, Fla.; AWRT West-Central area conference, Muehlebach hotel, Kansas City, Mo., and AWRT New England chapter conference, Woodstock, Vt.

Sept. 26-27—Shirt sleeve radio seminar under the sponsorship of R. B. McAlister (KSEL Lubbock, Tex., and author of *Brainstorm*, a weekly creative newsletter for station and commercial managers). Participants include Gordon McLendon of Dallas, Grady F. Maples of Denver, Odis Echols Jr. of Clovis, N. M., Judge DeWitt Landis of Dallas, and Bill McAlister of Lubbock, Tex.

Sept. 26-27—Fall meeting of the Illinois News Broadcasters Association in conjunction with Northwestern University Medill School of Journalism. Illinois Beach State Park Lodge, Zion, Ill.

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

Sept. 29-30—Meeting of radio code board of National Association of Broadcasters, Gramercy Inn, Washington.

Sept. 30-Oct. 1—Third annual National Association of Educational Broadcasters music personnel conference. Among speakers will be Carl T. Rowan, director of U. S. Information Agency. University of Minnesota, Minneapolis.

OCTOBER

Oct. 2—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. E. William Henry, FCC chairman, is guest speaker.

Oct. 3—Fall conference and board meeting

of the Florida Association of Broadcasters, Grand Bahama hotel and club, West End, Grand Bahama Island.

Oct. 2-4—New York State conference of American Women in Radio & Television, Top of the World, Lake George; AWRT East-Central area conference, Statler-Hilton hotel, Detroit.

Oct. 4-5—Fall meeting of the Texas Association of Broadcasters, Hotel Texas, Fort Worth.

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

Oct. 5-8—Fall convention of New Jersey Broadcasters Association, Nassau Inn, Princeton.

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

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

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

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

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

Oct. 9-11—Midwestern area conference of American Women in Radio & Television, Marriott motor hotel, Philadelphia.

OPEN MIKE®

A lesson in equal time

EDITOR: In your editorial deploring the Senate's action killing the equal-time suspension bill (BROADCASTING, Aug. 24), you repeat a long-discredited charge concerning the multiplicity of presidential candidates that presumably may now claim broadcasting time under Section 315 of the Communications Act.

You say: "In 1960 John Kennedy and Richard Nixon were only two of 11 candidates for the Presidency. In 1964 there is no assurance that the list will be shorter."

There may have been nine persons other than the major-party candidates claiming to be presidential candidates, but you know as well as I do that merely stepping forth and announcing that one is a candidate for President does not entitle one to broadcasting time. To qualify for time, one must be a "legally qualified candidate." The FCC defined "legally qualified candidate" in its Public Notice-B, Oct. 3, 1962. The definition, which among other things, requires that the candidate must have been "duly nominated by a political party which is commonly known and regarded as such," and that he must "make a substantial showing that he is a bona fide candidate" automatically excluded most

of the alleged presidential candidates in 1960 and will do so this year . . .

Your bracketing my name with that of Lar Daly, whom [sic] you know was never a legally qualified candidate for President, was contemptuous and wholly uncalled-for.—*Eric Haas, Socialist Labor Party candidate for President, 1964, New York.*

(It is Mr. Haas, not BROADCASTING, who misunderstands the FCC's rules. To be legally qualified for equal time a candidate for the Presidency must have announced his candidacy, must be native born, at least 35 years of age and 14 years a resident of the U. S. "so that he may be voted for." He must also have qualified for a place on the ballot or be eligible under local election laws to be voted for by write-in. If he is a write-in candidate, he must have been duly nominated by a recognized political party or have made a substantial showing that he is a bona fide candidate. As BROADCASTING's editorial reported, 11 candidates were voted for in the 1960 presidential race, including Lar Daly who got 2,306 votes and Mr. Haas who got 48,031.)

Queens, cartoons and lions

EDITOR: The report of the so-called National Association for Better Radio & Television on supposed (BROADCASTING, Aug. 10) violence on daytime TV in Los Angeles, has me rolling with laughter. Any Angeleno knows that the only daytime TV viewers in Los Angeles are housewives watching shows such as

Programatic with O-Vation Music is now available in both monaural and stereo!

R. E. Fender, V. P. Sales
Programatic Broadcasting Service
50 East 42 St., New York City 10017

Tell me more about Programatic's monaural package, available on exclusive market basis. Its money-saving automated equipment with O-Vation's specially-arranged, adult music sounds good. Send more facts.

NAME _____ TITLE _____
STATION _____

ADDRESS _____ STATE _____ ZIP _____
CITY _____

On second thought, send facts about stereo, too. You never know.

R. E. Fender, V. P. Sales
Programatic Broadcasting Service
50 East 42 Street,
New York City 10017

You mean I can now get — *in stereo* — the same cost-cutting Programatic package of automated equipment plus *live-sounding* O-Vation music? And on an exclusive market basis, too? Send more facts. I'll decide.

NAME _____ TITLE _____
STATION _____

ADDRESS _____ STATE _____ ZIP _____
CITY _____

STATE _____ ZIP _____

OUTLAWS

Just bought by Berry Smith, Station Manager of WTVW, Evansville, Indiana. 50 action-packed hours with a record of outstanding performance under fire.



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AUGUSTA

where the action is!

RUST CRAFT STATION

Queen for a Day, and kids watching cartoon shows.

Looking at today's schedule, the only program that I can find that looks like it would have violence in it is a film entitled "The Lion Hunters." Those lions will do it to you every time.—*Michael M. Johnson, senior, Telecommunications, University of Southern California, Los Angeles.*

Where credit is due

EDITOR: Your editorial "The Short View" (BROADCASTING, Aug. 17) is splendid. Only, you failed to go far enough.

Twenty-five or more years ago, both NBC and CBS radio carried play-by-play of university football games. NBC finished the season with a broadcast from the Rose Bowl while CBS closed the football season with play-by-play of the Orange Bowl. Crowds of people in business establishments crowded around radio receiving sets to listen to broadcasts of college football games.

Please, let's remember to give credit to radio broadcasting.—*Bert Arnold, Clearwater, Fla.*

(Mr. Arnold is former manager WGR Buffalo and former owner-manager of KABQ Albuquerque, N. M.)

NAB can lead

EDITOR: The comments of Frank Mullen which point out the deterioration of the free broadcasting system (BROADCASTING, Aug. 17), are only one evidence of big government. The progressive promotion of free spending of public funds is supposed to make us like it and to be more dependent upon it.

Any more NAB presidents appointed to appease or mollify government agencies will only sell us further down the river. Led by NAB, the whole industry could publicly stand up against the intrusion of the bureaucrats and show up their fallacies and sophistries. It should be obvious that with no knowledge or experience in the business and certainly no financial or other responsibility, these agents seek only to aggrandize themselves by catering to a vocal minority that is always ready to rail at success.

The threat of reprisal mutes the individual voice, but the industry organization could have the courage, should in fact speak with pride of the generous public service, splendid technical accomplishments and inspiring instructional progress of broadcasters. They should have the fortitude to protest vigorously the false accusation and phony charges and resent the magnifying and exaggeration of minor faults that are present in any business or social structure. . . .—*Ranulf Compton, president, South Jersey Broadcasting Co., Camden, N. J.*

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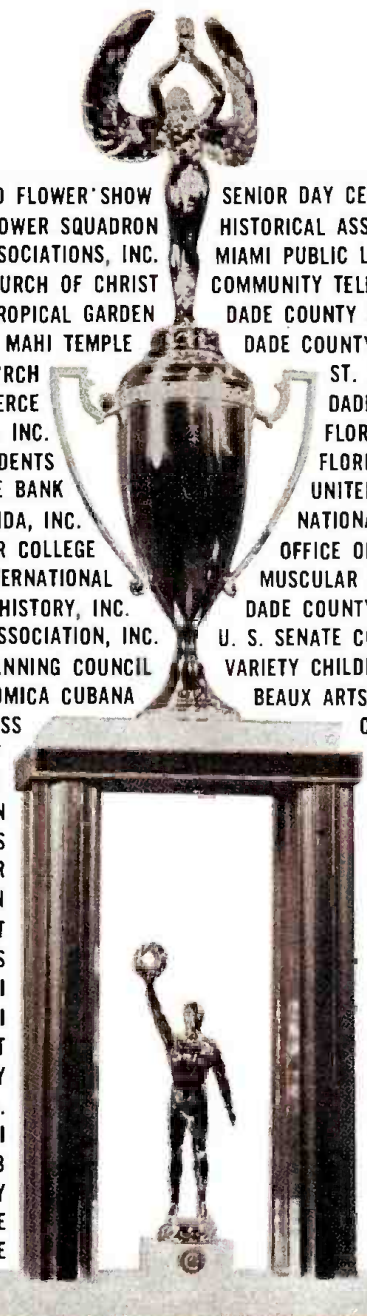
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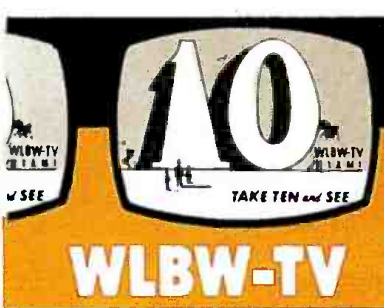
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than you ever could with
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2 It can reach a lot more of the

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the ones who are likely to
be interested in what
you're selling.

3 It can get your story to them

FAST

while it's news and pertinent
to decisions they must make.

4 It can get your story to them

FREQUENTLY

often enough to penetrate and
start them thinking about you.

5 It can let you tell them your

WHOLE STORY

presented as you want,
stressing the facts you
want them to know.

6 It reaches these people at
the best of all times—
when they're

RECEPTIVE

thinking about business,
less likely to be interrupted.

7 It reaches them in an atmosphere of
IMMEDIACY
that's generated by news reporting . . . news they must know if they are to be successful in their business.

8 It reaches them, too, within a climate they accept as authoritative and dependable—thereby giving
BELIEVEABILITY
to your advertising.

9 It reaches them when their minds are attuned to noting and remembering facts—which means
MEMORABILITY
for your advertising.

10 It reaches them in a medium with
LONG READING LIFE
because good business papers are saved, referred to, directed to the attention of others.

11 It reaches them at
LOW COST
far below the cost-per-contact of salesman's calls and individual presentations.

12 It reaches,
ISSUE AFTER ISSUE
many influential but busy people not accessible to the most ingenious salesman or the most convincing presentation.

NOT ALL BUSINESS PAPERS do all these things equally well. In each field, there is a leader—and this leader selectively attracts the major share of men and women who are leaders themselves.

Your best index of a business paper's worth is the *PAID* circulation it commands. People *pay* for a publication because they value it, want it, depend upon it as a reliable source of facts. Only *quality* of editorial coverage can make this possible.

IN THE BUSINESS OF BROADCAST ADVERTISING the leader is BROADCASTING. Through the pages of BROADCASTING, your own advertising reaches more than *twice* the paid circulation among vital agency-&-advertiser readers than any other TV-radio publication can offer. And at a cost-per-contact less than *half* that of any other.

This is the largest audience with the greatest potential at the biggest economy. BROADCASTING delivers it—*along with every one of the advantages listed!*

BROADCASTING



THE BUSINESSWEEKLY OF
TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D.C.

The agency's responsibility in TV programing

Television has been called the "youngest old man in the history of entertainment." Certainly no other medium has grown so fast, become so important and yet is already showing signs of atrophy. In such a dangerous position, it may be wise to look at the mechanics of television programing with the thought that some insight might provide the impetus to nudge television into an area of more creativity and meaning.

In the earliest days of TV, radio was still in its heyday and the agencies and their sponsors were loathe to risk additional dollars in program development in the new medium. In order to build and hold station lineups, the networks were forced to fill this program void themselves. Once coast-to-coast television became a reality and the rapid growth pattern was readily foreseeable, the networks and agencies worked together searching for different types of shows that were tailored to the client's needs and would increase the total audience. For the most part, the networks still bore the brunt of program development costs. There were certain exceptions, such as Procter & Gamble's development and ownership of *Fireside Theater*.

The Pattern Changes ■ In the latter part of the fifties, there is no question but that the sponsors and agencies negated their responsibility in programing. The costs, both of time and programing, rose at a frightening pace. Coupled with this, ABC-TV became a competitive threat to the other two networks with the result that each network tried to insure its success by higher ratings.

The unfortunate quiz scandals, wherein the agencies obviously took their supervisory responsibilities too lightly, gave rise to congressional hearings which, in turn, put the networks on notice by the FCC. It has been stated by some that the FCC was anxious for the networks to assume all programing responsibilities and used the scandals as an excuse to give them this right.

The magazine concept evolved wherein networks programed large blocks of time and sold participations to an advertiser. With very few exceptions, this has led to complete control of programing by the networks. The difficulty here is that the networks are programing against each other, tailoring their programs to the total audience only, in an attempt to garner the highest ratings. They no longer program for one show; they program for an entire evening. They seem to believe that one so-called "quality" show could lose the ratings

battle for a whole night. It is blocks of time they have for sale and not an individual hour or half hour.

Cyclical Programing ■ Rather than argue about the relative merits of this, I would like to point out that in my opinion, the choice of television programing has become limited. Such a policy has made the program decisions of the networks cyclical—a successful western starts a rash of westerns; a successful science-fiction and fantasy show breeds more; one situation comedy goes opposite another situation comedy. And despite the fierce competition, even the news falls into a pattern; one convention coverage looks like another convention coverage.

An increased choice in television can be provided by an advertiser. Not every client wants only the highest number of viewers as a criterion of success. The *Fireside Hour* (R.I.P.), *Close-Up*, the *Bell Telephone Hour* and the *Hallmark Hall of Fame* are examples of this. Television needs more types of programing which, in turn, would involve more people in programing. The program packagers should have a vote in the placement of their programs without having to give away large pieces of ownership or creative control.

The advertising agency is interested in a particular show for a particular client. A high rating is only part of its measurement of success. It should deliver a cross-section of audience that is interested in the client's message. It should be a suitable vehicle for selling a product or a concept—a cereal or a corporate image.

There may be a parallel between movies and TV. When film making was controlled by a few major studios, the product was, for the most part, uninspired. Series of gangster films, westerns, family comedies and Bible or

historical dramas came around with the regularity of the seasons. The advent of the independent producer in motion pictures has brought about better movie making and a far wider choice to the movie goer.

The Agency's Obligation ■ Advertising agencies have an obligation to the clients and to the medium to press for an increase in programing choice and they can accomplish this only if they assume their proper responsibilities in program selection and production.

As Meredith Willson said recently, "Put your money where your mouth is." What has Benton & Bowles done about programing and production the past few years? For General Foods, we developed, along with Danny Thomas and Sheldon Leonard, *The Andy Griffith Show* and the new *Gomer Pyle, USMC*, which starts this fall. Both shows are owned and controlled by the client. For Procter & Gamble, we developed, along with Carl Reiner, *The Dick Van Dyke Show*. For Texaco, we developed the three Meredith Willson specials that appeared this summer. All three were well received by critics and public alike, who seem to appreciate fresh new programs in place of summer repeats.

For our clients, we are currently working on four new pilot projects. Hopefully, these will be four top candidates for the programing season of 1965-66. With client approval, we even have a project working for the fall of 1966. The foregoing shows are all client owned and controlled, but our responsibility does not end there. We work very closely with both independent and network producers on such shows as *Slattery's People*, the new *Cara Williams Show*, *Gilligan's Island* and *The Fugitive*. It's work, but I wouldn't willingly trade it for any other work in the world.



Bill Craig has been active in television for almost as long as there has been any TV around to be active in. It was in 1948 that he went to New York to learn about TV for Procter & Gamble Co., where he had been manager of daytime radio programing, and for the next eight years he guided P&G's successful entry into the new medium. Some of the P&G shows he started then still concern him in his present post of vice president of Benton & Bowles, in charge of the Hollywood office.



**Everything that concerns Detroit
concerns WKNR News**

Detroiters William Clay Ford, president of the Detroit Lions Football Club and Lions star half-back Terry Barr are interviewed by Van Patrick, WKNR Director of Sports.

WKNR brings to Detroit radio listeners the voices of people making news. Twice an hour Detroiters hear up-to-the minute reports from Detroit's and the nation's major news centers.

You can reach Detroiters quickly and efficiently with WKNR Contact News. Your KeeNeR Salesman or Paul Raymer man is ready to show you how.



After tripping over a length of TV camera cable, a visitor to the Republican National Convention noted unfamiliar markings on the camera. Instead of the expected monograms —ABC, CBS, NBC—it bore the name Corinthian. And, as the camera swung around to pick up the sights and sounds of the convention uproar, set viewers in Tulsa, Sacramento, Fort Wayne, Indianapolis, and Houston felt they had front-row seats in San Francisco. Corinthian is leading the network

...Business Week, July 18, 1964

CORINTHIAN



REPRESENTED BY H-R

© SACRAMENTO KXTV © HOUSTON KHOU-TV © INDIANAPOLIS WISH-TV © FORT WAYNE WANE-TV © TULSA KOTV

Piggybacks at the same old price?

Most stations will continue to accept them unless advertisers ask for nonpre-emptible or fixed positions—then premiums may double regular rate

The piggyback controversy comes down to the gun this week amid signs that seven months of debate and discussion have taken much of the heat out of it.

A canvass of leading station sales representation firms last week indicated that under the television code's new piggyback rules, which go into effect tomorrow (Sept. 1), most TV stations will continue to accept piggybacks at no increase in price—unless the advertiser wants nonpre-emptible or fixed-position spots.

In these less flexible cases, however, advertisers will find many stations asking premium prices or attempting in other ways to compensate for the reduction in spot availabilities that results from the code changes. The premiums vary widely, ranging from a few percentage points to 100% of the ordinary rate.

Some Bans ■ Some stations have banned piggybacks altogether, but these appear to be relatively few. Corinthian Broadcasting, owner-operator of five TV stations, is the largest group broadcaster known to have rejected them outright.

Although last week's exploration among the station representatives found a general feeling that the controversy has cooled, at least temporarily, there was no apparent confidence that it may not flare up again. Alberto-Culver and Colgate-Palmolive have been openly evangelizing against the piggyback limitations (BROADCASTING, June 8, Aug. 10), and agency executives have continued to complain privately and sometimes publicly against the effects of the new rules including the practice of many stations in charging premium prices.

Even so, many station representatives said they had detected signs that agencies and advertisers generally are inclined to put less emphasis on piggybacks in their new commercial production. They felt, however, that this trend toward "integrated" rather than piggyback commercials probably will not become clearly recognizable and meas-

urable for at least three or four months.

Stricter Definition ■ The new rules, adopted by the National Association of Broadcasters Television Code Board last January and ratified shortly thereafter by the NAB board (BROADCASTING, Jan. 27, Feb. 3), do not prohibit piggybacks. Rather, they redefine them more strictly and limit the extent to which they may be used under the code.

In short, a multi-product commercial is considered "integrated"—and counts as one commercial in figuring compliance with the code's commercial limits—if the products are related in character, purpose or use; if it gives the appearance of being a single commercial and if it cannot be divided into two separate announcements. Any multi-product commercial that does not meet these requirements is classified as

a piggyback and must be counted as two or more announcements (also see box below).

Most station representatives contacted last week appeared to feel that it is difficult to determine, at this point, whether the code changes will have a bad effect on spot business, but they were inclined to guess that it is more apt to hurt than help. Several pointed out that, without doubt, the emergence of the piggyback had persuaded a sizeable number of multi-product advertisers to use spot television or to bolster their investment in the medium.

Fear Loss to Spot ■ Some reps felt that the effects would be more clear-cut by November. Their primary fear was that additional funds will be diverted from spot to network television, particularly daytime television, by advertisers

Piggyback rules very simple, NAB declares

There is concern in the code offices of the National Association of Broadcasters that there may still be misunderstanding of the code's new piggyback rules (see story above). The NAB is trying to clarify both the substance of the rules and their application.

Multiple-product announcements are deemed integrated only if the products they are advertising are "related in character, purpose or use." The commercial's audio and video treatment also must seem a single announcement to the viewer and must be planned so it can't be broken up into more than one commercial.

If the NAB judges that a commercial does not meet these standards, code subscribers must count the piggyback as two (or however many nonintegrated products are advertised) commercials. The NAB code

limits the number of commercials allowed during a program to three, and if a station ran two regular commercials and a piggyback, it would really be violating NAB rules by running four announcements.

Station breaks in prime time may have no more than two commercials plus station identification and may last no longer than 70 seconds under NAB rules. Thus a station cannot schedule a piggyback and a sponsored ID for its break. In nonprime time two minutes and 10 seconds are allowed for breaks, with two commercials and a shared ID permitted. Again a piggyback could up the station's commercial count past the code's rules.

An NAB official last week pointed out, however, that networks usually have only 42-second station breaks, making the scheduling of the 60-second piggybacks an impossibility.

PIGGYBACKS AT THE SAME OLD PRICE? continued

who may not want to pay premium prices in spot.

Agency and advertiser opposition to the changes has generally been centered in the arguments that since advertisers pay for the announcement time they should be allowed to use it as they please, as in print ads; that curtailing piggybacks will keep many small-budget advertisers out of television and force many current users into other media, and that the appearance of overcommercialization and "clutter"—one of the factors prompting the rules changes—will not be significantly reduced.

Several station reps argued that advertisers and agencies had themselves created the problem by following "a double standard." One rep official expressed it this way: "Agencies and advertisers created the piggyback because they saw it as a way of getting more value for their money. But when it came to a question of policing, they were the first to yell about triple-spotting and the lack of product protection that sometimes resulted from the use of their piggybacks."

Triple Standard ■ Some representatives felt the piggyback situation itself

raises not a double but a "triple standard": (1) one for retail advertisers, who are exempt from the rules; (2) one for network advertisers, who apparently are not being charged premium rates, and (3) another for national and regional spot advertisers who will be, in many cases, charged extra if they use piggybacks.

A number of representatives expressed doubt that the new code rules really represent a solution to the problem, but they conceded that they had not been able to come up with a more practicable approach.

Most reps seemed to regard a "slight" surcharge, say 15% to 30% above regular rate, as a realistic premium for piggybacks. A number speculated, however, that stations imposing surcharges substantially above that level might find they are pricing themselves out of the piggyback market.

A few representatives declined to say, for attribution, what policy or policies their stations plan to follow in handling piggybacks. They indicated, however, that most of their stations would not charge premium rates. Here, company by company, are the reports furnished

by the others:

ABC Television Spot Sales — A spokesman said the five ABC owned stations it represents will continue to carry piggybacks and, "so far," does not intend to put premium charges on the spots.

Advertising Time Sales — Jim McManus, vice president-TV, noted that of the 21 TV stations the firm represents, one refuses to take piggybacks. The other 20, he said, abide by the code in chainbreak periods, but will take piggybacks in island positions in syndicated participating shows. None of the stations charges premium rates.

Blair Television—A spokesman said that 95% of the Blair TV station list will accept piggybacks at no extra charge, while the remaining 5% will reject them. Those accepted will be preemptible on seven-day notice, however, and if an advertiser wants a fixed position, Blair-represented stations will charge him for the piggyback in the amount of business they would lose because of the NAB code restrictions. For example, if the piggyback precludes the carrying of another one-minute commercial, the charge would be 200% of the one-minute rate.

The Bolling Co. — George Bolling, president, said his company's two TV stations would continue to accept piggybacks without a premium rate.

CBS Television Stations National Sales—An official of this firm, which represents the five TV stations owned by CBS, said they have adopted a policy of charging 15% premium for piggybacks. Multi-product commercials that are adjudged integrated by NAB standards will not carry a premium.

H-R Television—Twenty of the 26 TV stations represented by H-R will accept piggybacks without premium, subject to pre-emption. The five stations owned by Corinthian Broadcasting will reject piggybacks, and one station, which H-R preferred not to identify, will charge 200% of the applicable rate.

The Katz Agency—A spokesman for the firm, which represents 47 TV stations, was reluctant to define in any specific way the stand Katz stations would take on piggyback acceptance. He stated, however, that most stations would make up for losses imposed by piggyback acceptance by charging premium rates, but would be willing to accept multi-product commercials in island positions. Although officials would not disclose specific plans, it is known that a number of Katz-represented stations plan to charge premiums amounting in some cases to 100%.

Jack Masla & Co.—President Jack Masla reported that "all eight TV stations are accepting piggybacks at no premium," and said that "it was our recommendation that they do so."

Metro TV Sales—An official said the



When breakfast is more fun, John eats a better breakfast.

COMMERCIAL PREVIEW: Johnny is juiced

Johnny has a dog. The dog is happy when Johnny is happy. Johnny is happy when his mother gives him Welch's grape juice for breakfast. And the Welch Grape Juice Co., Westfield, N. Y., is happy when mother buys its product.

The grade-school primer sentences printed beneath each picture are the

theme of a new Welch's commercial created by Richard K. Manoff Advertising, New York.

The spot will appear on ABC-TV's *The Flintstones* and has been included in Welch's 150-market spot television campaign to promote "grape juice consumption at breakfast."

Spirit of cooperation with code rules seen

The National Association of Broadcasters last week listed 17 multiple-product announcements of seven companies, judging six as integrated and the remaining 11 piggybacks. The NAB has made public two other such lists in the past (BROADCASTING, July 27, June 15).

As the piggyback deadline neared last week (see page 25), the NAB was confident its new code authority rules were properly greeted by agencies, advertisers and stations. Howard H. Bell, code authority director, said an "overwhelming spirit of cooperation" had been exhibited by all concerned. Some advertisers disagreed with the rules, he said, but were cooperating nevertheless. "The big problem is the work load of the code," Mr. Bell said.

He said that the NAB in its evaluation of multiple-product announcements has tried to be open-minded, and he suspects that in some cases it may reconsider piggyback rulings and label the commercials integrated, although these reconsiderations will be minor.

The NAB has encountered a new difficulty in judging piggybacks—what it calls "back-to-backs." Piggybacks have two separate pitches for two separate products in one commercial, but back-to-backs have the same product given two separate treatments in the same spot. This isn't a new advertising approach, the

NAB feels, but with the new rules coming up it poses a new problem. The NAB has resolved the problem by counting back-to-backs as two commercials.

The new list published in the August issue of *TV Code News* includes:

Integrated

Golden Grain Macaroni Co.: GG-M-7R, Rice A Roni. Kenner: Mr. Moldmaster and Roadbuilder. Brown & Williamson: R/B-44-60, Raleigh and Belair. General Mills: GMNR-3-60, Noodles Romanoff, Noodles Italiano, Noodles Almondine and Macaroni & Cheddar. M & M Candies: FM146, M & M Chocolate Candies and Robin Hood flour.

Piggybacks

Buxton Inc.: BU-62-02-6, Key-tainer and Organizer. General Mills: CP42/SJ136R, Cocoa Puffs and Sugar Jets; CH191-LC3R, Cheerios and Lucky Charms; CH192/TW24, Cheerios and Twinkles; LC5/FO24, Lucky Charms and Frosty O's; TR131/LC3R, Trix and Lucky Charms. Lever Bros.: BP/31A/FW 4-30-7, Action Bleach and Ajax Floor and Wall Cleaner; SLL-38R/506, Swan Liquid and Lucky Whip. M & M Candies: FM-137 (no title); FM-153, Sugar Shell and Chocolate Wafer Bar; FM-156, Sugar Shell and Chewies.

company's eight represented stations, including six owned by Metropolitan Broadcasting Co., will accept piggybacks without premiums in selected positions. John Sias, vice president and director, said some of the stations will not take piggybacks within half-hour programs and some will not accept them on station-breaks. In some cases piggybacks will be accepted as pre-emptible.

Edward Petry & Co.—The 30 TV stations represented by Petry will accept piggybacks with no premium charged except when an advertiser requests a fixed, island position. In that case, the station will charge 200% of the regular time rate. Petry has recommended that its stations follow the rules laid down by the NAB code provisions on multiple-product commercials. The feeling at this firm is that the new rulings will not have an adverse effect on business, but that it's still too early to gauge the impact of the regulations.

Paul H. Raymer Co.—All 12 television stations represented by Raymer will accept pre-emptible piggybacks at

the normal rate. A spokesman indicated that if an advertiser seeks a fixed position for a piggyback, however, there will be further discussion to establish an equitable rate.

RKO General Broadcasting National Sales—Donald J. Quinn, director of national sales for this representative of the RKO General Stations, said all the stations would accept piggybacks, with premiums of 50% being asked in Boston and Memphis, where the RKO outlets have network affiliation, but no premiums required by its New York, Detroit and Los Angeles stations.

Storer Television Sales—Francis P. Barron, vice president and general manager, said the Storer-owned stations have redesigned their rate cards for participating shows, quoting individual prices for 20's, 30's and 40's as well as minutes and 10-second ID's—prices that would be attached to the segments of any commercial ruled a piggyback. Net effect of the price structure would be a 30% premium on all two-part spots which total a minute in length. By

dealing with the situation in this way, Mr. Barron said, it was hoped the advertiser would use more spots of shorter length rather than stick with piggybacks. WGHP-TV High Point-Greensboro, N. C., also repped by Storer TV Sales, is asking no extra charge for multiple-product announcements.

Television Advertising Representatives—Robert M. McGredy, managing director of TVAR, which represents the five Westinghouse stations and three others, indicated TVAR has no stated piggyback policy, but that all Westinghouse-owned TV stations would be asking a 15% premium for spotting piggybacks. Another approach to the problem is offered by TVAR-represented WTOP-TV Washington, which will accept piggybacks only for spotting in 70-second availability positions, charging the combined price of a 60-second spot and a 10-second ID and offering the sponsor the full 10 seconds. WBTB(TV) Charlotte, N. C., will ask a 20% premium for piggyback announcements and the other TVAR-repped station, WJXT(TV) Jacksonville, Fla., has decided to accept no piggybacks. Mr. McGredy asserted that even while charging a 15% premium for multiple-product announcements the station makes less than it could by selling a single minute and the ID it is forced to drop by accepting the piggyback.

Adam Young Inc.—A spokesman for this firm said the 29 stations that it represents will accept piggybacks at no premium rate, but that they will charge for any time they cannot sell because of a piggyback. This will be applicable largely in prime time where a one-minute nonintegrated commercial in a 70-second time period, for example, will take the 70-second rate.

Agency appointments . . .

▪ Revell Inc., Venice, Calif., maker of hobby models, names Scott, Rifkin & Wilson, Beverly Hills, Calif., to handle its advertising, effective Oct. 1. Account has been handled by McKenzie, King & Lansdale, Los Angeles. Use of radio and TV is being considered.

▪ Early California Foods, grower-packer of California olives, has named Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as its agency. Company was formed last month through the consolidation of B. E. Glick & Sons, Corning, Calif., and Pacific Olive Co., Visalia, Calif.

▪ Yardley of London Inc., New York, has appointed Gardner Advertising, St. Louis, to handle its American advertising. The account was formerly at Doyle Dane Bernbach, New York. The budget will be about \$2 million. Media plans are not set.

GM leads national radio buyers

First-quarter RAB figures show General Motors spent \$3 million in spot and network; 29 of top 50 list used more than one network

General Motors Corp. spent an estimated \$3,064,000 in spot and network radio for the first quarter of this year to place the advertiser at the top of the list of national radio users.

GM's pre-eminence in radio shows up in a first-time compilation of network radio billing figures by the Radio Advertising Bureau being released today (Monday). A listing of the top 50 spot radio advertisers for the first quarter was issued by RAB two weeks ago (BROADCASTING, Aug. 17). Sales for GM's spot came to \$1,728,000, and for network, \$1,336,000.

RAB had returned radio to the ranks of "measured media" earlier in 1964 when it had issued estimates of spot spending by 50 leading advertisers of 1963 (BROADCASTING, March 9).

Total spending by the top 50 network advertisers in radio amounted to \$13,348,000. Spot for the quarter totaled \$35,126,000.

In the network advertiser listing, Mennen, Campbell soup, Wrigley's gum, Sterling Drug, Bristol Myers, Mars candy, International Mineral and Chemical Corp. (for Accent), Reynolds Tobacco and Wynn Oil ranked in that

order after GM, the network leader.

Figures are gross billing reported to RAB by the four networks. Edmund G. Bunker, RAB president, praised each of the networks for cooperating. He noted that among the top 50 advertisers, a majority use more than one network: 11 are on two networks; 11 buy on three networks, and seven are on all four networks.

The table lists the newly released network first-quarter figures by company rank. Spot figures—where available from RAB's earlier listing of top 50 spot spenders—are also shown.

TOP 50 NETWORK RADIO ADVERTISERS
FIRST-QUARTER 1964
(gross billings)

RANK	COMPANY	ESTIMATED EXPENDITURE	SPOT	RANK	COMPANY	ESTIMATED EXPENDITURE	SPOT
1	General Motors	\$1,336,000	1,728,000	26	Kellogg	169,000	429,000
2	Mennen	940,000	*	27	P. Lorillard	164,000	1,152,000
3	Campbell Soup	563,000	460,000	28	Mentholatum	164,000	*
4	Wm. Wrigley Jr.	548,000	346,000	29	Foster-Milburn	156,000	*
5	Sterling Drug	543,000	334,000	30	CBS, Inc., Columbia Records Div.	135,000	*
6	Bristol-Myers	529,000	*	31	Bankers Life & Casualty	130,000	*
7	Mars Inc.	524,000	354,000	32	Mogen David Wine	130,000	*
8	International Minerals & Chemical (Accent)	520,000	555,000	33	J. M. Smucker	124,000	*
9	R. J. Reynolds	450,000	1,867,000	34	Sun Oil	124,000	*
10	Wynn Oil	428,000	*	35	MacFadden-Bartell	123,000	*
11	Metropolitan Life Insurance	404,000	*	36	Miller Brewing	123,000	*
12	National Dairy Products Corp. Kraft Foods Div.	582,000	389,000	37	Hasting's Manufacturing	116,000	*
13	American Motors	333,000	809,000	38	American Express	114,000	*
14	Nestle	331,000	1,040,000	39	Cowles Magazine & Broadcasting	109,000	*
15	Ford Motor	327,000	3,382,000	40	Coca-Cola Co., Minute Maid Div.	107,000	*
16	General Mills	275,000	*	41	Menley & James Labs.	107,000	*
17	General Cigar	251,000	*	42	Time Inc.	107,000	323,000
18	General Telephone & Electronics Corp., Sylvania Electric Products Div.	250,000	*	43	Billy Graham Evangelistic Assn.	99,000	*
19	Chrysler	247,000	2,484,000	44	General Electric	95,000	*
20	Borden	237,000	*	45	Church & Dwight	90,000	*
21	Standard Brands	234,000	*	46	Mutual of Omaha	84,000	*
22	Wander Co. (Ovaltine Foods Div.)	216,000	*	47	Eversharp Inc., Schick Safety Razor Div.	81,000	*
23	AFL/CIO	207,000	*	48	Dow Jones (National Observer)	78,000	*
24	Florists Telegraph Delivery Assn.	203,000	*	49	Pennzoil	78,000	*
25	American Dairy Assn.	181,000	*	50	Pet Milk	75,000	*
Top 50 total						\$13,348,000	

[*Not in Top 50 Spot list for first quarter, 1964].

Business briefly . . .

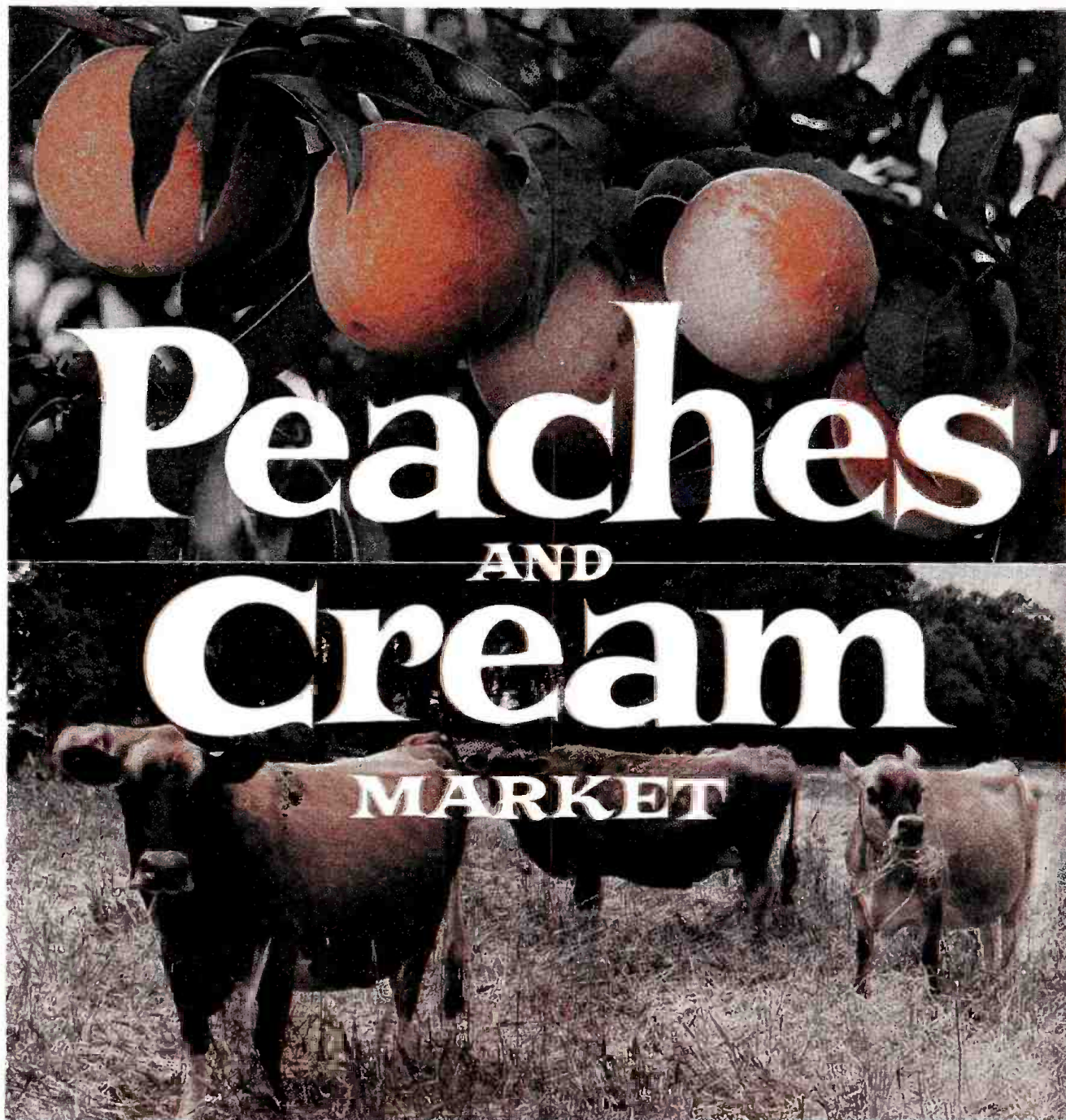
The Nestle Co., White Plains, N. Y., through VanSant, Dugdale & Co. Inc., Baltimore, has ordered 26 weeks of *Arthur Godfrey Time* on CBS Radio starting Sept. 7. Keen and Ever-Ready Cocoa Mix will be advertised. Decaf, another Nestle product placed through Warwick & Legler, Inc., New York,

resumes on the Godfrey show on Sept. 14. Other new CBS Radio orders all for news and *Dimension* programs. **Mars, Inc.** Chicago, through Needham, Louis & Brorby, that city, for candy bars; **Devoe & Reynolds Co.**, Louisville, Ky., through Erwin Wasey, Ruthrauff & Ryan, New York, for its line of paints; **Rexall Drug Co.**, Los Angeles,

through BBDO, New York, for store promotion.

The Lutheran Layman's League will sponsor *The Lutheran Hour* for the 30th consecutive year over Mutual effective Sept. 20, 1:30-2:00 p.m., EDT. Gotham-Vladimir Advertising Inc., St. Louis, is the agency for the Lutheran Layman's League. **The General Con-**

MODESTO, CALIFORNIA



... and **BEELINE RADIO KBEE** is the way to reach this important market

Modesto is the county seat of Stanislaus County, the nation's #1 county in peach production* — the #2 county in value of dairy products sold.* In fact it is the 10th ranked U.S. county in gross farm income.** It is **FIRST** on the Pacific Coast in per household retail

sales*** ... a good market for your product. Beeline Radio KBEE can help you sell it. And KBEE is only one of four Beeline Stations — the key to California's rich Inland Valley and Western Nevada.

(*1959 Census of Agriculture)

(**SRDS, January, 1964)

(***Sales Management's 1964 Survey of Buying Power)

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



KBEE • Modesto

KFBK • Sacramento

KMJ • Fresno

KOH • Reno



American Airlines' \$2 million renewal

Five-year renewal of the *Music 'til Dawn* radio program on nine stations, covering what was described as "the largest single block of radio time ever contracted for," has been signed by American Airlines (CLOSED CIRCUIT, Aug. 24).

