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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER
Mr. Neuman + Jeschke
Sioux Falls College
Sioux Falls So Dak

As NAB convenes: good times now, future doubtful. p37
What to see, where to find it at convention. p46
A stampede of blue-chip applicants for L.A. radio. p88
Bad news for UHF hopefuls: VHF sets flood market. p126

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TOP OF THE FAIR · NEW YORK WORLD'S FAIR

PHOTOGRAPHED BY VIVIAN CROZIER AT THE TOP OF THE FAIR,
OVERLOOKING THE U. S. STEEL UNISPHERE

The final touch that makes the difference

Spot Radio, too, is the final advertising touch, re-
newing impressions made in other media. Spot
Radio reminds people to buy your brand, is the
final word that turns prospects into customers.

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

*West Coast only.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT
LOS ANGELES · PHILADELPHIA · SAN FRANCISCO · ST. LOUIS

A good radio network speaks for itself.

A good radio network is exactly what it's supposed to be. A network devoted to radio.

It operates independently of a TV network.

Its news staff broadcasts "radio only" news for radio stations. (It doesn't use TV audio for the sake of expediency.)

During major national events, such as political conventions, an affiliate of a good radio network counts on radio newsmen to report the develop-

ments fast and in depth. Newsmen who dedicate all their time and energy solely to radio. Newsmen who don't have to wait for approval from someone with a camera.

Of course, it costs a lot more to speak for yourself. But hand-me-down news doesn't make for good radio.

Why do ABC and its 351 affiliates feel this way? Because we are this way.

THE  NETWORK



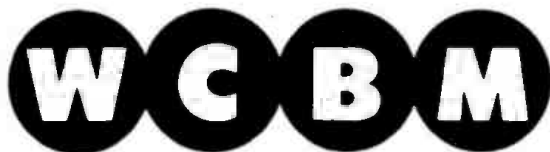
WCBM RADIO'S LEGMEN—FIRST ON THE BALTIMORE-MARYLAND NEWSBEAT!

From the State House in Annapolis . . . Southern Maryland Counties to the Mason-Dixon Line . . . from the Eastern Shore of Maryland to the far western parts of the state . . . Baltimore's City Hall, Court House, Maryland State Office Building Complex, Civic Center, Fire and Police Department Headquarters . . . is the "beat" covered by WCBM Radio's fast-moving team of legmen. Wherever and whenever news breaks . . . they're on the scene!

This on-the-spot coverage, special correspondents in key cities throughout the nation, AP, UPI, plus CBS News and analysts, enables WCBM to feature the kind of news-in-depth adults prefer!

WCBM news . . . music . . . and pleasing on-air personalities . . . are the reasons why WCBM is consistently preferred by adults!

You reach the people with the money to buy your products or services when you include WCBM in your Baltimore radio schedule!



A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING



E. William Henry
1962- CHAIRMAN



*Rosel Herschel Hyde
1946-



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



*Frederick W. Ford
1957-



Kenneth A. Cox
1963-



Lee Loevinger
1963-



*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958 **



*George C. McConaughy
1954-1957



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955 **



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952



*Albert Wayne Coy
1947-1952 **



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947 **



*Ewell K. Jett
1944-1947



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946 **



*James Lawrence Fly
1939-1944



Norman S. Case
1934-1945



George H. Payne
1934-1943 **



Frederick I. Thompson
1939-1941 **



Thad H. Brown
1934-1940 **



*Eugene O. Sykes
1934-1939 **



*Frank R. McNinch
1937-1939 **



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937 **

Hampson Gary
1934 **

Federal Communications Commissioners July 10, 1934, to April 6, 1964

KOAT-TV, Albuquerque, New Mexico □ WGAL-TV, Lancaster, Pennsylvania □ KVOA-TV, Tucson, Arizona

*Served as Chairman **Deceased

Is GOP planning to make Johnson family ownership of Austin broadcast properties cause celebre in presidential campaign? Supporting signs are plentiful, with Republican congressional and party workers seeking information from experts in broadcasting and FCC regulatory procedures. Triggering GOP strategy has been Senate Rules Committee termination of Bobby Baker case which included charges of pressured purchase of \$1,200 of advertising on KTBC-TV in 1957 by insurance broker. But GOP inquiry has gotten into examination of character of institutional advertising on Austin stations and CATV involvements whereby Texas Broadcasting Co. (Johnson licensee) has option to acquire 50% of one of two competitive cable operations in single station market (see page 108).

Blue-chip gamble

If anybody still thinks radio is poor relation in today's media family, let him consider these facts: Twenty applicants, many of them prominent on national scene, have filed for facility that FCC has ordered vacated by KRLA Pasadena-Los Angeles (story page 88)—in full knowledge that they face comparative hearing of perhaps unprecedented duration and expense. As gauge of what applicants are prepared to spend is this authoritative word from one that has budgeted \$300,000 for legal fees.

Just about any applicant that stays in race for KRLA frequency is committed to six-figure legal fees. But winner will wind up with property that couldn't be bought at anywhere near that price. Latest important radio sale in area was that of KLAG-AM-FM to Metromedia for \$4.5 million.

New Henry policy?

Despite staff recommendation for approval, FCC is taking second look at proposed purchase by Golden West Broadcasting Co. of ch. 5 KTLA(TV) Los Angeles for \$12 million in procedure that could mark departure from established policy. Autry-controlled company in applying for transfer said that independent station would sell all evening prime time and that high percentage of its hours would be commercial. FCC Chairman E. William Henry wanted to know what public would get out of operation if station were heavily commercial.

Heretofore, irrespective of prices

CLOSED CIRCUIT®

paid for either AM or TV properties, FCC has never raised question of how purchaser was going to make investment pay out. This has been construed as calculated risk by purchaser who, nevertheless, would have to account for his stewardship at time of renewal.

Twin deals in twin cities

After weeks of negotiations, two of four TV stations in Minneapolis-St. Paul are about to change hands, subject to usual FCC clearance. Sale of ch. 9 KMSP (ABC-TV) by 20th Century-Fox to Screen Gems at \$8 million reportedly was in closing stage last week, negotiated through Howard Stark, broker. And Time-Life Broadcast Inc. was represented as ready to close on sale of its ch. 11 WTCN-TV (independent) to Chris-Craft Industries for \$3.9 million. Mr. Stark also negotiating this transaction.

That CATV problem

Are operators of community antenna television systems getting cold feet on legislation to authorize federal regulation of CATV's? Once top-priority goal of National Community Television Association, effort to reach agreement on proposed legislation is bogged down, and some NCTA board members are beginning to think it might be good thing.