The price was said unofficially to be more than \$2 million.

C. R. Smith, chairman of American, and Dr. Frank Stanton, president of CBS Inc., who together initiated the through-the-night series more than 11 years ago, signed the

contracts, Dr. Stanton representing the five CBS-owned stations among the nine outlets carrying the program. CBS Radio Spot Sales is representative for six of the nine stations.

Mr. Smith is credited with the idea for the program, and he and Dr. Stanton worked out the details and the first contract for the series, which has been on the air continuously since April 13, 1953. In most of the markets the show runs from 11:30 p.m.-5:30 a.m. six days a week, presenting classical and semi-classical music and hourly news reports. In each participating city a local announcer is chosen as the American Airlines spokesman, but the programming is done in New York, with modifications for individual market tastes.

On the show, officials said, American uses only a fraction of its allowed commercial time—considerably less than four minutes an hour, on the average.

The renewal contract, being announced today (Monday), extends the series to Dec. 31, 1969 on WCBS New York, WEEI Boston, WBBM Chicago, KNX Los Angeles and KCBS San Francisco, all owned by CBS; WTOP Washington, which also is represented by CBS Radio Spot Sales; and KRLD Dallas, WLW Cincinnati and CKLW Windsor, Ont.-Detroit.

The announcement, calling it "the largest single block of radio time ever contracted for," was made by Maurie Webster, vice president and general manager of CBS Radio Spot Sales. Agency for American is Doyle Dane Bernbach, New York.

To mark the signing, Dr. Stanton (1) presented to Mr. Smith a tiny transistor radio and the microphone used on the original *Music 'til Dawn* program.

ference of the Seventh Day Adventist Church will sponsor *The Voice of Prophecy* on Mutual for the 23d consecutive year starting Sept. 13, 10-10:30 p.m., EDT. Agency is the Milton Carson Co., Los Angeles.

Lehn & Fink Products (Stri-dex acne aid), New York, has purchased participations in ABC-TV's new *Shindig* program (Wednesday, 8:30-9 p.m. EDT). Stri-dex buy begins Sept. 23 for 13 weeks. Richard K. Manoff, New York, is agency.

Encyclopaedia Britannica, Chicago, has renewed sponsorship for *Exploring* for the 1964-65 season. The educa-

tional series for children will be on NBC-TV in color, beginning Oct. 17. Agency McCann-Erickson, New York.

General Foods Corp. (Post cereals), White Plains, N. Y., which popularized King Linus and other animal characters on its cereal boxes, will bring the animals to television in a new cartoon series, *Linus the Lionhearted*. The series will begin as a Saturday feature on Sept. 27 (11-11:30 a.m. EDT) on CBS-TV.

Campbell Soup Co., Camden, N. J., through Leo Burnett, Chicago, will run new spot TV series for Red Kettle soup mixes in selected markets. Com-

mercials will also be featured on Campbell's *Lassie* (CBS-TV) and *Donna Reed Show* (ABC-TV).

Also in advertising . . .

New name ■ Wilding Inc., Chicago-based producer of industrial films and TV commercials, has acquired an 80% interest in Don Fedderson Commercial Productions, Hollywood, which has changed its name to Wilding-Fedderson Inc. Jack Minor continues as president and Don Fedderson as vice president of the Hollywood operation.

New office ■ W. S. Roberts Inc., Phila-



The spot for spot



For strong local personality programs, *your pay-off station in the Carolinas is WSOC-TV. Jimmy Kilgo's daily surprise of visiting celebrities on "Midday", our news and interviews show, holds an audience of the size and female composition that spot buyers like. The Charlotte tv market is 22nd largest in the U. S. Let us tell you how WSOC-TV personalities can improve your position here.*

Charlotte's WSOC-TV

NBC-ABC affiliate. Represented by H-R



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.

delphia advertising-merchandising firm, moves to new offices on the 17th floor of the Lewis Tower building, 225 South 15th Street, Philadelphia 19102. Phone is Pennypacker 5-4380.

Have a heart ■ A new series of 10 two-minute radio spots about heart research and heart disease will be available this fall, according to the National Heart Institute, U. S. Public Health Service.

Jingle producer ■ Tito Rodriguez, recording artist in the Spanish-American field, has formed his own company to produce radio-TV jingles. The new company, Tito Rodriguez Enterprises, is located at 826 Seventh Avenue, New York. Phone: Columbia 5-3280.

American Sugar budgets \$500,000 for TV push

The American Sugar Refining Co. (Domino sugar), New York, will start a four-month spot TV campaign in 63 major markets in September. Ted Bates & Co., New York, is agency for Domino which has budgeted \$500,000 for new spot promotion. The campaign will be supported by a heavy schedule of daytime spot TV during the fourth quarter.

The four-month campaign is tied to a premium offer to purchasers of sugar products. Buyers are offered reproductions of four colonial documents. Highlights of the campaign will be use of 60 and 20-second spots in prime time on election night.

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. Approximate cost is shown when given by producer.

Comstock Productions, 8321 Beverly Boulevard, Los Angeles 90048.

Royal Crown Cola Co., Columbus, Ga. (Royal Crown); six 60's, six 20's, four 10's for TV, live on film. Irvin S. Atkins, production manager. Agency: D'Arcy Advertising, Atlanta. Eugene Pettilio, account executive. Bob Nugent, agency producer.

K&S Films Inc., 5819 Wooster Pike, Cincinnati 45227.

Kenner Products, Cincinnati (toys); two 60's for TV, on film. Jack R. Rabius, production manager. Agency: Leonard M. Sive & Associates, Cincinnati. Robert Grannen, account executive. Donald Poynter, agency producer. Approximate cost: \$2,800.

Rainbow Crafts Inc., Cincinnati (toys, games); five 60's for TV, on film, color. Jack R. Rabius, production manager. Agency: McVickers Advertising, Cincinnati. John Beck, account executive. Approximate cost: \$5,250.

Burger Brewing Co., Cincinnati (beer); one 60, one 20, one 10 for TV, on film, color. Jack R. Rabius, production manager. Agency: Midland Advertising, Cincinnati. Richard Brosher, account executive. Approximate cost: \$3,300.

Pepper Sound Studios Inc., 51 South Florence Street, Memphis 4.

American Western Life Insurance Co., Salt Lake City; one 60 for radio, jingle. Ronnie Tutt,

Xerox ignoring mail

The Xerox Corp., Rochester, N. Y., reports it has received more than 9,000 letters denouncing the company for underwriting six 90-minute specials on the United Nations that will be seen on network TV in 1965 (BROADCASTING, April 13). The John Birch Society was reported by the *San Francisco Chronicle* on July 31 to have launched a letter-writing protest campaign to the advertiser. At that time, Xerox already had 1,200 anti-UN letters. Xerox said it will continue its association with the program. The firm has invested some \$4 million in underwriting the project.

production manager. Placed direct. Robert Pusey, advertising director.

Sleep-Aire, Seattle (mattresses); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

OBM drops Rubenstein

Ogilvy, Benson & Mather, New York, has resigned its share of the Helena Rubenstein account effective Dec. 31. OBM now handles "Make-Up," "Fragrance" and "Here's How" men's toiletries. The account is not now using radio or television.

A spokesman for Rubenstein said that no agencies were being considered to replace OBM at present, but an announcement should be made in a few weeks. Warwick & Legler, New York, and L. W. Frohlich, New York, currently handle other Rubenstein products.

FC&B gets NuSoft

The Best Foods Division of Corn Products, New York, has named Foote, Cone & Belding, New York, to handle advertising for NuSoft fabric softener, effective Nov. 24. Formerly handled by McCann-Erickson, New York, the account bills \$2.5-\$3 million with network TV reportedly accounting for \$1.4 million and spot totaling \$939,000.

Democrats buy prime time

Democratic National Committee has purchased one hour of election eve time on NBC-TV (Nov. 2, 10-11 p.m. EST). Political program pre-empts *Alfred Hitchcock Hour*. Order was placed through Doyle Dane Bernbach, New York.



COMMERCIAL PREVIEW: Wolverine shoes

Besides affording a unique means for killing troublesome flies, Wolverine sport casual shoes and boots that float to the ceiling are designed to impress viewers with their light weight. The stunt was accomplished with monofilament fishing line for a series of 50 and 20 second commer-

cials produced on video-tape at wxyz-TV Detroit, which will be offered to dealers for local use. Coordinated newspaper and store display material will also be used. MacManus, John and Adams, Detroit, created the ads for Wolverine Shoe & Tanning, Rockford, Mich.

Harold C. Crump
General Sales Manager
of WLAC-TV
Nashville, Tennessee

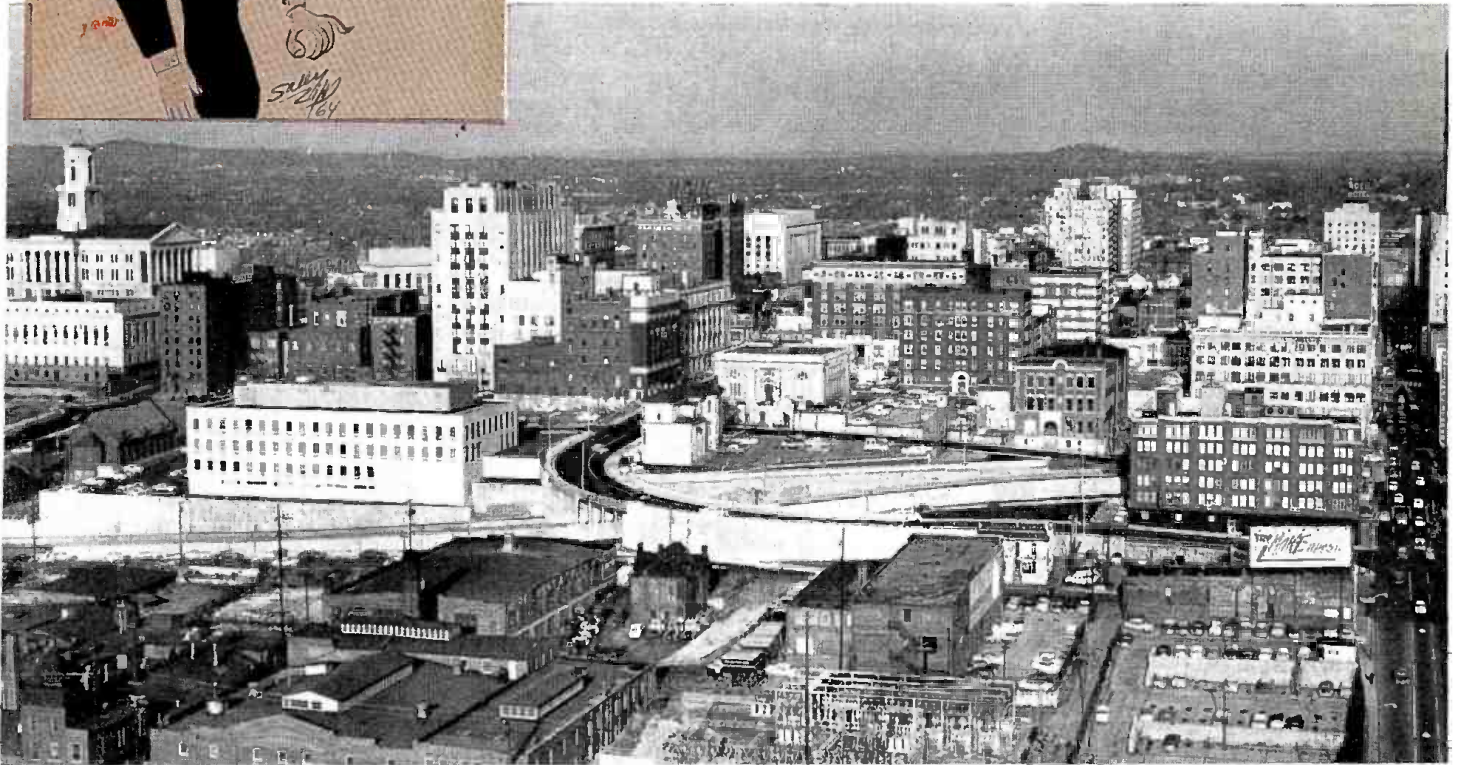


Why WLAC-TV bought Volumes 1, 2, 3, 4, 5 and 7 of Seven Arts' "Films of the 50's"

Says Harold C. Crump:

"WLAC-TV CONTINUES TO COMPLETELY DOMINATE TV FEATURE FILM PROGRAMMING IN NASHVILLE

with Seven Arts' Volumes 1, 2, 3, 4, 5 and 7. WLAC-TV was the first station in the Nashville market to telecast feature movies every night. There is no question that they help in maintaining WLAC-TV as the top station in the market. Our acquisition of the great Seven Arts' Volumes has completed what we believe to be the finest motion picture-television film library in the South. In fact, we think so much of these features that we program them exclusively in our Friday and Saturday night 'Films of the 50's' feature showcase at 10:30 P.M. The ratings and sales speak for themselves... "great".



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5641 Charleston Drive, ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.
State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



Robert McCormick



Peter Hackes



Morgan Beatty



Russ Ward



Nancy Dickerson



Chet Huntley and David Brinkley

Thirteen of the reasons more people followed the Conventions on NBC than on the other Networks combined.

It's been quite a summer. First, San Francisco. Then Atlantic City. In both cases, a clear-cut verdict by critics and viewers alike:

NBC News continues its leadership in broadcast journalism. As the Chicago Daily News said, "NBC...operates with an assurance, sophistication and aggressiveness that marks any seasoned team accustomed to winning and determined to win again." As the *New York Herald Tribune* re-

ported during the Democratic Convention, "NBC again displayed its savvy as a news organization."

Of course, the thirteen dedicated television and radio correspondents above are not the only reasons for NBC News' clear-cut superiority. Coverage of events as complicated and wide-ranging as the Presidential Conventions required the coordinated efforts of more than 700 expert cameramen, technicians, producers,



John Chancellor



Elie Abel and Ray Scherer



Frank McGee



Sander Vanocur



Edwin Newman

directors, editors and reporters.

Between now and November 3rd this same television and radio team will be bringing NBC audiences every aspect of the political campaign story, culminating in the reporting of the Election returns.

Over the coming weeks, their accurate, interesting and thorough coverage will reach audiences through such programs as "The Huntley-Brinkley Report," "Today," "Sun-

day," "Meet The Press," "The Campaign and The Candidates" and four daytime news reports on the NBC Television Network; as well as news-on-the-hour and "Monitor" on the NBC Radio Network. In addition, up-to-the-minute developments will be covered as they occur by special programs and bulletins.

In a Presidential election year — especially — the nation turns first to NBC News and stays with it longest.



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

RKO stays in fight for ch. 3

Asks FCC to reconsider Philadelphia case order;

says it will lose \$2 million if proposed

Boston-Philadelphia swap doesn't go through

RKO General Inc., the party most observers regarded as largely a spectator in the proceeding, has asked the FCC to reconsider its decision in the Philadelphia channel 3 case (BROADCASTING, Aug. 3).

Although the fight for channel 3 was between NBC and Philco Broadcasting Co., RKO said it will have suffered more than \$2 million in damages which it cannot recoup if the decision is allowed to stand. RKO added that the decision violated the Communications Act and said its rights to a fair hearing were denied by the commission.

The FCC decision, which itself caught observers by surprise, granted renewal of NBC's licenses in Philadelphia for WRCV-AM-TV, on the condition that it trade those properties for Westinghouse Broadcasting Co.'s Cleveland stations, KYW-AM-FM-TV.

The decision also rejected Philco's bid for a new station on channel 3 and dismissed as moot the proposed swap between NBC of its Philadelphia stations and RKO's Boston properties, WNAC-AM-TV and WRKO-FM.

RKO urged the commission to reconsider that decision and, instead, approve the proposed Boston-Philadelphia swap. RKO also asked the commission to stay the decision pending consideration of the petition for reconsideration.

To Right a Wrong ■ The FCC's decision was aimed at stripping the network of what the agency said was the "fruits of its wrongdoing." NBC in 1956 had given the Cleveland stations and \$3 million to WBC for the more valuable Philadelphia properties. The commission, however, said the network had used its power to grant or withhold affiliations to coerce WBC into making the trade. Under the terms of the decision, the \$3 million would not be repaid.

NBC had proposed the trade with RKO as a means of complying with a consent decree entered in federal court that requires the network to dispose of its Philadelphia properties. The judgement was handed down in an antitrust suit brought by the Justice Department

as a result of the exchange with WBC. The deadline for compliance, originally Dec. 31, 1962, is now Sept. 30, 1964.

There was no word late last week whether NBC or Philco would attempt to challenge the FCC decision. A spokesman for the network refused to comment, while a Philco official said that company had not yet made a decision.

Two avenues were open to both. They could file an appeal in the U. S. Court of Appeals. The deadline for that action was Saturday (Aug. 29). Or they could, like RKO, petition the commission for reconsideration. Deadline for that action is today (Monday).

NBC Declines Comment ■ The NBC spokesman would neither confirm nor deny reports the network was ready to abide by the commission decision and enter into a trade with Westinghouse (CLOSED CIRCUIT, Aug. 17). NBC would prefer the more lucrative Boston market to Cleveland. And to that extent, its interests are served by RKO's petition. It was considered unlikely, however, that the commission, which adopted the decision by a 5-0 vote, would change its mind. But in the event of a commission rejection, RKO is expected to take an appeal to court.

RKO, in seeking reconsideration, said the commission had "seriously injured" its private interests. RKO said its four-year involvement with NBC in the trade agreement has cost "substantially in excess of" \$2 million which it cannot recover unless it is permitted to acquire the Philadelphia stations.

Most of the loss attributed to the termination of WNAC-TV's affiliation agreement with CBS on Dec. 31, 1960, RKO said that, in view of the trade contract that had been signed with NBC earlier that year, RKO was "in a poor position to resist" CBS's plan to terminate.

WNAC-TV subsequently affiliated with ABC. But the lower rate of remuneration provided by ABC, "plus the losses" of other revenue resulting from the change in affiliations, resulted in damages "estimated to be in excess of 1,-

750,000," RKO said.

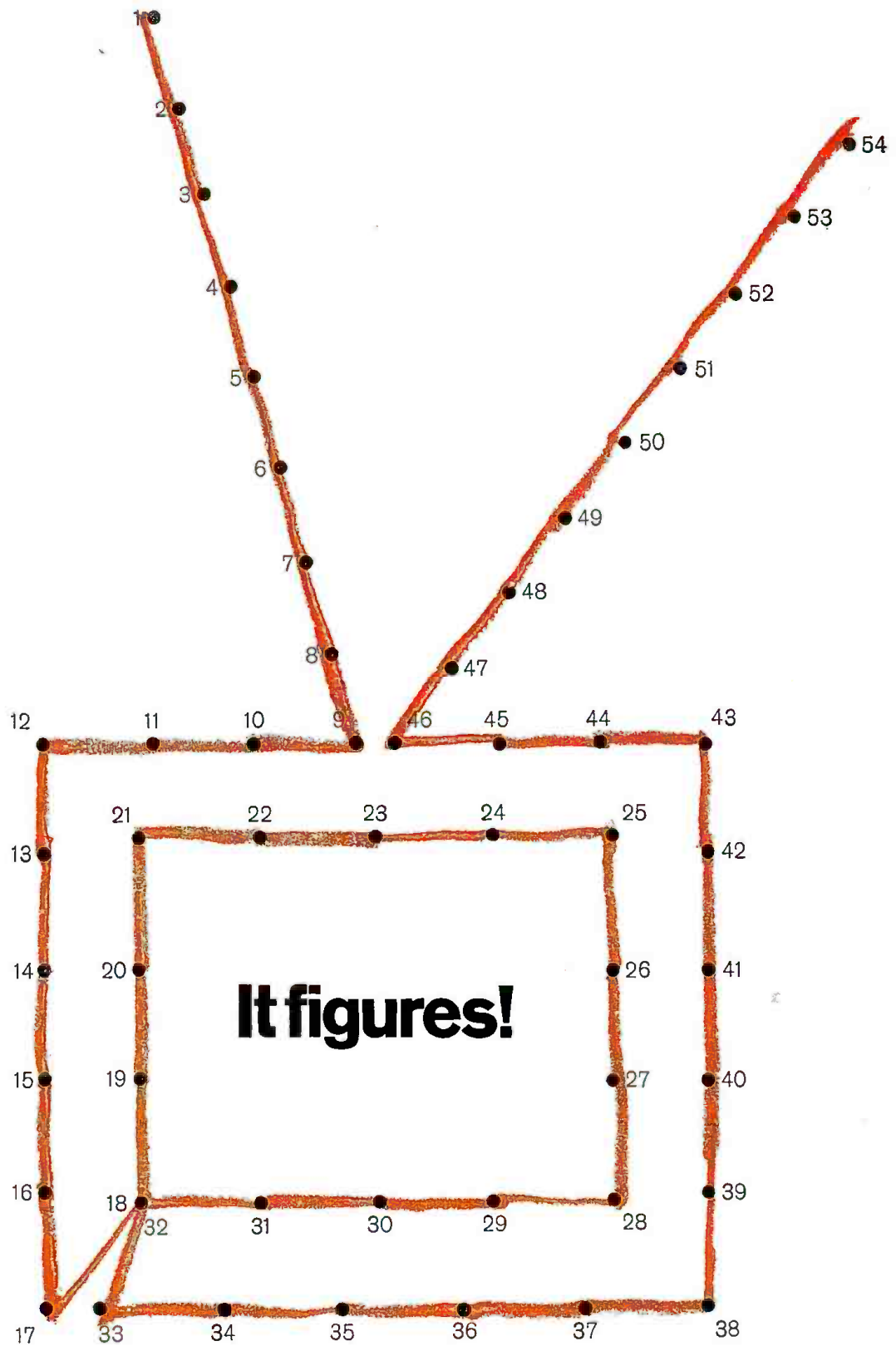
RKO said it might have foreseen that the proposed trade with NBC would be disallowed by the commission or the court. But, it added, it did not foresee the "long delays" in the proceeding and did not assume the "wholly unforeseeable risk" that the commission would require that NBC transfer the Philadelphia properties to someone other than RKO.

Communications Act Cited ■ The petition also asserted that the decision violates the Communications Act, which prohibits the commission, in acting on assignment applications, from considering whether the public interest would be served by assigning the license to someone other than a proposed assignee. This provision "foreclosed" the commission from considering the public interest advantages of a transfer of the Philadelphia stations to Westinghouse, RKO said.

"But even if this course were open to the commission," the petition added, "RKO and the other parties in this proceeding should have been apprised of this alternative, afforded an opportunity to be heard on its merits, and furnished with adequate findings and conclusions to justify the preference of Westinghouse over RKO."

RKO also held that the decision imposed an illegal forfeiture. RKO said the commission's refusal to allow NBC to seek the return of any part of the \$3 million it paid WBC in 1956 amounts to a penalty not authorized by law.

RKO added that there was no basis for the commission reversing the decision it handed down in 1955, when it approved the Cleveland-Philadelphia exchange. The commission did not find then that NBC coerced WBC, RKO said, adding that the facts now available are virtually the same as those on which the earlier decision was made. Therefore, RKO said, the commission "cannot" find now that NBC coerced WBC. Since the facts and standards were unchanged, RKO said, it was entitled to rely on the earlier commission decision.



Spot television figures at the top of many a media list, but until now estimating cost and coverage levels for a multi-market campaign was often a time-consuming task. Now, CTS National Sales has published the first "Spot Television Planning Guide"—and it does the figuring for you! For a copy, ask your CTS National Sales representative or write to CBS TELEVISION STATIONS NATIONAL SALES.

485 Madison Avenue, New York 10022. Phone: Plaza 1-2345, New York; Whitehall 4-6000, Chicago; Main 1-9100, St. Louis; Trinity 2-5500, Detroit; Hollywood 9-1212, Los Angeles; Yukon 2-7000, San Francisco.

Cleo hits Florida radio-TV

Some stations knocked out by power failure, toppled tower, but get back on in short order

Florida's radio and television stations, slammed brutally by Hurricane Cleo's destructive winds last week, nonetheless fed a near-constant flow of emergency information to their communities.

Regular programming was suspended as newsmen, technicians and executive personnel teamed up to either gather information or help keep the stations on the air. Personnel were hampered by fallen power lines and some newspapers failed to publish.

Although many stations reported they

were forced off, most were able to resume broadcasting, some within minutes.

Damage varied and many stations escaped with only slight harm.

In the Miami area WINZ and WIOD were struck hard. Large plate glass windows at WINZ's studios, located atop a hotel, were smashed and the winds collapsed a wall onto the station's control center. WINZ switched control to its transmitter site and reported it was back on the air within a minute.

Cleo toppled WIOD's tower to within

two feet of WCKT(TV)'s studios. Both stations are located in the same building on North Bay Causeway. WIOD sustained water damage and was off the air for two hours, returning with low power and broadcasting from WIOD-FM's undamaged tower.

WCKT escaped damage but lost power and was off the air for two-and-one-half hours.

WTVJ(TV) said it stayed on the air throughout the storm. However windows at its Fort Lauderdale news studio exploded and the main window threatened for awhile to collapse. There were no injuries and a spokesman estimated damage at about \$5,000.

A houseboat featured on *Surfside 6* (formerly on ABC-TV) and moored in Indian Creek in front of the Fountainbleau hotel, was slammed by the "Electromatic," an 85-foot yacht that whipped loose from its mooring.

WGBS escaped major damage although it was off the air for about an hour when high winds reversed a blower used to cool tubes.

Further up the Florida east coast broadcasters in the West Palm Beach area reported light damage.

WPTV(TV) was able to stay on the air with auxiliary power but WEAT-AM-TV were forced off for lack of power. WEAT returned to the air late in the day. WPTV removed its microwave dishes from the main studio roof and emergency originated programming at its transmitter, 12 miles away.



WPCA-TV set to return to air in 1965

A fourth commercial television station in Philadelphia is projected for the first quarter of 1965 by the new owners of channel 17 in that city. The UHF outlet, WPCA-TV which operated for sometime but which went dark in 1963, was bought in June for \$219,000 (BROADCASTING, June 8), by Aaron J. Katz, a Philadelphia lawyer (r) and Leonard Stevens, Philadelphia advertising executive (l). They are shown here receiving the official authorization from Senator Hugh Scott (R-Pa.) at the closing of the sale Aug. 17.

Planning to specialize in sports and local programs, the new owners expect to spend almost \$500,000 in

boosting the station's power to 1,000 kw, and its antenna height to 730 feet above ground (almost 1,000 feet above average terrain).

With the new power and antenna height, strong TV signals will be received in all TV homes in the three-state metropolitan area (ch. 17 will cover Philadelphia, Wilmington, Del., and Camden, N. J.), Mr. Katz said.

By August 1965, there will be more than 300,000 all-channel or converted TV sets in the area, Mr. Stevens estimates. Mr. Stevens, a vice president of Weightman Advertising, Philadelphia, is executive vice president of the station; Mr. Katz is president.

League meeting on CBS-Yankee deal

A special meeting of American League baseball team owners to reconsider the transfer of New York Yankee ownership to CBS will be held Sept. 9, at the instigation of CBS Board Chairman William S. Paley.

Since announcement of the CBS purchase of the New York ball club, CBS and the Yankees have been beset by charges and innuendoes as to whether the approval vote taken by telegram had a legal foundation under the league's constitution.

Last week Mr. Paley moved to settle this question once and for all by sending a letter to Yankee co-owner Dan Topping requesting that the matter be brought before the assembled league members, fully discussed, and a new vote taken.

Mr. Paley's letter noted that assurance of bona fide league approval had been a condition of the sale and went on:

"We are now greatly disturbed that there appears to be some question



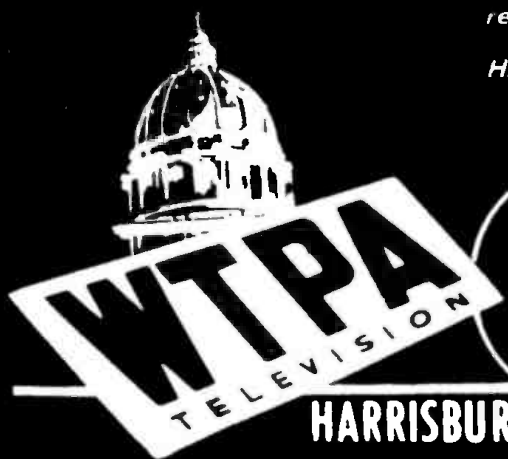
HARRISBURG'S NO 1 STATION

BEATS EVERYBODY

(IN THE HARRISBURG ARB METRO AREA)

(MONDAY THRU SUNDAY, 5:00 P.M. TO 11:00 P.M.)*

represented by
HARRINGTON, RIGHTER & PARSONS



* ARB MARCH 1964

about the league's method of polling its members and by allegations that CBS has been a party to secretive and even highhanded manipulations. CBS had no say whatsoever in the league's approval of the transfer of your and Del Webb's interest or in the acceptance of CBS as a member of the league."

Mr. Paley suggested in the letter, which was mailed last Thursday, that it be forwarded to all league members and to the league president, Joe Cronin.

By Thursday evening Mr. Cronin had called the special meeting, which will be held in Boston.

Mr. Paley said CBS would, of course, accept the decision of the meeting, but that the sooner CBS knew the outcome, the better.

Approval for ownership transfer requires the assent of three fourths of the league's members. The CBS-Yankee deal met this requirement with only two members of the 10-team league dissenting, although the method of vote taking has been questioned.

The clubs withholding approval were the Chicago White Sox and the Kansas City Athletics.

Terms of the CBS-Yankee arrangement called for a payment of \$11.2 million for 80% of the club and its assets and an option to buy the remaining 20% for an additional \$2.8 million after five years, with Nov. 2 of this year set as the effective date of the sale (BROADCASTING, Aug. 17).

Calif. pay-TV fight starts new season

The running fight between Subscription Television Inc. and the Citizens Committee for Free TV, which the summer season had lulled almost to a standstill, began to warm up again last week. And, with barely two months to go until election day, Nov. 3, when the committee-sponsored bill to outlaw pay television within the state of California will be approved or rejected by the California voters, it may be counted on to get even hotter in the weeks immediately ahead.

The argument was started Tuesday (Aug. 25) by Sylvester L. (Pat) Weaver, president of STV, which started its closed circuit program service to subscribers in Los Angeles in July and in San Francisco in August. In a letter to Don Belding, chairman of the committee, Mr. Weaver asks Mr. Belding and his associates to refrain from statements "that the state legislation licensing and taxing Subscription Television was rushed through the 1963 state legislature in a few days without allowing proper time for adequate legislation.

"That simply is not true," Mr. Weav-

Advice to letter writers

What's wrong with radio wouldn't be if listeners would only write enough letters to the FCC.

When writing, "a particularly good argument to make is that the public airwaves should be rented, not given away for nothing, and that the proceeds should go toward the financing of educational television channels through the country."

With that advice Desmond Smith, writing in the September issue of *Harper's Magazine*, scathingly attacks broadcasting, especially radio, "because radio can only survive in an atmosphere of shrill salesmanship..." and woe the poor listener. Too, too many commercials, he says.

In his eye the sinners are the National Association of Broadcasters and Congress — notably, the House Communications Subcommittee.

With Congress in the pocket of broadcasters, Mr. Smith charges, only the FCC can protect the public. And the FCC, he notes sadly, is woefully overworked and understaffed and is unable to "exert a continuing pressure to make the broadcasters truly responsible."

What Mr. Smith would like are some more local program hearings, such as those held in Chicago and Omaha. None, he writes regretfully, are scheduled for 1964. The trouble is "the public is simply unaware of its rights. Worse, it has no opportunity to protest the broadcasters' performance at the local level" (see page 42).

Harper's says Mr. Smith "is a writer on economic [sic] subjects who takes a clinical interest in the entertainment industry. A Canadian, he lives on Long Island, writes for the London *Economist*, *The Nation* and other magazines, and has done several television documentaries for NBC."

er stated. With his letter were enclosed documents showing that the bill amending the revenue and taxation code to permit pay TV by wired circuits to operate in California had been introduced in the state assembly on April 26, 1963, amended in the assembly on May 31 and again on June 7, amended in the senate June 19 and approved by Governor Edmund G. (Pat) Brown on July 24, 1963.

"This can hardly be called rushing a bill through in eight days, as claimed by a 'front' for theater owners who are trying to outlaw competition," Mr. Weaver asserted.

Same Stand ■ The committee's reply, issued Wednesday by William B. Ross, campaign director, was far from the retraction requested by Mr. Weaver. "The record is clear," Mr. Ross declared. "Assembly Bill 11, the pay TV law, was introduced at the extraordinary budget session of the 1963 legislature on July 10 and was passed on July 18."

Messrs. Weaver and Belding are scheduled to debate this and other matters involved in the operation of a closed circuit pay TV system within California at a Sept. 15 luncheon meeting of the Town Hall of Los Angeles.

One subject on which STV and the Citizens Committee are in at least partial agreement, is that passage of Proposition 15 (to repeal the amendment authorizing closed circuit pay TV) by the voters in November would not put an immediate end to STV operation in Los Angeles and San Francisco. Conrad Moss of the law firm of Nossaman, Thompson, Waters & Moss, attorneys for STV, said: "If passed, the law will be declared unconstitutional. STV intends to continue to operate and to test the law in the courts, if necessary."

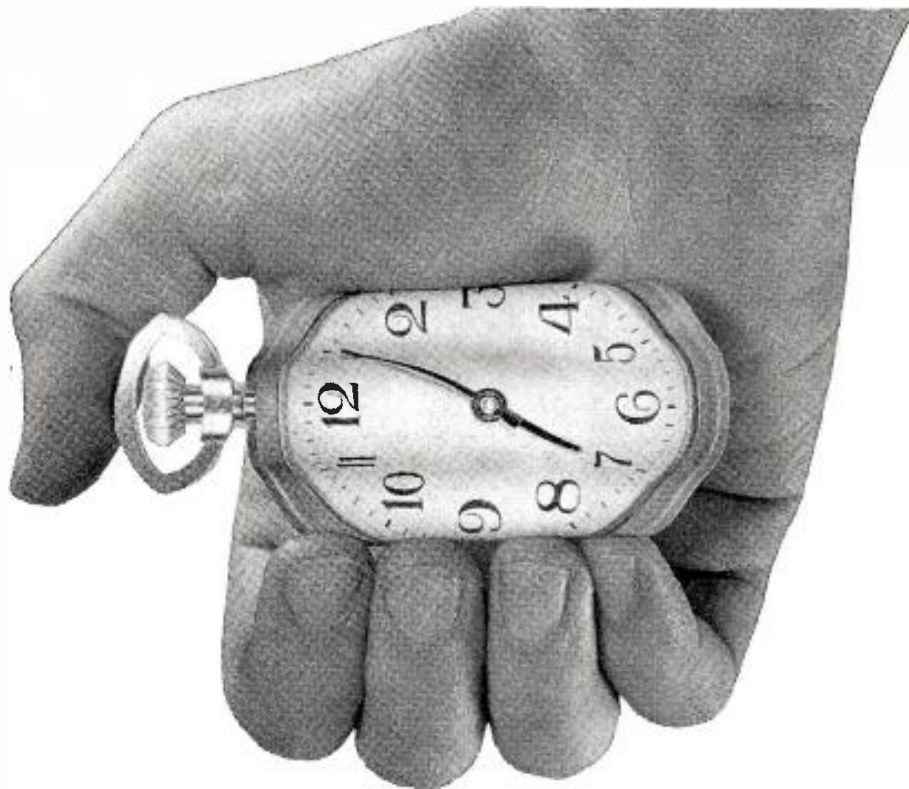
A spokesman for the Citizens Committee said that undoubtedly the court would grant STV an injunction that would permit it to continue to operate while the constitutionality of the law is being tested, but he offered an opinion that at the same time the court would restrain STV from expanding its operations during that period. "The court is not likely to put anyone out of business until the final verdict is in," he said, "but neither will the court be apt to let the business go on expanding in violation of the law of the state."

Dark Charlotte UHF to light up soon

The channel 36 TV station in Charlotte, N. C., dark since last year, will be back on the air within 60 to 90 days, Cy N. Bahakel, president of the company which bought the station (BROADCASTING, Aug. 24), said last week.

Staff for the station is being employed, Mr. Bahakel said. It will start with a small staff, which will be expanded as local programming expands, he added.

Bahakel stations, to be headquartered in Charlotte's Merchandise Mart, are: WABG-AM-TV Greenwood, Miss.; WKAB-TV Montgomery, Ala.; KXEI-AM-FM Waterloo, Iowa; WWOD-AM-FM Lynchburg, Va.; WDOA-AM-FM Chattanooga and WKIN Kingsport, both Tennessee, and WLBK Bowling Green, Ky.



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

In Detroit, the WWJ Stations enjoy an acknowledged **audience loyalty**. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because of this **audience loyalty**, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell alarm clocks or automobiles.

WWJ and **WWJ-TV**,
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

BROADCASTING, August 31, 1964

The mail only trickles in at FCC

Listeners' letters to FCC at license-renewal time average only one a station and they are 80% favorable to the broadcasters involved

For almost four years, the American people have been invited to help decide the fate of their local stations by writing to the FCC at license-renewal time. But the people, apparently, prefer to decide the fate of stations by turning dials, not writing letters.

This is one conclusion that can be drawn from the mail the commission has received since broadcasters, in accordance with an FCC rule adopted in November 1960, began giving public notice when filing their license-renewal applications.

Adoption of the rule, which implemented legislation Congress passed earlier that year, had disturbed broadcasters who felt that Congress and the FCC were asking them to place their heads in a noose.

But they needn't have worried. If a station's listeners and viewers are, in the normal course of events, moved to make any comment on a license-renewal application, it appears they will generally support the station.

80% For ■ In the fiscal year ending June 30, 1964, for instance, the commission received 1,761 pieces of mail which it counted as being in response to public notice of renewal applications. Since about 1,800 licenses are renewed every year, the volume of mail works out to an average of less than one letter a station.

What is perhaps more important is that 80% of the mail, or about 1,300 pieces, were said to be favorable to the broadcasters involved.

In fiscal 1963, 2,197 pieces of mail

were received dealing with pending renewal applications. And of these, 1,509 expressed satisfaction with the stations concerned. In fiscal 1962, the first 12-month period in which a count was kept, the figure was 1,746. No breakdown between favorable and unfavorable comments was made, but commission staffers who saw the mail recall that most of it supported renewal applications.

Analysis of the mail is impossible, since the commission keeps it in confidential files which contain all complaints about the stations involved. But since it's unlikely that the 1,700 to 2,000 letters the commission receives yearly are spread evenly among the stations whose licenses are up for renewal, it's evident that the announcements of a

The work facing returning FCC commissioners

Members of the FCC return to work following their August hiatus this week, with community antenna television and political broadcasting questions expected to command a large share of the commission's attention in the months ahead.

The commission will meet today (Aug. 31) to handle emergency matters and to satisfy a legal requirement that it meet at least once a month. The commission will meet again Wednesday (Sept. 2) for its regular session, with a heavy agenda of routine items that have piled up during the month, plus a number of hearing cases awaiting action.

The commission will get into the CATV problem in the next few weeks. This issue has been with the FCC for years, and it gets more complicated and pressing as cable systems, which the commission feels pose a threat to local television service, spread around the country.

A complicating factor is the growing number of broadcasters who have gone into CATV. But the commission hopes to get guidance on this through a notice of inquiry on common ownership of CATV and TV. Replies to the notice are due

Sept. 18.

Another proceeding involving CATV is the commission's proposed rulemaking to require microwave-fed cable systems, over which it has authority, to protect local television stations. Yet another CATV project will be the commission's effort to win legislation from Congress giving it authority over all CATV's.

Politics ■ Political broadcasting is expected to raise some particularly hot issues in this presidential election year, in terms of equal-time and fairness-doctrine questions. Because Congress refused to suspend the equal-time law as it affects the presidential and vice presidential races, the commission will be called on to decide some questions that would not otherwise be submitted to it (BROADCASTING, Aug. 24). And with a bitterly fought presidential campaign the general forecast, the commission is expected to be asked for prompt answers to a heavy volume of fairness questions.

A particularly controversial fairness-doctrine question involving eight Mississippi stations has been under study for almost two years. The eight were investigated by the com-

mission in connection with the desegregation of the University of Mississippi campus, at Oxford, in October 1962. But since petitions were filed recently seeking denial of the license-renewal applications of two of the stations, it appeared that a final decision on all eight must be months away.

Other less dramatic but still pressing problems that await commission attention include:

■ Presunrise operation by daytimers. A rulemaking that would permit daytimers to go on before sunrise has been outstanding since November 1962. The commission staff is believed nearing completion of a draft rule. Pressure for prompt action increases as the days grow shorter and daytimers are forced to sign on later in the morning.

■ Higher power for clear channel stations. The commission has indicated interest in allowing unduplicated clear channel stations to use higher power, at least on a developmental basis. It instructed the staff to develop criteria the I-A stations on the 12 unduplicated clears would have to meet to operate developmentally with more than 50 kw. A

sizeable number of stations elicit no response at all.

And it appears that only a small percentage of the letters and cards contain complaints that are considered serious enough to warrant further inquiry by the staff. No count of such mail is made, but one official said "about 35 letters" were received in the last three renewal periods—that is, the last six months—that required some follow up.

Lunatic fringe ■ Furthermore, some of the mail complaints are from persons commission staffers frankly refer to as "mental cases." (One staffer, asked for an example of such a complaint recalled the case of a woman who said she did not disrobe in front of her turned-on television set because she knew the set was transmitting her picture over the airwaves.)

The mail written in response to public notice of renewal applications doesn't constitute all, or even the bulk, of the mail the commission receives on broadcasting matters. In fiscal 1964, the commission received 26,000 "expressions of opinion" on broadcasting and broadcast regulation in general. But as a rule these do not deal with the sensitive question of whether a particular license should be renewed.

decision on the criteria will have to be made before the commission can act on applications that eight clears have filed for higher power.

■ Program reporting form revision. The commission has been struggling with the problem of revising the reporting form since 1960. Two television and three radio stations are now filling out forms proposed by the commission as a kind of laboratory experiment. The stations' reports, due soon, will be used by the commission in what it hopes will be its final evaluation of the proposed revisions.

■ Mutual Funds ownership of broadcast properties. The FCC will consider a proposed rulemaking dealing with problems raised by mutual funds and others that are in technical violations of multiple ownership rules. Violations occur when funds, brokerages and trusts own more than 1% of two or more group owners. Proposed rulemaking would invite wide range of comment.

■ UHF permits. The commission has its eye on some 50 UHF permits that have been dormant for years. It will ask some permittees to turn in their permits, give others an opportunity to argue for further extensions of time in which to build stations and begin operating.

Complaints that would otherwise be ignored, however, might be brought to the commission's attention if the staff felt a renewal application should be deferred for further inquiry. The commission's probe into overcommercialization is a case in point. When the commission wrote two southern stations in connection with their commercial policies, it asked also about complaints that had been received about programming.

The law requiring local notice of applications for renewal—as well as for new stations, major changes and station sales, and of local hearings—is a product of broadcasting's dark days in the late 1950's, when scandals involving TV quiz shows, payola and plugola rocked the industry.

Legislation dealing with these matters—and providing the commission with the new enforcement weapons of short-term renewals and forfeitures—was passed as amendments to the Communications Act. Tucked in among the provisions was the requirement for local notice.

Oversight Subcommittee ■ Many of the amendments had their origins in the investigations and reports of the old House Legislative Oversight Subcommittee. In proposing the local notice requirement, the subcommittee's parent unit, the House Commerce Committee, hoped to involve the community being served in the commission decision on whether a requested grant should be made.

The committee felt such participation would be appropriate since stations are charged with serving the public interest. Indeed, at one point the committee recommended that local hearings be required before any television license was issued. This idea was abandoned, however, after Commissioner Frederick W. Ford, then chairman of the commission, said local hearings in every case would impose a severe burden on the agency.

The law, as finally adopted, merely required that local notice be given. It left to the commission the form and content the notice was to take. The implementing rule adopted by the FCC not only requires a licensee to announce the filing of its renewal application but to invite the audience to send comments on the station's operations to the FCC. The notice must be broadcast and (what is galling, considering the competitive aspect involved) published in a local newspaper of general circulation.

Rule Said to be Helpful ■ Commission officials maintain the rule has been helpful. "It gives the members of the public an opportunity to express their comments at a time when they are meaningful," said one FCC attorney.

Another, noting the lightness of the

mail received in response to the local notices, said, "the rule gives the people a chance to comment. Whether they do or not is up to them. But whatever help we get as a result of a letter prompted by a local notice is that much help we wouldn't get without it."

The history of the last three years, however, seems to indicate that the public isn't terribly interested in participating in the commission's decisions in granting licenses to their local stations—at least not in ways that are harmful to the stations.

An unwitting rule violation?

Sale of stock without FCC stamp may violate commission's regulations

The FCC's Review Board has turned the spotlight on a little-noted problem involved in the ownership of broadcast properties by widely held corporations whose stock is actively traded. The decision, which attracted little attention when issued earlier this month, points up the possibility that such corporations unwittingly may be violating the commission's transfer of control regulation.

The decision was handed down in the Boston channel 5 case, in which WHDH-TV is seeking renewal of its license. The station, wholly owned by the *Boston Herald-Traveler*, is in a comparative hearing with three companies, each seeking a new station on the channel.

Acting on a petition filed by one of the new applicants, Boston Broadcasters Inc., the board added two issues to the hearing — whether an unauthorized transfer of control concerning WHDH-TV had taken place and consequently whether WHDH-TV possesses the character qualifications to be a licensee.

Substantial Question ■ The board said BBI had raised "substantial question" as to whether both actual and legal control of WHDH-TV had changed without FCC authorization.

WHDH-TV, contesting the board's interpretation of the transfer of control requirements, has asked the commission to review the order enlarging the issues. WHDH-TV said the board's decision raises questions "concerning whether a large number of commission licensees are guilty of violating" the law requiring filing notice of a transfer of control.

The question of transfer of de jure control is based on the fact that more than 50% (52.59%) of *Herald-Traveler*

stock is now held by persons who were not a part of the original application, which was held in 1954. The board said that commission regulations point out that "a transfer of control is effectuated at such time as 50% or more of the stock passes out of the hands of stockholders who held stock at the time of original authorization."

The question of a de facto transfer was based on the assertion by BBI that de facto control of WHDH-TV in 1954, rested with the late Sidney Winslow, president the *Herald-Traveler*, and a three-member standing proxy committee, to which he belonged.

Mr. Winslow, who with his family owned 23% of *Herald-Traveler* stock, voted all of the stock of WHDH Inc., the station's licensee corporation, according to a commission finding in 1957. The FCC also held then that the committee voted 80% of all *Herald-Traveler* stock that was voted at the newspaper's 1954 stockholders meeting.

Changed situation ■ BBI said a transfer in de facto control can be assumed since Mr. Winslow died last year and since only one member of the original proxy committee remains.

The board said that in the provisions of the Communications Act and the commission rule requiring notice of a transfer of control, "the term 'control' . . . may embrace both de facto as well as de jure control."

WHDH-TV, in its appeal, however, said that the requirement that the commission be notified of a transfer of control applies only in cases where individuals or a group, having some con-

nection among them, "gains or losses affirmative or negative (50%) control."

WHDH-TV said the stock of the *Herald-Traveler* is traded over the counter and that individuals buying or selling the stock in amounts that don't involve control cannot possibly know whether any of the shares in any given transaction might be a share which brings to 50% the amount traded over a given period. Neither can the corporation know. . . ."

WHDH-TV quoted stock transfer records between 1954 and 1963 of nine large licensee corporations to illustrate what it said would be the impact of the board's interpretation. According to WHDH-TV "in the case of two of the corporations . . . more than 50% of the outstanding stock . . . changed hands during a single year, and in the case of one corporation, such a turnover took place in four . . . years. In the case of seven . . . corporations, the total number of shares changing hands during the 10-year period exceeded 50% of the total number of shares outstanding at any time in that period. . . ."

In contesting the suggestion that a transfer of de facto control had occurred, WHDH-TV said that the law does not require commission approval of the successor to Mr. Winslow.

WHDH-TV said that although Mr. Winslow's death was reported to the commission on Sept. 6, 1963, it was not considered to be sufficiently significant to require any remand of the appeals then pending before the circuit court of appeals in connection with another aspect of the case.

Meredith-Avco buys McLendon cable firm

Meredith-Avco Inc., formed last month by Meredith Publishing Co. and Avco Corp. to acquire and develop community antenna TV properties, announced its first major acquisition last week — McLendon Cablevision Co., Jackson, Miss.

Meredith-Avco was formed with a planned capitalization of \$10 million and is evenly held by the two group station owners (BROADCASTING, July 6).

Involved in the purchase are four systems already built and operating, one under construction and franchises to operate in eight other communities.

The operating systems are in Alexander City, Ala.; Brookhaven, Miss.; Magnolia, Ark., and Madisonville, Ky. The fifth system, reported to be close to completion, is in El Dorado, Ark.

The eight franchises acquired are for Mayfield, Murray and Middlesboro, all Kentucky; Kennett, Mo.; Arkadelphia, Ark.; and Ozark, Talladega and Union City, all Alabama.

Meredith-Avco said headquarters for these systems would continue to be Jackson, Miss., with Fred R. Rutledge, who had been executive vice president of McLendon Cablevision Co., and remaining in that capacity under the new ownership.

No purchase price was revealed. Meredith-Avco acquired complete ownership of the McLendon firm, which entered the CATV field in April 1963. Mr. John M. McLendon, also a broadcaster, owned 80% and Mr. Rutledge 20%.

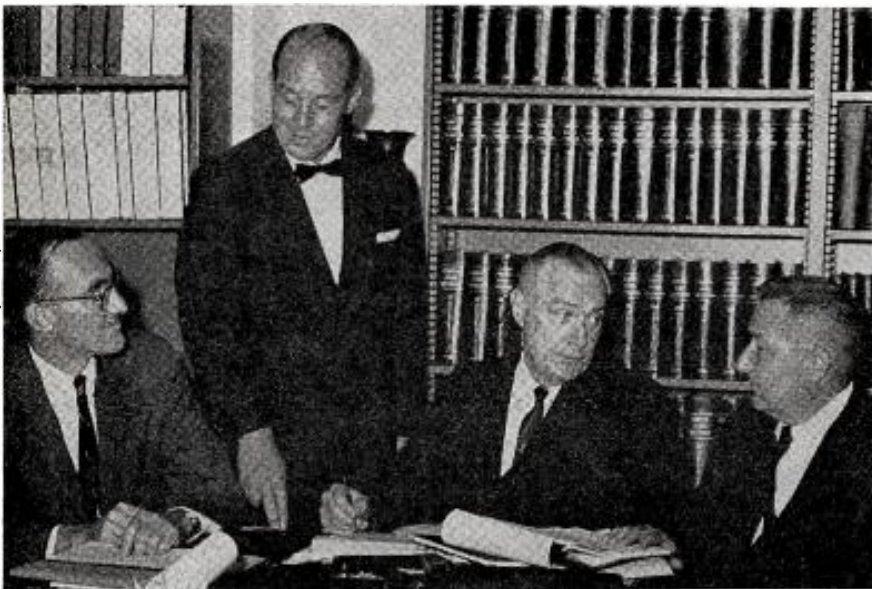
All the operating CATV's are 12-channel, high-band systems and the one under construction now and those to be built in the future also will be of that type, said Frank P. Fogarty, president of Meredith-Avco and executive vice president of Meredith Broadcasting Co.

Meredith Broadcasting has been active in CATV on its own in the Midwest and Florida. It holds CATV franchises in Eau Gallie, Melbourne and Ormand Beach, all Florida. It will begin construction of a CATV in Merritt Island, Fla., with Jerrold Corp., Philadelphia.

The McLendon firm also owns stations: KOKY Little Rock, Ark.; KOKA Shreveport, La.; WOKJ Jackson, Miss.; WENN Birmingham, Ala.; WYOU Tampa-St. Petersburg, Fla.

Media reports . . .

Television index ■ The Television Information Office last week distributed to its member stations a new edition of the TIO Index, a comprehensive guide to all the informational material TIO has supplied to the stations since



Meredith-Avco Inc. purchased the operating CATV's and system franchises of McLendon Cablevision Co. last week and closing the deal in Washington were (l-r) Gordon M. Tuttle, Meredith-Avco secretary; Fred R. Rutledge, former 20% McLendon owner

and executive vice president who will hold that title under the new ownership; Frank P. Fogarty, president, Meredith-Avco and executive vice president of Meredith Broadcasting Co., and John M. McLendon, former 80% CATV owner and broadcaster.

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COLLEGE COURSES FOR CREDIT. **AND NOW** CHI-
CAGO'S FAMED **WNBQ** BECOMES **THE FIRST** TELE-
VISION STATION TO CHANGE ITS CALL-LETTERS TO

WMAQ-TV

On August 31, Chicago's WNBQ takes on a new designation, WMAQ-TV. Of course, the new call-letters are already quite familiar; except for the "TV" tag, they are identical with those of the station's radio counterpart. But the

two NBC stations have more than call-letters in common. Both are celebrated for their pioneering, their programming quality and their leadership in news reporting. In sum, they represent the very highest standards of broadcasting.

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1959. The new edition incorporates all materials distributed since the index was first issued last year. The index is designed to aid broadcasters with programing, promotion, community education, and sales activities.

Transcript ready ■ The official transcript of the one-day meeting on community antenna systems and pay TV, held early in August in Atlanta under the sponsorship of the Georgia Association of Broadcasters, is available at \$10 each. The 150-page transcript can be ordered from GAB, 24 Ivy Street, S.E., Atlanta.

Virginia CATV ■ Cablevision of Fredericksburg (Va.) Inc., \$200,000 CATV system built by Entron Inc., Silver Spring, Md., opened Aug. 14 and offers nine TV channels, including Baltimore, Washington and Richmond, Va., stations.

Round the town ■ Personnel of kso Des Moines, Iowa, are visiting communities in a 50-mile radius of Des Moines to meet civic leaders and gain first-hand knowledge of the communities' service requirements. The station plans visits to 13 or more communities by the end of the summer.

Educational cable ■ Delaware has allocated funds for a statewide, closed-circuit, educational, cable TV system. The three-channel system will be used to bring new courses and a broader educational program to all of the state's public schools.

McLendon Corp. has big expansion plans

Acquisition of an FM station in Chicago, as a companion to its WNUS there, is part of the \$5 million expansion program announced by McLendon Corp., Dallas-based broadcasting-theater firm. Which station is being bought has not been announced.

Bulk of the expansion, Gordon B. McLendon, president of the firm said, is in theaters. He noted that the McLendon stations had acquired KAFE (FM) San Francisco only recently. KAFE(FM) was sold by Hal Cox to the McLendons for \$200,000 last July. The sale is awaiting FCC approval.

Among the theater plans is a 2,000-car drive-in on 28 acres in Dallas, already under construction; a 1,000-seat indoor theater, in Dallas, and a 1,000-car drive-in in Buffalo, due to be completed next year. Two more drive-ins for Dallas and one for Fort Worth are now in the negotiation stages.

McLendon Corp. owns 20 theaters; 18 in Texas and one each in Oklahoma

and Louisiana. It is also in the real estate and oil business.

McLendon stations, in addition to WNUS, are: KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, all Texas; KABL Oakland-San Francisco, and WYSL-AM-FM Buffalo.

Raleigh may get referendum on CATV

Citizens of Raleigh, N. C., scene of a mounting CATV controversy, may be asked to decide through referendum whether their area should be served by community antenna television.

Petitions seeking a referendum were presented to the city Tuesday (Aug. 25) by the Raleigh Committee for Free TV, which claimed more than 4,500 signatures. If the petitions are found in order the city council may reverse an earlier decision to permit CATV (BROADCASTING, July 27) or order a vote within a year's time, Raleigh's chief legal officer said last week.

The TV committee, which heads the CATV opposition, includes local appliance dealers, servicemen and representatives of the Television Accessory Manufacturers Institute (TAME).

'Inducements' to Stop Protest ■ Richard G. Gamble, the committee's lawyer, said the organization had been offered "inducements" to cease its opposition. He said an attorney for Raleigh Cablevision Inc., a group of Raleigh businessmen planning a CATV system there, told him:

■ ". . . Southern Bell Telephone & Telegraph Co. believes that its franchise will allow them to establish a cable system and either operate it themselves or lease it out."

■ A system set up under the existing Raleigh CATV ordinance would give "more protection than a cable television under Southern Bell or under a lease from Southern Bell. I [Mr. Gamble] am inclined to agree with him on that point."

■ "It was stated that the television service people in Raleigh could be put on a rotation list, that is, that complaints from customers of the cable system would be referred to the service people on a rotation basis for service, if the service people so desired."

■ TV service firms "could make some money by obtaining subscriptions and receiving a percentage of the subscriptions obtained by them."

Competitors Merge ■ Meanwhile, two of the three competing applicants for a Raleigh CATV have merged. Principals of Raleigh Cablevision, first to seek permission for a CATV there, have joined WRAL-TV Raleigh in a new application under the name Southeast-

ern Cablevision Co. An attorney for WTVD(TV) Durham, N. C., the third applicant, indicated it was still interested in permission to operate a CATV in Raleigh.

Interest in CATV has been evident in Durham, too. Simultaneously with the Raleigh Cablevision entry at Raleigh a group of Durham businessmen applied to their city for permission to establish a CATV under the name Durham Cablevision Inc. (BROADCASTING, May 18). Later WTVD and WRAL-TV also applied in Durham. The city council there is still studying the question.

ARF study finds TV in 93% of homes

Thirteen out of 14 U. S. households owned television sets in May 1964 and one out of five had two or more sets. In all there were 62.6 million sets in 52.1 million households.

These figures were announced by Advertising Research Foundation. They came from the tenth in a series of ARF studies started in 1955. The study was based on data obtained in the current population survey by the Bureau of the Census and is by ABC, CBS, NBC, the National Association of Broadcasters and the Television Bureau of Advertising.

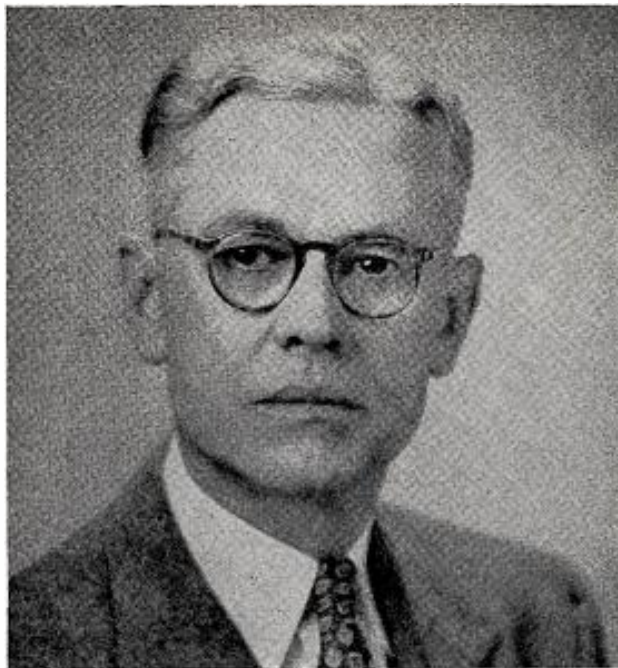
The report said May's total of 52.1 million TV homes, representing 93% of all households, was a gain of 3.2 million TV homes since the last study in January 1962, when penetration was 90%. It's a gain of 20 million TV households since the first study in June 1955. The number of multiple-set homes in May 1964 was placed at 9.5 million.

NAB, NCTA plan new ironing-out session

Officials of the National Association of Broadcasters and of the National Community Television Association were preparing this week to meet to discuss their differences over proposed legislation to be submitted to the FCC—which in turn would submit it to Congress.

Although the meeting between the two organizations has not yet been scheduled, both NAB people and NCTA people feel there is the possibility of finding common agreement on what the substantive portions of the legislation should be.

On the horizon, however, loomed a cloud. The subject: rebroadcasting rights. The Communications Act now includes Section 325 which prohibits



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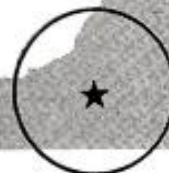
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Ch. 7



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one broadcaster from picking up and retransmitting the programs of another broadcaster without permission.

At the meeting of the NAB's Future of TV in America committee in New York two weeks ago, it was learned last week, David C. Adams, senior executive vice president, and Thomas E. Ervin, general attorney, both NBC, urged that Section 325 be amended to include CATV systems. Under this move, CATV systems would be required to get permission to pick up the programs of stations they now receive and transmit to their subscribers with or without permission.

This proposal, however, conflicts with the decision of the TV board last June, which accepted a proposal to delete from NAB's legislative proposals the requirement that consent be compulsory.

The board agreed to this deletion—although leaving the whole matter still in the hands of its committee—because of questions raised concerning the legality of the rights claimed by broadcasters, and also because the draft proposal permitted the FCC to overrule a consent granted by a station whose signals were being picked up by a CATV system.

NAB sources stress that this provision was coupled with the consent item

so that the commission could step in to protect a local station where the consent came from a distant station.

Another source of conflict between broadcasters and cable operators, it's believed, is the broadcaster's desire to prohibit origination of programs by CATV systems. The only exemptions would be for weather, time, etc.

The Future of TV in America committee is scheduled to meet again Oct. 27-28 in New Orleans. This follows the Oct. 26 NAB fall conference in that city.

WCLM asks FCC to reconsider revocation

Carol Music Inc., licensee of WCLM (FM) Chicago, last week asked the FCC to reconsider the license revocation of the station and subsidiary communications authorization.

The revocation was ordered July 27 for failure to program according to proposals of WCLM's license and "illegally" turning over control of portions of programming to an outside company without first informing the FCC (BROADCASTING, Aug. 3).

The commission also said the station's subcarrier facility was used for a purpose other than proposed in the ap-

plication. Hearing examiners James D. Cunningham and Forrest L. McClenning, in an initial decision, said the multiplex channel was used to provide horserace information to bookies.

In seeking reconsideration, Carol said it did not specify percentages of time devoted to a particular type of programming in its license renewal application in 1961. In the original application the licensee specified 42 hours of broadcasting per week, as opposed to 124 following the renewal applications. WCLM said "the effect of the expansion of hours of service on percentages of types of programming is obvious without any change in format" and denied "that it ever changed its program format for the WCLM main channel to a storecasting operation" as the commission claimed. Carol insisted that such programming changes "were the result of forces beyond its control" and that they were within its "lawful discretion as a licensee."

In reply to the FCC's charges that the station turned over portions of programming to outside interests, WCLM said the agreement between Carol Music and Merchants Broadcasting System of America is not "of a nature required to be filed with the commission." Carol also denied that the contract required it to relinquish control of its operation on its main channel for a substantial part of the broadcast day. It added that it did not permit the WCLM main channel to be used for a storecasting operation.

Commenting on the charges of broadcasting horserace results, Carol added that "partially because of frustration in procuring leads of possible gambling facilities," the Broadcast Bureau conducted an "intensive prosecution" of every possible irregularity in the equipment and operation of WCLM. Carol said these irregularities were remedied by the licensee and ignored in the commission's decision.

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week, subject to FCC approval.*

■ **KCOL Fort Collins, Colo.:** Sold by Ellis Atteberry and wife to Beef Empire Broadcasting Co. for \$200,000. Beef Empire is headed by E. F. Huse Jr., and also owns WJAG Norfolk, KVSF Valentine, KCFR Chadron, all Nebraska. Mr. Huse is president and publisher of *Norfolk Daily News*. KCOL is a full-timer on 1410 kw with 1 kw. It is affiliated with ABC and the Intermountain networks. Broker: Hamilton-Landis & Associates.

■ **KRIG Odessa, Tex.:** Sold by Bayard C. Auchinclose to Joe Garrison and group for \$150,000. Mr. Garrison owns KVWC Vernon, Tex. Mr. Auchin-

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close retains KWCO Chickasha, Okla. KRIG operates fulltime on 1410 kw with 1 kw. Broker: Hamilton-Landis & Associates.

▪ KDBC Mansfield, La.: Sold by Mildred C. Sewell and associates to Leon Buck for \$50,000. Mr. Buck owns WEJZ Williamsburg, Ky. KDBC is a 1 kw daytimer on 1360 kc. Broker: Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 80).*

▪ WTCN-TV Minneapolis-St. Paul: Sold by Time-Life Broadcast Inc. to Chris-Craft Industries Inc. for \$3.9 million. Chris-Craft owns KCOP(TV) Los Angeles and KPRTV(TV) Portland, Ore. WTCN-TV, which began operating in 1953, is on channel 11.

▪ KONO-TV San Antonio, Tex.: 50% interest sold by James Calvert and others to Mission Broadcasting Co. for \$1,624,593. Mission Broadcasting, which will now own 100% of KONO-TV, is the licensee of KONO San Antonio, owned by Jack and Bob Roth and associates. KONO-TV, founded in 1957, is on channel 12 and is affiliated with ABC.

▪ WTCN Minneapolis-St. Paul: Sold by Time-Life Broadcast Inc. to Buckley-Jaeger Broadcasting Corp. for \$500,000. Buckley-Jaeger stations are WDRC-AM-FM Hartford, Conn.; KGIL San Fernando, Calif., and KKHI-AM-FM San Francisco. WTCN is fulltime on 1280 kc with 5 kw.

▪ KOMT Tulsa, Okla.: Sold by Franklin Broadcasting Co. to David Wavenvoord and Fred and Myrtle Westenberg for \$500,000 and agreement not to compete. Buyers have interests in KVIM New Iberia and WWOM New Orleans, both Louisiana. KOMT operates fulltime on 1300 kc with 5 kw day and 1 kw night and is affiliated with ABC.

▪ KBUZ-AM-FM Mesa, Ariz.: Sold by Sherwood R. Gordon and associates to W. S. Retherford for \$252,500 and agreement not to compete. KBUZ operates fulltime on 1310 kc with 5 kw day and 500 w night. KBUZ-FM is on 104.7 mc with 16 kw.

Granik files for Patchogue UHF

Theodore Granik last week filed the first of seven planned applications for UHF stations in the East. The application is for channel 75 in Patchogue, N. Y., with an estimated construction

cost of \$292,075 and revenue of \$250,000 (BROADCASTING, Aug. 24).

He plans to use the facilities and staff of WPAC-AM-FM Patchogue with a format of news and community activities.

Mr. Granik is director and 25% owner of Granik Enterprises Inc., Washington; director and 20% owner of TuTorTape Laboratories Inc., New York, and director and 25% owner of Granik Broadcasting Network, New York.

Other proposed sites for Granik stations are Washington, channel 50; Bridgeton, N. J., channel 64; Boston, channel 25; Bridgeport, Conn., channel 49, and two existing, but unidentified, UHF's.

Asheville considers own CATV system

The city council of Asheville, N. C., has rejected five applicants for a CATV franchise, including two local TV stations, and is looking into the feasibility of owning and operating its own system.

Weldon Weir, city manager, said he is studying the CATV field and hopes to make a report to the seven-member

city council within 60-90 days.

The Asheville metropolitan area has a population of 90,000 persons and a potential of between 8,000 and 10,000 CATV customers, Mr. Weir said. Construction of a CATV system would seem to require a city investment of at least \$500,000, he added.

Proposals of all five private applicants had met the city's requirements: that they pay up to 10% of gross receipts to the city, that monthly charges not exceed \$6, that no pay TV be permitted and that service be provided any area having a housing density of five units per street mile. The council had agreed not to grant an exclusive franchise, which would be subject to a referendum.

The five losing applicants were Reeves Broadcasting Co. of New York; National Trans Video Corp. of Dallas, which operates CATV's in several states; Broadcasting Company of the South, broadcaster and CATV operator; WISE-TV and WLOS-TV, both Asheville.

The Television Accessory Manufacturers Institute (TAME), which frequently opposes CATV, had organized Asheville appliance dealers and servicemen and had endorsed WISE-TV's application, Mr. Weir said. WLOS-TV and *The Asheville Citizen* have been editorializing against public ownership of a CATV, he added.

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Crowds greeted President Lyndon B. Johnson as he arrived at the airport in Atlantic City on Thursday night before making his speech formally ac-

cepting the Democratic nomination. The President obviously enjoyed shaking the outstretched hands of well-wishers.

Record breaker in cost, people

Democrats outpull Republicans but lack of close contests makes viewers defect to regular programs

The Democratic convention last week drew bigger television audiences than its Republican counterpart but at a cost of more money, people and equipment than had been assigned to any similar event.

In spite of this record-breaking outlay, up to the halfway mark the networks' convention television coverage drew smaller audiences on some nights in New York City than were attracted by independent stations.

The networks took a total of 198 cameras to Atlantic City to cover the proceedings. NBC reported 77 on hand. CBS and ABC had 50 each. The network pool had 21 cameras. Total personnel was estimated at 550 each for CBS and ABC and 700 for NBC, a total of 1,800 for the three television networks. The four radio networks were well represented as were the 400 other broadcast organizations, that were accredited.

Costs for the convention proved higher in Atlantic City than they had at the Republican convention in San Francisco a month before. Telephone company in-

stallation expense and high rents charged for many accommodations were blamed for the higher overhead. Since Atlantic City has practically no television cable facilities, these installations had to be made almost from scratch. In San Francisco, although existing cables were inadequate for the total demands, they could be supplemented.

Total costs of the two conventions for the networks were estimated at about \$16 million, divided as follows: NBC \$6 million, CBS \$5.5 million and ABC \$4.5 million. It is estimated that the total cost of the conventions and the upcoming election for the three networks will be about \$25 million.

The Audience ■ The question of audience interest in the detailed coverage offered was raised by the ratings for the convention coverage on four nights beginning last Monday.

In New York, the only individual market with overnight ratings available on a syndicated basis, it was not until Wednesday night, when the vice presidential cat was let out of the presidential bag, that viewers tuned in greater

numbers to convention coverage than to nonconvention programming. On that night President Johnson broke the suspense to name Senator Hubert Humphrey (D-Minn.) as his running mate.

However, the American Research Bureau's overnight national report showed that consistently more viewers tuned the networks, which covered the conventions, than tuned the independents. Nationally, ARB placed the convention's share at 77% of the viewers Monday night, 74% Tuesday, 79% Wednesday.

Little Choice ■ Observers noted, however, that there are relatively few independents in the U. S. and felt that the high rate of convention viewing shown in the national report resulted from lack of choice. Given as many alternatives as New Yorkers had, they felt, viewers generally would have conformed more closely to the pattern found in New York.

There, in the overnight ratings of both the A. C. Nielsen Co. and ARB, New York's three independent stations had a higher share of audience on two of the first three nights (Monday and Tuesday).

In the pre-11 p.m. nighttime periods, Nielsen gave the independents 59% of the audience on Monday and Tuesday and 46% on Wednesday, while ARB showed the independents with 52.5% Monday, 56.6% Tuesday and 45.1% Wednesday.

For more than an hour (8:45-10 p.m.) in Tuesday night's convention coverage, one New York independent, WNEW-TV, had higher Nielsen ratings than all three convention stations combined, and for almost two hours after that (10-11:45) it remained the highest rated station in the city. ARB meanwhile gave WNEW-TV a 30.8% share of the audience that evening as against 21% for WNBC-TV.

WNEW-TV turned in this performance on a parlay of *Stage Coach West*, *Wide Country* and a movie, "They Were Expendable."

The Opposition ■ The night before, on convention-opening night, WNEW-TV was top-rated by Arbitron for seven out of eight quarter-hours in the heart of the evening, on a combination of *Sam Benedict* and *The Deputy*.

On that same evening RKO General's WOR-TV ranked behind NBC's WNBC, Metromedia's WNEW and CBS's WCBS-TV until 9 o'clock with a movie entitled "Brain From Planet Arous." From 9 to 11 p.m. *The Daily News's* WPIX moved ahead of WOR on a schedule offering *I Search for Adventure*, *M Squad*, *State Trooper* and *Best of Groucho*.

ABC's WABC-TV, one of the conven-

tion coverers, ran sixth in the ratings in most of the quarter-hours both Monday and Tuesday.

A special analysis by Nielsen showed that the convention's share of the New York audience increased markedly after 11 p.m., when the competition of the independents began to slack off. On Tuesday night, however, the independents retained a majority of the viewers, 55%, even after 11. Their average in the pre-11 period that night was 59%.

The convention's biggest audience achievement of the first three days came Wednesday night, when the Nielsen study showed 54% of the audience tuned to convention coverage in the pre-11 hours and 64% in the post-11 period.

NBC Dominant ■ Among the networks, NBC-TV continued to dominate the ratings—despite CBS-TV's use of the new anchor team of Robert Trout and Roger Mudd in place of Walter Cronkite in an effort to narrow the gap opened up by NBC's coverage under Chet Huntley and David Brinkley.

In the Arbitron national report for the 7:30-11 p.m. period Monday, NBC-TV had 52% of the convention audience, CBS-TV 35% and ABC-TV 13%. On Tuesday night NBC-TV was credited with 53%, CBS-TV 35% and ABC-TV 12%. On Wednesday night the national Arbitron gave NBC-TV 52%, CBS-TV 35% and ABC-TV 13%.

NBC, which released the Arbitron national figure, said the composite score for the first three nights was NBC-TV 52%, CBS-TV 35% and ABC-TV 13%. This, according to NBC, represented a gain of one point for NBC, a loss of one for CBS and no change for ABC from the comparable totals in the GOP convention in July.

In New York, ARB found a little more variation, NBC-TV's convention share was pegged at 53.2% on opening night, 50% on Tuesday, 51.9% on Wednesday, CBS-TV was credited with 36.6% on Monday, 38.6% Tuesday and 35.3% Wednesday, while ABC-TV was shown with 10.2% Monday, 11.4% Tuesday, 12.8% Wednesday.

Wednesday Peak ■ On the national scale, peak viewing of the first three nights came at 9:30-10 p.m. EDT Wednesday—the night President Johnson revealed Senator Humphrey as his vice presidential choice and, accompanied by Senator Humphrey, visited the nomination proceedings at Atlantic City's Convention Hall.

ARB placed the audience for that half-hour at 20,538,000 homes and 41,076,000 viewers. Monday night's peak was 17,536,000 homes and 31,564,000 viewers, according to ARB, whose reports showed a decline on Tuesday



The Roger Mudd, Robert Trout CBS News convention anchor team was inspiration for this CBS button seen at the convention. Whether wearing it in her eye was spontaneous for this pretty miss or inspired by an anxious press agent is anybody's guess.

night to 17,072,000 homes and 32,430,000 viewers.

All these figures ran ahead of the comparable estimates for the Republican convention in July. Last week's peak of an estimated 31.6 million viewers on Monday, for example, compared with an opening-night peak of 27.9 million viewers at the GOP; last Tuesday's 32.4 million high was almost six million ahead of the GOP convention's second-night high of 26.5 million, and last Wednesday's 41.1 million peak was



The National Democratic Convention floor was a happy hunting grounds for radio and television newsmen throughout the four-day meeting. Here ABC

ahead of the 36.4 million recorded at the peak period of the GOP convention's third evening.

Each of the television networks devoted approximately 24 hours to coverage of the four-day convention, beginning at 7 or 7:30 p.m. each night, while radio coverage was only slightly shorter, with broadcasts starting at 8 or 8:15 p.m. Networks also interrupted daytime programs on several occasions to carry noteworthy developments.

Geared for TV ■ Delegates to the convention were forgotten men insofar as layout and design were concerned. The proceeding was geared for the television audience.

The television tower for the pooled pick-ups stood front-center and blocked out the view of the podium and speaker's platform for several delegations. They had to settle for a monitor's pick-up of the event, hearing the audio over the public address system.

Because Convention Hall is about double the size of San Francisco's Cow Palace, there was ample space to accommodate the networks and the group operations covering the proceedings. There was easy access for almost all to the floor.

Although the networks had less elaborate quarters than in San Francisco they nevertheless found Atlantic City a more expensive place from which to operate. One network—NBC—said that its costs in Atlantic City ran \$500,000 more than San Francisco.

Fast Bucks ■ All complained about the "gouging" by hotels and workmen, and the competitive jockeying for camera positions. One hotel, a network official reported, asked \$2,500 for rental of a camera placement on a hotel marquee—probably worth \$500. Another was charged \$3,500 for a hotel meet-

News correspondent Bill Sheehan interviews Senator Edmund Muskie of Maine during the opening session in Atlantic City.

ing room converted into a small interview studio—for one week. Some hotel rooms of the non-plush order brought \$40 per night, although the going rate was \$25.

The AT&T and its associated companies for the first time charged for the installation of new cable facilities. Heretofore, since the advent of television coverage, installations were largely adequate to handle requirements. But not in 1964.

The heads of the three television networks—Frank Stanton of CBS, Robert Kintner of NBC, and Leonard Golden-son of ABC, sought to have the new installation costs eliminated as in the past, but without avail. Frederick Kappel, chairman of AT&T, was able to justify the charges.

Overall, it was estimated that these installation charges ran about \$1 million for the three networks, over and above line charges. For NBC line charges amounted to \$135,000 for the GOP convention in San Francisco; \$163,000 in Atlantic City. Charges for the other networks were somewhat comparable.

Robert Menaugh, superintendent of the House Radio-TV Gallery, said that more than 3,200 radio-TV accreditations were issued, of which 1,300 went to individuals and groups not identified with the major networks. Each radio-TV network had in the neighborhood of 600 passes.

Special Schedule ■ All prime-time entertainment programs were cancelled on the TV networks for the four days of the conclave.

NBC's convention-election package is being sponsored by Gulf Oil Corp. through Young & Rubicam; CBS's by the Institute of Life Insurance (J. Walter Thompson), American Tobacco Co. (BBDO), Mennen (Grey Advertising) Socony-Mobil and Whitehall Laboratories (both Ted Bates & Co.); ABC's by Xerox (Papert, Koenig, Lois), Brown & Williamson (Post-Keyes-Gardner), Clairol Inc. (Foote, Cone & Belding), Firestone Tire & Rubber (Sweeney & James), General Electric (Young & Rubicam), Lever Brothers (Ogilvy, Benson & Mather), Purex (Edward H. Weiss) and Liggett & Myers (J. Walter Thompson).

In the international area, there were four feeds of convention coverage by satellites, two by Telstar and two by Relay II. They were fed to the BBC-TV, the ARD network in West Germany and to the British commercial network, which relayed them to Eurovision countries. In addition, taped coverage of the convention was made available each night to the European Broadcasting Union, which made selections and arranged to have the material flown to



Convention director earns LBJ's 'well done'

After his nomination Wednesday President Lyndon B. Johnson expressed his approval of the convention arrangements to the man most responsible, convention Executive Director J. Leonard Reinsch, president of Cox Broadcasting Corp.

It was the third convention directed by Mr. Reinsch, who had an experienced group of assistants aiding him in the planning. Shown here are Jack Christie (l), radio-TV director of the convention; Gloria Coe Klein, executive assistant to Mr. Reinsch, and Mr. Reinsch (r). Mr. Christie has been with Mr. Reinsch at all three conventions as his radio-TV aide. It's the second convention for Mrs. Klein, who became executive assistant to FCC Chairman Newton N. Minow after the 1960 convention and retired from government when Mr. Minow left last year to become executive vice president-general counsel of Encyclopaedia Britannica. (Mr. Minow was at the convention

as an alternate from Illinois.)

Other assistants include Marcus Bartlett, vice president in charge of CATV for Cox Broadcasting; Elmo Ellis general manager of wsb Atlanta; Mr. Klein, a New York lawyer, and Anna Mae Buskee, Mr. Reinsch's secretary at Atlanta headquarters of wsb.

Some tension was provoked early last week by a report in a Drew Pearson column and a story published in Atlantic City that Mr. Reinsch had been replaced as executive director by Marvin Watson, vice president of Lone Star Steel Co. of Dangerfield, Tex. White House sources promptly denied the report saying that Mr. Watson had simply been designated at Mr. Reinsch's assistant to handle distribution of tickets and housing as well as other assignments given him by Mr. Reinsch. "We did not want the manager to be handling those details," the White House source said.

member stations.

Canned Shows ■ Three films produced by the Democratic National Committee were shown as part of the Atlantic City convention. All networks carried the three films, and labeled them as part of the convention program. In Los Angeles four years ago CBS cut away from a showing of a party film and incurred the wrath of the late Paul Butler, who was at that time chairman of the Democratic National Committee.

Private Wire ■ The Democratic Na-

tional Committee set up its own closed-circuit television system in the Atlantic City area last week, utilizing the existing facilities of two community antenna systems.

The committee established a studio in Convention Hall and fed from it on channel 2, which is normally unused by the CATV's, an 8 a.m.-to-midnight program service that delegates could watch in hotel rooms and other points where CATV-connected sets were available. The same service was also avail-

able to regular private subscribers to the CATV systems.

The Democratic programing included full coverage of convention proceedings, interviews with prominent party members and special information features of interest to delegates.

Marcus Bartlett, vice president in charge of CATV operations for Cox Broadcasting Corp., directed the Democratic closed-circuit operations.

All told 12,500 sets were equipped to receive the special service, 7,000 subscribers to the McGinty TV Cable Service in Atlantic City and 5,500 to the H&B American system in neighboring Ventnor-Margate.

Demos bypass freedom plank

Wasilewski, Stanton pleas fall on deaf ears; Speaker welcomes all media

If broadcasters expected the Democratic convention to strike a blow for their freedom, they were doomed to disappointment.