If early word on NCTA-financed research into microwave-connected CATV's can be believed, economic effect of CATV's on local TV stations is negligible, which has been cable owners' theme all along. Thus, some operators say, FCC's basis for regulation may require re-evaluation because it hangs on theory that local broadcasters must be protected from duplication. Support for legislation now seems to be waning, according to CATV sources (although there always has been element there opposed to FCC regulation), and legislative matter would be left in air while FCC regulates through microwave rulemaking. NCTA filing on this April 20 should answer some intriguing questions—and pose more.

Beginning of beginning

First major field work in radio audience research methodology project of Radio Advertising Bureau and National Association of Broadcasters may

get under way next month. Technical subcommittee of RAB-NAB methodology steering committee met with Audits & Surveys research firm last week and commissioned first of series of studies to develop benchmarks of what is "truth" about radio audience, against which results of various measurement techniques can be compared. First study involves measurement of respondents' ability to identify stations correctly in interview.

Committee also has been investigating new electronic devices, including one said to be capable of being developed for measurement of auto radio listening. Device was run on jury-rigged basis at RAB offices in New York last week, and there was talk of taking it to NAB convention in Chicago this week.

CBS on the prowl

In line with CBS Inc.'s move toward increased diversification, CBS Laboratories is expanding its efforts to develop new products and devices outside broadcast field. This week's announcement of development by CBS Labs of ultra-high-speed photo-composing system for use with automatic data processing equipment in cooperation with Mergenthaler Linotype Division of Eltra Corp., Brooklyn, N. Y., may be followed soon by news of joint effort by CBS Labs and Monsanto Chemical Co. in microelectronics field.

Greener pastures

Gerald Green, author as well as top-notch NBC producer of documentaries, plans to leave network to devote time to new book he's writing. Mr. Green (best-selling writer of *The Last Angry Man* and other novels) once before left NBC-TV and his production post, then with *Today* show, several years ago to adapt *Last Angry Man* for motion pictures. He later returned to network.

WQXI sale near

Negotiations for sale of WQXI Atlanta to Fox, Wells & Rogers (WSAI-AM-FM Cincinnati) has been completed. Price understood to be \$1.25 million. WQXI was bought by *Esquire* magazine principals in 1960 for \$1.6 million. WQXI operates fulltime on 790 kc with 5 kw day and 1 kw night.

...now sold nationally by



KIXI

Seattle, Washington

***The Leading Good Music Station
in the West***

proudly appoints

***H-R Representatives, Inc. as
exclusive national representatives
effective immediately.***

WEEK IN BRIEF

Broadcasters are facing a dilemma; business is fine, but the future is uncertain. Major questions are UHF and CATV. Liquor and cigarette advertising are sure to be concern at NAB meeting. See . . .

HOW LONG SO GOOD? . . . 37

Relationship between product use and radio listening is divulged by L&N's Zeltner. NAFMB is told that survey finds elements that are favorable to FM as part of use of radio and TV. See . . .

FM'S ROLE IN MEDIA MIX . . . 60

One distiller reconsiders WQXR contract, decides to advertise only liqueurs and wines. Congressional disapproval seen as reason for switch. Other distillery, however, maintains it will sell hard liquor on air. See . . .

McK&R CANCELS HARD SPOTS . . . 66

There was \$9.2 million in new business for TV networks from 45 new advertisers last year. That's little more than the \$8.1 million additional spent by P&G which still leads with \$59.8 million in billings. See . . .

NEW ADVERTISERS JOIN TV RANKS . . . 68

A score of applicants file for the facilities soon to be vacated by KRLA Pasadena. First desirable frequency in major market to become available in years draws luminaries. See . . .

STAMPEDE OVER KRLA'S GRAVE . . . 88

Broadcast Rating Council issues minimum standards for rating services; authorizes preliminary audit immediately with permanent continuing check to begin approximately July 1. See . . .

RULES FOR AUDITED RATINGS . . . 94

Facing April 30 deadline on manufacture of VHF sets, makers are busy turning them out as orders come in for portables. Production rate is 20% up in first two months of year. See . . .

STUFFING VHF IN PIPELINES . . . 126

Network returns to radio drama. Twenty-five minute across-the-board series to be fed to affiliates for local sale. Shows will use repertory idea, but not stock company. See . . .

ABC RADIO RETURNS TO DRAMA . . . 134

Chicago publisher is eyeing broadcast properties, including stations in both radio and television and programs. Hint fourth network possibility. Sterling C. "Red" Quinlan is the scout. See . . .

FIELD MONEY AND RADIO-TV . . . 112

Two more stations are being investigated on "fairness" in their editorials and news presentations. WRAL-TV and WFTV(TV) managements feel probings are just studies and are sure they'll be cleared. See . . .

FCC SCRUTINIZING TWO . . . 141

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Broadcasting

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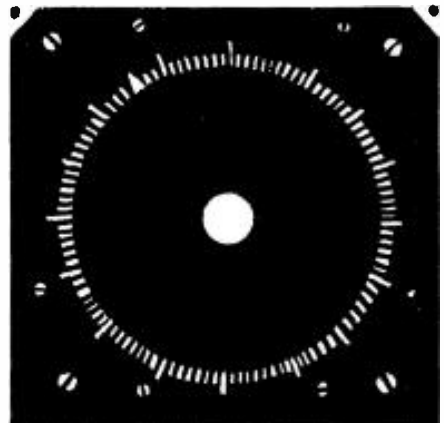
Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

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which is longer— 50,000 hands or 5,000 fathoms?

A hand, as you knew all along, is four inches—a measurement based on the average width of men's hands, readily available in calculating the size of a horse. A fathom, as you also knew, is six feet, the space to which a man can extend his arms, a handy way to measure cordage and the depth of water by soundings if you don't have sonar aboard.

Kilocycles have a way of becoming hands at the top of the dial and fathoms at the bottom, due to the peculiar nature of radio wave propagation. WMAL's 5,000 watts at 630 kc offer more effective coverage of the Washington market than any other Washington station. Any competent electronic engineer can tell you why.



WMAL RADIO  **WASHINGTON, D.C.**

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.
The Evening Star Broadcasting Company

FM audience cited as select and unique

Blue ribbon FM audience is "largely unduplicated" by AM and TV and must be bought and budgeted separately by advertisers, National Association of FM Broadcasters maintained Friday (April 3) in releasing to members results of 10-market FM coverage study.

Jim Schulke, president, told NAFMB delegates at annual convention in Chicago that FM listening trends showing dominance in higher income families is "absolute reversal of anything . . . in other media." Study of 10 largest U. S. markets showed that FM radio penetration and listenership goes up as family income and education increases. Special research was made by The Pulse Inc. for NAFMB in New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Cleveland, Pittsburgh and Washington.

Of 23 million households in these markets, 9.9 million have FM receivers, 66% of which listen to FM weekly. In homes with under \$3,000 annual income, only 19% have FM sets. Penetration rises to 60% in \$10,000-15,000 range and to 76% with families over \$15,000 annual income.