The party's platform, adopted at Atlantic City last week, mentioned neither radio, television nor mass communications. This was in contrast to the Republican platform, which did give casual mention to freedom of broadcasting on a parity with the press.

There was no lack of effort to get a plank in the platform on freedom of broadcasting. Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, at public hearings the preceeding week, had implored the committee to say something and support relief from onerous government restraints. And Dr. Frank Stanton, president of CBS Inc., by letter had asked for freedom from "bureaucratic control of programing," and for freedom of competition, as well as repeal of Section 315's equal time provision (BROADCASTING, Aug. 24).

Platform committee members William Benton, chairman of Encyclopaedia Britannica and former senator from Connecticut; Representative John E. Moss, of California, chairman of the House subcommittee on government information and Governor William A. Eagen of Alaska, lit into Mr. Wasilewski on television coverage of elections, particularly on projection of election returns.

What transpired in the executive sessions of the committee prior to the release of the final section of the platform last Monday night isn't known. But the

A guide to WAVE watchers— native "birds" of the Louisville area



Green-backed Autopicker

Green-backed Autopickers turned a lot of nest eggs into new cars last year—22,870 in Jefferson County alone! That drove Louisville into 38th place in U. S. Metro Area Passenger Cars. Smart as owls, with eagles' eyes for value, these birds have a lark with their 283,500 autos (1.2 cars for each of the Louisville metro area households). A market on the move? You bet. And WAVE-TV covers it best! (Figures from Kentucky Auto Dealers' Association and SRDS.)

You can reach more Green-backed Autopickers
on WAVE-TV because:

- WAVE-TV leads in total market coverage—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!*
- WAVE-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 50 hours a week of local and network color viewing.

* Source: ARB Market Coverage Information.

WAVE-TV

Channel 3 • NBC • Louisville

Represented by The Katz Agency

result, as was the case in Los Angeles in 1960, was a platform completely devoid of aid or comfort to the nation's broadcasters.

McCormack's Welcome ■ A mention of the mass media from a speaker came in the address Tuesday night of the permanent chairman, House Speaker John W. McCormack, of Massachusetts.

"The representatives of the press, radio and television are welcome at this convention," he said in an obvious jibe at the Republican party's mass media criticisms. "We Democrats recognize the importance of a free press, if democracy is to remain free," the Speaker said.

Mr. McCormack thanked radio and television "for permitting us to be guests in your home" and alluded to the audiences of millions viewing and listening to the convention proceedings.

One delegate occasionally flashed a placard for the benefit of television cameras: "Democrats love newsmen."

And President Johnson in his Wednesday remarks informing the convention of his choice for a running mate included "columnists and commentators" in his greeting.

Humphrey-Miller debates, maybe?

The question of TV debates came up again last week after the nomination of Hubert H. Humphrey when the vice presidential candidate said he was prepared to debate with his Republican opposite number, Representative William E. Miller of New York. Senator Hum-



After their appearance on NBC-TV's "Meet the Press" Senators Hubert Humphrey (l) and Eugene McCarthy had a phone call from the White

phrey made it clear, however, that the final decision would be up to the President.

"I am a team player and I will abide by any decision that is made," he said. "If it is to have debates, I would be ready and I would consider myself somewhat able."

Asked about the possibility of debates, Mr. Miller said he expects the Democrats to take the "sting" out of no TV-radio debate between President Johnson and Senator Goldwater by urging a meeting between himself and Senator Humphrey.

"There will be no Miller-Humphrey debates unless there is a Goldwater-

House. Sharing the phone the senators spoke in turn to the President and Mrs. Johnson from the NBC studio.

Johnson debate," he told reporters. "It's got to be a package deal."

A week earlier CBS and NBC had offered their *Face the Nation* and *Meet the Press*, considered exempt from Section 315's equal-time requirements, as vehicles for some form of appearances by the major party presidential and vice presidential candidates (BROADCASTING, Aug. 24).

Mr. Miller has agreed to appear on at least one *Face the Nation* broadcast. Senator Goldwater said he'd be happy to accept NBC's offer but only if he and President Johnson were on at the same time and if he, the senator, could choose at least half the program's panel of newsmen. There has been no word on President Johnson's view. Two weeks ago the Senate tabled a proposal to suspend equal-time requirements for the 1964 presidential and vice presidential campaigns.

Prohibitionists won't invoke equal-time law

The Prohibition Party, which will be on the national ballot in some 15 states this November, does not plan to invoke Sec. 315's equal time provisions because most broadcasters today are mature and objective in covering the political news. "We won't be any Lar Daly," according to E. Harold Munn Jr., broadcast consulting engineer whose father is the party's presidential nominee.

Mr. Munn Jr. said Thursday that most of the network TV and local station coverage given his father so far has been fair. Should major differences occur over statements by the major party

Radio interview waits as Humphrey gets the word

Senator Hubert Humphrey of Minnesota, who last week was finally selected by President Johnson to be his vice presidential running mate on the Democratic ticket, almost found himself in the position of losing the job because his line was busy.

The senator was on the phone with WCCO Minneapolis from his Atlantic City hotel suite last Wednesday (Aug. 26), answering listeners' questions on the station's *Open Mike*. Suddenly the program was interrupted by a CBS bulletin from White House correspondent Dan Rather.

The *Open Mike* host, Roger Erickson, suggested the senator listen in. The bulletin was a report that the President said he would try to call Senator Humphrey between 2-3 p.m.

EDT to invite him to the White House for a talk.

Senator Humphrey heard the bulletin at 2:45 p.m. and after telling Mr. Erickson he hadn't known about the call, added "it indicates to me that I'd better get off the phone. I don't want the President to call and find the line busy—a fellow could miss the train."

The senator, who had a second phone installed in his suite, was using both for his radio interview. He hung one up and waited for the call. Following Senator Humphrey's talk with the President, Jim Bormann, director of news and public affairs for WCCO, who was in the senator's suite, used the still-open second line to relay details to the station.

candidates, he explained, the party officials feel a "courteous request" to the networks will be sufficient.

Chicago Meeting ■ The Prohibition Party met in Chicago last week to plan its campaign. The party held its nominating convention last year in St. Louis and at that time declared by acclamation that Section 315 should be repealed in view of the maturity of broadcast coverage, Mr. Munn Jr. related. E. Harold Munn Sr. is assistant academic dean at Hillsdale (Mich.) College.

The Munns are officers and controlling stockholders in WTVB Coldwater,

Mich., and officers and part owners of WYNZ Ypsilanti, Mich. They feel strongly that broadcasters should be more personally active in politics. They do not use their stations in their political cause, however, Mr. Munn Jr. said.

The Munns seek to dispel the image that the Prohibition Party is strictly an antiliquor organization. They point out that the party has 26 broad planks covering all aspects of national affairs. Mr. Munn Sr. hopes ultimately to have the group change its name to the American Christian Party to more properly reflect its wide base of interests.

Temporary TV facility for LBJ

Cameras will be set up in White House theater room until permanent studio is set up in the west wing

Last January the three TV networks offered to install a permanent, always-at-the-ready \$1 million television facility in the west wing of the White House, directly across the hall from the President's office.

Conferences took place between network executives and White House officials. The President himself sat in on one meeting. But problems seemed always to crop up.

Last week everyone made a decision. They agreed to put a couple of TV cameras temporarily in the movie theater room in the east wing of the White House, keep them at the ready, including a crew standing by. They agreed also to continue working to iron out the difficulties barring the permanent installation.

Expected to be completed in a couple of weeks, plans call for two cameras to be set up in the theater room, with a third one as a standby. A crew of six men, three on and three off, will man the equipment continuously for 5½ days a week, from Monday through Saturday morning. The theater room is on the street level of the east wing.

Although the cost of the cameras and other equipment has not been calculated, the annual cost of maintaining the six-man crew was estimated to be about \$100,000. All of the costs will be borne by the three networks.

The pool arrangement will permit President Johnson to go on the air on short notice without having to await the arrival of remote crews from the networks, or having to leave the White House to reach a TV studio as he did last April when he announced the settlement of the railroad dispute (BROADCASTING, April 24).

The White House cameras will be plugged into a hot line to each of the news bureaus maintained by the networks in Washington. They will also

feed into the central office of the Chesapeake & Potomac Telephone Co. for transmission via AT&T Long Lines to other stations ordering the pickup and paying the line charges.

The installation will require no alterations to the room, which measures 20 x 70 ft.

Competitive Media ■ One of the difficulties which has delayed the networks' offer to install permanent TV facilities next door to the President's office is the matter of lighting. The networks plan to use 60-70 foot candles of lighting, but still and motion picture cameramen assigned to the White House objected. They need, they claim, at least 125 foot candles. The solution to this problem was left in the hands of George E. Reedy, White House news secretary, and his staff (BROADCASTING, May 4).

TV networks propose to spend \$1 million in altering the Fish Room—so called because President Franklin D. Roosevelt kept his tropical fish there—to accommodate three permanent cameras, with one "free" one. The cameras would be installed behind partitions so that they will not be obtrusive. All lines and associated gear would be established below the room in the basement. Each network news bureau in Washington would have a direct line to the White House control center, which would also have a loop feeding into the C&P for long line transmission to others who might request the pickup.

The permanent plan also calls for a crew of 12—nine on duty and three off—for at least five and a half days a week. The cost: about \$200,000 a year.

At the last meeting on the Fish Room project, James C. Hagerty, ABC; Frank Stanton, CBS, and Robert E. Kintner, NBC, met with Mr. Reedy and two representatives of the General Services Administration (responsible for public buildings) and a Department of Justice lawyer. The lawyer was needed, it was explained then, because the networks' offer was in the nature of a gift to the government and required legal study (BROADCASTING, May 4).

The Fish Room project is not dead, Mr. Reedy said last week; it's still under study.

WBKB(TV) gets 62 features

The sale of 62 action-adventure films to WBKB(TV) Chicago by Embassy Pictures Corp. was announced last week by E. Jonny Graff, vice president for television of Embassy. The sales price was reported to be almost \$1 million. Fifty of the features are in color.



Mutual's chief commentators were briefed just before the opening gavel by Stephen J. McCormick (standing), vice president in charge of news for

the radio network. Commentators are (l-r) Fulton Lewis Jr., George Hamilton Combs, Walter Winchell and Drew Pearson.

A new trip down campaign lane

Rogers hopes to get new hearings on fairness in before Congress adjourns

A congressional subcommittee is preparing to take another critical look at the FCC's fairness doctrine to establish some guidelines for broadcasters during this year's political campaigns.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, said Thursday (Aug. 27) that the fairness doctrine raises "thousands of questions" for candidates, broadcasters and the FCC.

He wants to conduct a hearing on the FCC's fairness policy sometime this month. The date depending on how long Congress remains in session. Congressional leaders hope to adjourn by Oct. 1.

This proposed review of the fairness doctrine is a renewal of the interest the congressman showed last year when his subcommittee held hearings on editorializing and fairness (BROADCASTING, Sept. 23, July 29). During that period the FCC clarified its doctrine of fairness and has since been scored often for it.

Back to Fairness ■ Now, Representative Rogers said, he wants to get back into the problem. He repeated some of the questions raised by his earlier hearing and mentioned a few that relate especially to political broadcasting:

- Free versus paid time—what are a station's obligations or a citizen's (group's) rights when attacks are made over a station's facilities?

- Who may answer editorials, particularly those directed against or for political candidates?

- What happens when a third party (individual) is attacked in a reply to an editorial?

- When is equal time really equal?

- Is it fair to consistently include one candidate's views in a newscast, (a type of program exempt from Section 315's equal time obligations but still subject to the test of fairness) to the exclusion of, or far more frequently than, his opponent?

Representative Rogers said he expects the FCC would be the first to appear but he also wants to hear from broadcasters and persons, he did not identify, who have made fairness complaints either to him or to the FCC. The commission is conducting "some explorations" in their files of complaints, he said.

Acknowledging that it's far too late in

the congressional session to hammer out legislation (some bills relating to fairness are pending before his subcommittee), Representative Rogers said he hoped the subcommittee would be able to produce guidelines for stations in this campaign. These may be useful as a predicate for more detailed guidelines that his panel could recommend next year.

Watchdog Watching ■ Meanwhile, the Senate is not letting political broadcasting go unnoticed. As reported a week ago (BROADCASTING, Aug. 24), the staff of the Special Subcommittee on Freedom of Communications, otherwise known as the Watchdog Subcommittee, is again scrutinizing newscasts, documentaries and public affairs programs.

The staff has been collecting transcripts and audio tapes of these broadcasts since July 16, the day after Senator Barry Goldwater accepted the Republican party's nomination for President.

Program notes . . .

Olympic documentary ■ NBC-TV will show *La Grande Olympiade*, a color documentary of the 1960 Summer Olympics in Rome, on Oct. 4 from 4-5:30 p.m. EDT. NBC-TV plans to cover the opening ceremonies of the 1964 Olympics live from Tokyo via the new Syncom III satellite, Oct. 10 from 1-3 p.m. EDT, and will present taped

Last broadcast for Gary

Representative J. Vaughn Gary (D-Va.), who has been reporting to his constituents through his own radio broadcasts for 18 of the 20 years he has served in the House of Representatives, has recorded his last program and intends to return to the practice of law in Richmond in January.

Representative Gary recalled that he included news of the birth of his granddaughter in his first broadcast on June 14, 1947, over WRVA Richmond. Five-hundred and thirty-five broadcasts later he reported in his final broadcast that the girl, Carolyn Victoria Hugo, now 17, is a featured performer on CBS-TV's *Edge of Night*.

The congressman is a member of the Appropriations Committee and has served recently as chairman of the subcommittee that is responsible for the House Recording Studios. These are facilities that congressmen use to record radio and television programs at low cost for use on stations back home (BROADCASTING, March 16).

telecasts of Olympic events each evening while the games are in progress, with 19 separate programs totaling 14½ hours.

Gideon's Trumpet ■ CBS for its *CBS Reports* has purchased television rights to Anthony Lewis's best-seller *Gideon's Trumpet*. The book deals with the historic decision of the Supreme Court which extended the constitutional right of the accused to counsel. It will serve as the basis for a *CBS Reports* show early next season.

Ryan signed ■ Robert Ryan will narrate the new World War I series on CBS-TV. "The Summer of Sarajevo" will be the first episode in the series Sept. 22 (8-8:30 p.m., EDT).

New time ■ Starting today (Aug. 31) KABC-TV Los Angeles is moving its early evening weekday *The News Hour* up to 5-6 p.m.

New documentaries ■ National Educational Television this fall will start a bi-monthly series of one-hour documentaries filmed around the world. NET production units are now in Brazil and Cuba, and camera crews will soon be moving into Southeast Asia and into Africa.

Bardot on TV? ■ Rights for a 60-minute Brigitte Bardot television special in the U. S. have been acquired by Martin Goodman Productions from Miss Bardot. The show will be produced by Martin Goodman Productions, currently packaging the six Jonathan Winters specials for NBC-TV next season.

More for the kids ■ WTCN-TV Minneapolis-St. Paul will premiere its new fall afternoon programs entirely for children under the name *Kidsville 11*. The program, noon-6:30 p.m., weekdays and Saturdays 8:30 a.m.-6:30 p.m., will consist of cartoon shows, action series and movies.

Race film ■ Sportlite 500 Films, Chicago, is now making available for local TV sponsorship its new half-hour color program. *Driver's Choice*, produced from over 13,000 feet of film coverage of the 1964 Indianapolis 500 mile race. Some two dozen advertisers already have purchased the show for local showing, according to Sportlite's Alfred Levine.

Bud and Lou ■ Abbott and Costello will return to TV in a new cartoon half-hour series to be produced by King Features Syndicate. The series, *Hey Abb-bott!* is in the first stages of production.

Controversy ■ National Educational Television has commissioned seven of its affiliated stations to prepare a series of half-hour programs on local con-

troveries that may affect the nation. The series, *Local Issue* will begin Wednesday (Sept. 2) on NET's 82 stations. Among the topics scheduled are the school integration issue in New York City and California's right-wing political movement.

UN Handicap for SNI ■ Sports Network Inc. will televise live and in color the \$125,000 United Nations Handicap from the Atlantic City race course, Sept. 9, 5:30-6 p.m. EDT.

Calling Dr. Brothers ■ Dr. Joyce Brothers has signed with Triangle Stations for the syndication of one completed TV series and the production of another. Completed are 260 five-minute taped shows, *Tell Me, Dr. Brothers*. Scheduled for late fall production are 130 half-hour color films for 1965 release.

It succeeded ■ The "How to Succeed as a Gangster" episode of the *Hollywood and the Stars* documentary series produced by David L. Wolper Productions for NBC-TV, has won the Lion of St. Mark award of the Venice Film Festival in the documentary category.

Long John moves ■ After 10 years as an all-night talk personality on WOR New York, John Nebel switched his *Long John Show* (Monday-Friday 12-5 a.m.) to WNBC New York on Aug. 24 with 11 participating sponsors. The *Long John Show* is the latest in a group of conversation programs added to the WNBC schedule over the past four months. Other programs of this type feature Brad Crandall, Mimi Benzell, Bill Mazer and Edith Lou Walton.

Vatican reports ■ Beginning Sept. 20, a Protestant minister will broadcast weekly reports on the Ecumenical Council from Rome to ABC Radio listeners in this country. The Rev. Thomas Charles Whitehouse, director of the Massachusetts Council of Churches' radio and television department, will give a weekly view of the council, which begins its third annual session next month. The reports will be broadcast Sunday, 10 p.m., EDT, on *Pilgrimage*, which is produced by ABC in affiliation with the National Council of Churches' Broadcasting and Film Commission.

Kewpie doll cartoon ■ King Features Syndicate will produce *The Kewpies* a TV cartoon show about Kewpie dolls for release during the 1965-66 season.

A one-hour TV series, *Sound of Tomorrow*, starring clarinetist Artie Shaw and featuring a jazz symphony orchestra is being developed by Barry Shear for network broadcast next season. Pilot will be taped early this fall in conjunction with Mr. Shear's Briwen Productions. Producer of *The*

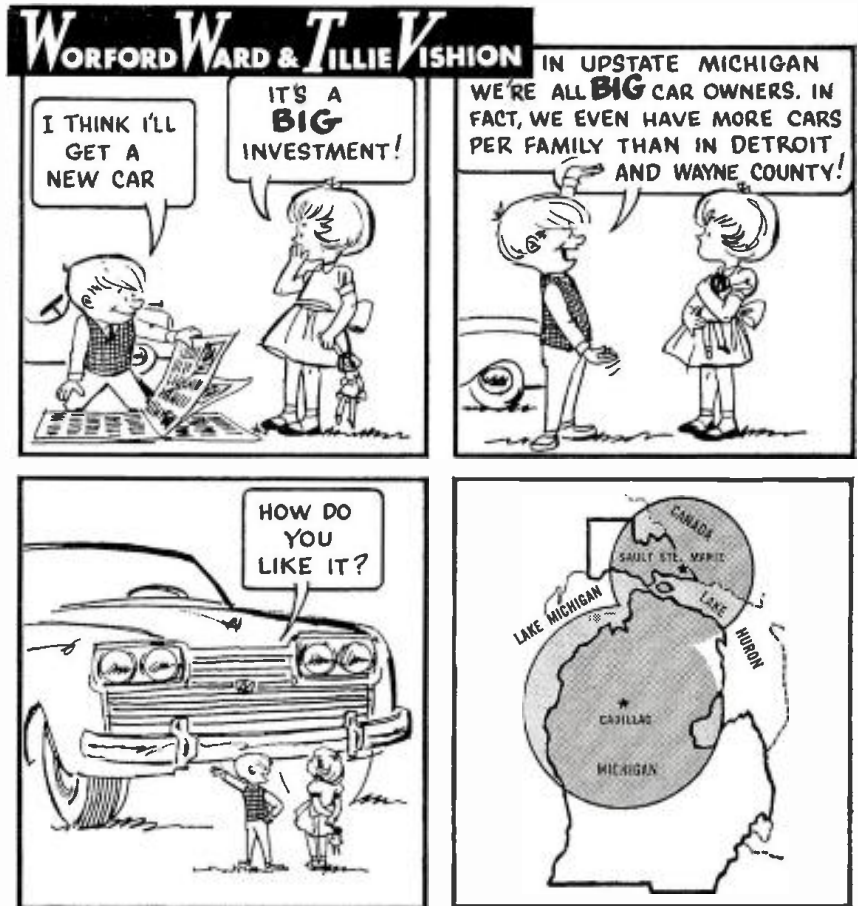
Lively Ones, NBC-TV summer show in 1962 and 1963, Mr. Shear has just completed service as creative producer-director of *The Les Crane Show*, ABC-TV's entry in the late-night variety program field (BROADCASTING, Aug. 17).

Connecticut Yankee ■ *The Yankee and King Arthur*, a 60-minute TV series based on Mark Twain's *A Connecticut Yankee in King Arthur's Court*, will be one of the first projects of the new TV arm of Blake Edwards Productions.

Over the waves ■ Triangle Stations will produce a color film special of the Miami-Nassau power boat race to

be held next April. It will mark the first telecast of open-water power boat racing. The events will be syndicated as well as broadcast on Triangle's six TV stations.

Seaworthy shows ■ A new, 13-week series of five-minute dramatic programs on the U. S. Coast Guard has been scheduled by more than 150 radio stations in the top 100 markets, according to a Coast Guard source. The public-service programs each relate a complete episode from service records, and close with a brief recruiting message. They were produced by Henry J. Kaufman & Associates, Washington.



BIGGER'N YOU THINK!

You think Detroit people are car-happy? You think you'd have greater service-station sales in Detroit than in our Upstate Michigan?

Well, there are more cars per household in the 39 counties that make up WWTV/WWUP-TV's viewing area than in Detroit and Wayne County (1.86 vs. 1.31)! And more service-station sales, too! (Source: SRDS, July, 1964)

Nearly a MILLION people — nearly a BILLION dollars in annual retail sales — make this a powerful market whatever your product or service.

To find out more about the BIG Upstate Michigan market, and how WWTV/WWUP-TV is triggering BIG buying action, ask Avery-Knodel.

The Foley Stations

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 WRDZ KALAMAZOO-BATTLE CREEK
 WJEP GRAND RAPIDS
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 WWTW-FM CADILLAC

TELEVISION
 WWTW-TV GRAND RAPIDS-KALAMAZOO
 WWTU CADILLAC-TRAVERSE CITY
 WWTN SAULT STE. MARIE
 WJLM-TV L'ANCIENNE, MICHIGAN
 WJMT-TV GRAND ISLAND, MICH.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10
 ANTENNA 1640' A. S. / ANTENNA 1214' A. S.
 CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

Reporting forms should be aid

Guinea-pig stations say FCC's proposed radio-TV program forms aren't perfect but a step in right direction

The proposed new FCC program forms, which would be required from all radio and TV stations filing for renewal is burdensome, but gives stations an opportunity to put their best foot forward.

That seems to be the consensus of three of the five stations which volunteered to be the guinea pigs in determining how broadcasters can handle the new forms.

Perhaps the most cogent reaction was made by S. T. Deck, general manager of KDIX-TV Dickinson, N. D., one of the two TV stations engaged in the dry run of the TV form:

"It's burdensome all right," Mr. Deck said last week, "but it seems to give us the chance to amplify and clarify some of the details that appear questionable at first glance. It certainly will save on correspondence with the commission."

The commission's proposed new TV form was issued last April; the radio counterpart in May. The commissioners sat for oral argument to hear objections and recommendations for each form, following review by joint ad hoc committees of communications lawyers and FCC personnel. No final determination has been made by the FCC; it is awaiting the reports to be submitted in mid-September by the five stations chosen by the National Association of Broadcasters to test the forms.

The five stations: WPRO-TV Providence, R. I.; KDIX-TV Dickinson; WFIL Philadelphia, WBT Charlotte, N. C., and WEJL Scranton, Pa.

First Thoughts ■ All of those interviewed by BROADCASTING stressed that their observations were preliminary.

Mr. Deck agreed that the forms were not entirely satisfactory. They require more manpower than the old form, he said. Some of the questions, especially those requiring a detailed survey of community leaders are much too onerous, especially for a small market station whose coverage, as does KDIX-TV's, encompasses 12 major communities and hundreds of smaller ones.

"A man would have to travel several thousand miles to see each of the leaders in these communities," Mr. Deck observed, "not to overlook the time that would be spent in setting up the interviews."

The alternative, provided in the TV form, permits a more general report on the applicants efforts to determine community needs. "This," Mr. Deck said, "is also burdensome, but not nearly as great as alternative I."

The second choice, he added, should

prove more valuable to the FCC because it permits the station to explain its position.

Mr. Deck said he felt there should be a special, stripped-down form for stations in smaller markets. He concluded his comments with one observation:

"It seems to me," he said, "that the program form carries an implication that people are unhappy with what they see on the air." This, he said, is not true in Dickinson, N. D.

George A. Koehler, WFIL Philadelphia, termed "very welcome" the opportunity for a narrative statement on a station's programing activities. Acknowledging that keeping the form has taken a lot of manpower and consumed a great deal of time, nevertheless he saw some benefits.

Public Service ■ One element that Mr. Koehler found advantageous is the opportunity the new proposed form gives stations in "highlighting" public service contributions.

He found, however, that the breakdown on news is too detailed, and some questions "are meaningless." He said he could see the need for an average statement, instead of the specifics requested.

Paul Marion, managing director of WBT Charlotte, N. C., said that the new form requires more work from the station (he's had two men working on it for several weeks), but acknowledged that overall it's fairer to the station.

He felt some questions would have to be refined to sharpen them. For example, he noted, the questions on network programs do not seem to recognize split networks, gaining more and more

Tour along with Garry

Garry Moore, who recently retired from a full-time radio and television career at CBS to embark on a world tour, will broadcast two *Dimension* features weekly on CBS Radio. The series, entitled *On Tour with Garry Moore*, will emanate from whatever part of the world Mr. and Mrs. Moore happen to be visiting at the time. The show will begin Saturday, Sept. 19 and Sunday, Sept. 20. The *Dimension* series will be broadcast on later Saturdays and Sundays at a time to be announced.

favor with some advertisers.

Definitely requiring more research, Mr. Marion observed, are the questions on editorializing and news documentaries.

He expressed the opinion, however, that the section permitting a narrative report on programing was a step forward. "It gives you more area to express yourself," he said.

Network approval to be sought on Emmy

The National Academy of Television Arts and Sciences has completed its third step on the way to what it anticipates will be a settling of the dispute that erupted over the academy's Emmy awards last spring (BROADCASTING, May 18, et seq.).

Academy officials said that the three TV networks would be shown the NATAS awards committee's recommendations for changes in the Emmy award structure, categories and voting procedure for 1965-65, before final NATAS approval. The Academy seeks network acceptance "or recommendations" in late September.

Two TV networks (ABC, CBS) and a few independent producers withdrew recognition of the awards presentation in May, precipitating a controversy within the industry. NBC-TV, which telecast the Emmy ceremonies, upheld the awards structure.

It was not certain as to how complete the recommendations before the national awards committee are at this time because academy officials said they were in agreement not to discuss committee deliberations.

Senate kills bill, but questionnaires roll on

The FCC wants political broadcasting information from the nation's broadcasters this election year, equal-time, law suspension or no.

Some broadcasters had entertained faint hopes that, because of the fate of the proposed suspension, they might not be required to fill out the detailed questionnaire on political broadcasting the commission sent all licensees two weeks ago.

A covering letter referred to HJ Res. 247, the resolution which would have suspended the equal-time law as it applies to presidential and vice presidential campaigns this year. The resolution specifically called on the commission to report to Congress on the effect of the suspension on the presidential and vice presidential campaigns.

The questionnaire and letter were

mailed on Aug. 17—in anticipation of final congressional approval, according to one commission official. But a day later, the Senate killed the resolution (BROADCASTING, Aug. 24).

The commission, however, still wants the information called for in the questionnaire, according to Commissioner Robert E. Lee, who was acting chairman during the August recess.

He said regardless of the suspension proposal, Congress has made it plain it wants a report on political broadcasting during the 1964 campaign.

Commissioner Lee said the matter would be discussed at the commission's special meeting today (Monday)—its first following the August recess—and that a public notice would probably be issued.

Radio-TV production gets big cut of Army budget

Approximately one-third of a \$1 million recruiting budget for the Army's new public service advertising campaign that starts in September (BROADCASTING, June 22) has been allocated for radio and television.

Ketchum, MacLeod & Grove Inc., New York, which has prepared the series of miniature entertainment spots, has reported further details of the campaign. According to James O. Bridges, account executive at the agency, the campaign will be a "new approach to programing" because the spot—60 seconds on TV and two minutes on radio—will contain only 15 seconds of direct advertising for the Army at the end of the entertainment portion. Previously, Army public service campaigns were run as straight "advertising" in radio spots.

A "Great Moments" series of 40

one-minute TV spots will depict great moments in history. The first package of spots, which will be run on a weekly basis, is being sent to more than 600 stations. The theme of the radio campaign will be great moments in the lives of contemporary personalities interviewed by Hugh Downs. The radio campaign, which will include 520 spots—10 each week—will cover about 2,000 stations.

World's Fair studios may get winter use

RCA may use its television studio facilities at the World's Fair during the winter when the fair is officially closed to the public.

Kenneth Bilby, executive vice president of public affairs at RCA, said that it "is quite likely that we will obtain permission from the World's Fair Corp. to use the studios during the winter."

The studios, it was indicated, could be used for the production of commercials and for experimental work in color television. The equipment is now used daily to film events and buildings at the fair for closed-circuit viewing.

A special CARE international TV report, originating from the RCA pavilion, was broadcast by closed circuit on Aug. 20 to 50,000 sets in the New York metropolitan area. The program featured a pictorial report on CARE's efforts to aid fishing villages and towns in under developed nations to improve their economies by modernizing fishing fleets.

In addition to RCA's facility at the fair, the closed-circuit telecast was fed through the Teleguide system, which serves hotels, apartment houses, and business offices. It was also picked up at RCA's Exhibition Hall in Rockefeller Center.

Arbitrator favors agent

Chicago talent agent Jack Russell said Thursday (Aug. 27) he has won an important round in his efforts to obtain what he says is an overdue fee from Mike Douglas for placing the personality at KYW-TV Cleveland three years ago. Judge Norman H. Eiger, arbitrator appointed by the American Federation of Television & Radio Artists, has found he was "agent" and entitled to the fee, Mr. Russell said.

A \$1 million damage suite against Westinghouse Broadcasting Corp., licensee of KYW-TV, was filed by Mr. Russell in U. S. district court at Chicago several months ago. He charged Westinghouse with interference in the agent-client relationship. Preliminary appearance is scheduled Sept. 14.



NOT the opener for OUR SHOWS

LIVE ADULT PROGRAMS — and plenty of them star packed with our own talent — are originated by WLW Radio and Television every day. Good LIVE vibrant interesting shows are an important part of our WLW schedules. And our sparkling LIVE adult TV programs in Color brighten up the whole Midwest. Just another reason why WLW Radio and WLW Television are the liveliest Stations in town for audiences and advertisers!

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The Negro DJ and civil rights

New mood of self-assertion prevails at NARA convention as members vow to seek recognition not only at race stations but at all kinds

The Negro in radio today is determined to break out of his "Negro station," get out and obtain jobs at the typical general-appeal "white" station."

He also wants to improve the image of his own Negro station programming and scrub it clean of undesirable stereotypes and questionable commercial practices.

These feelings underscored discussion at the 10th annual national convention of the National Association of Radio Announcers in Chicago Aug. 20-23 (AT DEADLINE, Aug. 24). More than 250 disk jockeys and recording company representatives attended the meeting.

Some of the disk jockeys had their travel and hotel expenses provided by record company interests, according to record industry sources and spokesmen for the Ascot motel, convention site. The practice, however, was strongly rebuked by NARA itself. The delegates also voted to reaffirm a policy, adopted four years ago, prohibiting acceptance

of payola by members of NARA.

Record company representatives at the convention said Negro disk jockeys are influential in new record introductions. Most them are free to select what they play, and their choices often lead to general use on major popular music outlets.

NARA permitted record firms and their representatives to maintain hospitality suites, which were ordered closed during business meetings, and to sponsor lunches, dinners and parties at which recording artists performed.

NARA also gave a public benefit party at the Chicago Coliseum where attendance was estimated at over 5,000 and from which NARA netted at least \$2,000, according to preliminary figures.

A Hit ■ The convention was the biggest in NARA's history, according to NARA's president, Dave Dixon, program manager, KATZ St. Louis. Formal functions at the convention were opened and closed by guest ministers or NARA's chaplain.

Now predominantly Negro, NARA has reorganized itself into five national regions and seeks to become a more powerful voice in broadcasting affairs on an interracial basis. NARA is successor to the National Jazz, Rhythm and Blues Disk Jockeys Association which was organized in 1955.

New goals of the Negro in radio today as voiced during the NARA meeting:

- He wants to be judged solely on the basis of his professional qualifications, and he doesn't necessarily want to be hired by white stations just because "this is the year to hire Negroes."

- If he is refused consideration for jobs at white stations, he intends to fight for his right to be judged without respect to race according to the provisions of the new Civil Rights Act.

- He first will use every means of reasonable persuasion to win fair employment. If this fails, he will call upon the more militant civil rights organizations to help him by means of picketing and other forms of protest.

- He wants to discourage Negroes from selling themselves too cheaply to white management, and he realizes it is time to become more businesslike in all his affairs.

Job Expansion ■ NARA heard a report on job training and fair employment from the chairman of the association's legislative committee, Charles Johnson of KAPP(FM) Redondo Beach, Calif., who also is described as "FCC advisor" to NARA. Mr. Johnson is president of NARA's West Coast chapter in Los Angeles and was involved in the KFWB Los Angeles racial hiring policy incident earlier this year (BROADCASTING, March 30).

Mr. Johnson said he had talked last May 21-22 with officials of the FCC and the National Association of Broadcasters. He showed a movie film of this trip and said the portion showing him meeting with the then NAB president, LeRoy Collins, was taken by NAB's executive vice president, Vincent T. Wasilewski.

(At the NAB last week it was said that Mr. Johnson carried a still camera and a motion picture camera when he called on Mr. Collins. Both cameras were used briefly to record the meeting. The cameraman drafted for the



Nancy Wilson, Capitol Records singing star, sings at dinner that Capitol sponsored for NARA convention. Capitol was one of several record companies that were hosts of luncheons and dinners at NARA convention. To record companies Negro disk jockeys are important. "They have the freedom to choose what they play," explained one

representative of a major label. At many pop music stations of non-ethnic appeal DJ's are "mechanical voices," the record man said, and they play only those numbers that are selected for them under tight music policies. NARA has taken firm stand against acceptance of payola by members.

occasion was James Hulbert, administrative assistant to the NAB president.)

Mr. Collins assured NARA of his own personal sympathy for their cause and showed copies of his speeches demonstrating he is "very liberal" in the field of human relations. Mr. Johnson reported. Mr. Johnson said Mr. Collins offered the full services of the NAB to assist NARA and recommended Mr. Johnson for a position in the NAB's Hollywood office.

Frank Morris of NAB's West Coast office, however, subsequently wrote that there were no openings there, Mr. Johnson related. Mr. Johnson said he also offered his services to the FCC as a Negro radio consultant.

During the convention NARA reported it had received a telegram of greetings from Mr. Collins, who is now director of the Community Relations Service. NARA also sent Mr. Collins an award in recognition of his contributions to broadcasting.

The Washington Word ■ The FCC was "surprised" at the lack of Negro employment in radio today, Mr. Johnson reported. He said he told the FCC that of about 60,000 people employed now at nearly 5,000 stations fewer than 600 Negroes are working at about 110 stations. In 21 northern states he said, no station hires any Negroes except perhaps for janitorial duties.

Mr. Johnson said he met with members of the FCC staff, including Hy Goldin, Henry Geller and Martin Levy, plus an administrative assistant of the chairman, E. William Henry. He said he was told that "they can make test cases of discrimination in areas of radio."

Mr. Johnson showed newsmen a copy of a Feb. 26 letter received from FCC Chairman Henry which said the discrimination issue was being studied. The Henry letter also asked Mr. Johnson to bring instances of discrimination to the attention of the FCC.

Test Case ■ In discussion of Mr. Johnson's report, NARA delegates considered the West Coast chapter's success in placing a Negro at KFWB as the test case setting the example for future drives to be undertaken by other local NARA chapters and regions.

Mr. Johnson said KFWB hired Larry McCormick as its first full time Negro announcer but only after picketing by the Congress of Racial Equality, the National Association for the Advancement of Colored People "and other citizen groups."

NARA itself emphasized, however, that "it is not the desire, it is not the aim, nor is it the policy, nor is it the purpose of NARA to encourage picketing of any station unless all reasonable means of arbitration or negotiations have first been explored."

But NARA added that it is the or-



Visiting at Decca-Coral-Brunswick suite, one of several hospitality quarters operated during NARA convention by record companies, are (l-r): Del Shields, WDAS Philadelphia; Danny Guy, Decca; Dave Dixon, KATZ St. Louis, NARA president, and Scipio (Sip) Collins, WHIH Portsmouth, Va.

Mr. Shields delivered one of the strongest addresses at the convention. He urged support of the association's drive for fair employment. "If you don't make this organization go," he told delegates, "there will be no white man . . . that will help you." He said Negroes didn't realize their worth.

ganization's philosophy "that any station which does not employ members of minorities on equal and fair employment basis is not only in violation of the new Civil Rights Act but it is also in violation of its license, which is obtained and issued by the federal government (FCC)."

NARA said it considers the radio-

TV industry the pacesetter "in the area of equal opportunities for the reason that this industry has an obligation because it is the most forceful media in forming public opinion."

On motion of Bugs Scruggs, KSOL San Francisco, NARA also voted to conduct a vigorous on-the-air register-and-vote campaign this fall "since the Negro community as a whole suffers from a great lack of voter registration."

True Worth ■ Del Shields, special events director of WDAS Philadelphia, told the NARA members that "we as Negroes have been guilty of not conducting ourselves in a businesslike way." He explained a businessman always bargains for the best economic advantage, "and I don't think you even realize your worth. You are important."

Noting that record firms spent big money to be at the NARA meeting, Mr. Shields repeated, "they came here because you are important." But, he cautioned, "the distributors and manufacturers can't help you in spite of all the hospitality they are giving you."

Calling for a united membership behind NARA's policies and plans, Mr. Shields said, "If you don't make this organization go, there will be no white man in the country that will help you. You have got to learn to help yourself."

The WDAS executive said that "if a brethren [a Negro] is not taking care of business, I'm going to cut him down like a whitey [a white man]." He also criticized the "Uncle Toms" who sell out cheaply to white management and said "they don't want you to know



Charles Johnson of KAPP(FM) Redondo Beach, Calif., told NARA how KFWB Los Angeles was persuaded to hire Negro disk jockey after picketing by CORE, NAACP and others. But NARA's official position is that it will discourage picketing "unless all reasonable means" of arbitration have been exhausted.

how important you are" because they would then have to "share their profits with you."

The white manager "has no respect for you as a black man, as a human being or as a radio announcer" when the disk jockey sells himself cheaply, Mr. Shields argued. As for white ownership of Negro-oriented stations, he suggested that "90% of them got in the business by default. How can white owners know what a black man needs?"

Uplift Movement ■ Marty Browne, vice president and general manager of KATZ St. Louis, told NARA that Negro radio "is moving forward," but he attacked many of the "bad taste methods" that linger in the business. "I deplore bad copy on the air," he said, and he called upon Negro broadcasters to get rid of the "gypsies" who float around the country with their fortune telling and quick-heal gimmicks preying upon Negro audiences through shoddy commercials.

Divisional Setup ■ In the reorganization of NARA into five regional divi-

sions, the members ratified a slate of regional directors and officers selected by the national board. Each region embraces 10 states. Additional local chapters also are being formed.

NARA national officers who continue to serve for another year include: board chairman, Bill Summers, WLOU Louisville; president Mr. Dixon, KATZ St. Louis; vice president, Joe Howard, WJLB Detroit; national secretary and recording secretary, Miss W. M. Gracy, KATZ; executive secretary, Sir Walter Raleigh, WAMO Pittsburgh; financial secretary, Eddie O'Jay, WUFO Buffalo; treasurer, Ken Knight, WRHC Jacksonville, Fla.; corresponding secretary, Chatty Hatty, WGIV Charlotte, N. C.; chaplain, John Phillips, KTYM Inglewood, Calif., and sergeant-at-arms, Jobie Martin, WOKJ Jackson, Miss.

Next year's NARA convention will be held in August in Houston. Convention chairman this year was E. Rodney Jones, program director of WVON Cicero, Ill., and president of NARA's Chicago chapter.

Taylor cites radio news as medium's top product

Sherril Taylor, vice president for radio of the National Association of Broadcasters, told the Oklahoma Broadcasters Association that news has become "radio's most important product." "In addition to live, on-the-spot coverage," he said, "broadcast media have out-newspapered newspapers in features, columns, public service and even editorializing."

He referred to legislation introduced to provide a uniform closing time for polling places across the country as an indication of the "power and penetration" of broadcast journalism, which, he said, has made "50 years of progress during the past 10 years, while newspapers have retrogressed 50 years."

Charles Stone, NAB radio code manager, warned the group that "substantially more than 50% of all broadcasters" will have to subscribe to the radio code if federal regulation is to be avoided. He said the fact that only 38% of the country's radio broadcasters now subscribe to the code is used, incorrectly, by broadcasting's enemies as evidence that a majority of the industry is "not properly responsible."

The director of the U. S. Information Agency's television service, Alan Carter, also addressed the Lawton gathering. He explained the operations, aims, problems and goals of his agency, stressing its need to be selective and concentrate on reaching those whose attitudes influence the foreign policy of their countries, as well as those whose actions influence those policies.

Film Sales . . .

1 Search for Adventure (Banner Films): KXLY-TV Spokane, Wash.

Debbie Drake (Banner Films): KTSM-TV El Paso.

Tarzan Features (Banner Films): WTVH(TV) Peoria, Ill.; WWAY(TV) Wilmington, N. C., and KGBT-TV Harlingen, Tex.

Calvalcade of the 60's Groups I and II (Allied Artists TV): WDSU-TV New Orleans; KAUZ-TV Wichita Falls, Tex.; KOAT-TV Albuquerque, N. M.; KAIT-TV Jonesboro, Ark; WQAD-TV Moline, Ill., and WOW-TV Omaha.

Billy Budd Package and Calvalcade of the 60's Group III (Allied Artists TV): WQAD-TV Moline, Ill.; KAKE-TV Wichita, Kan.; KSHO-TV Las Vegas, and WOW-TV Omaha.

Bob Hope Features (Allied Artists TV): WQAD-TV Moline, Ill.; KAKE-TV Wichita, Kan.; WOW-TV Omaha; WBAY-TV Green Bay, Wis.; WTVY(TV) Dothan, Ala.; KAUZ-TV Wichita Falls, Tex., and



Tennessee network makes everybody happy

"I'm sure that we literally owned the air in Tennessee that night" said a happy sponsor of the Television Network of Tennessee, a six-station combine formed solely to cover the state's Democratic and Republican primaries, Aug. 8.

The project originated with Roy Smith, operations manager of WLAC-TV Nashville, who set up the network of WLAC-TV, WRCB-TV Chattanooga, WDXI-TV Jackson, WJHL-TV Bristol - Johnson City - Kingsport, WBIR-TV Knoxville and WMCT(TV) Memphis.

Nashville's municipal auditorium was used as election headquarters and volunteers tabulated the results. Mr. Smith directed the network by telephone. WLAC's news director,

Bill Jay, acted as anchorman, and CBS newsman Harry Reasoner sat in as special observer and reporter.

Sterling Brewers Inc., Evansville, Ind., bought half of the coverage through J. Walter Thompson. One-quarter was taken by Lion Oil Co., St. Louis, Ridgway, Hirsch & French, that city, and the remaining quarter was sold locally. Sterling also tied in a special two-week pre-election promotion called "The Sterling Election Sweepstakes."

"If we had it to do over again," said Sterling's advertising manager, William Benz, "I couldn't think of a thing we'd want to change. Anytime you're ready to reactivate the Tennessee Television Network, we want to be aboard."

Please stay tuned

Last minute minor changes in specifications for the Monday night baseball television package delayed printing last week. But copies should be in the hands of interested parties this week, John E. Fetzer, originator of the concept, reported last Thursday (Aug. 27). He said copies will be sent to 200 interested agencies and advertisers, including networks. The Monday night package would start next spring and include all major league clubs (BROADCASTING, Aug. 17).

KOAT-TV Albuquerque, N. M.

Bowery Boys (Allied Artists TV): WISN-TV Milwaukee; WAGA-TV Atlanta; WQAD-TV Moline, Ill.; WPRO-TV Providence, R. I.; WTPA-TV Harrisburg-York-Lebanon, Pa.; KGBT-TV Harlingen, Tex., and WGAN-TV Portland, Me.

Science Fiction (Allied Artists TV): WBAY-TV Green Bay, Wis.; KGNS-TV Laredo, Tex.; WGAN-TV Portland, Me.; WICU-TV Erie, Pa., and WTVY-TV Dothan, Ala.

Exploitable (Allied Artists TV): WBAY-TV Green Bay, Wis.; WICU-TV Erie, Pa., and WTVY-TV Dothan, Ala.

Bomba, the Jungle Boy (Allied Artists TV): WTOP-TV Washington; WTPA-TV Harrisburg-York-Lebanon, Pa.; KGBT-TV Harlingen, Tex.; WGAN-TV Portland, Me.; KATV-TV Little Rock, Ark.; KVOO-TV Tulsa, Okla., and WNDU-TV South Bend, Ind. Now in more than 100 markets.

Exploitable Features (Allied Artists TV): WDSU-TV New Orleans; KSHO-TV Las Vegas; KBAK-TV Bakersfield, Calif.; KAKE-TV Wichita, Kan.; WPRO-TV Providence, R. I.; WHTN-TV Huntington, W. Va., and KGBT-TV Harlingen, Tex.

Dial AA for Action Features (Allied Artists TV): WDSU-TV New Orleans and WTPA-TV Harrisburg-York-Lebanon, Pa.

Charlie Chan (Allied Artists TV): WBNS-TV Columbus, Ohio.

Post 1950's (Allied Artists TV): WQAD-TV Moline, Ill.; WOW-TV Omaha, and KAIT-TV Jonesboro, Ark.

The Barn Dance (Mid-America Video Tape Productions): WFIL-TV Philadelphia; WFBG-TV Altoona, Pa.; WLYH-TV Lancaster-Lebanon, Pa.; WBNF-TV Binghamton, N. Y.; WNHCTV New Haven, Conn., and KFRE-TV Fresno, Calif. Now in 13 markets.

"Ruby Gentry" and "Duel in the

Sun" (NTA): WLWT-TV Cincinnati, WLWD-TV Dayton, both Ohio.

Open End (NTA): KING-TV Seattle.

Storybook Magic (NTA): KYW-TV Cleveland.

Men in Crisis (Wolper TV Sales): WEWS-TV Cleveland, WTVN-TV Columbus, WLWD-TV Dayton, WSPD-TV Toledo, WKBN-TV Youngstown, WHIZ-TV Zanesville and WSTV-TV Steubenville, all Ohio.

The Little Story Shop (Republic): WBAP-TV Fort Worth-Dallas; KXTV-TV Sacramento, Calif.; KCTO-TV Denver; WGHP-TV High Point, N. C.; WLEX-TV Lexington, Ky.; WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va.; WHYN-TV Springfield, Mass.; KRTV-TV Great Falls, Mont., and WHIZ-TV Zanesville, Ohio.

Tugboat Annie (ITC): WHBQ-TV Memphis.

Edward Small Features (ITC): WBNS-TV Columbus, Ohio.

The Mighty Hercules (Trans-Lux): WSOC-TV Charlotte, N. C., and WJZ-TV Baltimore.

Zoorama (Trans-Lux): WVUE-TV New Orleans.

Top Draw and Award Four (Trans-Lux): WXYZ-TV Detroit.

Epicolor '64 (AI-TV): WTTG-TV Washington; WFLA-TV Tampa, Fla.; WJXT-TV Jacksonville, Fla.; WJIC-TV Pittsburgh; KATV-TV Little Rock, Ark., and KJEO-TV Fresno, Calif.

Crosley adds and expands

Crosley Broadcasting Corp. fall program plans call for the introduction of a new show and expanded coverage for an old one.

Jamboree, a country-western variety show, is scheduled to begin Sept. 14 on WLWT-TV Cincinnati, WLWD-TV Dayton and WLWC-TV Columbus, all Ohio. Wes Holly, a veteran of *Grand Ole Opry*, will be MC.

The Paul Dixon Show, now carried only on WLWT will also appear on WLWC Columbus, WLWD Dayton and WLWI-TV Indianapolis, although only a half hour of the 90-minute production is scheduled for the last three stations.

Music, music everywhere

If broadcasters have their own bands—or if they can talk the local high school band into cooperating—they now have the sheet music to the *Broadcaster's March*, composed last year by Lieu-



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tenant Colonel Samuel Loboda, leader of the U. S. Army Band.

The sheet music, arranged for 13 instruments, was sent out by the National Association of Broadcasters to members. The 36-page booklet contains separate instrumental arrangements for a 65-piece band plus the conductor's score. Included in the package are two sketches showing how a marching band can form a microphone or a TV camera while rendering the piece. More than 3,000 recordings of the march by the Army Band have been distributed to NAB members.

NBC Radio's 'Monitor' adds another hour

NBC Radio's *Monitor* will add another hour to its present 15-hour schedule, effective the Oct. 3-4 weekend. The additional 60 minutes will be presented on the Sunday segment now broadcast 3-6 p.m., EST. Starting Oct. 4, *Monitor* will begin at 2 p.m. The network said the expansion was in response to increasing demands of affiliates and advertisers.

Other program changes on NBC Radio, effective Oct. 4, include the rescheduling of *Dorothy Gordon's Youth Forum* and *The Catholic Hour*. The former, now heard from 2:05-2:30 p.m., will be broadcast from 11:05-11:30 a.m. *The Catholic Hour* moves from 2:30 to 3 p.m. to 1:05-1:30 p.m.

DGA signs three contracts

Directors Guild of America reports the signing of agreements with WPXI (TV) New York, MGM Telestudios in that city and RCA for its exhibit at the New York World's Fair. The WPXI agreement, in addition to increased wage minimums, improved vacations and larger severance pay, includes a special "credits" provision guaranteeing directors the last credit before, or the

Doctors join 'Nurses'

Two male stars will join the cast of *The Nurses* this season. Michael Tolan and Joseph Campanella will become co-stars when the series starts its third season Sept. 22 (10-11 p.m., EDT). Another innovation will be the use of two-part episodes. At least three are planned, including one which will start on *The Nurses* and conclude on *The Defenders*. Mr. Tolan and Mr. Campanella will portray two doctors, often in conflict with each other and with official attitudes.

first one after the entertainment portion of the program, with no other name and no commercial or advertising matter on the director's credit. Retroactive to June 1, the WPXI contract runs for three years.

The RCA agreement, said to be the first pact for closed-circuit TV programming, covers directors, associate directors and stage managers and runs until the closing of the fair in October 1965. The MGM Telestudios agreement covers directors of video-tape commercials employed on an annual basis.

New series for syndication

New taped series, *The Conciliator*, a 39-week half-hour series based on the successful solution of family problems and the prevention of family break-up, is being produced by KTTV Videotape Productions at Allied Artists Studios in Hollywood, with Jackson Hill as writer-producer and Bill Balaban as director. National Telefilm Associates is putting the series into syndication. Mr. Hill produced KTTV's *Divorce Court* series. *The Conciliator* will have its premiere on KTTV(TV) Los Angeles, Sept. 17.

Plans detailed for 'CBS Reports' period

CBS has announced that twelve one-hour CBS News-produced specials, covering a wide range of subjects, will alternate this coming season with *CBS Reports* on Wednesdays, 7:30-8:30 p.m. EDT. In addition, three trans-Atlantic *Town Meeting of the World* broadcasts, transmitted by satellite, and 17 half-hour CBS News *Special Reports*, dealing with both cultural subjects and "hard news" stories, will be broadcast during the 7:30-8:30 and 7:30-8:00 p.m. EDT period. On evenings when half-hour news specials are telecast, the other half hour will be returned to stations.

The 12 one-hour specials will range in subject matter from art, music and the theater to history, astronomy and social comment. The techniques to be employed will range from film documentary to video-taped dramatic readings.

Taft has news service for Ohio stations

Recorded political statements especially edited and made available for radio and television news are being offered Ohio stations by the Robert Taft Jr. for Senate Committee in Columbus.

Mr. Taft, a Republican and Ohio's at-large congressman, has been providing the service since June 1. He records at least one statement daily which the staff puts on cartridge so that stations calling 228-3949 (area code 614) can record it for use in newscasts.

The Taft service began shortly after—and apparently without knowledge of—a larger operation begun by the Democratic National Committee in Washington in May (BROADCASTING, May 25).

The Republican National Committee has been offering a small service of its own. Senator Barry Goldwater's campaign staff provided a special recording service at the Republican convention in San Francisco last month.

Radio series sales . . .

The Shadow (Charles Michelson): WFAA Dallas.

The Green Hornet (Charles Michelson): KMRE Anderson, Calif.

The First Christmas (Woroner): WINK Fort Myers, WSAF Sarasota, WFLA Tampa, WHOO Orlando, WFFG Marathon, WWAB Lakeland, all Florida; WSET Glens Falls, WAFS Amster-



dam, WTRY Albany-Troy, WBAB Babylon, WKIP Poughkeepsie, WGNV Newburgh, all New York; WBAL Baltimore; WILM Wilmington, Del., and WFEC Harrisburg, Pa.

July 4, 1776 (Woroner): WBAL Baltimore; WSET Glens Falls, WAFS Amsterdam, WTRY Albany-Troy, all New York.

Radio-TV has right to access—Mansfield

The constitutional guarantee of freedom of speech means not only the right to know but the right to see and hear as well, James W. Mansfield, audiovisual manager of the National Association of Broadcasters believes.

Speaking to the County Information Congress, an adjunct of the National Association of County Officials, in Washington, Mr. Mansfield said: "The right to know can no longer be satisfied by the physical presence of a mere handful of those who can crowd into a relatively small courtroom or hearing room. . . ."

After reviewing the advances made by TV and radio in covering courtroom

trials and government proceedings, Mr. Mansfield added: "The industry has demonstrated repeatedly . . . its ability to cover such proceedings without in any way disrupting or obstructing them. . . ."

NBC-TV schedules 30 films new to television

NBC-TV said last week that this fall it will show 30 features, released theatrically by Paramount and Metro-Goldwyn-Mayer and not yet seen on TV, in (*Saturday Night at the Movies.*) The network noted that about 20 of the films were released since 1955. Motion pictures on Saturday nights will be in their fourth season on NBC-TV, starting Oct. 3.

The network, it also was pointed up by NBC-TV executives, does not plan to drop all of its motion picture programming in 1965-66 as previously reported (BROADCASTING, Aug. 17), but in that year will cut back from the current two nights weekly presentation of features (in 1964-65 they will be seen Wednesdays and Saturdays) to one night per week.

Dry clouds turn wet

Don Peebles, weatherman for KVII-TV Amarillo, Tex., and a registered meteorologist, was tired of reporting the same dry, hot weather for several weeks. So he set out to make his own news.

Mr. Peebles chartered a couple of light aircraft, loaded them with granulated dry ice and took off to coax the stubborn clouds. The seeding proved fertile over Happy, a town about 35 miles south of Amarillo, and rain, measuring 0.8 to 1.5 inches showered the area. KVII-TV said this was the deepest drink the dry Panhandle had for that 24 hour period.

Pay now fly later with Barry Goldwater

The Republican National Committee has made arrangements to carry up to 54 newsmen with Senator Barry Goldwater in his campaign plane. but they'll have to put up \$3,660 each for the privilege—and in advance.

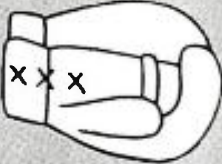
The committee is leasing a Boeing 727 jet from American Airlines, and travel arrangements are being made by Gary Kidwell of the GOP staff. He said the deposit is based on an estimate that the senator's campaign party will travel about 75,000 air miles. Newsmen traveling less will receive refunds, Mr. Kidwell said.

The Associated Press reported that Senator Goldwater had told a GOP state chairmen's meeting half the party's \$750,000 debt in 1960 was due to reported unpaid air travel bills. "This won't happen again," the senator said.

Representative William E. Miller, the vice presidential candidate, will travel in a Lockheed Electra chartered from Eastern Airlines.

Civil rights news service

Formation of a new telephone wire audio news service devoted chiefly to the field of race relations, titled Civil Rights Information Service, has been announced in Chicago by Robert McNamara, a former University of Chicago student who has had broadcast experience. CRIS subscribers include over 20 Negro stations in 18 cities, he said, as well as ABC-TV, CBS News, UPI and Radio Press International. Address: 1810 North Larabee Street, Chicago; phone: 664-8707.

<p>in Boxing ...</p>  <p>it's Marquess of Queensberry</p>	<p>in TV and Radio ...</p> <p>IT'S BROADCASTING YEARBOOK!</p>
--	--

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you're doing—or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and keep

looking, all year 'round, whenever they need information). The 1965 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 20,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, Sept. 21; final deadline Oct. 1. Call or wire collect to reserve space.

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C-E-I-R may spin off ARB

The establishment of American Research Bureau as an independent, publicly held corporation is under discussion at C-E-I-R Inc., which has owned the TV rating service since 1961.

Under consideration, it is learned, is a plan to spin off ARB from its C-E-I-R parent and set it up as a separate corporation with stock to be sold to the public. C-E-I-R stockholders would continue to hold substantial shares, as would the management of ARB. Target date for the action is Oct. 1.

The purpose of the move, it's understood, is to permit ARB management to share more fully in the profitable operation of their company. At the present time, ARB's revenues are consolidated with C-E-I-R's and the remuneration, including bonuses of ARB officials is based on C-E-I-R's financial position.

When C-E-I-R bought the name and physical assets of ARB three years ago, personal contracts were signed with James W. Seiler and other ARB principals. The contracts expired June 30 and have not been renewed yet. C-E-I-R bought ARB in 1961 for 62,000 shares of C-E-I-R stock, paid to Mr. Seiler and other ARB officials. C-E-I-R was then selling over-the-counter at 65¢; last Thursday C-E-I-R sold for 11 3/8¢.

Mr. Seiler declined to comment on the report, referring all inquiries to the C-E-I-R management. Robert D. Holland, C-E-I-R vice president, categorically denied any intention to spin off ARB, although he acknowledged that "certain internal problems" were under discussion.

Polaris changes accounting system

A change in accounting methods involving some of its broadcast properties and designed to put earnings on a more realistic basis was chiefly responsible for a considerable difference in the six-month earning record of the Polaris Corp. this year over last, F. S. Cornell, company president since Aug. 1, reported to stockholders last week.

Operating income of the diversified holding company was \$20,000 for this year's first half, \$120,000 for 1963's first half. Computed as before, however, he said, the first six months of 1964 would have showed an income of \$270,000.

Mr. Cornell explained that the

change resulted in the first-half start-up costs and operating losses of the company's two North Dakota TV stations and the start of KPLS Santa Rosa, Calif., being put into consolidated overall operating figures as losses. The TV outlets are KTHI(TV) Fargo-Grand Forks and KCND(TV) Pembina.

Polaris also operates WTVW(TV) Evansville, Ind.; WKYW Louisville, Ky., and KXOA Sacramento, Calif., plus Klau-Van Pietersom-Dunlap, Milwaukee advertising agency, and other interests.

The outlook for 1964 as a whole is bright, Mr. Cornell said. Polaris has sold for \$3.5 million the City Bank and Trust Co. of Milwaukee, a bank it acquired last year for \$2.5 million. He said, this profit will be included in second half figures.

Harris-Intertype will split two-for-one

Harris-Intertype Corp., a Cleveland firm that owns Gates Radio, has initiated a two-for-one stock split and raised its cash dividend 16 2/3% to 70 cents per share annually. It had been paying \$1.20, and after the split the dividend will be equivalent to \$1.40. Both the split and new dividend will take effect Sept. 25 on shares of record Sept. 11.

And Harris-Intertype last week offered \$25 million of 4 3/8% sinking fund debentures to the public at 98 3/4%. They will yield 4.47%. The debentures, nonrefundable for five years, are due Sept. 1, 1989, and will have a sinking fund starting in 1971 to retire a minimum of 75% of the issue before maturity. Kidder, Peabody & Co. and McDonald & Co. lead the 33 underwriters of the issue.

Fiscal year ended June 30:

	1964	1963
Earnings per share*	\$3.52	\$3.14
Shipments	101,284,000	88,510,000
Net earnings	7,720,000	6,454,000

*Based on 2,194,634 shares outstanding; after the split there will be 4,389,268.

Oak's sales, earnings rise

Oak Electro/Netics Corp., based in Crystal Lake, Ill., has reported a 21% earnings increase on an 18% sales increase for the first half of 1964 as compared to last years first six months. The firm is the parent company of Oak Manufacturing Co., a diversified electronics company that is said to be setting a record production pace. It is scheduled to turn out 2 million VHF television tuners by the end of the year. It hopes to add another million UHF tun-

DDB goes public

Doyle Dane Bernbach's public offering of stock (BROADCASTING, July 27) is an apparent success. On Aug. 24, the agency placed on the market 247,080 shares of Class A, \$1 per value, priced at \$27 per share. By mid-afternoon the issue was already oversubscribed.

DDB is the third agency to "go public" in recent years following Papert, Koenig and Lois and Foote, Cone & Belding, both New York. The nation's 18th largest agency, DDB had broadcast billing of approximately \$21.4 million in 1963, representing about 29% of the agency's overall billing.

ers, although it reports that UHF orders have been slower and smaller than expected.

Six months ended June 30:

	1964	1963
Net income per share	\$ 0.90	\$ 0.74
Net sales	23,870,373	19,999,283
Gross income	4,808,328	4,474,324
Income before income taxes	1,347,685	1,076,491
Net income	609,685	505,491
Shares outstanding	674,374	687,074

Paramount income up

Net first-half income for Paramount Pictures Corp., New York, irrespective of nonrecurring gains, increased by more than 100% over the like period of 1963. Paramount's board of directors has declared a 50-cent dividend on common shares payable to stockholders of record Sept. 4 on Sept. 21. Its second quarter profits were boosted \$4.68 a share by the sale of KTLA(TV) Los Angeles.

Six months ended June 28:

	1964	1963
Earned per share income	*\$ 6.70	†\$ 1.82
Consolidated net Shares outstanding	1,607,506	1,674,981

*Includes profit on sale of investments of \$8,250,000 or \$5.13 a share.

†Includes profit on sale of investments of \$1,785,000 or \$1.07 a share.

20th Century-Fox net up

The earnings of 20th Century-Fox for the first half of 1964 were reported up over the corresponding period last year in a report by the firm last week. Much of the credit for the rise was attributed to the success of the film "Cleopatra." Gross income was down more than \$2 million for the period, however, and the blame was laid pri-

marily to less revenue from films made for TV and feature films licensed to TV.

Six months ended June 27:

	1964	1963
Earned per share*	\$1.83	\$1.76
Gross income	46,914,000	49,193,000
Net income before taxes	5,909,000	5,707,000
Net income	4,931,000	4,760,000

*Based on 2,700,633 shares outstanding.

Crowell-Collier income up

The Crowell-Collier Publishing Co., a New York-based publishing firm with broadcast interests, has reported a first-half financial picture that is improved over 1963's first six months, with net income up more than half a million dollars and per share income 15 cents higher.

Six months ended June 30:

	1964	1963
Net income per share*	\$ 0.42	\$ 0.27
Income before federal and foreign income taxes	2,827,000	1,892,000
Sales and revenues	49,087,000	47,627,000
Net income	1,437,000	913,000

*Based on 3,430,620 shares outstanding.

GP sales down, income up

Sales were down but income up for General Precision Equipment Corp., Tarrytown, N. Y., for the first six months of 1964 over last year's first half. The sales drop was at least partially due to less billings for a ballistic missiles guidance system, the company said. The board of directors has declared a common stock quarterly dividend of 30 cents per share, payable Sept. 15 to stockholders of record Aug. 31.

Six months ended June 30:

	1964	1963
Income per share	\$ 1.09	\$ 0.78
Net sales	100,040,128	105,563,932
Income before federal income taxes	3,513,672	2,714,491
Net income after federal income taxes	2,004,572	1,496,891
Shares outstanding	1,643,101	1,643,101

UA has big first half

United Artists Corp., New York, last week reported the most successful first half in its history, more successful in fact, than any previous full-year period, in terms of net earnings.

A United Artists official said the company's television distribution and production operations continue to function profitably.

Six months ended June 30:

	1964	1963
Earned per share	\$ 2.36	\$ 0.42
Gross revenues	88,877,000	49,971,000
Net income	4,509,000	802,000

Audio Devices down

First-half profits for Audio Devices, New York, fell off sharply from their 1963 level. The decline was attributed to "temporary loss in production yield," an "abnormally high rejection rate of

finished products upon inspection" and plant modifications. Audio Devices produces magnetic tapes and tape cartridges.

William T. Hack, president, reported troubles encountered in the second quarter, which accounted for an 11 cents-a-share loss, are over and operations appear to be back to normal.

Six months ended June 30:

	1964	1963
Earned per share	\$ 0.05	\$ 0.27
Sales	4,600,836	4,004,449
Net income-pretax	71,819	489,804
Net income	40,619	242,604

Financial reports . . .

Cowles's dividend - Cowles Magazine and Broadcasting Inc., New York, last week declared a dividend of 10 cents a share on its common stock for the period of business ending Aug. 31. The dividend is payable Sept. 15.

Emerson dividend - The board of directors of Emerson Radio & Phonograph Corp., Jersey City, N. J., voted last week a 10-cent dividend payable on Sept. 25.

35 db

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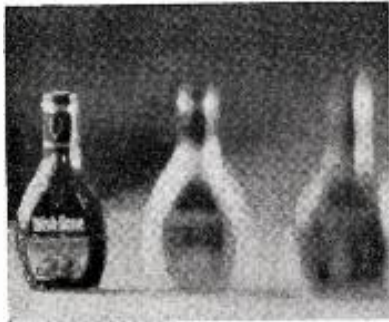
1. Our new A830-2, 10-watt exciter. This wideband direct FM exciter accepts a composite signal — mono, stereo and SCA — without auxiliary modulators.
2. The 786M-1 solid state stereo generator. Feeds monaural audio and the stereo subchannel to the exciter as a composite signal. A time-division system eliminates costly and unstable dual channels and does not require matrix networks or adjustment.

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Broadcast Communication Division, Dallas

30 years in the Broadcast Business

Niles develops 'swing sweep focus' lens



Cameramen may now obtain a revolutionary new tool for selective-focusing within the total picture field, all in one smooth sweep.

The Niles Swing Sweep Focus Lens is capable of sweeping its focus along any area of a given plane, while objects to either side remain out of focus. It was developed by the Fred A. Niles Communications Centers Inc., Chicago.

One possible use, shown above, is to draw a viewer's eye from one to another of a series of objects, which may appear in sequence, or, according to the manufacturer, in a number of combinations, such as from right foreground of a scene to the right background, over to the left background, and then to the center foreground, all in one continuous sweep.

The new lens may also be adjusted to keep objects in focus from three feet to infinity, along a narrow plane within the scene. A straight road, for example, could be in focus stretching off into the distance, with both sides out of focus.

Lionel Grover, Niles' vice president, worked on the lens with a staff member of the California Institute of Technology.

Plea for delay in duplication

WGN wants postponement of FCC's clear channel plan to allow more study

WGN Chicago has asked the FCC to postpone duplication of any of the 25 clear channels until it determines the number and location of the Class I-A stations that, with higher power, can bring several nighttime signals to "white areas."

WGN operates on 720 kc, one of the 13 clear channels the commission has marked for duplication with new II-A stations. WGN's request was a petition asking the commission to withhold action on two mutually exclusive applications for a II-A on 720 kc.

The commission decision to duplicate the clear channels, made in 1961, is designed to provide first local nighttime service to rural areas. Clear channel stations, however, have argued that the more efficient way of providing new nighttime service would be to allow the clear-channel stations to operate on

more than 50 kw of power, the current limit.

WGN notes that the Clear Channel Broadcast Service estimated that contemplated Class II operations on the 13 clears would bring a first nighttime service to some 234,575 of the more than 25 million "white area" residents, those without primary nighttime service.

Clear Channel Potential ■ The CCBS also estimated that the 13 class I-A stations involved, using higher power, would bring a first nighttime groundwave service to about 1.8 million "white area" residents and improved nighttime skywave service to all 25 million residents.

Seventeen applications for II-A stations have been filed for 10 of the channels. The commission has already granted one II-A application, for a station on 1020 kc in Roswell, N. M., (BROADCASTING, July 20), and designated for hearing an application for a II-A on 1100 kc, in Grand Junction, Colo. (BROADCASTING, June 29).

The commission is considering allowing stations on the unduplicated clear channels to operate with more than 50 kw. But WGN said none of the clears should be duplicated until the commission determines which of the Class I-A's are to be granted higher power. Eight of the Class I-A's, including WGN, have applied for authorization to operate with higher power on an experimental basis.

WGN said that the service required for the "white areas" could not be provided even if higher power were authorized for all 12 reserved clear channels. And there is "a substantial question," WGN added, that all Class I-A's on the reserved channels would seek higher power.

Study Is Needed ■ "It is essential," WGN said, "that an integrated study be made of the higher power potential of all 25 class I-A clear channels prior to the degradation of the potential of any by duplications . . ."

WGN said the commission should set as a minimum goal the provision of "four acceptable nighttime groundwave and/or skywave signals . . . to all existing 'white areas' by the operation of the requisite number of Class I-A stations with higher power."

WGN said that implementation of the duplication order before higher power is authorized will serve only the "private interests" of those granted the II-A licenses, "with no resultant meaningful improvement in service to 'white areas.'"

WGN also said duplication of the clears before determining which I-A's will operate on higher power "will damage the public interest forever by destroying 13 precious natural resources and precluding the authorization of higher power."

WGN urged the commission to impose a freeze on applications that would im-

pair the possibility of granting higher power on any of the 25 clear channels, to grant the pending applications of the eight clear channel stations for experimental use of higher power and to act on a CCBS rulemaking petition which would allow the 25 clear channel stations to operate with higher power on a regular basis (BROADCASTING, April 15, 1963).

FCC asked to revise aural ERP ratio

King Broadcasting Co., Electronics Industries Association's Consumer Products Division and Springfield Television Broadcasting have urged the commission to revise its proposed rulemaking which would decrease the aural effective radiated power ratio of television stations.

The comments are in reply to the FCC's proposed rulemaking to specify the ERP of a VHF's aural transmitter as not more than 20%, or less than 10% of peak radiated power of the visual transmitter.

In 1963 the FCC approved a 10% to 70% ratio for UHF stations and this April adopted the same requirements for VHF's. This action led to concern by set manufacturers which caused the FCC to propose changing the rule.

A 20%-30% proposal was filed by the Consumer Products Division following a report by the Committee for the Full Development of All-Channel Broadcasting, submitted by the All-Channel Television Receivers Subcommittee and forwarded to the EIA. The request was to either approve the 20%-30% ratio as recommended by the CAB's Subcommittee or reject it with comments.

The result of the survey was that 13 set manufacturers adopted and three opposed the measure, with the rejections coming from two manufacturers who wanted the ratio at 50%-70% and one who wished it to remain at 20%. The CAB says that UHF tuning is already critical and that a reduction below 25% would not be in the interest of all-channel broadcasting.

KING Broadcasting's comments followed tests at its stations KING-TV Seattle and KGW-TV Portland, Ore., showing, KING said, that it is both feasible and desirable for the commission to adopt a rule of general applicability which would fix the ratio at 10%-30%. Jay W. Wright, vice president for engineering at KING, said experimental operations show that although the range is small it would be great enough to accommodate most aberrations in transmitting antenna directivity and in propagation.

KGW-TV had difficulty broadcasting

at 10% because its aural and visual antennas are different types. KING-TV did not have this problem since its antennas are similar. Thus, KING concluded, KGW-TV would be required to broadcast at 20%-30% to be effective while KING-TV could operate successfully at 10%.

Springfield Broadcasting found that receiver manufacturers reject a power limit of 10% because it results in unsatisfactory reproduction in deep fringe areas resulting in a loss of coverage area. Springfield stations operate at a 10 to 1 ratio and have not had any adverse comments from viewers, servicemen or distributors. The broadcaster added that a 10%-30% ruling would not encourage the furtherance of all-channel broadcasting.

Springfield's stations, all UHF's, are: WWLP(TV) Springfield, WRLP(TV) Greenville, and WJZB(TV) Worcester, all Massachusetts, and WKEF(TV) Dayton, Ohio.

AMST schedules engineers' meeting

The changing field of television allocations will be the subject of the Association of Maximum Service Telecasters' fall engineering conference to be held at the Willard hotel in Washington Sept. 23.

Presiding at the AMST conference will be Orrin W. Towner, committee chairman and engineering director of WHAS-TV Louisville, Ky.

Lester W. Lindow, AMST's executive director, said the purpose of the meeting is "to further understanding among member station engineering personnel of the rapidly changing field of television allocations, and to provide an opportunity for exchange of ideas."

A panel discussion including members of AMST's technical committee will highlight the conference.

Technical topics . . .

Earning and learning • Programed learning equipment adaptable to FM and TV stations or CATV head-ends is available through Tutortape Laboratories, New York. The system brings instruction and multiple-choice questions to students in their homes by means of a signal carried on four super-sonic subcarriers. It does not interfere with the normal programming of the source (other than to preclude stereo multiplexing simultaneously). Students receive instruction over a special FM-type receiver, are asked a question on the material, then given a choice of several answers, from which they select one by pressing one of four buttons on the receiver. If their an-



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swer is correct, the channel selected tells them so and provides additional information; if incorrect, the channel selected explains and corrects the error.

First publication ■ Vol. 1, No. 1 of the *Journal of the Society of Broadcast Engineers*, mailed to members last week, contains a salutation from FCC Chairman E. William Henry and articles on modulation meters for stereo and SCA; systems planning, FM stereo, transistor parameters, and sine-squared wave tests. The new engineering society was organized last April at the National Association of Broadcasters convention in Chicago.

Added space ■ Gavin Instruments Inc., Somerville, N. J. manufacturer of electronic systems and components has moved into an additional 26,000 square feet plant. The plant will produce UHF tuners with the first production run expected in September.

More color sets ■ Color set sales by Packard Bell so far this year are more than double last year, Robert S. Bell, chairman of the Los Angeles-based electronics manufacturing company, said last week. Color sales, Mr. Bell said, are up more than 103%. Packard Bell, heretofore confining its marketing efforts to the western states, has now expended into the Midwest and East through more than 150 franchised dealers in key cities.

New FTC rules asked for TV screen sizes

The Federal Trade Commission last week gave notice of a rulemaking proceeding that would stipulate how the size of a television set screen may be advertised.

The proposed rule would ban set sellers' use of any size designation of set or picture tube unless it is "the actual size of the viewable picture area measured on a single plane basis." And if the size isn't the horizontal measurement, the designation must "be accompanied by a statement clearly showing the manner of measurement."

Measurement Rule ■ The FTC now has a trade practice rule, adopted in 1955, that spells out picture tube measurement guidelines, but its new rules would have the effect of law. The FTC said it initiated the proceeding because set marketers have given measurements based on picture tube area plus the thickness of the walls, misleading prospective buyers and siphoning off business from competitors who aren't deceptive. The FTC said: "Advertising and sales promotional literature used

in promoting the sale of television receiving sets indicate that the practice which would be prohibited by the proposed rule is widespread in the industry. This proceeding is designed to inform all industry members of their obligations under the law and assure equitable treatment in complying with the law." The FTC will have a hearing on the proposed rule Oct. 20, and all filings must be in by Nov. 10.

The reaction of the Electronic Industries Association to the action was that it didn't object to the FTC's changing the guideline to law or strengthening its enforcement. EIA, however, did indicate that manufacturers were displeased that the FTC has decided to stir up the issue. The present rule, they feel, protects the consumer and was designed after much hard work almost ten years ago when the industry cooperated with the FTC in designing the guidelines. The EIA will decide on a course of action at its quarterly meeting in Boston Sept. 23-25.

Little radio-TV at Wescon meeting

Many Americans, last week, were focussed on the Democratic National Convention in Atlantic City. But to some 50,000 electronic scientists and engineers "the convention" was Wescon, the Western Electronic Show and Convention, held Tuesday-Friday (Aug. 25-28), in Los Angeles.

So large has Wescon become that no place is big enough to hold it; this year's meeting required three. The 25 technical sessions were held at the Statler-Hilton. The 1,200 exhibits were divided more or less equally between the Los Angeles Sports Arena and Hollywood Park, the latter better known for its display of horseflesh than electronic gear.

The technical sessions covered such esoteric subjects as microelectronics and lasers, the needs and techniques of sea-floor instrumentation and the electronic requirements of Project Apollo's attempt to land men safely on the moon, but nowhere on the crowded agenda was there anything of practical interest to a working broadcast engineer. Similarly, the technical tours were directed toward space electronics and computer labs rather than broadcast studios and transmitters.

At the annual corporate luncheon of the Western Electronic Manufacturers Association, held Wednesday, Patrick E. Haggerty, president Texas Instruments Inc., delivered the main address, "Innovation Is the Key." The WEMA luncheon is always a highlight of WESCON and more than 400 electronics executives attended.

New circuitry may lower recorder price

Fairchild Camera & Instrument Corp., demonstrating its home television tape recorder last week at the WESCON electronics show in Los Angeles, revealed reduced circuitry in the equipment which could significantly cut its price to consumers.

Original estimates had indicated a consumer price somewhere under \$500 (BROADCASTING, April 13). The company would not give a revised estimate, but said that the number of transistors required by the recorder had been decreased as a result of the circuitry refinements.

Fairchild has been negotiating with at least five equipment manufacturers as prospective licensees of its recorder design. Terms of the offer are said to include original payment of \$100,000 to Fairchild to be followed by another \$100,000 within two years, and royalties of approximately \$2.50 per unit.

Cinerama Inc., which obtained rights to the British-developed Telcan home recorder (BROADCASTING, Sept. 9, 1963), last week insisted that the reported bankruptcy of Nottingham Electronic Valve, the company which originally designed Telcan, would have no adverse affect on Cinerama's interest in the equipment.

"In fact," a Cinerama official said, "a licensing agreement with a manufacturer is imminent."

Par Ltd., another entry in the home TV recorder race (BROADCASTING, June 15), said it also is negotiating with manufacturers interested in its "Par Vision" system.

RCA equipment sales up 34% in first half

RCA has reported that it had a 34% increase in orders for its TV broadcast equipment for the first half of this year compared to the same period a year ago. The rise was spread over the full line of studio and transmitting apparatus, including new station plants and modernization of existing facilities.

C. H. Colledge, vice president and general manager of the broadcast and communications products division, said the orders represented a high degree of customer interest in color TV, especially in new live and film color cameras introduced earlier in the year. He said every major broadcast facility—for a new station or an existing outlet im-

proving what it now has—includes provision for color TV.

He cited factors of continuing prosperity in the broadcast industry and improved depreciation allowance on new items of capital equipment purchased by stations as contributing to the higher level of sales.

TV servicemen alarmed by CATV

Alarm over the growing community antenna television field and the mass take-over of set servicing by the CATV operators themselves was raised in Chicago at the annual convention of the National Alliance of Television and Electronics Service Associations. One resolution indirectly opposed CATV.

Frank Moch, executive director of NATSEA, said that the real danger in CATV is that these systems "will cloak themselves with a quasi-utility status." When that happens, he said, "the cable company will supply the program, the means of bringing the program, the set and the maintenance so as to assure the public the most use, thus for themselves, the most revenue."

Larry Dorst, owner of Dorst Television, Milwaukee, who was reelected president of NATSEA, predicted a rocky road ahead for the independent serviceman unless he diversifies into other types of service in addition to television.

NATSEA's resolution: The alliance "goes on record as being opposed to any form of TV programming regardless of the method used which in any way limits the rights of professional independent service business to compete."

New TV sets introduced

Admiral Corp., Chicago, has announced it will add a new 13-inch portable set to its black-and-white television line for 1965 as well as a 25-inch model. Admiral earlier said it plans to go into production of its own color TV tubes.

Motorola Inc., Chicago also has announced it will introduce a small portable monochrome TV set this fall with a 12-inch picture tube. Motorola color sets now being sold use both the round 21-inch color tube and Motorola's own new 23-inch rectangular color tube produced by National Video Corp.

National Video, meanwhile, has announced that within the next month it will supply manufacturing customers with samples of its new 25-inch rectangular color tube. RCA earlier announced its 25-inch rectangular color tube.