By education, 35% of households headed by nonhigh school graduates have FM sets; 65% with college graduates, and 75% post-graduate householders have FM. In lowest income and education groups 54% of homes listen to FM weekly, while 80% with larger incomes and higher educational levels listen to FM during average week.

Homes with both AM and FM listen to FM on-average five hours daily, and AM only two hours per day, study showed. On average, 57% of homes with both AM and FM do not listen to AM at all during average day.

NAFMB delegates elected Abe J. Voron, WQAL(FM) Philadelphia, to one-year term as board chairman. Will C. Baird Jr., WFMB(FM) Nashville, was elected secretary and Stanley Hamilton, WMAL-FM Washington, treasurer.

Show dropped by WCBM center of controversy

Metromedia Inc. says United Auto Workers, AFL-CIO, is attempting to involve FCC in program selection process of company's WCBM Baltimore.

Metromedia made charge in respond-

Who has the sneakers?

Anyone who had forethought to take tennis racquet to National Association of Broadcasters convention could be winner of MCA-TV tennis tournament. Hal Golden, vice president in charge of sales for MCA-TV film syndication, has arranged tournament to be held today (Monday) in indoor Winnetka, Ill., city park courts from 9 p.m.-midnight. More than 40 broadcast executives already had signed for tourney by Friday (April 3) and others may join by notifying Mr. Golden in Suite 2400, Conrad Hilton. Winner will receive first annual Golden Award, details of which are being kept secret.

ing to union's request to commission that it prevent station from "canceling" *Eye Opener*, UAW's early morning program of news and commentary (BROADCASTING, March 23).

Program was dropped March 20. But Metromedia said it wasn't "canceled." Contract under which program was carried, Metromedia said, ended March 20.

Metromedia added that when it purchased station last summer, its proposed schedule didn't include *Eye Opener*.

UAW last week petitioned FCC to revoke WCBM's license because of show.

Cable firm undecided on filing LBJ option

Counsel for Capital Cable said Friday (April 3) company was undecided whether to comply with FCC request for copy of stock-option agreement involving broadcasting company owned by family of President Lyndon Johnson (see page 108).

Eugene Burke, counsel for Capital, said firm would file "something." But he said no decision had been reached on extent of information that would be furnished.

Commission had asked for submission of document by today (Monday). Mr. Burke indicated company would comply with FCC's request for number of subscribers.

Agreement in question gives Texas Broadcasting Co., owned by Johnson

family, option to buy 50% of Capital Cable.

Commission requested data in connection with its consideration of petition of community antenna system competing with Capital for subscribers in Austin.

TV Cable of Austin has asked for relief from requirement that it protect KTBC-TV, licensed to Texas Broadcasting Co.

He noted that commission's letter was signed by Ben Waple, FCC secretary. He said Capital Cable could refuse request on ground secretary has not been delegated authority to direct company to file information.

SDX awards presented to NBC, six stations

Six broadcast stations and NBC are to be announced today (Monday) as winners of Sigma Delta Chi Awards for Distinguished Service in Journalism. Entire radio-TV industry was praised for "outstanding public service" at time of assassination of President Kennedy.

KDKA-TV Pittsburgh and NBC tied for award for public service in television journalism, station being cited for *Focal Point-Pittsburgh* and network for *The American Revolution in '63*.

Editorializing on TV award went to KFDA-TV Amarillo, Tex., for series on hate propaganda. WBAP-TV Fort Worth-Dallas won TV reporting award for coverage of Kennedy assassination.

Editorializing on radio category was won by WRTA Altoona, Pa., for series with "angry indignation at municipal corruption." WINS New York won radio reporting award for coverage of Welfare Island bus accident, and WSB Atlanta took honors for public service in radio journalism with nightly news show, *Inside Story*.

Field narrows for new president of NCTA

Selection committee of National Community Television Association has conducted final round of interviews with candidates for association president and will present list of up to four names to NCTA board in about two weeks, it was learned Friday.

Uncertain whether to present names in order of preference or to turn over list without comment, committee narrowed field in meeting in Chicago last week. Martin F. Malarkey Jr., com-

WEEK'S HEADLINERS



Mr. Wyatt



Mr. Blechta

George E. Blechta, Nielsen Station Index service's eastern division VP, with headquarters in New York, appointed director of entire NSI TV service. **William R. Wyatt**, formerly NSI central division VP, Chicago, joins Mr. Blechta in New York as national sales manager. **John K. Churchill**, VP and administrative coordinator, remains in Chicago (BROADCASTING, March 30).

Oliver Treyz, former president of ABC-TV and more recently VP of Revlon Inc., New York, becomes president of new station representative firm, National Television Sales, New York (see story, page 74).

Draper Daniels, who resigned early last month from McCann-Erickson, Chicago, where he had served since October 1963 as executive VP in charge of central region (BROADCASTING, March 2), joins Compton Adv., that city, as executive VP in charge of creative services. **E. Dean Landis**, senior VP and general manager of Compton's Chicago office, elected executive VP in charge of administrative services.

Sterling C. (Red) Quinlan, formerly VP and general manager of ABC-owned WBKB(TV) Chicago, joins Field Enterprises Inc. (CLOSED CIRCUIT, March 30), that city, to head ventures

For other personnel changes of the week see **FATES & FORTUNES**

mittee chairman, revealed no names, but said all four candidates "are fully qualified." Three have CATV experience, fourth "is equally qualified, but he has television, not CATV experience," Mr. Malarkey said.

Chicago interviews were with three finalists, he said. Committee has been seeking new NCTA president since October 1963.

Webb pinpoints flaws in Ranger TV systems

Two major problems with TV systems on Ranger space vehicle that hit moon Feb. 2 but failed to send back pictures have been pinpointed by James E. Webb, administrator of National

into broadcasting and entertainment fields (also see story, page 112).

John L. Perry, former assistant to National Association of Broadcasters President LeRoy Collins named consultant to New York State Democratic Advisory Council. Mr. Perry, 35, is former political editor of Tampa (Fla.) *Tribune* and *St. Petersburg (Fla.) Times*, has been closely associated with Mr. Collins since NAB president was governor of Florida. After leaving NAB in 1962, Mr. Perry continued to help Mr. Collins on consulting basis. Mr. Perry now lives in New York and has done no work for NAB for last several months, Mr. Collins said.



Mr. Katz

pointment was effective April 1. His new duties will largely be those relinquished by **Jerry Thorpe**, who has resigned post of VP-programming at Desilu to join MGM-TV, New York. Mr. Katz started at CBS in research department in 1938, became head of department and subsequently head of research for CBS-TV in 1948. In 1956 he was elected VP-daytime programs at CBS-TV, and from 1959 to 1962 served as VP-network programs for CBS-TV. At Desilu, Mr. Katz will make his headquarters in Hollywood.