INTERNATIONAL

CTV Network has full fall schedule

CANADA'S SECOND TV SYSTEM HAS 20 HOURS PLANNED

Canada's second national television network, the CTV Network, starts its fall season with expansion to Newfoundland, to give complete transcontinental coverage. The network, in its fourth year, now is estimated to give 72% coverage of Canada with 11 stations and their satellites. The network is now extending its regular daytime programming for the full 52-week year, including a weekly 90-minute sports series and daily national news. Twenty hours of programming are now presented weekly over the entire network. In addition to participating sponsors on some programs, the network now has 26 national and international advertisers for its feature programs, of which 10 are new this season. The new season's schedule:

Sunday

Telepoll, Canadian National and Canadian Pacific Communications, Montreal (through Kenyon & Eckhardt Ltd., Toronto) from *crro-tv* Toronto; *Flipper*, Nabisco Foods Ltd., Toronto (J. Walter Thompson Ltd., Toronto) *Walt Disney Presents*, Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto) and General Foods Ltd., Toronto (Young & Rubicam Ltd., Toronto); *Mr. Novak*, Gillette of Canada Ltd., Montreal and Kimberly-Clark Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd.) and Procter & Gamble Co. of Canada, Toronto (Benton & Bowles, New York); *The Hourglass*, Canada Packers Ltd., and Aluminum Co. of Canada Ltd., Toronto (Cockfield, Brown & Co. Ltd., Toronto).

Monday

Bewitched, Lever Bros. Ltd., Toronto (MacLaren Advertising Ltd., Toronto) and Warner-Lambert Canada Ltd., Toronto (Ronalds-Reynolds Co., Toronto); *It's Your Move* (live game show from *crro-tv* Montreal) sponsored by participating sponsors; *Cara Williams Show*, General Foods Ltd. and Procter & Gamble Ltd.; *Take A Chance*, game show from *crro-tv*, Adams Brands Ltd. (Baker Advertising Agency, Toronto); and *Dr. Kildare* General Foods Ltd., Ameri-

can Home Products, Toronto (Y&R Ltd., Toronto) and P&G.

Tuesday

Let's Sing Out, P&G; *Petticoat Junction*, American Home Products Ltd., Toronto.

Wednesday

National League Hockey, Ford Motor Co. of Canada, Oakville, Ont. (Vickers & Ben-

son Ltd., Toronto), Imperial Oil Ltd., Toronto, and Molson Breweries Ltd., Montreal (MacLaren Advertising Ltd., Toronto); *Sports Talkback* from *crro-tv*, Canadian General Electric Ltd., Toronto, as sponsor (MacLaren Advertising Ltd.)

Thursday

The Bailey of Balboa, American Home Products and P&G; *Jack Paar Show*, Kimberly-Clark Canada Ltd., Quaker Oats Co. of Canada Ltd., Peterborough, Ont. (Spitzer, Mills & Bates Ltd.), S. C. Johnson & Son Ltd., Brantford, Ont. (Foote, Cone & Belding Canada Ltd., Toronto), and Lever Bros. Ltd. as sponsors.


Friday

Andy Griffith Show, General Foods Ltd.;

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ABC International reps ABC Radio overseas

The international division of ABC will become the ABC Radio network's overseas sales representative, it has been announced. Donald W. Coyle, president of ABC International, and Robert R. Pauley, president of the ABC Radio network, said the action would take effect immediately.

ABC International serves as overseas sales representative for ABC's Worldvision stations, and for the ABC owned and operated stations outside of the U. S.

Mr. Pauley said that the establishment of international sales facilities was logical because of ABC's status as a network with world-wide broadcasting facilities. ABC programs are transmitted throughout the world through exclusive affiliation with WRUL, the international shortwave station.

"ABC International already represents stations in 22 countries to the international advertising," Mr. Pauley said. "As representative for ABC Radio, ABC International can help progressive overseas advertisers en-

joy the power of radio through a single central source."

Two foreign advertisers have expressed interest in sponsoring future ABC Radio broadcasts, Mr. Pauley said. One of them may participate in the ABC coverage of the Olympics this fall.

ABC International also will serve as international sales rep and as program purchase agency for two stations in the Netherlands Antilles, bringing to 23 the total number of countries with ABC Worldvision stations.

The stations involved are Telecuracao (channel 8), Curacao, and Telearuba (channel 12), Aruba. Telecuracao broadcasts to 14,300 sets, and Telearuba to 5,100. Both are owned by the Bartell Broadcasting Corp.

Curacao and Aruba are located in the Caribbean, off the coast of Venezuela. They telecast in English, Dutch, Spanish and Papiamentu, a language composed of the other three.

Malaysia buys Gates radio equipment

Gates Radio Co., Quincy, Ill., has completed a \$450,000 contract for three high-powered 100 kw short wave radio broadcast transmitters for Malaysia. The transmitters will be used by Radio Malaysia for its foreign broadcast service to neighboring Southeast Asia countries.

Lawrence J. Cervone, Gates sales vice president, noted that during the last four years, Gates has supplied total power of about 850 kw to nations forming Malaysia. Malaysia was formed last September by a federation of Malaya, Singapore, Sarawak and North Borneo (now Sabah).

The 100 kw transmitters are air-cooled and employ high level plate modulation. Components were chosen for reliable service in areas of extreme temperature and humidity.

Sullivan show scores 1st overseas sales

CBS Films has sold *The Ed Sullivan Show* in Australia, the Philippines and Argentina, marking the first time in its 17-year history that this program will be shown overseas, Ralph M. Baruch, vice president, international sales, announced last week.

Austarama Pty. Ltd. will broadcast the series in six markets in Australia, starting next March. Bolinao Electronic, which operates channel 3 in Manila, will begin its broadcasts in January 1965. Proartel, which bought the program for channel 13 in Buenos Aires, will place the Sullivan program on the air in early September.

Mr. Baruch also announced that CBS Films had completed selling the largest group of program sales in its history to Australia. Total sales are estimated at almost \$3 million.

Six new series on CBS-TV this fall are included in the sales. They are *Mr. Broadway*, *Slattry's People*, *World War I* and *Baileys of Balboa*, bought by Austarama; *The Reporter*, bought by Amalgamated TV Services Pty. Ltd. for six major markets and *The Cara Williams Show*, acquired by the Australian Broadcasting Commission's network. In addition, Austarama also bought *America!*, a new first-run syndicated series, and *Gunsmoke*, *Petticoat Junction*, *Tell It to the Camera*, *World of Adventure*, *Ichabod and Me* and *The Alvin Show*.

Mr. Baruch also reported that the Australian Broadcasting Commission has renewed its news and public affairs agreement, whereby it will carry

McHale's Navy, Canada Packers Ltd., and Gillette of Canada Ltd.

Saturday

Canadian Football League, British American Oil Co. Ltd., Toronto (James Lovick & Co., Toronto), Labatt Ltd., London, Ont. (J. Walter Thompson Co., Toronto), Ford Motor Co. of Canada Ltd., and Nabob Foods Ltd., Vancouver (James Lovick & Co., Vancouver).

CBS is part owner of new West Indies channel

CBS has obtained a minority interest in a TV station to be constructed in Antigua, British West Indies.

Participating with CBS in ownership of the station will be Rediffusion (West Indies) Ltd., a division of Rediffusion of England Ltd.; the government of Antigua, and Novelle Richards & Associates, a local business group. A new company, Leeward Islands Television Services Ltd., has been formed to construct and operate the new television station.

The television facility will be the first to serve the chain of six Leeward Islands and has a possible total audience of 168,000, CBS said.

CBS is associated with local interests in television production companies in Argentina and Peru, has an interest in Trinidad and Tabago, West Indies, and has an agreement with Rai of Italy.

Concern expressed over CBC rising costs

Canadian Broadcasting Corporation's increasing annual expenses and uncertainty about the cost of its centralization plans at Toronto and Montreal were cited in the fifth report of the Canadian House of Commons committee on public accounts. The report stated that in March 1963, the CBC had estimated cost of centralizing its facilities at Toronto and Montreal at \$83 million. Last month CBC President Al Ouimet told the committee the cost estimate had increased to \$105 million, and in its 1963-64 annual report CBC gave a figure of \$128 million for the consolidation of facilities.

The committee also expressed concern over the CBC's annual operating requirements and Mr. Ouimet's observation that these would continue to increase each year. The report said: "The operating expenses of the CBC totalled \$40 million in its fiscal year 1955-56, whereas these expenses had risen to \$108 million in the fiscal year 1962-63. The committee pointed out that the House of Commons through the committee of supply, "has a definite responsibility to exercise control on the extent to which public funds should be expended."

at least 50 hours of CBS News-produced broadcasts per year. He noted that other CBS-TV series, including *Perry Mason*, *The Nurses*, *The Defenders* and *Rawhide*, have been renewed in Australia.

With the sale of *Slattery's People* and *The Great Adventure* series to BBC, CBS Films reported it is now the "top American supplier" of programming to the BBC for 1964-65.

Four-and-one-half hours of CBS Films-distributed properties are scheduled to be televised weekly during the season.

CBC to put 6 new stations on this fall

A number of new Canadian Broadcasting Corp. stations will go on the air this fall. Slated to start operations are CBOF Ottawa, French-language station, with 10 kw on 1250 kc, and CBO Saint John, N. B., with 10 kw on 1110 kc.

In October, CBNT St. John's, Nfld. starts TV operations on channel 8 with 196 kw video and 98 kw audio. Other fall TV openings include CBVT Quebec City, Que. on channel 11 with 173 kw video and 87 kw audio; CBFT Cheticamp, N. S. on channel 10 with 7.9 kw video and 4 kw audio; CBFOT Timmins, Ont., on channel 9 with 16 kw video and 8 kw audio.

A number of TV satellites are due to be operating this fall: at Port Rexton, Nfld., CBNT-1 on channel 13 with 170 w video and 85 w audio; at Magdalen Islands in the Gulf of St. Lawrence, CBFT-1 on channel 12 with 1.48 kw video and 740 w audio, and at Kapuskasing, Ont., CBFOT-1 on channel 12 with 17.4 kw video and 8.7 kw audio.

International film sales . . .

The Mighty Hercules (Trans-Lux): United Telecasters Sydney Ltd., Sydney, Australia; CFCN-TV Calgary, Alberta; CJOH-TV Ottawa, and CKCO-TV Kitchener, Ont.

Making of the President (William Morris Agency): Nederlandse Televisie Stichting, Holland; Sveriges Radio, Sweden; Rai Radiotelevisione Italiana, Italy; Schweizerische Radio und Fernsehgesellschaft, Switzerland and Belgische Radio en Televisie, Belgium.

The Andy Griffith Show (William Morris Agency): New Zealand Broadcasting and TVW for Perth, Australia.

The Danny Thomas Show (William Morris Agency): TVW for Perth, Australia.

The Dick Van Dyke Show (William Morris Agency): New Zealand Broad-

Business booms

In view of Canada's growing population of more than 19.2 million and its expanding TV homes (4.1 million), Seven Arts Associated Corp. reported last week it is currently distributing a total of 2,389 hours of programming there, including 1,615 hours not offered in the U. S.

Charles S. Chaplin, vice president and Canadian sales manager, said that Seven Arts is distributing 495 hours of programs in color in Canada. He added that this was "particularly important" in view of the coming public hearing of the Board of Broadcast Governors on Nov. 3, which will determine the starting date for colorcasting in the country.

casting Corp.; Nederlandse Televisie Stichting, Holland.

Steve Canyon (William Morris Agency): Nippon TV, Japan.

My Favorite Martian (William Morris Agency): New Zealand Broadcasting Corp.

Play of the Week (William Morris Agency): Oy Ylesiradio Ab, Finland.

Peyton Place, *Voyage to the Bottom of the Sea*, *12 O'Clock High*, *Valentine's Day*, *The War to End All Wars* and *Anatomy of Crime* (20th Century-Fox TV): Republic Broadcasting System of Manila.

The Avengers (Seven Arts): CHAN-TV Vancouver and CHEK-TV Victoria, both British Columbia; CFRN-TV Edmonton and KCCN-TV Calgary, both Alberta; CHAB-TV Moose Jaw, Sask.; CJAY-TV Winnipeg, Man.; CFCL-TV Timmins, CFTO-TV Toronto; CJOH-TV Ottawa and CKCO-TV Kitchener, all

Ontario; CFCF-TV Montreal; CJCH-TV Halifax, N.S. and CJON-TV St. John's Newfoundland.

Volumes 7 and 8 (Seven Arts): CKPR-TV Port Arthur and CKNX-TV Wingham, Ont.

Volumes 4 & 5 (Seven Arts): CBHT (TV) Halifax, N.S. and CJOH-TV Ottawa.

Popeye Cartoons and 337 Warner Bros. cartoons (Seven Arts): CCMI-TV Quebec City, and CJOH-TV Ottawa.

Boston Symphony Orchestra (Seven Arts): CFCM-TV Quebec City.

Bowery Boys (Seven Arts): CKSA-TV Lloydminster, CFCH-TV North Bay, CKPR-TV Port Arthur, all Ontario, and CKMI-TV Quebec City.

Abroad in brief . . .

Seaway scenario ■ ASP Productions, Toronto, will film 30 one-hour dramas about the St. Lawrence Seaway. Associated with the Canadian firm is Associated Television Ltd. of London.

Name change ■ The name of Trans-Lux Television (E.S.) Corp. has been changed to Trans-Lux Television International Corp., Richard P. Brandt, Trans-Lux president, announced last week. The subsidiary of Trans-Lux Corp. was formed to give worldwide syndication to the firm's TV film properties. The subsidiary recently opened a sales office in Zurich, Switzerland.

Trilingual job ■ Canadian Broadcasting Corp. will open a Moscow bureau in October to service CBC radio and television with news and special reports from the Soviet Union. A staff member or outside correspondent able to speak Russian, English and French, is to be appointed soon. Radio reports are to be relayed through London to the CBC's English and French networks, and TV coverage will be on film. CBC hopes to have an exchange of Canadian and Russian film as a result of the new bureau.

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FATES & FORTUNES

BROADCAST ADVERTISING

Robert J. Wallace and **Walter B. Roberts Jr.** promoted to newly created positions in Miles Products division of Miles Laboratories, Elkhart, Ind. Formerly VP-product planning, Mr. Wallace has been named VP-growth and development. Prior to joining Miles in June 1963, Mr. Wallace was VP in charge of marketing development at Benton & Bowles, New York. Mr. Roberts, with Miles since May 1963 as group product manager, becomes VP-advertising and sales. Previously, he was account supervisor at J. Walter Thompson Co., New York.



Mr. Roberts

Joel A. Segall joins Harrington, Righter & Parsons, New York, as account executive. He was formerly in sales department at Venard, Torbet & McConnell, that city.



Mr. Hale

E. Nathan Hale Jr., head of Peters, Griffin, Woodward's Atlanta office, moves to new office in Charlotte, N. C., as manager. New branch is located at 1420 East Seventh Street. Phone: (704) 333-8641.

Charles Overbeck elected VP-research and development for General Foods Corp., White Plains, N. Y.

Richard T. Houghton, formerly account executive with N. W. Ayer & Son, New York, elected VP and account executive at Needham & Grohmann, that city, handling two divisions of National Biscuit Co. account. Earlier Mr. Houghton had been with Compton Advertising, New York, working on Procter & Gamble and Alberto-Culver accounts.



Mr. Vernon

William Vernon elected VP in charge of special projects division of Blair Television, New York. Mr. Vernon joined Blair Television in 1952 and was most recently account executive.

Robert L. Foreman, executive VP and director of BBDO, and **Lloyd Griffin**, president of TV division of Peters, Griffin, Woodward and president of Station Representatives Association, elected to board of directors of Broadcast Rating Council, New York. Mr. Foreman replaces **Phil Cohen**, formerly of Sullivan, Stauffer, Colwell & Bayles, and now with American Tobacco Co. Mr. Griffin succeeds **Edward Codel** of The Katz Agency, immediate past SRA president. **Howard Mandel**, vice president and director of research for National Association of Broadcasters, New York, named assistant treasurer of BRC.

Harold D. Wakefield, for 11 years director of product management at S. C. Johnson & Co., joins McCann-Erickson, New York, as VP.

William Duryea appointed executive producer of TV commercial production department of Foote, Cone & Belding, New York. He joined agency as producer in 1963. **Herbert Gandel**, formerly with Richard K. Manoff, New York, joins FC&B as media supervisor.

Arma (Ham) Andon named director, and **Donald O'Shea**, special representative, of newly formed special projects department of Television Advertising Representatives, New York. New department, organized to sell spot TV to non- and light users of medium, will begin operations today (Aug. 31).



Mr. Andon



Mr. O'Shea

William Santoni joins Foote, Cone & Belding, New York, as media supervisor on Menley & James and Kool-Aid accounts. He was formerly associate media director at Maxon, that city.



Mr. Farrand

George N. Farrand elected financial VP of Young & Rubicam, New York. He joined agency in 1948, will continue as treasurer and head of accounting department.

Michael D. Cambridge, formerly associate media director at Sullivan, Stauffer, Colwell & Bayles and William Esty Co., joins Roger O'Connor Inc., New York station representative, as broadcast specialist-account executive.

H. Douglas Jones and **Thomas K. Pedersen** join production department of N. W. Ayer & Son, Philadelphia.

Burt Klein appointed art director of Smith/Greenland, New York.

Armand (Lew) Shapiro appointed sales manager of WHUT Anderson, Ind.

Dale A. Knight, manager of admin-

istrative services division of International Shoe Co., St. Louis, named secretary-assistant treasurer of Gardner Advertising, that city.

Jack D. Bozarth, account executive at Young & Rubicam, joins Ted Bates & Co., New York, in same capacity.

Hal Rover, VP and management supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected senior VP. Mr. Rover, formerly vice president of Compton Advertising, joined SSC&B in 1961 as vice president and account supervisor.



Mr. Rover

Steve Cook, assistant sales service and traffic manager of KTVU(TV) Oakland-San Francisco, joins KGO-AM-FM San Francisco as sales development and merchandising director.

George Ogren appointed sales development coordinator for Metro TV Sales, Los Angeles. He replaces **Marty Ozer**, who becomes account executive.

John M. Hooker, account executive at KFAC Los Angeles, joins The Katz Agency, that city, on radio sales staff.



Mr. Martin

W. Gerard Martin, VP and account supervisor of Geyer, Morey, Ballard, New York, elected to agency's board of directors. He joined GMB in 1963, was formerly member of plans board of Kenyon & Eckhardt, New York.

THE MEDIA

J. Arnold Schorr named general manager of KGFJ Los Angeles, succeeding **Thelma Kirchner**, who had managed Negro-oriented station for past 22 years. Mr. Schorr had been with Westinghouse Broadcasting Co., WMCA New York and KHJ Los Angeles.

Clara S. Logan re-elected president of National Association for Better Radio & Television for coming year. Other new officers for 1964-65 are: first VP: **James V. Bennett**; second VP: **E. G. Krauss**; executive VP: **Frank Orme**; treasurer: **Mrs. Victor Roberts**; corresponding secretary: **Mrs. Elizabeth Livingston**; recording secretary: **Gertrude Blackstock**. **Newton Minow**, former FCC chairman, is new member of NAFBRAT board.

Joseph C. Drilling, president of Crowell-Collier Broadcasting Corp., named radio chairman of International Broad-

casting Awards competition sponsored by Hollywood Advertising Club. He has also been elected director of Radio-Television Recording Advertising Charities of Hollywood.



Mr. Stalnaker

Howard Stalnaker elected VP of Meredith Wow Inc. (wow-AM-FM-TV Omaha, Neb.). He continues as stations' general manager. Mr. Stalnaker joined Meredith Publishing Co. (parent of Meredith Broadcasting Co.) in 1946, moved to organization's Phoenix outlet, KPHO-AM-TV, in 1954 as station manager, and was appointed general manager of wow stations in August 1963.

Charles W. Brodhead, program director of WLWI(TV) Indianapolis, appointed assistant general manager of WLWT(TV) Cincinnati. Stations are owned by Crosley Broadcasting Corp. **Walter S. Jacobs**, WLWT production manager, succeeds Mr. Brodhead as WLWI program director.



Mr. Brodhead

E. L. (Abe) Lincoln, previously with KRSY Roswell, N. M., appointed general manager-sales manager of KRDD, that city.



Mr. McKinsey

W. Robert McKinsey elected executive VP of Atlanta Telemeter Inc., wired pay-TV firm subfranchised by Home Theaters of Georgia Inc. (BROADCASTING, Aug. 10). Mr. McKinsey was general manager of KBAT San Antonio from 1963 until present and previously served in executive positions at WHAM-AM-FM Rochester, N. Y.; WBAL-AM-FM-TV Baltimore and wcco Minneapolis.

PROGRAMING

Thomas F. Greenhow, VP of Subscription Television Programs Inc. and assistant to president, appointed head of all STV program production. **Merritt W. (Pete) Barnum Jr.** continues as company VP in charge of program planning; **Lou Mindling**, VP, will function as director of talent.

Jack Kaufman, film producer who was editor on Winston Churchill series, ABC-TV's *The Valiant Years*, has joined David L. Wolper Productions as producer-director-writer. His initial assignment is to produce, direct and script

Trial at Nuremberg, hour-long TV documentary in Wolper's *Specials of Our Times* series for UA-TV. **Richard Basehart** will narrate the special. **Irwin Rosten**, currently assigned to Wolper Productions' TV special, *Korea: The 38th Parallel*, named producer, director and writer on *Japan: A New Dawn Over Asia*.



Mr. Shefter

Milton R. Shefter joins Wbc Productions (division of Westinghouse Broadcasting), New York, as manager of advertising and sales promotion. Mr. Shefter was formerly assistant advertising and sales promotion manager at KYW-TV Cleveland. **Larry G. Spangler**, account executive at Independent Television Corp., New York, joins Wbc Productions on sales staff.

Lou Edelman, executive producer of such TV series as *The Danny Thomas Show*, *The Joey Bishop Show*, *Wyatt Earp* and *Californians*, named chairman of Hollywood library of National Academy of Television Arts & Sciences.

Gary Lockwood has been signed as male lead of *Sam and Sally*, which 20th Century-Fox Television is preparing for 1965-66 TV season. **Hal Kanter**, creator-producer of studio's *Valentine's Day* series for ABC-TV this season, also created *Sam and Sally*.

W. Edmund (Ned) Cramer named program director of WCBS-TV New York. Mr. Cramer replaces **Dan Gallagher**, who resigned. **Gideon Chagy**, director of editorials, succeeds Mr. Cramer as director of public affairs. **Michael Keating** succeeds Mr. Gideon as director of editorials. Mr. Keating moves to WCBS from *New York Herald Tribune* where he was political correspondent.



Mr. Cramer

Art Collier, formerly with WLWI(TV) Indianapolis, appointed sports director of WATL-TV Atlanta.

Ed Jurist, writer-producer, who produced *Room For One More* and *Hawaiian Eye* for Warner Bros., signed by King Features TV to produce *Hello Dere*, pilot starring comedy team of Allen and Rossi, at MGM-TV. **Al Brodax**, King Features TV head, is executive producer of pilot written by **Stan Drebbin** and **Ralph Goodman**.

Writing-producing team of **Arne Sul-tan** and **Marvin Worth** has been signed to multiple project agreement to develop, write and produce TV series for **Desilu Productions**, Hollywood. Team

recently completed "Three on a Couch," theatrical motion picture for Columbia Pictures, and is currently writing and producing another feature film, "One More Time," for United Artists.

Joe Negri named music director of WTAE(TV) Pittsburgh, effective Aug. 31.

Max E. Youngstein and **David Karr** have signed long-term contracts with Screen Gems to create and develop new properties for TV production and will act as executive producers on their own properties. They have their own production company, **Diversified Film Services Inc.**, and currently have three theatrical motion pictures in preproduction stages for Columbia Pictures, parent company of Screen Gems.

Buck Houghton, producer of *The Richard Boone Show* on NBC-TV during 1963-64 season, has been signed by 20th Century-Fox Television to develop new TV properties. His first assignment is to develop series of 60-minute programs from studio's theatrical feature picture, "The Long Hot Summer," and another hour-long program, *Jesse James*, whose pilot will be written by **Joseph Landon**.

Marv Albert joins WHN New York as host of *Marv Albert's Sport Report* (Monday-Saturday 5:30-5:35 and 11:00-11:05 p.m. NYT). Mr. Albert

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was formerly sports announcer at WCBS New York and before that was with WFBL Syracuse, N. Y.

NEWS

Bill Jorgensen, formerly of KYW Cleveland, appointed to news staff of WEWS(TV), that city.

John Schubeck, formerly of WRCV Philadelphia, appointed to news department of WIP-AM-FM, that city.

Roger Moore appointed news director of KEWI Topeka, Kan., succeeding **Richard C. Douglas**, who resigned.

Alvin Snyder named to newly created post of executive producer of news programs at CBS News, New York. Mr. Snyder joined CBS News in 1959, subsequently produced several CBS Radio special shows. His new responsibilities include production of *The World News Roundup*, *The World Tonight* and *The World This Week*.

Donald Ungar, newsman at WEWS (TV) Cleveland, appointed chief newsreel photographer. He succeeds **George Grant**, who joins UPI in Washington.



Dick Goldberg, newsman at WBKB (TV) Chicago, promoted to news director. Prior to joining WBKB earlier this year, Mr. Goldberg was staff producer and newsman at WBMM-AM-TV, that city. **Guilford Ross Dye**, former U. S. Air Force public information officer and manager of Armed Forces Radio and Television Station, Azores, Portugal, joins WBKB as assistant director of press information and publicity.

Jerry Psenka, former newsman with WSB Atlanta, joins news department of WAGA-TV, that city.

David L. Manning, formerly with Bo Bernstein Advertising, Boston, joins United Press International as regional executive for Virginia, with headquarters in Richmond. **Bruce B. Bakke** appointed UPI's Iowa state news manager, with headquarters in Des Moines. **Fred G. Mohn** succeeds Mr. Bakke as Illinois state news manager, with headquarters in Chicago.

Art Kevin, assistant news director of KHJ-AM-FM Los Angeles, promoted to news manager.

Armond Noble joins news department of KERO-TV Bakersfield, Calif.

INTERNATIONAL

William Saunders, since 1962 with Monarch Film Corp. and Anglo-Amalgamated as London branch man-

ager, joins 20th Century-Fox Television International, that city, as sales manager for British Isles. He succeeds **Don Angel**, who was transferred to Munich, Germany, to direct TV sales in northern Europe.

Ken Soble, president of CHML and CHCH-TV Hamilton, Ont., appointed chairman of Ontario government's new Ontario Housing Corp.

Andre Quimet, formerly VP of CFTM-TV Montreal, elected president and general manager of Trans-World Film Laboratories Ltd., that city.

Reg Finnemore, announcer-newscaster at CFCH North Bay, Ont., named promotion director of CFCH-AM-TV, replacing **Donald Nairn**, who was appointed program director and operations manager of CKSL London, Ont.

Stanley Wilson, operations manager of CTV Television Network, Toronto, elected VP-operations. **Jack Allanach**, formerly of CFCF-AM-TV Montreal, appointed to Toronto network promotion department of CTV Television Network Ltd.

Bert Cannings, news director of CFCF-TV Montreal, along with **Dave Wright**, manager of CFCF, and two cameramen, **Ed O'Neill** and **Jim Grat-tan**, are in Cyprus to film interviews with Canadian troops serving there with United Nations forces.

EQUIPMENT & ENGINEERING

Larry Gardner, formerly of WKIX Raleigh and WISE Asheville, both North Carolina, appointed chief engineer of WKYC Cincinnati.

O. John Hayles, since 1962 VP-operations for home and commercial electronics division of Sylvania Electric Products, Batavia, N. Y., appointed to newly created post of assistant general manager for central operation of Sylvania's electronic systems division. **Lieutenant Colonel Arthur J. Sebesta** (Army-Ret.) joins Sylvania's home and commercial electronics division in New York as educational TV specialist. He will assist educational institutions in developing closed-circuit TV system concepts.

Daniell L. Dailey, market planning manager of United Aircraft Corp., East Hartford, Conn., appointed director of marketing services for Electronic Industries Association, Washington. He succeeds **William F. E. Long**, who resigned after 10 years with EIA to become assistant professor of marketing and economics at George Washington University, that city.

Howard Vollum, president of Tektronix Inc., Beaverton, Ore., electronics firm, was awarded 1964 Western Electronic Medal of Achievement of

Pope named chairman

Russell B. Pope, director of engineering at KHSL-AM-TV Chico, Calif., named chairman of 10-man committee to plan for Broadcast Engineering Conference to be held March 21-24 in Washington as part of annual convention of National Association of Broadcasters. Others on committee: **William S. Duttera**, NBC; **Robert A. Holbrook**, WSB-AM-FM-TV Atlanta; **Clyde M. Hunt**, Post-Newsweek Stations; **Charles L. Jeffers**, WOAI-AM-TV San Antonio; **Eldon Kanago**, KICD Spencer, Iowa; **Leslie S. Learned**, MBS; **Frank L. Marx**, ABC; **James D. Parker**, CBS; **Harry B. Whittemore**, RKO General.

Western Electronics & Manufacturers Association for "notable achievements in electronics and distinguished service to his country and his community." Mr. Vollum is best known for development of cathode-ray oscilloscope.



Mr. Butte

Franklin W. Butte, who joined Northern Television Inc. in August 1963 as chief engineer of KTVA (TV) and KNIK-FM, both Anchorage, promoted to technical director for entire corporation. His new responsibilities include technical supervision of KTVA, KNIK-FM and Muzak in Anchorage, as well as KTVF (TV) Fairbanks and seven satellite translator rebroadcast operations.

ALLIED FIELDS

Lieutenant Colonel Donald E. Greer, former military aide to Air Force Secretary Eugene M. Zuckert, has retired from Air Force to join Communications Satellite Corp., effective Oct. 1, as special assistant to Comsat President Joseph Charyk in Washington.

FANFARE

Gerald F. Whaley appointed director of public affairs for Wometco Enterprises, Miami. He formerly was manager of information services for National Automatic Merchandising Association, Chicago.

Rose Froelick joins Carter/Carr, Hollywood public relations firm. She previously had her own public relations firm and was associated with CBS for 8 years.

Joseph C. Adams, copy editor, pro-

moted to assistant promotion manager of American Research Bureau, Beltsville, Md.

DEATHS

V. Lee Tennant, manager of West Coast division of Prodelin Inc. (designers and manufacturers of antennas and transmission line systems), Hightstown, N. J., died July 1 at his home in St. Louis. Mr. Tennant previously served with Bell Telephone Laboratories.

Charles Vandever, 61, co-owner-founder of Streator Broadcasting Co. (WIZZ-AM-FM Streator, Ill.), died Aug. 22 after short illness. Mr. Vandever also founded WVMC Mt. Carmel, Ill.

Earl J. Kolb, 69, former director of hearing examiners at Federal Trade

Commission, died Aug. 25 at Mt. Alto Veterans Administration hospital in Washington after lengthy illness. Mr. Kolb, who retired in April, had been with FTC for 26 years.

Del King, 56, announcer since 1962 at KSD-AM-TV St. Louis, died Aug. 22 of heart ailment at St. John's Mercy hospital in that city.

Frank H. Arlinghaus, 62, president of Modern Talking Pictures Service, New York, died Aug. 24 of heart attack at his home there.

Lloyd Rosamond, 54, associate producer of *Peyton Place* at 20th Century-Fox Television, died Aug. 24 of heart attack at Cedars of Lebanon hospital in Los Angeles. His 28 years in broadcast programming included time when, as executive in charge of production for Air Features in New York, he pro-

duced 18 daytime radio shows. In 1957 he joined Warner Bros. as TV story consultant and later was story consultant for ABC-TV's *General Hospital* series.

John Cecil Haggott, 50, TV, motion picture and theater producer-director, died Aug. 20 at his home in Saugatuck, Conn. In 1951 Mr. Haggott produced and directed for two seasons *Westinghouse Summer Theater* and *Studio One* for CBS-TV and in 1953 *United States Steel Hour* for Theater Guild. He also produced "The House on High Street," one of first dramatic presentations of psychiatric methods on TV.

Richard S. Blaisdell, 71, retired CBS newsman and information officer of U. S. Information Agency, died of heart attack Aug. 22 at Suburban hospital, Bethesda, Md.

FANFARE

MBS set for 30th natal celebration

Mutual, which calls itself the "world's largest network," will celebrate its 30th birthday on Oct. 2 with a "radio party."

The party, which will be broadcast from 9:05-9:30 p.m. EDT, will present highlights of the network's history. Other birthday gestures will include: a special broadcast on Oct. 4 by the *Northwestern University Reviewing Stand* the network's oldest program, and a series of spot announcements called "there's a familiar sound" to be run during the week.

The network, which has 490 affiliates across the country, began operation in October 1934, with the inauguration of regular programs between WOR New York, WGN Chicago, WLW Cincinnati and WXYZ Detroit.

Mutual is now owned by the Minnesota Mining and Manufacturing Co. Robert F. Hurleigh has been president since 1959.

Drumbeats . . .

College support ■ CKLW-AM-FM-TV Windsor, Ont.-Detroit has contributed \$14,764 to the University of Windsor's \$3.9 million development fund drive. RKO General, the stations' owner, contributed \$5,000 and the CKLW radio-TV employees gave the remainder of the total.

Colorful election ■ A series of 20 animated, color spots promoting "Vote 5 for Fall," is being used by KPX(TV) San Francisco. With "Yankee Doodle" being played in the background, the 10-



second spots feature an American flag with the vote message, followed by a scene of a voting booth with a character dressed like Uncle Sam. The face

of the character is that of a CBS-TV or KPX personality. Shown is Fred Gwynne of CBS-TV's *The Munsters*. The program title, day and time is superimposed. The spots were produced for KPX by Fraser Productions of San Francisco.

Lots of yen ■ An American airman, living 6,564 miles from Cincinnati, is the winner of the \$100 prize in WCKY's "far away places" contest. The Cincinnati station received replies from 38 different states, Canada, the Bahamas, Bermuda, Cuba and Berlin in addition to the winning entry from Wakkanai, Japan. The contest asked listeners to send in a post card with their name and address and the card mailed the farthest from Cincinnati would win.

Watered-down show ■ Four Southern California FM stations have combined their broadcast facilities to air a live panel discussion on the subject of fire prevention. Participating stations were

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Campaign promise: a good 5-cent banana

The monkey business at WTOL-TV Toledo, Ohio, has left a children's candidate with more than 55,000 avid supporters for President with a record-setting crowd at the city zoo for the nominating convention of Magilla Gorilla during "WTOL Day" at the zoo. Delegates from

Michigan, Indiana and Canada, joined Ohioans in the convention process. Toys were awarded to the children with the best home-made convention signs, and the station passed out campaign buttons to the first 20,000 children through the zoo gates.

KHOF, KBBI, KMLA and KRHM, all Los Angeles. The program consisted of a panel of five leading fire department officials in the Los Angeles area answering listener questions on the air. The one-hour program was promoted by the stations and by fire departments in the Los Angeles area.

Lots of dates ■ WPEN Philadelphia has started its 1965 promotion campaign by distributing a million 'Lucky Calendars' to families throughout the Philadelphia area. In 1964 and '63 the calendars were given to 300,000 families. The calendars contain free coupons from the station's advertisers as well as lucky numbers. WPEN will offer the families who are eligible to participate in this program more than \$100,000 in prizes including a new home, automobile, European trips and major appliances.

Find a number ■ KABC-TV Los An-

geles is promoting its new news program with a saturation of 500 billboards in Southern California. The station, through C. J. LaRoche & Co., is sponsoring a contest by mailing 500 miniature billboards to the same number of representative firms in the area numbered from 1 to 500. When someone spots the billboard with the number corresponding to his number on the miniature, he telephones KABC-TV with the location of the billboard and receives a prize.

Look and learn ■ WXYZ-TV Detroit broadcast its third annual Careerathon aimed at discouraging school dropouts in the Detroit area Aug. 22. The program featured eight prominent citizens who answered queries put to them by the viewing audience. Among the panelists were Robert Anderson, vice president of BBDO, who represented advertising-mass communications, and

Kay Lardie, a communications consultant, formerly director of radio-TV for Detroit public schools, who represented communications-public service.

Cars, phones, et al ■ WIRK West Palm Beach, Fla., celebrated its 17th anniversary of broadcasting by giving away a 17-year-old car and a year's free telephone service to the boy and girl who submitted the best entries in the station's "Why I Like Being 17" contest. The station also gave away free records to listeners and played congratulatory comments from other radio stations as part of the anniversary celebration.

Pushing the prints ■ WABC-TV New York, one of the first stations to sign for *Spectacular Showcase* from Four Star Distribution Corp., is fitting out its salesman with brochures and kits promoting the films. The brochures, 22 by 17 inches, may make the salesman's portfolios a bit bulkier.

KMTV presented with recreation citation

KMTV(TV) Omaha has been cited by the board of trustees of the National Recreation Association for an "outstanding contribution to the recreation movement in America" for *Playground Champions*, a 30-minute Saturday afternoon show.

More than 5,400 young people have participated since the program was started nearly 10 years ago to try to get the children off the streets of that city and into the city's parks and playgrounds. It has now been expanded to include the parks and playgrounds of Lincoln and Fremont, Nebr., and Council Bluffs, Iowa as well as those parks in Omaha itself. The program is co-produced with the Omaha Park and Recreation Department.

Cool summer promotion

KQV Pittsburgh sponsored a cool campaign Aug. 3-7 as it gave away five air conditioners to listeners who could guess most accurately how long it would take 14 tons of ice (one cube) to melt.

The summer promotion also had a snowball fight, a six-foot snowman, ice-cream bar give-away, hand fans and bathing beauties called the KQV Cuties.

The girls gave away more than 2,000 ice cream bars.

The station received more than 17,550 entries guessing the time it would take the ice to melt ranging from three hours to 148 days. The actual time was 3 days, 16 hours, 8 minutes and 45 seconds.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 20 through Aug. 26, 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. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—special hours. E—educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV stations

ACTION BY FCC

Portsmouth, Ohio—Reynard L. Osborne. Granted CP for new TV on UHF channel 30 (566-572 mc); ERP 20.9 kw vis., 11.2 kw aur. Ant. height above average terrain 503.7 feet, above ground 247.5 feet. P.O. address 2020 Sunrise Avenue, Portsmouth, Ohio. Estimated construction cost \$150,749; first year operating cost and revenue not given. Studio and trans. locations both Portsmouth. Geographic coordinates 38° 46' 40.5" north latitude, 82° 58' 53" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24DL. Legal counsel A. L. Stein, Washington; consulting engineer Clarence E. Henson, Louisville, Ky. Mr. Osborne owns dry cleaning firm. Action Aug. 19.

APPLICATIONS

*Tampa, Fla.—State Board of Control of Florida and Florida Educational Television Commission acting on behalf of University of South Florida. UHF channel 16 (482-488 mc); ERP 232 kw vis., 124 kw aur. Ant. height above average terrain 1007.6 feet, above ground 1021.34 feet. P.O. address University of South Florida, Tampa. Studio location Tampa, trans. location Riverview, Fla. Geographic coordinates 27° 50' 52.5" north latitude, 82° 15' 48" west longitude. Type trans. GE TT 56A, type ant. RCA TFU-24DL. Legal counsel Krieger and Jorgensen, Washington; consulting engineer William Kessler, Florida ETV Commission. Principal: board of control of Florida and Florida ETV Commission. Ann. Aug. 20.

*Topeka, Kan.—Washburn University of Topeka. VHF channel 11 (198-204 mc); ERP 34.4 kw vis., 17.2 kw aur. Ant. height above average terrain 1004 feet, above ground 948.7 feet. P.O. address Washburn University of Topeka, Topeka. Estimated construction cost

\$427,872; first year operating cost \$106,700. Studio and trans. locations both Topeka. Geographic coordinates 39° 03' 51" north latitude, 95° 45' 49" west longitude. Type trans. RCA TT-50AH, type ant. RCA TF-12AH. Legal counsel Scharfeld, Bechhoefer, Baron and Stambler; consulting engineer David Steel and Associates both Washington. Principal: board of regents. Ann. Aug. 24.

Boston—Austin A. Harrison. UHF channel 25 (536-542 mc); ERP 1000 kw vis., 501.2 kw aur. Ant. height above average terrain 504.6 feet, above ground 295.6 feet. P.O. address 8 Rockport Road, Weston, Mass. Estimated construction cost \$442,000; first year operating cost \$200,000; revenue \$200,000. Studio location Boston, trans. location Woburn,

ETV fund grants

Following grants for educational television have been approved by Department of Health, Education and Welfare:

■ Spokane, Wash.—Spokane School District Number 81. \$201,991 to activate channel 7 in Spokane; total project cost \$403,982.

■ Houston—University of Houston. \$294,996 to improve facilities of KUHT-TV, channel 8, Houston; total project cost \$494,196.

Mass. Geographic coordinates 42° 27' 23" north latitude, 71° 10' 50" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel and consulting engineer not listed. Mr. Harrison is general manager of WIHS-TV Boston. Ann. Aug. 21.

Lubbock, Tex.—KB Co. UHF channel 20 (506-512 mc); ERP 9.1 kw vis., 5.1 kw aur. Ant. height above average terrain 252 feet, above ground 286.5 feet. P.O. address 5626 Brownfield Road, Lubbock. Estimated construction cost \$85,000; first year operating cost \$105,000; revenue \$115,000. Studio and trans. locations both Lubbock. Geographic coordinates 33° 35' 05" north latitude, 101° 50' 53" west longitude. Type trans. GE TT-20A, type ant. Electron HL-2. Legal counsel Daly and Joyce, Washington; consulting engineer Don Stuart, Mesquite, Tex. Principals: Chester H. and Clarence L. Kissell (each 50%). Messrs. Kissell own construction firms in Lubbock. Ann. Aug. 24.

Existing TV stations

CALL LETTERS ASSIGNED

■ WLKY-TV Louisville, Ky.—Kentuckiana Television Inc. Changed from WLKY(TV).

New AM stations

ACTIONS BY FCC

Ulysses, Kan.—Grant County Broadcasting Inc. Granted CP for new AM on 1420 kc, 500 w-N, 1 kw-D. P.O. address Box 1114, Ulysses. Estimated construction cost \$38,633; first year operating cost \$45,000; revenue \$50,000. Principals: Sam Elliott (42.7%) and others. Action Aug. 21.

Lincoln, Me.—The Radio Voice of Lincoln. Granted CP for new AM on 1450 kc, ERP 1 kw, unl. P.O. address c/o Frank Alvin Delle Jr., Sunset Way, Cliffwood Beach, N. J. Estimated construction cost \$12,991; first year operating cost \$36,000; revenue \$50,000. Principals: George Rahoche (66%) and Frank Alvin Delle Jr. (33%). Mr. Rahoche is employe of American Cyanamid Co., Linden, N. J.; Mr. Delle is employe of CBS New York and has 50% interest in application for new AM in Middlebury, Vt. Action Aug. 21.

APPLICATIONS

Holly Springs, Miss.—Skyline Broadcasting Co. 1500 kc, 250 w, unl. P.O. address 1155 Creston Avenue, Memphis. Estimated construction cost \$13,500; first year operating cost \$24,000; revenue \$30,000. Principal: J. J. Kirk (100%). Mr. Kirk is owner of collection agency. Ann. Aug. 20.

Monroe, Wash.—KJRD Inc. 1500 kc, 250 kw, D, DA-N. P.O. address 545 Henry Building, Seattle. Estimated construction cost \$11,189; first year operating cost \$28,000; revenue \$38,000. Principals: John R. DiMee (66%) and Don Downing (33%). Mr. DiMee is general manager of KAYO Seattle and has 90% interest, jointly, with Catherine M. DiMee of KENE Toppenish, Wash. Mr. Downing owns 10% interest and is vice president of KENE. Ann. Aug. 25.

Existing AM stations

CALL LETTERS ASSIGNED

■ KKAM Pueblo, Colo.—Garvey Communications Systems Inc. Changed from KGHF.

■ WNUS Chicago — McLendon Corp. Changed from WYNR.

■ WHFH Flossmoor, Ill.—Community High School District Number 233, Cook county.

■ WLTH Gary, Ind.—Northwestern Indiana Broadcasting Corp. Changed from WGRY.

■ WXLN Potomac-Cabin John, Md. — Seven Locks Broadcasting Co.

■ KBOW Butte, Mont. — KBOW Inc. Changed from KOPR.

■ WKNT Kent, Ohio — Kent-Ravenna Broadcasting Co.

■ WKVK Virginia Beach, Va.—Roy Marsh. Changed from WBOF.

New FM stations

ACTION BY FCC

Blacksburg, Va.—WBCR Inc. Granted CP for new FM on 101.7 mc, channel 269A, 2.77 kw. Ant. height above average terrain 296 feet. P.O. address Box 1260, Christiansburg, Va. Estimated construction cost \$16,465; first year operating cost \$10,200; revenue \$12,000. Applicant owns WBCR Blacksburg. Action Aug. 21.

APPLICATIONS

*Indianapolis—Metropolitan School District of Wayne township. 90.9 mc, channel 215, 10.2 w. Ant. height above average terrain 89 feet. P.O. address 1200 North Girls School Road, Indianapolis. Estimated construction cost \$8,830; first year operating cost \$10,000. Principal: board of education. Ann. Aug. 25.


Beattyville, Ky.—Rev. Forest Drake. 102.2 mc, channel 272A, 3 kw. Ant. height above average terrain 264 feet. P.O. address Beattyville. Estimated construction cost \$10,100; first year operating cost \$5,900; revenue \$7,300. Ann. Aug. 20.

Greenville, Pa.—Greenville Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 240 feet. P.O. address 44 McCracken Road, Greenville. Estimated construction cost \$11,925; first year operating cost \$15,000; revenue \$15,500. Principals: Merle G. Anderson (50%), Kenneth B. Anderson (49.5%) and Ethel B. Anderson (0.5%). Greenville Broadcasting is licensee of WGRP Greenville. Ann. Aug. 25.

Oshkosh, Wis.—Kimball Broadcasting Inc. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 678, Oshkosh. Estimated construction cost \$55,222; first year operating cost \$48,000;

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revenue \$36,000. Principal: Miles Kimball Co. which is owned by Alberta S. Kimball (39.6%), Ted Leyhe (1%), Chester T. Price, trustee for estate of Miles Kimball, (17%). Kimball Ventures and Godshall Paper and Box Corp., both owned by Alberta S. Kimball (100%). Ann. Aug. 25.

Existing FM stations

CALL LETTERS ASSIGNED

■ **KKFM** Colorado Springs—Garvey Communications Systems Inc. Changed from **KFMH**.
■ **WSWN-FM** Belle Glade, Fla.—Seminole Broadcasting Co.
■ **WPBF** West Palm Beach, Fla.—Ken-Sell Inc.
■ **WHME** South Bend, Ind.—Lester Sumrall Evangelistic Association Inc.
■ **KFLA-FM** Scott City, Kan.—Broadcasters of Scott City.
■ **WBOC-FM** Salisbury, Md.—WBOC Inc.
■ **WPMP-FM** Pascagoula, Miss.—Crest Broadcasting Inc.
■ **WDAY-FM** Fargo, N. D.—WDAY Inc.
■ **KVII-FM** Amarillo, Tex.—John B. Walton Jr. Changed from **KCHO**.
■ **KNRO-FM** Conroe, Tex.—Rigby Owen.
■ **KWIW** San Angelo, Tex.—Techtronics Inc.
■ **WWJC-FM** Superior, Wis.—Twin Ports Christian Broadcasting Corp.

Ownership changes

ACTIONS BY FCC

KEPI(FM) Phoenix, Ariz.—Granted assignment of license from Golden Sounds Inc., owned by Ward J. Atkinson (50%), William W. St. Clair, James McCollister and Wilber Donaldson (each 16 2/3%) to Radio Station **KUEQ** Inc., owned by William N. Freeman (40.6%), David L. Hunn (29.4%), Ward Atkinson (14.6%), Ida M. Freeman (8.8%) and others. Consideration \$10,000. Applicant is licensee of **KUEQ** Phoenix. Action Aug. 21.

KLCN-AM-FM Blytheville, Ark.—Granted assignment of license from Harold L. Sudbury to Sudbury Services Inc., owned by Harold L. Sudbury (98.6%), Gladys Benson Sudbury (1.16%) and Graham Sudbury (0.24%). Consideration \$43,000. Mr. Harold L. Sudbury has 70% interest in Newport Broadcasting Co., licensee of **KNEY** Newport and **KSUD** West Memphis, both Arkansas. Action Aug. 20.

KERN-AM-FM Bakersfield, Calif.—Granted transfer of control of licensee corporation, **Radio KERN** Inc., by Ray V. Hamilton (50% before, 75% after) through purchase of stock from John F. Hardesty (25% before, none after), J. Ward Wilkinson is remaining stockholder, with 25% interest. Consideration \$2,500. Action Aug. 20.

WJBR(FM) Wilmington, Del.—Granted assignment of license from John B. Reynolds (100%) to John B. Reynolds and John B. Reynolds Jr. (each 50%), d/b as Radio Station **WJBR**. No financial consideration involved. Mr. Reynolds Sr. also owns **WRBS(FM)** Baltimore. Action Aug. 20.

KTOH Lihue, Hawaii—Granted relinquishment of positive control of licensee corporation, Garden Island Publishing Ltd., by C. J. and Mary G. Fern as joint tenants to C. J. Fern (27.41%) and Mary G. Fern (26.54%), individually. No financial consideration. Action Aug. 25.

WPMB Vandalia, Ill.—Granted assignment of license from Wilbur J. Meyer tr/as Peter-Mark Broadcasting Co. to Peter-Mark Broadcasting Co., owned by Wilbur J. Meyer (51%) and H. A. Davis (49%). Consideration \$14,700. Action Aug. 21.

KXXX Colby, Kan.—Granted assignment of license from Western Plains Broadcasting Inc., owned by Don Searle and H. A. Searle Jr. (each .15%) and Town and Farm Inc. (99.7%) to Town and Farm Inc., which is owned by Don Searle (65%), H. A. Searle Jr. (17.5%) and Helen Searle Blanchard (17.5%). No financial consideration. Town and Farm is licensee of **KMMJ** Grand Island, Neb. Action Aug. 20.

WTCN Minneapolis—Granted assignment of license from Time-Life Broadcast Inc., owned by Time Inc. which is owned by Roy E. Larsen (5%), Henry R. Luce (4.9%), Shaw & Co. (2.9%), Henry Luce Foundation Inc. (2.4%), Powers & Co. (2.3%), J. C. Orr & Co. (1.3%), Merrill Lynch, Pierce, Fenner & Smith (1.2%), Margaret Z. Larsen (1.3%) and others to Buckley-Jaeger Broadcasting Corp. of Minnesota, owned by Richard D. Buckley (85%), John B. Jaeger (10%) and Richard D. Buckley Jr. (5%). Consideration \$500,000. Buckley-Jaeger Corp. of Connecticut is licensee of **WDRG-AM-FM** Hartford, Conn., and Buckley-Jaeger Corp. of California is licensee of **KGIL** San Fernando, Calif., and **KKHI-AM-FM** San Francisco. Action Aug. 24.

WTCN-TV Minneapolis—Granted transfer

of control from Time-Life Broadcast Inc. to **WTCN** Television Inc., subsidiary of Chris-Craft Industries Inc., which is publicly owned corporation, H. V. Sherrill, chairman, John G. Bannister, president and Bing Crosby, chairman, broadcast division. Consideration \$3,900,000. **Chris-Craft** owns **KCOPTV** Los Angeles and **KPTV(TV)** Portland, Ore. Action Aug. 24.

WVMI Biloxi, Miss.—Granted acquisition of positive control of licensee corporation, New South Communications Inc., by Frank E. Holladay and Joseph W. Carson (each 26% before, 50% after) through sale of stock by H. E. Sanders and M. F. Kahlmus (each 24% before, none after) to corporation. Consideration \$19,120. Messrs. Carson and Holladay each have 33 1/3% interest in **WLSM** Louisville, Miss.; 26% interest in **WNSL** Laurel, Miss.; 26% interest in **WACT** Tuscaloosa, Ala.; 50% interest in **WOKK** Meridan,

CATV BOXSCORE*

Communities reporting activity	49
Communities reporting applications pending	9
Permits granted	9
Permits granted since October 1963	170

Communities with applications pending 224**

Permits were granted in Bonita Springs, Estero, Lehigh Acres and North Fort Myers, all Florida; Louisville, Miss.; Absecon, N. J.; Seneca, N. Y. and Pittsburgh, Tex.

Communities reporting applications pending: Nashville, Ark.; Dover, Del.; Fairfield and Paxton, both Illinois; Alexandria, Minn.; Hoosick and Oswego, both New York, and New Bethlehem, Pa.

*Compiled from data provided by National Community Television Association in week ending Aug. 21. Cumulative totals are based on data gathered since October 1963.

**Does not include 65 Connecticut communities with pending applications. Connecticut is lone state regulating CATV.

Miss., and 50% interest in Background Music Service, Meridan. Action Aug. 25.

WIRD Lake Placid, N. Y.—Granted assignment of license from **WIRY** Inc., owned by Charles B. Britt (75%), Donald L. Pelkey (10%), Jeanette B. Britt (5%), Margaret R. Hall (5%) and Ralph S. Hatcher (5%) to **WIRD** Inc., owned by same individuals in same percentages. No financial consideration. Action Aug. 20.

WUTV(TV) Charlotte, N. C.—Granted assignment of license from Century Advertising Inc., owned by Dwight L. Phillips (16.8%), Dr. Cecil J. Hawes (16.8%), Leonard Wilson Coppala (16.8%), Larco Investment Inc. (9.5%), Chadbourne, Parke, White-side and Wolfe (7%), Frank P. Larson (9.4%), W. Franklin Brown (9.4%), Robert E. Redding (9.4%) and others to Mecklenburg Television Broadcasters Inc., owned by Cy N. Bahakel (100%). Consideration \$175,000. Mr. Bahakel has extensive broadcasting interests. Action Aug. 20.

KSHA Medford, Ore.—Granted assignment of license from Diana C. Redington, William H. Crocker II, Alexander M. Casey and Genevieve De Dampierre Casey d/b as Medford Broadcasters to Genevieve De Dampierre Casey, William H. Crocker II, and Diana C. Redington d/b as Medford Broadcasters. No financial consideration; settlement of property between Mr. and Mrs. Casey. Action Aug. 25.

KQEN Roseburg, Ore.—Granted transfer of control of licensee corporation, **KQEN** Broadcasting Inc., from Lyle E. Fenner (65%) to Lyle E. and Helen M. Fenner (65% jointly). No financial consideration; transfer to establish joint tenancy. Action Aug. 25.

WCRQ-FM Providence, R. I.—Granted assignment of license from Charles River Broadcasting Co., owned by Theodore Jones (50.06%), Stephen Paine (45.46%) and Richard L. Kaye (4.48%) to Charles River Broadcasting Inc., owned by same individuals in same percentages. No financial consideration; transaction of asset transfer. Action Aug. 21.

WEEN Lafayette, Tenn.—Granted relinquishment of positive control of licensee corporation, Lafayette Broadcasting Inc., by Denton D. and Anna M. Norris (50% jointly, before, and 50% jointly, after) through sale of stock by Mr. Norris (25% as individual before, none after) to Billie B. Speck (none before, 25% after). Consideration \$8,000. Action Aug. 20.

KONO-TV San Antonio, Tex.—Granted acquisition of positive control of licensee cor-

poration, Mission Telecasting Corp., by Mission Broadcasting Co. (50% before, 100% after) through purchase of stock from James Calvert (10% before, none after), L. A. Douglas (5% before, none after), estate of Margaret Watts Flowers (3.7% before, none after), Leslie Flowers (3.8% before, none after), Sylvan Lang (5% before, none after), Jesse H. Oppenheimer (2% before, none after), Joe R. Straus (13% before, none after) and Lafayette Ward (7.5% before, none after). Consideration \$1,624,593. Mission Broadcasting will also pay Florence Pink \$332,878 and Jaelyn Comola \$61,390 for their interest in Mission Broadcasting. Action Aug. 25.

KCMC and **KTAL-FM** Texarkana, Tex., and **KTAL-TV** Texarkana, Tex.—Shreveport, La.—Granted relinquishment of negative control of licensee corporation, **KCMC** Inc., by Camden News Publishing Co. (50% before, 49% after) through sale of stock to Walter E. Hussman (17.5% before, 19% after). Consideration \$8,020. Action Aug. 25.

WROV Roanoke, Va.—Granted acquisition of positive control of licensee corporation, **WROV** Broadcasters Inc., by Burton Levine (10% before, 40% after) through purchase of stock from Joseph Goodman (30% before, none after). Consideration \$3,000. Action Aug. 24.

WXRA(FM) Woodbridge, Va.—Granted assignment of license and SCA from **WBVA** Inc., owned by Potomac Broadcasting Corp. to Potomac Broadcasting Corp., owned by Carl L. Lindberg (100%). No financial consideration. Mr. Lindberg has 90.63% interest in **WOKO** Inc., licensee of **WOKO** Albany, N. Y. Action Aug. 21.

APPLICATIONS

KTMS Santa Barbara, Calif.—Seeks assignment of license from News-Press Publishing Co., owned by McLean Publishing Co. which is owned by Bulletin Co. to McLean Publishing Co. No financial consideration. Bulletin Co. is owned by Robert McLean, William L. McLean III and others and is licensee of **WPBS(FM)** Philadelphia. Ann. Aug. 20.

WDAK Columbus, Ga.—Seeks acquisition of control of licensee corporation, **Radio Columbus** Inc., by Allen M. Woodall (50% before, 100% after) through purchase of stock from Howard E. (35% before, none after) and Margaret A. Pili (15% before, none after). Consideration \$250,000. Mr. Woodall has 68% interest in Radio Telfair, licensee of **WDAX**, McRae, 25% interest in **WAYX** Inc., licensee of **WAYX** Waycross; 75% interest in Radio Albany, licensee of **WALG** Albany, and 100% interest in Radio Brunswick Inc., licensee of **WMOG** Brunswick, all Georgia. Ann. Aug. 24.

WBBS-FM Crawfordsville, Ind.—Seeks assignment of license from First Baptist Church to Wabash College Radio Inc. whose voting members include Benjamin A. Rogge, Charles E. Scott, Frederic M. Hadley, Will H. Hays Jr. and William B. Degitz (each 20%). Consideration \$5,001. Mr. Degitz is business manager for Wabash College, Mr. Rogge is dean of Wabash College, Mr. Scott is assistant professor of theatre at Wabash College, Mr. Hays is mayor of Crawfordsville and free-lance writer and Mr. Hadley is vice president of Wabash College. Ann. Aug. 20.

KEVE-AM-FM Golden Valley, Minn.—Seeks assignment of license from Western Broadcasting Corp., owned by James A. McKenna Jr. (100%) and John Poole Radio Properties Inc., owned by John Poole and family (100%) d/b as Minneapolis-St. Paul Radio Broadcasters to Western Broadcasting, John Poole Radio and Hudson Land Corp., owned by James A. McKenna Jr. (100%) all d/b as Minneapolis-St. Paul Radio Broadcasters. Consideration \$10,000 for right to undivided one-half interest in Western Broadcasting share of assets in joint venture. Mr. McKenna has 80% interest in **WCMB** Harrisburg, Pa.; 81% in **WNAM** Neenah-Menasha, Wis., and 32% interest in **WAWA** West Allis, Wis. Mr. McKenna is partner of law firm of McKenna and Wilkinson, Washington. Ann. Aug. 20.

WTOA-FM Trenton, N. J.—Seeks assignment of license from Trenton Times Corp., owned by James Kerney Trust (55%) and James Kerney Foundation (45%) to Nassua Broadcasting Co., owned by Herbert W. Hobler (52.02%), F. J. Worthington (5.63%), Ralph S. Mason (5.63%), Henry Abrams (5.63%), Atherton W. Hobler (5.63%), Frank Berger (4.78%) and others. Consideration \$77,000. Mr. H. W. Hobler has minor interest in and is vice president of Videotape Productions, New York, and Mr. Berger is president and director of Wallace Laboratories, Cranbury, N. J. Ann. Aug. 20.

Continued on page 87

CLASSIFIED ADVERTISEMENTS

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

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES and advertising require display space.
 - All other classifications 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk 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

RADIO—Help Wanted

Management

Assistant manager to assume management after short training period, of 1 kw in multi-station operation. Must be strong on sales. Resume, picture to Box H-187, BROADCASTING.

Manager wanted for only station in 30,000 market, 5,000 watts, 17 years on the air, profitable, well respected in community, daytime, chain operation, start at \$125 plus commission on profit. Must be young, strong on sales, civic minded. Send picture and resume. Box H-252, BROADCASTING.

Manager—radio AM station 500 watt daytime to go on air 1st part of '65—Must be 1st phone—familiar with sales management. Salary \$400 month plus percentage of billing—this will be a small station with a low overhead in the St. Paul-Mnpls. area—a real opportunity for a go getter to get in on the ground floor—Prefer man from small station who wants to move into a very good market. Write Box H-304, BROADCASTING.

Executive salesman, CCA experience management level; residence in territory residence required. Openings immediate. Interview required. Salary, commission—earnings unlimited. Resume, references, pix; John Gilmore, CCA Building, Westport, Connecticut.

Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

One man . . . for play-by-play, sales and morning combination. Box H-28, BROADCASTING.

We're less than a year old. We have the ratings, audience, on/off air promotion and personnel. Now . . . We need someone that can sell, with future management possibilities. Beautiful East coast city near ocean. First class staff and equipment. Aggressive management will make it worth while to aggressive salesman . . . Send resume to Box H-338, BROADCASTING. We'll call you.

If you have perspiration, inspiration, enthusiasm, we have opportunity. KFRO, Longview, Texas.

One opening on three man sales staff for good salesman. Send complete background, work references, which will be checked, and photo if available. Bob Lyons, WMBR, P. O. Box 960, Jacksonville, Florida.

Swingin' station in swingin' market needs swingin' salesman! You'll make sales manager if you're good enough. W-WOW, Conneaut, Ohio.

Announcers

One man . . . for play-by-play, salesman morning show combination. Box H-27, BROADCASTING.

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

\$140 weekly plus excellent fringe benefits for experienced and versatil TV and radio announcer. Powerful Midwestern outlet in city under 100,000. Box H-208, BROADCASTING.

Announcers—(Cont'd)

Central Florida fulltime adult station offers ideal working conditions for steady experienced announcer. Mature, production minded congenial staff. Send tape and complete resume immediately. Box H-278, BROADCASTING.

Immediate openings for reliable announcers and salesmen for Piedmont, North Carolina, Daytimer. No drifters, Box H-282, BROADCASTING.

Need experienced sportscaster—announcer at active sports minded Michigan station. Send tape, resume, references and salary requirements in first letter. Box H-322, BROADCASTING.

Atlantic Ocean resort city needs 2 men. Modern format, 24 hour operation, personality dj's. Must be strong on production with good on-the-air sound. This is an opportunity to learn and go into bigger things or an invitation to come and grow with us. Send tape and resume to Box H-337, BROADCASTING.

Announcer with mature voice, experience not required but helpful. Western Penna. Send photo, tape, wage requirements. Tape returned. Address, Box H-348, BROADCASTING.

Free! "What to Do During the Job Interview"—yours with details about 100 resumes written and mimeographed for \$5.00. Box H-362, BROADCASTING.

Good music Southern station has opening for announcer with 3rd phone. Send tape, resume, references and photo. Box H-367, BROADCASTING.

Immediate opening Colorado. Experienced announcer and number two man. Extra mazoola for good personality capable assisting boss an hour or two daily on sales and copy. Top work references essential. Box H-369, BROADCASTING.

Reading conscious C&W dj wanted by top C&W station. Chance to sell if desired. Write Box H-382, BROADCASTING or call 218-724-0259.

Top 40 dj. Lively sound, tight board. Great Lakes—Top 100 market. Many benefits. Box H-392, BROADCASTING.

Immediate opening for college graduate professionally trained and experienced communicator for medium market New York station. Must be outstanding airman capable of good dj performance, AM & FM commercials, TV on camera work and news. Station is part of expanding group operation offering unusual opportunity for advancement and individual growth. A.F.R.T.A. plus talent fee. Reply Box H-394, BROADCASTING.

Immediate opening: Announcer, experienced desirable but not necessary. KCHI, Chillicothe, Mo.

Opportunity married staff announcer. Outline experienced. KFRO, Longview, Texas.

Hawaii radio station needs announcer, experienced 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 550, Wailuku, Hawaii.

Needed immediately. Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate, Big band sound. Send audition tape, photo and resume to KOAM, radio, P. O. Box F, Pittsburg, Kansas.

Announcers—(Cont'd)

Immediate opening. Announcer first phone. No maintenance. Middle of the road format. Prefer married, stable individual. Secure position. Send tape, photo, resume, salary requirements to Bob Douglas, KTEL, Tillamook, Oregon.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume. WDDY, Gloucester, Virginia.

Conscientious announcer to work with quality radio. Production and writing ability desirable. Send resume, tape and photo to: Mr. George DeForest, WDEA, Ellsworth, Maine.

24 hour Stereo station serving New York City and vicinity has September 21 opening for experienced professional announcer with emphasis on classical music and news. Send air check, resume, salary requirements to WDHA-FM, 419 Route #10, Dover, N. J.

Immediate opening for announcer with first phone. Send tape resume references. WEED, Rockymount, North Carolina.

Michigan daytime has opening for first phone announcer good opportunity, salary open dependent on experience and ability. Send tape, resume, and photo—WJUD, St. Johns, Michigan.

Need announcer with FCC third-class radiotelephone license with broadcast endorsement. Send references, complete background, photo and tape to John M. Spottswood, WKWF, Key West, Florida.

Immediate opening for good bright announcer. Must have third phone. First phone helpful. Send tape, resume and photo immediately to WNWC, 2108 North State Rd., Arlington Heights, Illinois.

Experienced Negro disc jockey strong on ad lib and interviews. Send tape and photo first letter. Opportunity for TV. Write Tex Gathing, WOOK-TV, 5321 1st Place Ne., Washington 11, D. C.

Young swinger can maintain 58 Pulse share 3 to 6 p.m. Present dj drafted. Send resume photo, tape, earnings history to: Skip Knight, WTRU, Muskegeon, Michigan.

We need two men—a swingin' jock and a play-by-play man, like quick. We have a tight, swingin' operation. If you can fill the bill, send photo, resume, and tape immediately to W-WOW, 211 Main Street, Conneaut, Ohio. 44030

Technical

1st phone engineer needed immediately. 5,000 watt station. Send resume to Box H-180, BROADCASTING.

Wanted: First class engineer, qualified in TV and AM maintenance. Switching experience helpful. Willing to relocate in Southwest and West. Send complete resume. Box H-258, BROADCASTING.

WGH radio needs a 1st phone engineer, no announcing, permanent position, send resume and references to Chief Engineer, WGH radio, P.O. B. 98, Newport News, Va.

Auditorium Technician, Modesto Junior College, Modesto, California. Starting date: September 1, 1964. Salary: \$474 per month. Inquire Personnel Office, 426 Locust Street, Modesto, California.

Production—Programing, Others

Diversified, nationwide, group operator seeks administrator with programing marketing and publicity writing experience. Complete resume to Box H-232, BROADCASTING.

Chicago station expanding news department. Need strong, authoritative voices with sense of news savvy. Rush tapes to Box H-259, BROADCASTING.

Must have . . . Thoroughly experienced news director. Must have above average air presentation. Must be able to gather, write, and above all, dig out local news. Midwest regional five kilowatt. Send complete resume, references, photo, audition tape first letter. Salary commensurate with ability and experience. Box H-262, BROADCASTING.

Airman-production man with experience and 3rd ticket or better for Southeast station. No Top 40. \$150.00. Send sample of production, air tape and resume to Box H-269, BROADCASTING.

Writer-newsman wanted. If you have a background in news writing and good voice presentation this adult news slanted operation in the Southeast offers \$175.00 to right man. Send resume, tape and rewritten script with original copy to Box H-270, BROADCASTING.

One man radio station wanted for remote studio operation. Very attractive opportunity for capable aggressive man to run his own one man radio station with daily program on successful regional station within 50 miles of Chicago. Reply Box H-287, BROADCASTING.

News director: Wanted immediately. Old, established AM/FM network affiliate, pleasant, Virginia city, needs experienced, aggressive, sober, responsible man to gather, write local news. Prefer announcing experience. Fully equipped mobile unit. Tell all including salary requirements first letter. Send picture, tape (will return). Box H-294, BROADCASTING.

Two radio-TV newsmen (or woman). College graduates, no speech majors. One, solid city editor-airman; other, prefer couple years' experience but willing try beginner. Pacific Northwest group. Box H-360, BROADCASTING.

Production man, Top 40 station, upper Midwest. Create sharp spots using music, effects, staff announcers and own voice. No writing. Occasional air shift. Opportunity. Box H-393, BROADCASTING.

Double opening. Sports director for considerable play-by-play. News director to gather, write, air local news. Some board duties for both. Send tapes, resumes, snapshots to KHAS, Radio, Hastings, Nebraska.

Wanted: Experienced girl to work in combination traffic and continuity. Must be able to type. Pleasant surroundings. Car desirable. Call Elliott Stewart, Executive Vice President and Station Manager. Area code 315-736-9313. P. O. B. 950, WIBX, Utica, N.Y.

Situations Wanted

Management

Success-oriented promotion manager with top market background seeking challenging position in promotion or sales leading to management responsibility. Box H-351, BROADCASTING.

Manager metro market radio wishes to take non profit station and build winner. Experience, knowledge and proven record. Box H-381, BROADCASTING.

Sales

I can help your sales!—Programing! Your profit picture! Now General manager in Top 30 market. Seeking job as manager or sales manager with major market radio station. Top record and references. Box H-275, BROADCASTING.

Announcers

Exclusive in your market! Clever, creative morning man. Experienced all phases. Young, family, 3rd. Voices if desired. Box H-138, BROADCASTING.

Major market pds . . . World's greatest jock is at—Box H-175, BROADCASTING.

Sports announcer — recent Broadcasting school graduate with third phone desires start. Play-by-play football, baseball, basketball, news, sales. 35. from Baltimore. will relocate. I can produce. Box H-181, BROADCASTING.

Experienced young Top 40 anncr. Desires position in medium market. Excellent references. Box H-272, BROADCASTING.

DJ wants to swing with Top 40. One year middle of road experience. Single, Box H-298, BROADCASTING.

Swinging personality. Authoritative newscaster, dj-sports caster. Dependable. Continuity. Box H-325, BROADCASTING.

The Bob Douglas show—Available October! Does your station need new talent, with new ideas? A young family man with news ability, copywriting ability, dependability, reliability, third class (first soon)? Can you offer permanent position, 500-5,000 watts, with good potential? Will relocate, write for tape and photo. Box H-327, BROADCASTING.

Top 40 dj with cast of characters, working in large market wishes to relocate. Box H-333, BROADCASTING.

Negro dj R&R experience, good market, night spot preferably. Box H-336, BROADCASTING.

Experienced, prefer East. Dependable, veteran, single, presently employed, twenty-four. Available, will locate. Box H-339, BROADCASTING.

Halt! News, sports, play-by-play, et al, veteran, college, family, 27, 7 years experience, strictly permanent. Box H-340, BROADCASTING.

Newsman. Programing background. 11 years radio. Now news director East. Box H-349, BROADCASTING.

A pro for eight years, currently morning swinger, production manager. Eastern Top 40 only. Box H-350, BROADCASTING

Combo—DC, Md., Va.—2 years experience 3rd phone now—1st phone by Jan.—married —permanent pos.—relaxed announcing—fast board. Box H-354, BROADCASTING.

Contemporary jock with big voice, live straight style, seeks any size market in Florida \$75. Box H-356, BROADCASTING.

Top 40 dj 6 months experience but sound better, want fair sized market East of Mississippi. Reasonable. Box H-357, BROADCASTING.

Thoroughly experienced announcer seeks position as program director. Employed by successful, major market, good music station. Stable, production minded, responsibility conscious. Resume available upon request. Box H-359, BROADCASTING.

Experienced, first phone dj desires advancement to good music station in East . . . Box H-364, BROADCASTING.

English—experienced, Top 40 middle road, news, personality plus, reliable, no license, desires position. Box H-365, BROADCASTING.

Happy, lively air personality-announcer. College. Experience. Tight board. Prefer location within 75 miles of Washington, D. C. Box H-368, BROADCASTING or Phone 914-429-8652.

Announcer would like to record commercials for agencies and stations in spare time. Fast service. Box H-370, BROADCASTING.

Top, Top 40 dj—Now in major market, No. 1 pulse. Hold 1st phone license, ready to swing into bigger and better things. Production-Socko! PD—TV too. Box H-373, BROADCASTING.

Outstanding personality looking for radio or television opening—will relocate anywhere for best offer over \$15,000. Box H-374, BROADCASTING.

Announcers—(Cont'd)

Announcer/dj, experienced in all types of radio. Mature sounding, but able to swing when necessary. Good references. Currently working in major Eastern market. Desire California middle of the road operation. Box H-375, BROADCASTING.

Midwest—Experienced, capable first-phone announcer wants program director position. No maintenance. Box H-376, BROADCASTING.

Bright lively sound, six months pop standard experience, seeking Northeastern Top 40. Box H-377, BROADCASTING.

Experienced Negro deejay. Top 40. Terrific production. Solid commercial delivery. Box H-383, BROADCASTING.

Announcer, dj, experienced, Top 40, dependable, draft free, third phone. Box H-387, BROADCASTING.

Available immediately morning man, production presently in market of 350,000. I have six years experience, currently C&W. Prefer Top 40 or good music. I can build your station rating up. Prefer smaller market. Salary open. Box H-388, BROADCASTING.

DJ desires large Midwest metro market by contract. Box H-389, BROADCASTING.

Announcer dj—Authoritative newscaster, bright personality, dependable family man, Rythm & Blues pro. Not a prima donna or floater. Box H-390, BROADCASTING

Negro dj, bright delivery, specialty R&R, third phone license, some experience. Prefer small market, will consider all. Box H-391, BROADCASTING.

Announcer has 3rd and presently completing 1st phone course (no maintenance) will be available in Mid Sept. DJ and news experience in small market. Experienced and Excellent Play-by-play and sports. Age 23, family. Resume and tape available by writing Box H-396, BROADCASTING.

I'm a personality jock at one of the nations fastest growing chains. I also do comedy work in night clubs. I do record hops and variety shows. I want to do this for you. Chuch Blakey, 8402 Blondo, Omaha, Neb. 402-391-5343.

Top 40 deejay, excellent production, Pulse rated first in segment in competitive Midwest metro market. Has talent for writing and producing commercials. Fast, interpretive news delivery with knowledge of news. Available now. Call 1-319-324-0123 for the interesting story.

Adjustment of staff size has made available an excellent Top 40 personality-production man. Very highly recommended for improving your format sound. Top ratings, good news delivery. For full details contact: James Watt, General Manager, KSTT, Davenport, Iowa.

Excellent R-TV announcer . . . Talented . . . Much experience . . . 28 . . . write, wire Gene Johnson, 609 DeLaVina, Santa Barbara, Calif.

Looking for a good man? Reliability? A well rounded musical knowledge in an announcer with a good voice? I take pride in my work and have a first phone too. Available immediately. Call 1-617-997-8776 between 2-10 p.m.

Combination, salesman, announcer, engineer, with first phone. Six years experience in all phases of radio, available now. Call Hamlet, N. C. at 582-3512.

Beginner, college trained, part time acceptable. Steve Hardtke, 7512 El Cortez, Buena Park, California.

Have first phone, good voice, ready to go to work. Will take engineering or announcing. Gene Glass, Box 1105, Corsicana, Texas.

Experienced announcer, will relocate, 3rd phone, not a floater. Call 301-939-2018.

Major market Top 40 experience, first phone. John Bowles, 502-447-2779.

Third phone, good jock, any area. Jim Stewart, 4017 Parkside Dr., Dallas, Texas.

Situations Wanted

Technical

Experienced first phone maintenance and operating engineer. Sober and dependable. Box H-255, BROADCASTING.

Experienced chief engineer—announcer, \$90. Mornings only, 9:30-11:00 EDT.

Top Polish personality wishes Polish-American program—qualified announcer-director—bilingual—experienced radio and sales. Box H-341, BROADCASTING.

First phone—3 yrs. experience—2½ chief directorial—multiplex—light announcing—married—seeks permanent employment West of Mississippi. Box H-378, BROADCASTING.

Experienced radio-TV operating engineer. No announcing, any location considered. Box H-384, BROADCASTING.

Attention: Busy station owners. \$200 buys sharp, young first phone. Clean cut, personable, friendly. Can sell, type, run tight board. Finest references—3 years last job. Limited technical, but will double your present sales within 6 months. This nice guy with pleasant voice available immediately. Eddie Post, YMCA, Washington, D. C.

Engineering proofs—Directional systems—Reasonable. S.O.S., 270 Northcrest Road, Chattanooga, Tennessee. Phone 998-3346.

Radio Technician, 1st phone experience. 11400 E. Ricks Circle, Dallas 30 Texas. EM 8-4469.

Production—Programing, Others

Serious radio newsman looking for station where news is important. Experienced in gathering, writing, and airing. College and announcing school graduate. First phone. Box H-167, BROADCASTING.

Professional sportscaster/director. 9 years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box H-211, BROADCASTING.

Copywriter—announcer . . . broadcast school trained, references. Light announcing experience. Heavy straight copy, some news writing experience, promotions, etc. Must relocate by Sept. 8. Wire for details, Box H-266, BROADCASTING.

The industry is finally realizing the importance of a music director in a competitive Top 40 market. I've had three years experience picking the hits, along with a wide knowledge of oldies. Can also pull jock trick. (Top fifty markets only)! Box H-307, BROADCASTING.

Continuity director, with AM/FM operation. Experienced writer with fashion background. Excellent references. Ready for larger market. Box H-309, BROADCASTING.

Energetic, experienced newsman. Married. Adult station medium-large market, Midwest-East. Box H-326, BROADCASTING.

Triple-threat newsman, musicaster and production. 3rd phone, 18 years experience all phases AM-TV. Available May 1st. \$600 minimum. Box H-328, BROADCASTING.

Twelve years radio and TV experience now available. All phases of radio—air personality, continuity and production, news. Television—sales experience only. Currently employed. Married. Age thirty four. Reference from present employer available. Box H-334, BROADCASTING.

Authoritative news director, seven years experience, college, Vietnam veteran. Box H-342, BROADCASTING.

Program director proven record excellent production, announcing and administrative ability. Box H-355, BROADCASTING.

Production—Programing, Others

Continued

Newsman, college graduate with 2 years experience in medium market, seeks position with news minded station. Have done play-by-play sports. Military service completed. Salary not as important as growth potential. Will consider all sincere offers. Write Box H-366, BROADCASTING.

Program director—15 years experience in radio-TV. Air work optional. Good on news. Now employed. Box H-371, BROADCASTING.

Negro market: Tight programing dj. Spiritual gospels, pop, public speaking, churches, clubs. Negro housewives, teenagers. Sales, news. 10 years. Box H-372, BROADCASTING.

Talented sportscaster, give me a chance to do your sports and ratings will climb. Draft free, 25, single, steady. Salary no problem. Nick Carnett, 9 Holly St., Lawrence Mass. 682-3125.

Country songwriter wants commercial writing job. Copy available. Write: Billy Porter, 868 Harding Road, Des Moines, Iowa.

11 yrs. AM/FM, mature in voice and person, desires to do "music till dawn" or the like. Evening or all-nite. Own library—classics, mood and/or jazz. Prefers West coast major market and contract but not necessary. \$175.00 wkly, firm. Resume and tape to all replies. Phone collect Jerry Gray, 303-444-1180, or write 1180 Hartford Dr., Boulder, Colorado. Available yesterday.

Gagwriter. Terrific, original. Exciting samples, \$1.00. Frankel, P. O. Box 983, Chicago 90.

TELEVISION—Help Wanted

Management

Station general manager for a major television group facility in the Midwest. We require a person under age 45 with proven success in station administration. Send complete resume, present income, and salary desired to Box H-313, BROADCASTING.

Announcers

\$140 weekly plus excellent fringe benefits for experienced and versital TV and radio announcer. Powerful Midwestern outlets in city under 100,000. Box H-209, BROADCASTING.

Announcer-copywriter wanted for Midwest TV station. Excellent working conditions, good employee benefits, opportunity to learn directing. Send picture, tape, full information, including salary expected to Box H-306, BROADCASTING.

Wanted—Announcer with radio to television experience for Southeastern VHF. Send full details, photo, and audio or video tape, salary requirements with first reply. Box H-347, BROADCASTING.

Technical

Immediate opening for experienced TV transmitter engineer. Prefer TT50AH maintenance experience. Permanent position. Profit sharing plan plus fringe benefits. Write or Call: Harold H. Newby, KAKE-TV, Box 1010, Wichita, Kansas, Phone 316-WH 3-4221.

TV engineer—supervision and maintenance. Must have 1st Class license and experience with all studio equipment. Prefer Ampex VTR experience. Reid Carpenter, KUTV, 179 Social Hall Avenue, Salt Lake City, Utah. 84111.

Chief engineer with degree needed for well-equipped University Educational Television station. Salary commensurate with experience and ability. Send resume in confidence to Dr. Colby Lewis, WMSB, East Lansing, Michigan.

Immediate opening for an experienced studio and transmitter technician. Please send resume to Ray Krueger, Chief engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

Technical—(Cont'd)

Florida. Young working chief engineer needed soon for ETV station. Emphasis on ability to operate and maintain GE studio-transmitter, and Ampex VTR. Administrative experience desired but not essential. Channel 7, 2797 Heywood Dowling Drive, Jacksonville, Florida 32205.

Production—Programing, Others

Northeastern TV station needs on the air news director immediately. If you are a good newsman and enjoy summer and winter sports send details today to Box H-250, BROADCASTING.