Aeronautics & Space Administration, in letter to congressional space leaders.

Operation of two TV systems had not been verified in last 12 days before launch, Mr. Webb said, because everyone concerned was reluctant to risk possible damage. In addition, he said, directional antenna which was to be used for close up pictures had not been tested as part of high-powered TV transmitting system.

Other possible design faults pointed out by Mr. Webb: Two video systems were more complex than required and included some common components which if damaged could have knocked out both systems. TV circuits were not designed for full protection against short circuits from foreign particles.

Mr. Webb said that unknown, unscheduled switch-on of TV equipment

and telemetering device took place two minutes after launch. Since Ranger was only 180,000-250,000 feet above earth and still in earth's atmosphere, arcing and corona discharge in high voltage components probably destroyed both TV channels.

At end of Ranger journey, however, portions of TV systems mysteriously came on as scheduled, he said.

Heinz leaves Maxon; goes to 3 agencies

H. J. Heinz Co., Pittsburgh, has ended its 30-year association with Maxon Advertising, Detroit, and has distributed approximately \$9 million in billing evenly among Doyle Dane Bernbach, New York; Ketchum, MacLeod & Grove, Pittsburgh, and Grey Advertising, New York.

Spot and network TV billings for Heinz last year was about \$4.7 million.

DDB adds Heinz ketchups and chili sauce accounts to go with Heinz soup products it has handled since last August. KMG gets Heinz vinegars, sauces, beans, apple sauce, mustard, minute meals and institutional food service division to go with Blendn drink it had before. Grey will handle Heinz baby food and pickles and relish lines.

Company said change in agencies was necessitated by "recent changes in Heinz marketing strategy."

Broadcast coverage

ABC Radio will broadcast featured talks at National Association of Broadcasters convention, starting with speech by NAB President LeRoy Collins today (Monday). Speakers Tuesday and Wednesday to be covered: FCC Chairman E. William Henry and Evangelist Billy Graham. Other highlights will be recorded for broadcast use.

No liquor for Market 1

Newly formed Market 1 Network (formerly QXR Network) has reversed its decision to carry liquor advertising. James Sondheim, president of network, announced Friday (April 3) that decision came "after due consideration." Previously Market 1 had indicated willingness to accept liquor ads (BROADCASTING, March 30).

WQXR New York is scheduled to air liquor spots for Schenley starting today (Monday) according to earlier plans (see page 66).

New for 1964-65..

77 SUNSET STRIP



149 HIGHEST RATED HOURS FOR STRIPPING

Here's the program that offers just about everything—77 *Sunset Strip*. Bristling action. Breath-taking suspense. Bright romance. Bustling humor. Bouncy music. And best of all . . . bulging network ratings. Over the first four of six seasons 77 *Sunset Strip* ran on the network, Warner Bros. produced 149 hour-long episodes. These, the highest rated episodes in the series, are now available for the first time on an individual market basis.

Averages 40% Share of Audience

During the first four seasons on the network, 77 *Sunset Strip* averaged a whopping 24.6 rating, good for a 40% share of audience.* These are the seasons when the dashing team of Bailey and Spencer set the standards for future private

investigator series. When "Kookie," the jive-talking parking lot attendant made hair-combing a teen-age must. When the up-beat theme music of 77 *Sunset Strip* caught the fancy of millions of television viewers—and even non-viewers.

Stars Zimbalist, Smith and Byrnes

Starring Efrem Zimbalist, Jr., as Stu Bailey, Roger Smith as Jeff Spencer, and Edward Byrnes as "Kookie," 77 *Sunset Strip* also features Louis Quinn as Roscoe, the horse-racing specialist with a nose for news, and Jacqueline Beer as Suzanne, the pretty Gal Friday. Big name guest stars, too! Ask about Warner Bros. new Monday-to-Friday program concept—"The Sunset Strip."

*Nielsen National, Oct-Apr averages 1958-59, 1959-60, 1960-61, 1961-62



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

Also: ROOM FOR ONE MORE · THE DAKOTAS · THE GALLANT MEN · CHEYENNE · HAWAIIAN EYE · LAWMAN



The Embassy of the United Arab Republic

His Excellency, Dr. Mostafa Kamel, Ambassador
of the United Arab Republic to the United States,
in the Embassy museum room . . . another in the WTOP-TV
series on the Washington diplomatic scene.

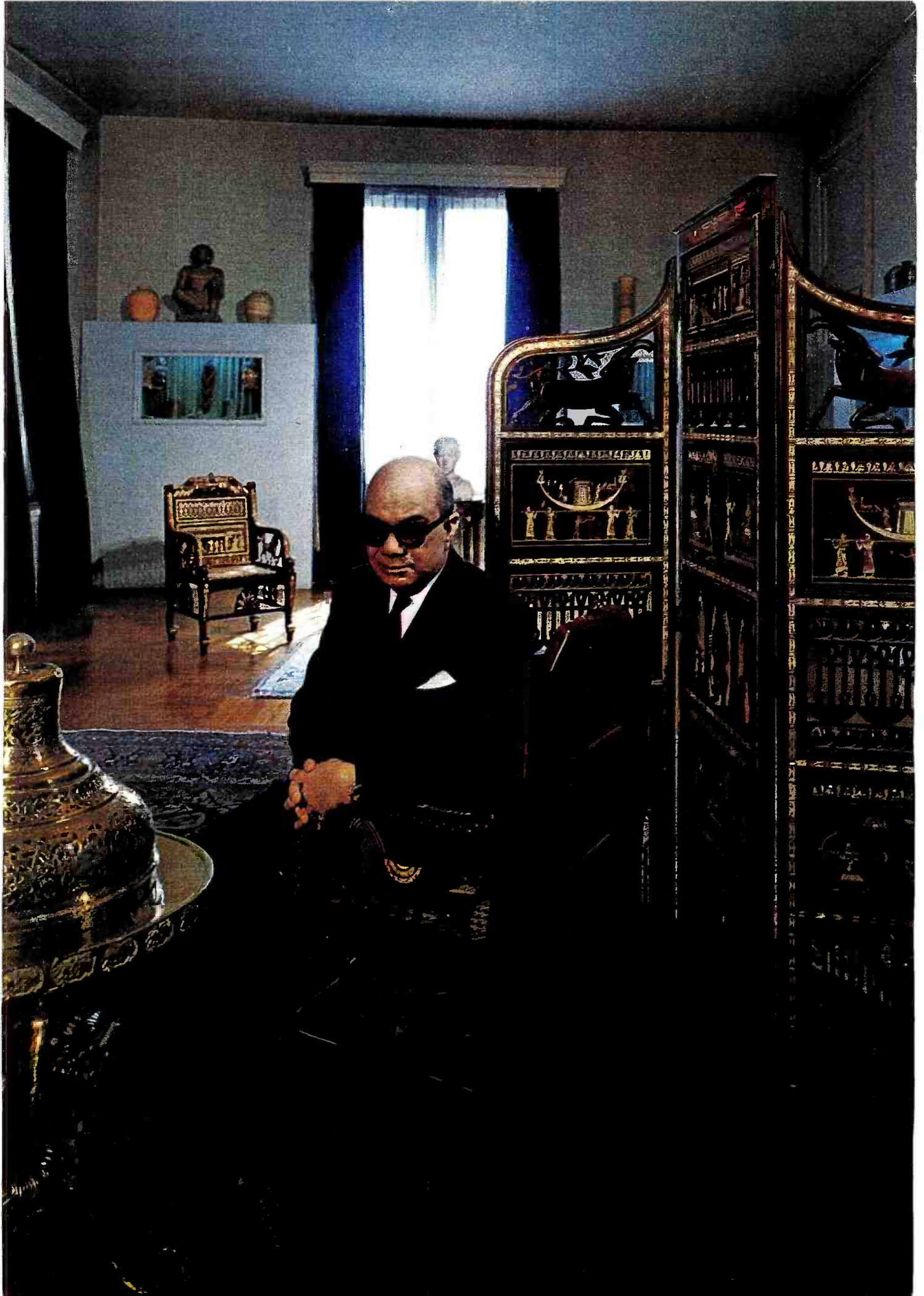
WTOP-TV
WASHINGTON, D. C.