Wanted—Production manager for top Eastern TV market. Must have good leadership qualities and demand top-flight performance from staff. Long hours, hard work, and good pay. Send complete resume to Box H-285, BROADCASTING.

Television production manager needed immediately for the key station of a major group located in the Midwest. We want a man with heavy administrative and directing experience, who is looking for the chance to move upward with a growing and progressive group. College degree, experience in creative color programing desired. Send complete resume of education, experience and current salary to Box H-343, BROADCASTING.

Wanted—Newsman with reporting and photographic background. On camera experience desirable. Southeastern VHF. Full details, photo, audio or video tape, salary requirements in first reply. Box H-346, BROADCASTING.

Two TV-radio newsmen (or woman). College graduates, no speech majors. One, solid city editor-airman; other, prefer couple years' experience but willing try beginner. Pacific Northwest group. Box H-361, BROADCASTING.

Producer/director—immediate opening for a young man with at least two years experience directing variety of live programing. College degree preferred. Send resume of education and experience to Personnel Department, WLWT, Cincinnati, Ohio. 45202

Two creative producer-directors wanted by large Midwestern University to work with faculty in constructing television program out of educational subject matter. Facilities include three studios, VHF channel, film and mobile unit, videotape, salary \$7,500-\$8,900 dependent upon qualifications, contact WMSB-TV, Michigan State University, East Lansing, Michigan.

TELEVISION—Situations Wanted

Management

General manager—sales and promotion manager, 39, AB degree. In radio 17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Professional, thoroughly experienced. Successful producer of ratings, profits and prestige. Weekend interview anywhere. Please write Box H-13, BROADCASTING or telephone 404-355-4501 evenings or Sunday.

TV program manager available in September. Excellent experience and references. Box H-329, BROADCASTING.

Announcers

Family man presently employed in large Midwest multi-station market. Experienced in radio, TV, and sports broadcasting. Seeking work in TV. Will consider radio & TV. Have third class ticket. Excellent references. Box H-353, BROADCASTING.

Announcer—1st phone (38), 17 years broadcasting. Want change—Employed (TV) Video Tape available. References. Box H-363, BROADCASTING.

Technical

Engineering-operations-director 25 years experience—16 in TV. Experienced in consulting, installation, and maintenance. Personal interview desired. Available—September 15. Box H-183, BROADCASTING.

Technical—(Cont'd)

Experienced—First phone, TV studio, switching, transmitter & radio. Tech school graduate. Area looking for position, Indiana. Box H-335, BROADCASTING.

TV technician, 1st phone experienced. 11400 E. Ricks Circle, EM 8-4469, Dallas 30, Texas.

Production—Programing, Others

Creative program director. Best references, record 6 years with top chain. Masters, family. Box H-249, BROADCASTING.

ETV writer-producer. Master's. Commercial and educational radio and TV background. Strong on documentaries and music. Will direct and/or teach. Box H-263, BROADCASTING.

Director, 8 years experience, Top 15 market, presently employed. Desire position with challenge. Box H-311, BROADCASTING.

Says NYC advertising agency executive: "... One of broadcasting's most talented!" References similar, plethora. Currently #1 daily kiddies show, major 3-VHF market. Additional 7 live hours weekly: midnight impresarioing, variety commercials sponsored. \$13,000. Box H-323, BROADCASTING.

Program manager with fifteen years experience in programing, production, film buying and news-public affairs desires to relocate with Midwest or Southwest VHF station. Box H-330, BROADCASTING.

TV news director. Authoritative, intelligent, warm on-air personality. Excellent background in radio and TV. Familiar with all phases of news gathering and presentation. Have worked in the largest and smallest markets. Would consider assistant news director if market size warranted. Box H-331, BROADCASTING.

WANTED TO BUY—Equipment

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 3500, Glenstone Station, Springfield, Missouri.

Complete FM equipment. 5 kw transmitter; 4 bay antenna; monitors; 1 1/2" transmission line. KTW, Seattle, Washington.

Wanted: Complete equipment for 250 watt station microphone to tower. Remote control. State price, age, condition. Box H-264, BROADCASTING.

1000 ft. 50 ohm, 3/8 Hellax coaxial cable, can be broken length. Two 6 ft. Mark 850 mc. Parabolic ant. 20 3/4" Coaxial single spring hangers, thru-hole mount. WHAK, Rogers City, Michigan.

Would like to buy a DuMont type TA-161 or TA-162 5 kw low band amplifier used with DuMont Acorn series TV transmitters. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipoles, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Write for complete listings of used broadcast equipment. Let us sell your unwanted equipment. Customers waiting. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

For sale . . . Four MVR-11. These units are in excellent operating condition, recently factory reconditioned and include manual tape tension controls. Price—\$5,000 each. Box H-197, BROADCASTING.

Complete stock model 450 tape reproducer spares. Used 450's bought and sold. VIF Int'l P. O. Box 1555, Mtn. View, Calif.

FOR SALE—(Cont'd)

RCA 76B console with instruction book \$375. Also three RCA turntables, Gray equalizers and arms. KGE, Bakersfield, California.

Old carbon mike. Conversation piece. Probably doesn't work. Write if interested. Replies not guaranteed. Box H-332, BROADCASTING.

REL 3 kw FM transmitter, condition good, available immediately, \$2000, F.O.B. KAVE, Carlsbad, New Mexico.

Amplifier for use with a Magnecord PT6J, also a Kahn symetrapeak and a CBS Volumax. Box H-345, BROADCASTING.

First reasonable offer—Blaw Knox 300 ft. tower with Guy system. Call Tyrone, Penna., 684-3200. Excellent condition.

For sale 22 kw General Motors series 53 automatic Diesel Generator set. GM 2 Cycle diesel engine Delco generator. 8 PF 27.5 kva 115/230 AC 3 wire 60 cycles 1800 rpm complete with automatic starting equipment. In excellent condition. Approximately 30 hours total usage. Original price: \$5,868.72. For sale now: \$3,550.00. Contact E. G. Underwood, Radio station KGBS, 5526 Cortland Ave., Lynwood, California.

Jampro JA-8 FM antenna, gain 8.3, tuneable end caps, new co-ax lines, top half of FM band, ready for shipment. 500 Pounds. \$2,200. Box H-352, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 66 Parkway Court, Brooklyn, N. Y. 11235.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 23, January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week, job placement free. Classes begin Sept. 8.-Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

RADIO

Help Wanted

Sales

WANTED

TOP SALES MANAGER

for

TOP PULSE AND HOOPER STATION

in

400,000 MARKET

Man we seek is currently employed as Radio Sales Manager but is looking for a better opportunity. Income Open.

Box H-324, BROADCASTING

Announcers

#1 PERSONALITY

50,000 watt station in metropolitan market looking for talented air personality. Must have that something extra that sets you aside from the rest. Only professional DJ's with proven success need apply. No rock. Send tape and resume with first letter: Box H-300, BROADCASTING

Announcers—(Cont'd)

Number 1 Major Market Station
 Has openings for Top 40 personality disc jockey and cracker jack newsmen. Here are two golden opportunities that come once in a lifetime. Top pay in Top Station in Top market.
 We will appreciate your resume and tape.
Box H-385, BROADCASTING

DO YOU HAVE SOMETHING TO SAY?

The personality we want is sometimes conversational, sometimes controversial, but always stimulating. He is familiar with music, but doesn't rely upon records for ratings. He gets involved with his community and is up on national affairs. He can comment on both.

He talks, and when he does, he has something to say.

This is an opportunity to join a major group on a major market and be a part of a top broadcasting team. Rush tape and resume to:

Box H-358, BROADCASTING

Production—Programing, 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 and work samples to:

Box H-395, BROADCASTING

Situations Wanted

Management

MONEY AND ABILITY

Broadcaster with 15 years successful experience in sales, management, and ownership interested in investment and participation in any phase of Broadcasting.

Box H-344, BROADCASTING

TELEVISION

Help Wanted—Sales

TV STATION NEEDS

top men for close to bottom money. We are completely re-staffing our station. As station grows so will your income.

We need the following immediately: 1 Sales Manager (UHF), 1 Engineer, 1 News Director, 1 Announcer.

Send resume, recent photo, minimum salary and when available to:

Cy Newman, KAIL-TV, Fresno, Calif.

TELEVISION—Continued

Situations Wanted—Announcers

TV NEWSCASTER

For regional Esso report before agency went network. Presently doing sponsored 11 O'Clock TV news. No bones about it, I'm looking for a better position, with more money, in a larger market. Currently employed at a Northeastern UHF station. Management knows of this ad. College graduate. Married. Reason for wanting to leave? Money! Eight years in radio and two years in TV. Would prefer to give one month notice. Video Tape available on request.

Box H-379, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 84th year. For catalog write: Director of Admissions.

**EMERSON COLLEGE
 303 Berkeley St., Boston 16**

**RADIO
 TV
 SPEECH
 THEATRE**

EMPLOYMENT SERVICE

POSITIONS OPEN

ALL BROADCAST PERSONNEL PLACED
 ALL MAJOR U. S. MARKETS
 MIDWEST SATURATION
 WRITE FOR APPLICATION NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
 Minneapolis, Minn. 55417

WANTED TO BUY

Stations

ATTENTION!—

Southern Radio Station Owners

Sell your station at a fair price to experienced radio and TV employees who will live and work locally. To arrange personal conference in confidence write—wire:

Box H-386, BROADCASTING

WANTED

Profitable station in East or Midwest. Experienced group has money to buy now. Can go up to \$350,000. We will deal in complete confidence. Write:

Box H-380, BROADCASTING

FOR SALE—Stations

PACIFIC NORTHWEST REGIONAL

Fulltime station on good frequency with annual average gross of over \$140,000 for past two years. Needs Local ownership to develop full profit potential. Good realstate included. \$175,000 on terms.

Box G-201, BROADCASTING

FOR SALE—Stations

HONOLULU, HAWAII

Radio station with large tax loss available. Excellent frequency, power and ratings. Needs local or Group ownership. Great potential in tremendous growth area.

Lix Rue & Associates Inc.
Media Brokers

440 EAST 62ND STREET
 NEW YORK CITY
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 295,000 29% down. Exclusive.
 TOP LOS ANGELES FM—Unusual terms & Lease-back arrangement.

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We have a number of qualified buyers interested in

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Pa.	single	daytime	\$ 50M	terms
Fla.	medium	daytime	80M	terms
Gulf	medium	profitable	109M	29%
Fla.	metro	fulltime	240M	terms
N. E.	Top 50	daytime	400M	29%

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
 2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 81

KURY Brookings, Ore.—Seeks assignment of license from Joseph F. Sheridan to KURY Radio Inc., owned by Vern R. Garvin and Norman R. Oberst (each 50%). Consideration \$45,109. Mr. Oberst is manager of KURY. Mr. Garvin is owner and manager of radio and electronic repair firm along with two common carrier stations. Ann. Aug. 24.

WKST New Castle, Pa.—Seeks assignment of license from WKST Radio Inc., owned by Communications Industries Inc. which is owned by Lazar Emanuel (30.95%), Paul Smullen (10.3%), Arthur Gatz (3%), Stephen Ausnit (11.1%), Abraham Edelman (2.7%), Media Management Corp. (6.8%) and others to Scott Broadcasting Co. of Pennsylvania Inc., owned by Herbert Scott (100%). Consideration \$350,000. Mr. Scott has 45% interest in Pottstown Broadcasting Co., licensee of WPAZ Pottstown, Pa.; 100% interest in Scott Broadcasting Corp., licensee of WJWL Georgetown, Del., and 75% interest in Scott Broadcasting Inc. of New Jersey, licensee of WTTM-AM-FM Trenton, N. J. Ann. Aug. 21.

KRIG Odessa, Tex.—Seeks assignment of license from Auchincloss Broadcasting Corp., owned by Bayard C. Auchincloss (98.5%), Marion O. Richardson (1.2%) and Grady A. Sanders (0.3%) to KRIG Inc., owned by Earl J. Garrison, R. D. Brown and D. L. Adcock Jr. (each 33 1/3%). Consideration \$125,000 and five demand notes at \$5,000 each for covenant not to compete for five years within a radius of 50 miles of Odessa. Mr. Garrison is owner of KVWC Vernon, Tex. Mr. Brown has 56.8% interest in First National Bank, Vernon, Tex. Ann. Aug. 24.

Hearing cases

DESIGNATED FOR HEARING

R. A. Vaughn and Thomas R. Hanssen, Melbourne, Fla.—Designated for consolidated hearing applications for new daytime AM's on 1560 kc, 5 kw; Vaughn-Hanssen with

DA; made WORT New Smyrna Beach, party to the proceeding. Action Aug. 24.

OTHER ACTIONS

■ By order, commission granted petition by James and Darwin Parr for stay of July 15 action granting assignment of license of KPAS Banning, Calif., from Stevens Broadcasting Inc. to Fred P. D'Angelo, tr/as Banning Broadcasting Co., pending decision on Parr's petition for reconsideration. Action Aug. 21.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on applications of Cumberland Publishing Co. and East Kentucky Broadcasting Corp. for new FM's in Pikeville, Ky., in Doc. 15569-70, granted Broadcast Bureau petition to extend time to Sept. 11 to file responsive pleadings to Cumberland's petition to enlarge issues. Action Aug. 26.

■ By memorandum opinion and order in Buffalo, N. Y., TV channel 29 proceeding in Doc. 15254-5, denied WEBR Inc. petition for review of examiner's action which granted Ultravision Broadcasting Co. petition for leave to amend application. Action Aug. 20.

■ In proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, Minn., respectively, granted request to extend time to Oct. 6 to file exceptions and brief to initial decision. Action Aug. 20.

■ By memorandum opinion and order in proceeding on revocation of license of WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted Timm and WDMG appeal from examiner's action which denied motion to quash subpoena duces tecum directed to Timm; and quashed subpoena. Member Nelson abstained from voting. Action Aug. 20.

■ By memorandum opinion and order,

denied WKKO Radio Inc. petition to enlarge issues as to WEZY Inc. in proceeding on applications for new FM's in Cocoa, Fla. Action Aug. 20.

■ By memorandum opinion and order in proceeding on AM application of Northland Broadcasting Corp. (KWEB), Rochester, Minn., held in abeyance KWEB's petition for leave to amend application to substitute North Central Video Inc. as applicant, pending receipt of additional pleadings within two weeks. Member Nelson abstained from voting. Action Aug. 20.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's in Cocoa, Fla., in Doc. 15476-7, granted applicants' request to reschedule certain procedural dates and continued Sept. 14 evidentiary hearing to Oct. 5; by separate action, granted Broadcast Bureau petition to extend time to Sept. 4 to file responses to WKKO petition for leave to amend. Action Aug. 19.

By Hearing Examiner Charles J. Frederick

■ By memorandum opinion and order in remand proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., in Doc. 14411-2, among other things, denied all requests for oral argument and scheduled further hearing conference for Sept. 18. Action Aug. 18.

By Hearing Examiner Millard F. French

■ Upon request of Bigbee Broadcasting Co. extended time from Aug. 18 to Aug. 20 to file rebuttal exhibits in proceeding on application for new AM in Demopolis, Ala. Action Aug. 18.

By Hearing Examiner Isadore A. Honig

■ In proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WFLB), Greenville, both Michigan, in Doc. 15348-9, granted Flat River's petition to reopen record, receive in evidence additional exhibit as WFLB exhibit 7, reschedule dates for filing proposed findings and replies from Aug. 31 to Sept. 24, and from Sept. 11 to Oct. 5, and close record; by separate order, dismissed as moot Broadcast Bureau's petition to extend time for filing proposed findings. Action Aug. 24.

■ In Blue Island-Elmwood Park, Ill., FM proceeding, granted motion by Blue Island Community Broadcasting Inc. and Evelyn R. Chauvin Schoonfield (WXFM) to extend certain procedural dates and hearing from Oct. 26 to Nov. 16. Action Aug. 25.

By Hearing Examiner Jay A. Kyle

■ Upon request of Progress Broadcasting Corp. (WHOM), New York, scheduled further prehearing conference for Sept. 3 in proceeding on AM application. Action Aug. 24.

■ In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15429-30, granted Dover's petition to extend time to Sept. 2 to reply to Tuscarawas' petition for leave to amend. Action Aug. 18.

By Hearing Examiner Chester F. Naumowicz

■ In proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co., for new TV's on channel 54 in Fairfield and Homewood, both Ala., in Doc. 15460-1, (1) granted Chapman's petition for leave to amend by remedying certain errors in original application; and (2) granted Symphony's petition to extend certain procedural dates and commencement of hearing from Sept. 1 to Oct. 5. Action Aug. 25.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Paul Dean Ford and J. T. Winchester, and Brown Publishing Co. for new FM's in London and Urbana, Ohio, respectively, in Doc. 15279, 15281, granted motion by Ford and Winchester for leave to amend their application in order to show change in frequency from channel 269 (101.7 mc) to channel 292A (106.3 mc) and change site, and removed amended application from hearing docket and returned to processing line. Action Aug. 24.

■ Pursuant to stipulation between counsel arrived at during June 10 prehearing conference, scheduled further prehearing conference for Sept. 11 in proceeding on FM applications of United Audio Corp. and North-

FOR SALE STATIONS—Continued

WANTED IMMEDIATELY

A Purchaser

Once in a Lifetime Opportunity

The Rossford Terminal Warehouse, Inc. has taken judgment on a note and mortgage it held against WMGS, in the amount of \$150,244.70. It is a first lien. The judgment becomes final September 19, 1964.

The power is 1,000 watts on the clear channel of 730 KC. The station is located just south of Toledo, Ohio.

THE POTENTIALS ARE TREMENDOUS. The present .5MV contour covers a population in excess of two (2) million.

PURCHASER WILL TAKE OVER SUBSTANTIAL TAX LOSS.

It was originally established in 1954 in Bowling Green, Ohio and moved just south of Toledo, Ohio in 1960. The original sale price in 1961 was \$228,000.00, plus credits transferred, but does not reflect the true value as further modifications were granted by the F.C.C. after the sales agreement was signed and prior to sale.

THE ESTIMATED COST TO BECOME A TOLEDO, OHIO, CITY OF LICENSE IS \$35,000.00.

Control of the station can be had as soon as the F.C.C. approves the transfer which could be about October 1, 1964, assuming purchaser is qualified under F.C.C. rules.

To a responsible purchaser most attractive terms are available.

For full details call, write or wire:

**Howard R. Ward
P. O. 274, Bowling Green, Ohio
Phone 353-9934**

STATIONS FOR SALE

1. GULF COAST. Exclusive. Industrial economy. \$30,000 down.
2. ROCKY MOUNTAINS. Fulltime powerhouse. \$180,000. 29% down.
3. BOOMING SOUTHWEST. Top market. Absentee owned. Owner anxious. \$20,000 down.
4. PACIFIC NORTHWEST. Exclusive. \$15,000 down. Ideal for partnership.

**JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California**

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 26

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,936	66	80	341
FM	1,161	41	197	278
TV	527 ¹	63	85	168

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 26

	VHF	UHF	TV
Commercial	513 ²	156	669
Noncommercial	57	52	109

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,912	1,141	526 ¹
CP's on air (new stations)	64	40	56
CP's not on air (new stations)	85	190	86
Total authorized stations	4,061	1,371	668
Applications for new stations (not in hearing)	195	209	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	283	246	137
Applications for major changes (not in hearing)	192	59	37
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	235	63	48
Licenses deleted	0	1	1
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

WOMN Decatur, Ga.—Granted mod. of license to change studio location and remote control point.

WJBR(FM) Wilmington, Del.—Granted license covering installation of new ant. and increase in ant. height.

KODE-TV Joplin, Mo.—Granted CP to change type ant.; install new tower and ant.; increase ant. height to 1020 feet; ERP 316 kw vis., and 158 kw aur., and make other equipment changes; conditions.

KGLD(TV) Garden City, Kans.—Granted CP to change ERP to 200 kw vis., and 100 kw aur.; change type trans. and make changes in ant. system; condition.

KTBC Austin, Tex.—Granted CP to change location of alternate-main nighttime and auxiliary daytime trans. to same as main trans.; remote control permitted; conditions.

WINA Charlottesville, Va.—Granted CP to change location of auxiliary daytime and alternate-main nighttime trans. to main trans. site; remote control permitted.

KTXN(TV) Austin, Tex.—Approved engineering technical data submitted, pursuant to commission's July 29 supplement to third report and order in Doc. 14229 and 14970, effective Sept. 8, to modify CP of KTXN(TV) on channel 42 in lieu of channel 67 in Austin.

WOLI(FM) Ottawa, Ill.—Granted mod. of CP to change type trans. and type ant.; remote control permitted.

WMIT(FM) Black Mountain, N. C.—Granted mod. of CP to install two new trans., and change type ant.; specify type trans.; ant. height 3090 feet; remote control permitted.

■ Following were granted extensions of completion dates WMGZ(TV) Mayaguez, P. R., to Feb. 20, 1965; WPSJ(TV) Ponce, P. R., to Feb. 20, 1965.

Actions of Aug. 19

KSTP St. Paul—Regranted CP to change operation on 1500 kc, 50 kw, U, from DA-2 to DA-N, and install new daytime ant.; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; rescinded action of Aug. 17 which included condition relative to pending forfeiture litigation.

K06CU, K09EP, K11EV Grants and Milan, both N. M.—Granted renewal of licenses for VHF-TV translators.

WAPA-TV San Juan, P. R.—Granted CP to install auxiliary trans. at main trans. and ant. location.

WEEK-TV Peoria, Ill.—Granted extension of completion date to Feb. 26, 1965.

■ Granted renewal of licenses for following: WCOC Meridian, Miss.; WCPM Cumberland, Ky.; WLBS Centerville, Miss.; WOWI New Albany, Ind.; WPXE Starke, Fla.; WTKY Tompkinsville, Ky.; WATV Birmingham, Ala.

■ Granted licenses for following AM's: WRPL Charlotte, N. C.; WJLE Smithville, Tenn.; KCAB Dardanelle, Ark.; WABD Fort Campbell, Ky., and WACY Moss Point, Miss.; WSHF Sheffield, Ala.; WSTH Taylorsville, N. C.; WNDY Indianapolis; WMKR Milinocket, Me.; WPRV Wauchula, Fla.; WPDF Corydon, Ind.; WHON Centerville, Ind.; WKAC Athens, Ala.; KDHN Dimmitt, Tex.; WRDS South Charleston, W. Va.; WRGM Richmond, Va.

Action of Aug. 18

WEAU-TV (ch. 13) Eau Claire, Wis.—Granted CP to reduce aur. ERP to 55 kw, and change type aur, trans.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ San Fernando, Calif.—Myron J. Bennett. Requests channel 221 be assigned to San Marcos, Calif. Received Aug. 10.

■ KIT Yakima, Wash.—KIT Inc. Requests that channel 233C be assigned to Yakima. Following proposals were filed to achieve move: (1) Yakima: add 233C and 281C; delete 292A, Richland, Wash.; add 292A; delete 281C, Quincy, Wash.; substitute 232A for 276A (2) Yakima: add 233C and 281C; delete 292A, Richland; add 292A; delete 236C and 281C, Quincy; substitute 232A for 276A (3) Yakima: add 233C and 281C; delete 292A, Richland; add 274C and 292A; delete 236C and 281C, Quincy; substitute 276A for 232A, Prosser, Wash.; substitute 237A for 272A. Received Aug. 14.

■ Orleans, Mass.—Charter Broadcasting Corp. Requests institution of rulemaking proceedings to assign channel 291 to Orleans. Received Aug. 19.

■ WNAZ Natchez, Miss.—Old South Broadcasting Inc. Requests institution of rulemaking proceeding to substitute channel 236 for channel 237A at Natchez. Received Aug. 19.

BROADCASTING, August 31, 1964

land Broadcasting Corp., Rochester, Minn. Action Aug. 20.

By Office of Opinions and Review

■ Granted request by the Broadcast Bureau to extend time to Sept. 16 to file responses to a petition for reconsideration and grant without hearing in proceeding on applications of Chronicle Publishing Co. (KRON-TV), and American Broadcasting-Paramount Theaters, Inc. (KGO-TV), San Francisco, Calif. (Doc. 12865-6). Action Aug. 25.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 25

WBGC Chipley, Fla.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WNDT(TV) Newark, N. J.—Granted renewal of licenses for TV and adjuncts.

KOTA-TV Rapid City, S.D.—Granted mod. of CP to change ERP to 100 kw vis., and 20 kw aur.; type trans. and type ant.; increase ant. height to 660 feet, and make other equipment changes; condition.

WELV Ellenville, N. Y.—Granted extension of completion date to March 8, 1965.

WHPL Winchester, Va.—Granted license covering change in hours of operation, in DA system, and from DA-D to DA-2; specify trans. and main studio locations.

WKBW Buffalo, N. Y.—Granted license covering increase in power and installation of auxiliary trans.

WLSB Copperhill, Tenn.—Granted license covering increase in daytime power, and installation of new daytime trans.; specify daytime trans.

WNBF Binghamton, N. Y.—Granted license covering installation of auxiliary trans.

WEEL Fairfax, Va.—Granted CP to install old main trans. and west tower for auxiliary daytime service at main trans. site, with non-DA.

Sentinel Broadcasting Co., Lakeland, Fla.—Granted CP and license for new low power auxiliary.

Action of Aug. 24

■ Following were granted extensions of completion dates: KUDY Spokane, Wash., to Sept. 30; KCYR Milan, N. M., to Feb. 6, 1965; KCEE Tucson, Ariz., to Sept. 9; KGOL

Palm Desert, Calif., to Jan. 1, 1965; WFIV Kissimmee, Fla., to Dec. 31; WCAI Fort Myers, Fla., to Nov. 14; WCVL Crawfordsville, Ind., to Nov. 15; WQXR, New York, to Nov. 1; WDGJ Minneapolis, to Dec. 1; WMRR Marshall, Mich., to Nov. 29; WDBC Escanaba, Mich., to Oct. 1; WDBL-FM Springfield, Tenn., to Oct. 10; WHLS-FM Fort Huron, Mich., to Jan. 1, 1965; WINK-FM Fort Myers, Fla., to Nov. 1; WKJB-FM Mayaguez, P. R., to Dec. 8.

Actions of Aug. 21

WSOC-FM Charlotte, N. C.—Granted CP to change facilities on channel 279 (102.7 mc) from ERP 35 kw, ant. height 415 feet to ERP 100 kw, ant. height 1,040 feet; and change trans. site; condition.

KRDS Tolleson, Ariz.—Granted renewal of license for AM.

WCRQ(FM) Providence, R. I.—Granted renewal of license for FM.

WJKS-TV Jacksonville, Fla.—Approved engineering technical data submitted, pursuant to commission's July 29 report and order in Doc. 15403, effective Sept. 8, to modify CP of TV to specify operation on channel 17 in lieu of channel 36; ERP 513 kw vis., and 257 kw aur.; conditioned that commission may, without further proceedings specify operation by permittee on such other commercial channel as may be assigned to Jacksonville, in lieu of channel 17, by decision in rule making proceeding in Doc. 14.

K06CU, K09EP, K11EV Grants and Milan, N. M.—Granted assignment of licenses of VHF-TV translators to Vernon H. Johnson, tr/s company of same name.

KLIF Dallas—Remote control permitted; conditions.

WAGM-TV Presque Isle, Me.—Granted CP to replace expired permit to install auxiliary trans. at main trans. and ant. site.

WTBC Tuscaloosa, Ala.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, install new trans., and make changes in ant. system; conditions.

*WOBC-FM Oberlin, Ohio—Granted CP to change ant.-trans. location; remote control permitted.

Action of Aug. 20

KEED-FM Springfield-Eugene, Ore.—Granted renewal of SCA for FM.

WHO-AM-FM Des Moines, Iowa—Granted mod. of licenses to change name to Palmer Broadcasting Co.

MEMBERSHIP, how to build it, how to hold it, how to serve it; those are the major problems facing the Electronic Industries Association, according to EIA's new president, Dr. Harper Q. North. Vice president of research and development for Thompson Ramo Wooldridge Inc., Dr. North was elected in June to head the association of electronic companies for the year beginning Aug. 1.

"These problems are not unique with EIA," Dr. North said last week, "most associations have them. In these days of rising costs, all companies are watching expenditures closely and to many smaller concerns dropping association dues may seem a good place to start cutting. But if we lose our small company membership we run the danger of becoming a power lobby for the industrial giants and that wouldn't be good for our association, our industry or our country. Our present membership of about 300 includes many small companies and that's a good thing, as this enables us to give a rounded view of the situation when we counsel the government on such things as patent ownership.

Their Money's Worth ■ "But to hold those smaller firms as members, we've got to give them their full money's worth. Maybe one way would be for EIA to work more closely with other associations in allied fields, perhaps to effect economies by pooling certain facilities, such as legal departments, to give better service at lower cost to our members. I don't know the answers, but I'm going to try to get them as soon as I can."

Dr. North stopped, then smiled broadly. "Sounds pretty stuffy, doesn't it, even for an association president," he admitted. "But," he told his interviewer, "when you ask that kind of question, you're pretty likely to get that sort of answer. Try it on the next EIA president a year from now." His smile faded as he added: "Nonetheless, it's a serious problem and we're going to try seriously to do something about solving it."

Facing up to serious problems is nothing new for Harper Qua North. (His parents came from Canada and Qua was his mother's maiden name.) One of the most serious problems was when, as a grade school boy, his summer job with an electrical company required him to crawl under houses in spaces too tight for larger bodies. "I was in deathly fear of meeting a black widow spider," he recalled. But he needed the job, so he kept on crawling and the long-dreaded crisis never occurred.

Science or Song? ■ Another was when he had to choose between a career as a physicist or the quite different life of an opera singer. When he was working at

Singing moves out and science moves in

General Electric he appeared regularly on the company's experimental TV station in a series with the descriptive title, *Songs of the Sea*. ("I was paid \$7 a show in addition to my regular salary," he recalls.)

But one night the star of the show, Robert Wright, lost his beard on camera. The series came to an abrupt end. Today Bob Wright is the television salesman of Kent cigarettes; Dr. North's bass-baritone singing is an avocation, rather than a career.

At GE, Harper North tackled the then new field of semiconductors, experimenting first with silicon and then with germanium crystals, work which

led to his discovery of the principles that are employed in today's varactor mixer diodes. After leaving GE (a decision encouraged by allergies to certain flora that abound in the Schenectady area), Dr. North continued his work at Hughes and TRW, and is still highly interested in semiconductors. Today, however, his main attention is focussed on coordinating the research activities of TRW's various divisions for the efficient development of new products to serve science and industry, government and education, business and the general public, on the earth, under the sea or in outer space. "Very broad, very diverse and very interesting" is the way he describes his numerous responsibilities today.

A Wide Range ■ To the layman, Dr. North's adjectives seem a bit on the modest side. TRW's latest annual report, after reviewing the achievements of 1963, says that "the company is exploring many new product developments related to aerospace, land and undersea environments. Government or privately sponsored programs involve ion engine technology, solar thermionic power systems, hydrogen-oxygen fuel cells, electrical power conditioning, rotating electrical machines, magnetofluid mechanics, atmospheric regeneration, torpedo propulsion systems, radioisotope space engines and advanced laser research.

"Company research in 'photochromic' glass may result in automatic sunglasses or plastic windshields that would darken when exposed to a blinding glare or on-coming headlights. On a bright day, they would turn dark, at night they would clear up again. This is just one example of how aerospace technologies are moving closer to commercial application. New ways are also being sought to use thin films of semiconducting materials which can be fashioned into microelectronic circuits that will fit on the head of a pin and which will have a degree of reliability never before achieved."

A tall man (6'3"), with a high forehead accentuated by a receding hairline, Dr. North has a warm smile, a relaxed manner and a trim figure, the result, he says, of playing a lot of tennis, including lessons "so I can beat my youngsters."

His biggest current problem concerns neither TRW nor EIA, Dr. North confesses, but his home in Palos Verdes (a seaside residential area only a few minutes drive from his office in the new TRW Space Technologies Laboratories area of Redondo Beach). The house has a living room whose ceiling is high in front, with a two-story picture window, low in back. The problem is how to place the speakers so as to provide first rate hi-fi sound in all parts of the room.

WEEK'S PROFILE



Harper Qua North—VP research and development, Thompson Ramo Wooldridge Inc., Redondo Beach, Calif.; b. Los Angeles, Jan. 24, 1917; Calif. Institute of Technology, BS (physics), 1938; U. of California at Los Angeles, MA (physics), 1940; UCLA, Ph D (physics), 1947; UCLA, executive program in business management, 1958; research associate, General Electric Co., Schenectady, N. Y., 1940-48; director of semiconductor operations, Hughes Aircraft Co., Culver City, Calif., 1949-53; pres., Pacific Semiconductors (TRW subsidiary), Lawndale, Calif., 1954-61; board chairman, Pacific Semiconductors, 1961; board chairman, TRW Electronics, 1962; VP, TRW, 1962; m. Mary Ellen Potter, July 15, 1955; children by former marriage—Anita, 17; Jim, 13; president, Electronic Industries Association, 1964-65; fellow—American Physical Society, Institute of Electrical and Electronics Engineers; director, Southern Calif. Industry Education Council; consultant Department of Defense; member, Aerospace Technical Council of Aerospace Industries Association.

The costly game of politics

NOW that the second of the two great political conventions of 1964 is over, broadcasters have begun to total up the bills and wonder whether the expense is justified.

Network coverage of the Republicans in San Francisco and the Democrats in Atlantic City has cost about \$16 million. That is a lot of money to spend on eight nights of programing that a good many members of the audience, it is now obvious, would just as soon not see.

The first audience measurements of the Democratic coverage last week indicated that in cities where television viewers have a choice many preferred to watch regular programing. In New York on both Monday and Tuesday nights more viewers tuned to the three non-network stations than to the three network outlets that were carrying convention coverage. Even the national ratings, which included many markets where nothing but network service was available, reflected a choice of non-convention coverage where the choice could be made.

The question puzzling the networks and their affiliates is what to do about it.

Some are talking about a cooperative system of rotated coverage among the networks, as they have talked before: ABC doing one night's coverage, CBS another, NBC a third, so that on any night two regular network schedules would be available.

A rotation plan has its attractions, but it also has its defects, chief among which would seem to be a dilution of the internetwork competitive urge that has given this country the best news coverage in the world.

For the moment there is probably no easy way to reduce the cost and multiplication of convention coverage—unless the political parties can be persuaded to meet in the same place and thus eliminate the broadcasters' double expense of equipment installation and the cost of transporting men and equipment to sites 3,000 miles apart.

In the long run, the availability of alternative programing will be achieved only by the addition of new stations to the television system. By 1968, perhaps, more viewers will have a fourth or fifth or sixth station to tune.

Small law, big stick

THE extent of public dissatisfaction with American radio and television can now be measured with considerable precision. When solicited to complain to the FCC about the performance of radio and television stations, about five ten-thousandths of one percent of the public writes in. It is in response to such ground swells of public outrage that FCC policy is being made.

The measurement of public dissatisfaction is based squarely on the record of mail that reaches the FCC in response to invitations that must, by FCC rule, be broadcast and published whenever any station applies for a renewal of license or major facility change. About one-third of all broadcast station licenses come up for renewal each year. As reported elsewhere in this issue, some 350 people wrote unfavorable comments in the past year about the 1,800 stations that notified the public of the opportunity to holler to the cops. Divide 63 million, the one-third of the total population that one-third of the nation's stations serve, into the 350 citizens who were troubled enough to complain, and the result is the utterly insignificant percentage of public disapproval that stations are incurring these days.

But wait, we are being unnecessarily generous to the critics of contemporary broadcasting. As the FCC staff

admits, most of the complaining mail is so obviously lunatic or trivial that it is dismissed out of hand. In the whole year only 35 unfavorable comments were deemed worthy of a second look. By this record it could be said that the incidence of genuine complainant among the general population is one out of 1,800,000. To turn up that kind of response hardly seems worth the air time and the paid newspaper space that are being spent on public notices.

The law requiring stations to invite public comments at license renewal time was passed as part of a reform bill that emerged from congressional investigations of television quiz rigging and radio payola. Another part of the bill empowered the FCC to levy fines for transgressions of its rules.

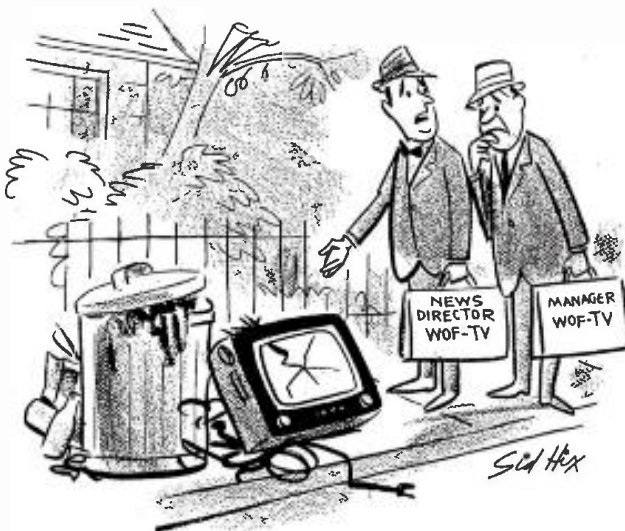
The law itself seemed reasonable enough, but the FCC has made unreasonable use of it.

The law says only that stations must notify the public when they file major applications with the FCC. It was the FCC that ruled that the notice must be given not only on the stations' own facilities, and at times when large audiences are available, but also in paid advertising in a rival medium.

The law gave the FCC the power to levy fines, but the FCC has exercised that power with the fervor of a country judge assessing victims of a local speed trap.

By now it ought to be evident even to the FCC that the paltry returns from the public notices it has insisted that stations broadcast—and buy—do not justify a continuation of the system. At the very least the commission ought to discontinue the requirement of paid advertising in newspapers.

As to its habits of fining everyone in sight, the FCC may be cured of that in court. The four television stations in Minneapolis-St. Paul refused to pay when the FCC tried to fine them for "willful" failure to identify explicitly the sponsor of a special program feature, and the FCC has sued to collect. WHAS-TV Louisville has also refused to pay a fine for "willful" failure to identify the backers of a political broadcast, although the FCC has not yet taken WHAS-TV to court. In neither case is there any evidence that the stations attempted to conceal any intelligence of consequence, and in both the FCC acted with punitive excess. In the interest of simple justice it must be hoped that the courts will let the FCC know that the punishment must fit the crime.



Drawn for BROADCASTING by Sid Hix

"Well, chief, I told you we'd get reactions if we started editorializing!"



**THE MUSIC
AND THE
PLOT AND
THE NEWS AND
THE DIALOGUE
AND THE
PICTURES
GO 'ROUND
AND 'ROUND
AND THEY
COME OUT
HERE.....**

**1549 FEET
HIGH!**

This is a brave bird's eye view of the candelabra atop Houston's tallest tower, 1549 feet above the lush Gulf Coast area. It will send the KPRC-TV signal out over the nation's sixth largest city . . . and then some! It is the instrument that will entertain, inform and sell more than 2 million affluent Texans. We invite you to use it often!

KPRC-TV



HOUSTON

Edward Petry & Co.
National Representatives

mail and female

THE letters are going to Chet Huntley. His mail is part of the straight talk weekdays on the new NBC Radio *Emphasis*.


Nancy Dickerson is the lady's name. On the new *Emphasis*, she reports daily on behind-the-scenes doings in the nation's capital.

What else is new about *Emphasis*? The people, mostly. Starting with Frank McGee's crisp reflections on the world at large, and ending with Lindsey Nelson's fascinating forays into the world of sports, the new *Emphasis* adds wisdom and spice to the variety of life.

On Arlene Francis' segment, for example, she talks of all things feminine—the piques of fashion, the problems of raising a family. Howard Whitman's commentary ranges from mental health to education to marriage. The overseas correspondents of NBC News talk about the pace of life abroad—mostly from the woman's angle. And NBC's Frank Blair talks outspokenly on the day's issues.

What's more, you'll be interested to learn that a drive-time segment in New York (say, Lindsey Nelson's) is also a drive-time segment in San Francisco; that Nancy Dickerson's lunchtime features are lunchtime features in *all* parts of the country; and that this same, effective "clock-hour feed" arrangement holds true for all the exciting *Emphasis* broadcasts.

What does "clock-hour" mean to the advertiser? Everything. Are you looking for a lunchtime audience? Buy lunchtime *Emphasis* all across the country. Want to reach men? Buy afternoon drive-time *Emphasis* coast-to-coast. Sell household supplies? Catch the housewife mid-morning in homes from New York to California—with *Emphasis*.

Sound interesting? So, we're confident, will the new *Emphasis*. And, of course, you're more than welcome to get behind the action—which begins September 7. We think you'll be delighted with the results  Emphatically.

emphasis
ON THE NBC RADIO NETWORK