Represented by TvAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



Reach Pittsburgh with a spot of TAE

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

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

Why not call your Katz man for the
facts?

WTAE CHANNEL 4

take
TAE
and
see



DATEBOOK

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

▪Indicates first or revised listing.

APRIL

April 6-9—Thirty-first annual **National Premium Buyers Exposition**, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and Trading Stamp Institute of America. More than 600 exhibitors are expected to participate McCormick Place, Chicago.

April 8—Academy of Television Arts and Sciences, Hollywood chapter. Dr. Lee A. Du Bridge, president, Community Television of Southern California; James Robertson, general manager of KCET(TV) Los Angeles ETV, and James Day, KQED(TV) San Francisco ETV outlet, will discuss plans for the fall opening of KCET. Hollywood Paladium, 8 p.m.

April 9—Annual stockholders meeting of Avco Corp., Hotel DuPont, Wilmington, Del.

▪April 9-15 — **Second International School Broadcasting Conference**. Dr. Paul B. Rickard, director of mass communications at Wayne State University, Detroit, will be among the U. S. representatives at the conference which will be attended by delegates from 125 countries. Tokyo.

April 12—Old-timers get-together, 40th anniversary of WLS Chicago, Sherman House hotel, Chicago. Old-timers committee is headed by Glenn Q. Snyder, George Cook, Bill Nelson and George Biggar. Contact: Mr. Biggar, WLBK DeKalb, Ill.

▪April 11—"Our Changing Society" will be explored in an all-day seminar by the New England chapter of the **American Women in Radio and Television**, Boston University's George Sherman Union, Boston.

▪April 11—"Emerging Responsibilities in Mass Communication" will be the theme of the second conference of the **Catholic Apostolate of Radio, Television & Advertising (CARTA)**. Participants include Bart Panetteir of General Foods, Julius Barnathan of ABC, Donald S. Harris of Philip Morris Ltd., Robert Pliskin of Benton & Bowles, James E. Allen of WBC Productions, W. Theodore Pierson of Pierson, Ball & Dowd, John McCaffrey, news commentator and David McCall of C. J. LaRoche & Co. Hotel Commodore, New York.

April 12-17—Ninety-fifth technical conference of **Society of Motion Picture and Television Engineers**. John M. Waner of Eastman Kodak Co., Holly-



"FORECAST '64" . . . The Hour Government Became a Lively 2-Way Street

The first of a "live" series of public Radio-TV news conferences to be held in the South Bend market was recently conducted by WSBT and WSBT-TV. South Bend Mayor Lloyd M. Allen and St. Joseph County Commissioners served as a panel to answer questions called in by area citizens. WSBT-TV newsman, Harry Kevorkian, and political writer, Lewis Haber, served as moderators.

Through their answers the governmental officials outlined programs and objectives for 1964. The public had the chance to ask their own questions . . . and ask they did. The telephone company reported that well over 6,000 calls were received by their special operators set up at WSBT's Broadcast Center!

Are South Bend people interested in local government? Apparently! And in the leadership programming of WSBT and WSBT-TV? Undoubtedly! Is this market, these stations of "firsts" a good place for some of your ad dollars? Unquestionably! Ask Raymer for the latest returns.



WSBT
CBS Radio & TV
SOUTH BEND, INDIANA

Paul H. Raymer, Inc. • National Representative

HOW TO IDENTIFY A NETWORK

Connect the numbers and you have one of the world's most familiar insignia.

We've nothing against insignia, but it's our feeling that a network can be recognized just as readily by the caliber of its programs. To get down to cases, there's one network that:

- replaced an entire evening's prime-time programming with "The American Revolution of '63," a three-hour report on civil rights.

- set the entire nation talking about its bold and irreverent satire series, "That Was The Week That Was."

- created "Exploring" and "The Children's Theatre," network television's most celebrated programs for youngsters.

- explored the *inside* of the Kremlin—a feat even Russian television had never achieved—to produce one of the classic programs in television annals.

- has scheduled an unrivalled sports lineup next season, ranging from NCAA football to the World Series, with most events in color.

- presents television's most honored dramatic program: The Hallmark Hall of Fame.

- stars television's most impressive array of talent, including such favorites in next season's schedule as Jack Benny, Shirley Booth, Johnny Carson, Richard Chamberlain, Perry Como, Alfred Hitchcock, Bob Hope, Jack Paar and Danny Thomas—to name only a few.

- televises the nation's most distinguished newscast, the "Huntley-Brinkley Report."

- consistently draws the greatest number of viewers to its coverage of such special events as conventions, elections or space flights.

All in all, it's the network whose balanced and wide-ranging schedule makes its identity unmistakable.

Of course, if you can't get through the day without seeing our signature, just connect the dots. Obviously, though, it's the first time our identity has ever been a puzzle.

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OOH!
OOH!
OOH!.....

For Frank Nodine, Program Director of WINK-TV Fort Myers, Florida, who just bought CAR 54's sixty hit half hours. Toody and Muldoon are great at capturing audiences and sponsors.



CALL CAR 54/NBC FILMS

TRUST



The Fourth Dimension of WBRZ Channel 2

WBRZ-TV is a tower of trust . . . has built trust through the years by emphasizing truth in every phase of operation . . . has gained the confidence of viewers beyond sight, sound and action.

WBRZ Channel 2 **BATON ROUGE**

wood, is program chairman. Papers committee chairman is C. Loren Graham of Kodak Color Technology Department in Rochester, N. Y. William Dozier, president of Greenway Productions, Hollywood, and former senior vice president-TV production at Screen Gems, will speak at the April 13 luncheon on "The State of Television . . . An Appraisal." Ambassador hotel, Los Angeles.

April 13—Newsmaker luncheon of **International Radio & Television Society**. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker. Waldorf Astoria, New York.

April 13—Deadline for comments on FCC rulemaking to require public notice be given when applying for new or modified station call letters.

■April 13—**Rhode Island Broadcasters Association**, Sheraton Biltmore, Providence.

■April 14—Annual stockholders meeting of **Storer Broadcasting Co.**, Miami.

■April 16—Annual stockholders meeting of **Time Inc.**, Time & Life Building, New York.

April 14—Workshop for advertisers presented by the **Film Producers Association of New York** in cooperation with the **Association of National Advertisers**. Session will concern film distribution and marketing. Plaza hotel, New York.

April 15—Annual stockholders meeting of **CBS Inc.**, to elect directors, to elect independent auditors and consider and act upon such other business as may come up. CBS Chicago, 630 North McClurg Court, Chicago.

April 15—Deadline for submission of summaries and abstracts of technical papers for inclusion in program of **Western Electronic Show and Convention** in Los Angeles, Aug. 25-28.

April 15—Annual stockholders meeting of **General Telephone & Electronics Corp.**, Fort Wayne, Ind.

April 15-18 — Representatives from amateur radio societies in North and South America and adjacent islands meet in Mexico City for the **First Pan American Congress of Radio Amateurs**.

April 15-25—International motion picture, TV film and documentary market, Milan, Italy.

April 16—Advertising seminar sponsored by the **Women's Advertising Club of Baltimore**. Speakers include Melvin A. Goldberg, vice president and director of research for National Association of Broadcasters, who will review the program of the newly incorporated Broadcast Rating Council; James G. Morton,

special assistant to U. S. secretary of commerce, "The Importance of Advertising in an Expanding Economy;" and Willard R. Simmons, president of W. R. Simmons & Associates Research Inc., noon, Sheraton Belvedere hotel, Baltimore.

■April 16-19—Joint meeting of **Mississippi Association of Broadcasters** and **Louisiana Association of Broadcasters**. Speakers include NAB President LeRoy Collins; FCC Chairman E. William Henry; Representative Walter Rogers (D-Tex.); Robert T. Mason, chairman of the All Industry Music License Committee, and Harry J. Daly of Daly & Ehrig, Washington. Broadwater hotel, Biloxi, Miss.

April 17-18—Fourteenth annual **Radio-Television Conference and Banquet** of Radio-Television Guild of San Francisco State College.

■April 17-18—**New Mexico Broadcasters Association**, Western Skies hotel, Albuquerque.

April 17-18 — Two-day management seminar entitled "The Marketing Revolution In Electronics" by central division of **Association of Electronic Manufacturers**, Pheasant Run Lodge and Country Club, St. Charles, Ill.

April 17-24—**The Golden Rose of Montreux** international TV competition, sponsored by the city of Montreux (Switzerland) and the Swiss Radio and Television Corp., Montreux.

■April 19-25—Fourteenth annual **Inside Advertising Week** for college seniors in marketing and advertising, sponsored by the Advertising Club of New York and the Advertising Women of New York Foundation Inc. Speakers include R. W. Young of Colgate-Palmolive Co., and Frank Blair of NBC's *Today* show. Biltmore hotel, New York.

April 19-25 — **Television Newsmag Workshop**, Center for Continuing Education, University of Oklahoma, Norman.

■April 20 — **Hollywood Advertising Club**. ABC-TV Day. Thomas W. Moore, president of ABC-TV, will speak. James C. Riddell, VP of ABC-TV Western Division, is chairman of the day. 12 noon. Hollywood Roosevelt hotel.

April 20—New deadline for comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities. Former deadline was March 25.

April 21-24—**Alpha Epsilon Rho**, honorary radio-TV fraternity, annual na-

■Indicates first or revised listing.

'BEAVER' Programmers will fight any switch!

'BEAVER' rings the bell in over 80 markets... throughout the day!*

9:00 A.M. Strip... WBZ, Boston...
3rd rating period... 7 out of 10 women.
'BEAVER' triples share of show
it replaced!

3:30 P.M. Strip—KRLD, Dallas-Fort Worth
... 2nd rating period... 'BEAVER'
captures over 40% of all women
viewers in its time period—
in a 4-channel market.

4:00 P.M. Strip (new time)—WTAE,
Pittsburgh... 1st rating: 'BEAVER' tops
in time slot... doubles lead-in!

4:30 P.M. Strip... WJW, Cleveland...
1st rating: 'BEAVER' tripled female
audience, doubled male audience,
doubled teen-children audience!

5:00 P.M. Strip... WOW, Omaha...
2nd rating: 'BEAVER' has almost
doubled WOW's total homes and tripled
women viewers during two months in
time period.

5:30 P.M. Strip... KMSP, Minneapolis
... 2nd rating... 'BEAVER' from
14r/38s to 18r/45s in one rating period
... six times rating and three times
share of show it replaced!

6:00 P.M. Strip... WAIL, Atlanta...
'BEAVER' 2nd rating from 29 share to
37 share in one rating period... four
times rating and double the share of the
show it replaced!

6:30 P.M. Sunday... WJBK, Detroit...
'BEAVER' 1st rating tops in time!
Over 40% of homes and adults!

7:00 P.M. Thursday... WJBK, Detroit
'BEAVER' 2nd rating tops in time!
Triples lead-in!

**Your MCA-TV Salesman Has Complete
Rating Results For ALL 'BEAVER'
Markets!**

**If Available In Your Market—Switch
To 'BEAVER'—The Audience Will!**

*JANUARY 1964 ARB

mca
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1964



"SHAKESPEARE"

Latest Release in the

BRITISH CALENDAR SERIES

16mm

A Quarter-hour
Program

Black & White

This free, topical series of quarter-hour programs featuring a variety of events in Britain is available every two weeks on a continuous basis, or for programming on a weekly basis using 13 or 26 issues.

Write For **FREE Kit**

NEWS DIVISION

BRITISH INFORMATION SERVICES

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tional convention in Los Angeles at Hollywood Roosevelt hotel.

April 22-23—Board of directors meeting of the **Television Bureau of Advertising**, The Greenbrier, White Sulphur Springs, W. Va.

April 23—Deadline for reply comments on **FCC** rulemaking to require public notice be given when applying for new or modified station call letters.

April 23-25—Annual meeting of **American Association of Advertising Agencies**, The Greenbrier, White Sulphur Springs, W. Va.

April 23-26—**Western States Advertising Agencies Association** 14th annual conference. Speakers include: Ernest Loen, management consultant; Sol Dutka, Audits & Surveys; E. B. Weiss, Doyle Dane Bernbach; Riviera hotel, Palm Springs, Calif.

April 24—Spring conference of **Oregon Association of Broadcasters**, Village Green motor hotel, Cottage Grove, Ore.

April 24—**Pennsylvania AP Broadcasters Association** meeting, Boiling Springs.

April 25—**Texas Community Antenna Television Association** convention to New Hamilton hotel, Laredo.

April 26-May 2—**Affiliated Advertising Agencies Network** conference, Andrew Johnson hotel, Knoxville, Tenn.

▪April 26-27—**Texas Association of Broadcasters**, Galves hotel, Galveston.

▪April 26-27—Board of directors meeting of the **American Women in Radio and Television**, Mayo hotel, Tulsa, Okla.

▪April 27—Annual stockholders meeting of **Wometco Enterprises Inc.**, Forest Hills theater, Forest Hills, N. Y.

April 27-29—Annual conference of **Association of Canadian Advertisers**, Royal York hotel, Toronto.

▪April 28—Annual stockholders meeting of **Reeves Industries Inc.**, Roosevelt hotel, New York.

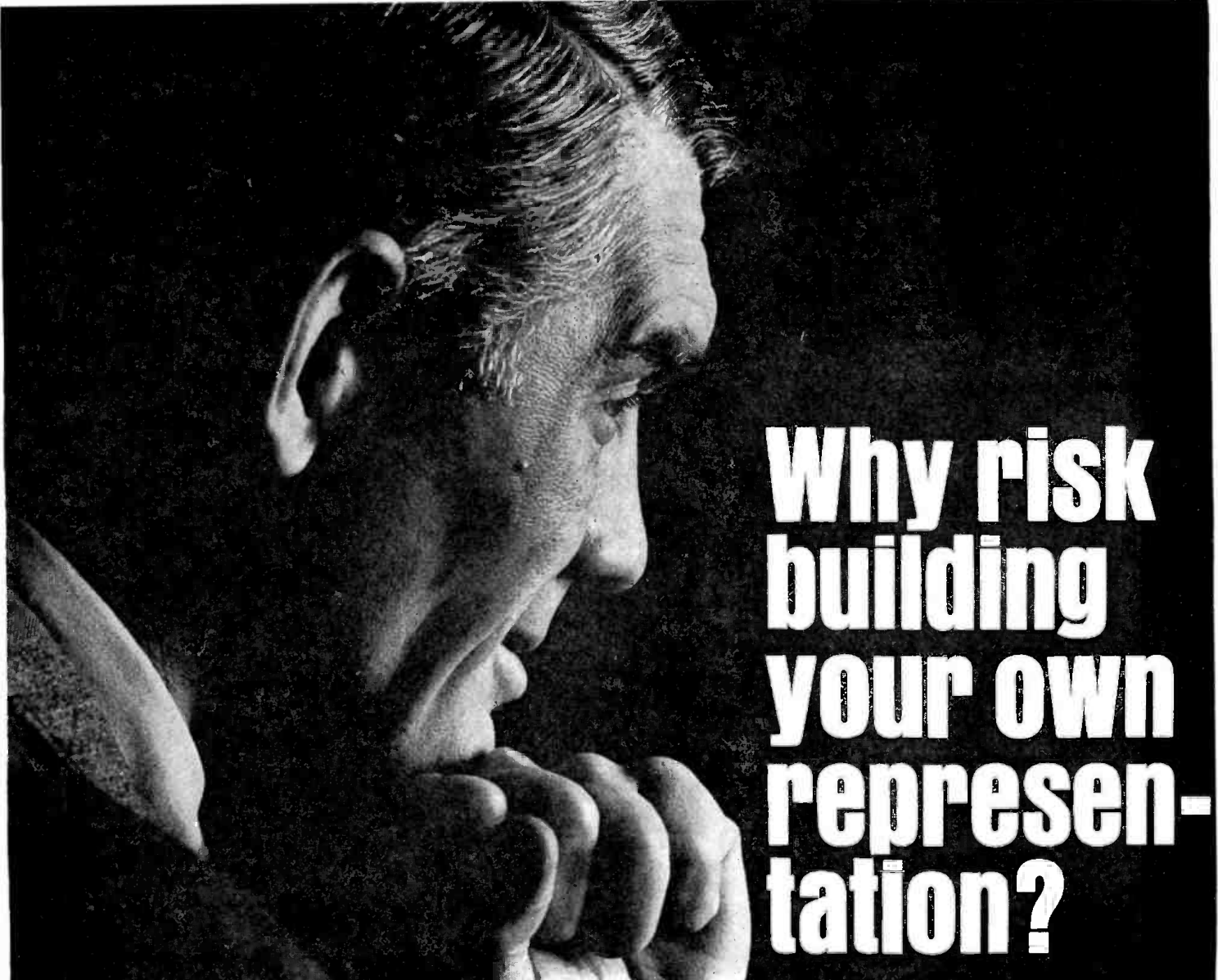
▪April 28—**Board of Broadcast Governors**, public hearings at 425 Sparks Street, Ottawa.

April 28—Annual awards luncheon of **Station Representatives Association**, Waldorf Astoria, New York.

April 29-May 1—**Institute of Electrical and Electronics Engineers** region 6 conference, co-sponsored by Instrument Society of America, Salt Lake City.

April 30—Deadline for comments on **FCC** rulemaking to establish rules to govern ex parte communications during

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Why risk building your own representation?

Here's a better way

How often have you said "Wouldn't it be wonderful if we had salesmen in the national field who really had our interests at heart?"

You are not alone in your feelings. The big group operators such as Westinghouse, Storer, RKO General, Metromedia and others must also have felt they needed more interest, time and effort in their representation. They built their own national organizations to get it.

At first glance, this might seem like the happy solution to your problem. The advantages are obvious. *But can you afford the risks? Can you risk finding the right men with the right talents to represent you the way you want to be represented? Can you risk being rigidly*

committed to an expensive organization that often may not be able to give you all the flexibility and depth of coverage you need? Can you risk losing the stimulating fire of competition?

Let us show you a better way to enjoy the benefits of this same concentrated small group attention and interest without the excessive cost and risk of setting up your own national organization.

Because we, like the groups, will never represent more than fifteen stations, we can give you almost every advantage you would have with your own private representation plus some nice extras as well. We can give you the time, the interest and the ability to

concentrate on your needs in the national field, plus the great advantage of established professional experience gained through more than thirty years of service to the industry.

We have the men, the offices and the facilities to make our interest your interest . . . our organization your organization. You can have these advantages immediately, *without risk*, if you call or write any one of our offices.

Paul H. Raymer Company, Inc.

Station Representatives Since 1932

- New York
- Chicago
- Detroit
- Atlanta
- Dallas
- San Francisco
- Hollywood





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adjudicatory and record rulemaking proceedings, which have been designated for hearing.

April 30—Deadline established by Congress that all TV receivers shipped by manufacturers in interstate commerce be able to receive all 82 VHF-UHF channels of the TV spectrum.

April 30—Annual banquet of **Indiana University Radio and Television Department.** Keynote speaker will be Melvin A. Goldberg, NAB vice president in charge of research. Bloomington, Ind.

April 30-May 3—Annual convention of **American Women in Radio and Television.** Richard S. Salant, vice president and special assistant to president of CBS Inc., and Fred W. Friendly, president of CBS News, will speak. Mayo hotel, Tulsa, Okla.

MAY

■May 1—Maine Association of Broadcasters, Lewiston.

May 1—Conference on radio and community service co-sponsored by the **University of Southern California** and the **Southern California Broadcasters Association,** 9 a.m.-2 p.m. Robert P. Sutton, SCBA chairman, will preside.

■May 1-2—Distinguished Service in Journalism Awards banquet of **Sigma Delta Chi,** region 11 conference and spring meeting of the national board of directors, Westward Ho hotel, Phoenix, Ariz.

May 1-2—Annual convention of the **Kansas Association of Radio Broadcasters.** Speakers include Jack Lacy, director of Kansas Economic Development Commission; Richard Cheverton, WOOD Grand Rapids, Mich.; and Stephen Labunski, WMCA New York. Lassen hotel, Wichita, Kan.

■May 3—Board of directors meeting of the **American Women in Radio and Television,** Mayo hotel, Tulsa, Okla.

■May 3-5—Eighth annual meeting of the **Television Programing Conference,** an association of southwestern programing executives. Speaker will be FCC Commissioner Lee Loevinger. For additional information, contact John Renshaw of KSLA-TV Shreveport, La., or Jay Watson of WFAA-TV Dallas-Fort Worth. Holiday Inn Central, Dallas.

May 4-6—Annual spring convention of **Kentucky Broadcasters Association.** James H. Topmiller Jr., WHAS Louisville, is chairman of convention committee. Louisville Sheraton hotel.

May 5-6—**CBS-TV Affiliates** conference, Hilton hotel, New York.

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All the facts

EDITOR: YOUR NEWS STAFF DID FABULOUS JOB IN THIS WEEK'S BROADCASTING (March 30). GREATEST CONVENTION COVERAGE POSSIBLE. IT IS OUR OFFICIAL "TOUR GUIDE."—*John Coyle, president KVIL Highland Park-Dallas and Commercial Recording Corp., Dallas.*

Filling the vacuum

EDITOR: Many broadcasters in Wyoming have expressed to me their approval of the vigorous editorial policy of your magazine. It seems to fill a vacuum that has been created by those who might be expected to be somewhat more militant in their responsibilities toward our industry.—*Jack Rosenthal, president, Wyoming Association of Broadcasters, Buffalo, Wyo.*

Helping hand to history

EDITOR: When the history of community antenna television is written, I have no doubts that it will be generously garnished with the invaluable role BROADCASTING magazine has played. . . . You and your staff are to be profoundly congratulated for the completeness, accuracy and impartiality with which you have treated this subject.

We are confident beyond any doubt that the best interest of the viewing public will be served largely through your providing the industry with a complete and authoritative view on this problem.—*Morton Leslie, acting chairman, Television Accessory Manufacturers Institute, Brooklyn, N. Y.*

Pen pals

EDITOR: I've followed with interest the efforts made by broadcasters to encourage President Johnson to make frequent use of their media.

I was greatly impressed with the President's television chat with the correspondents from the three networks on Sunday, March 15. In my opinion it was far superior to the televised news conference earlier in the month.

Therefore, I thought I would express my views and send an encouraging wire to The White House immediately after the program was over.

It's obvious [from this reply] the President reads his TV fan mail:

"I am deeply pleased that my word struck a responsive chord in your heart. It is reassuring and strengthening to know that there are Americans like you who understand the difficulties that our

all over America, people of all ages are listening to the radio again, to

THE LIVES OF HARRY LIME

Orson Welles

CAPT. HORATIO HORNBLOWER

Michael Redgrave

SCARLET PIMPERNEL

Marius Goring

THEATRE ROYALE

Laurence Olivier

SECRETS OF SCOTLAND YARD

Clive Brook

THE QUEEN'S MEN

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THE BLACK MUSEUM

Orson Welles

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MODELS

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The new light-weight SPECTRA TV OPTOLINER threads directly into camera lens mount for precision testing by engineers, manufacturers and users of closed circuit or broadcast TV. Integrated uniform light source is adjustable to produce a standard test pattern of known intensity and color temperature on the tube faceplate. Eliminates human and mechanical variables of external test patterns. Write for brochure.

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SEE US AT THE NAB CONVENTION BOOTH W, EAST HALL



In the early hours of the Southern California morning, some 7½ million Angelenos prepare for the busy day ahead. Chances are, their companion in these morning hours is radio. And chances are, most listeners who are affluent, responsive adults tune to the always beautiful music and stimulating news analysis of KPOL AM/FM. If you use Pulse, and/or your own good judgment, you'll note that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any of Los Angeles' good music stations.

MORNING, AFTERNOON OR EVENING . . . KPOL REACHES SOUTHERN CALIFORNIA'S LARGEST AUDIENCE OF AFFLUENT ADULTS

KPOL

Distinguished Radio - Los Angeles

*you are cordially
invited to visit our*

**CONVENTION
HOSPITALITY SUITE**

706A

CONRAD HILTON

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

country faces and who are willing to help me bear my responsibilities. Sincerely, Lyndon B. Johnson."—*Robert W. Bloch, Robert W. Bloch Public Relations, New York.*

30th milestone in Topeka

EDITOR: April 5 marked the 30th anniversary of our public service broadcasts of the First Methodist Church of Topeka. We believe this to be one of the longest continuous public service programs on radio—especially of a full hour broadcast of a church service. Dr. Harold Case, pastor of the Topeka church at the initial broadcast [Easter Sunday of 1934] and now president of Boston University, returned to preach the sermon for this event. In addition, the regular minister on the program, Dr. Ewart Watts, was featured on the CBS Radio *Church of the Air* for this date.—*Thad M. Sandstrom, vice president and general manager, WIBW-AM-FM-TV Topeka, Kan.*

A Bell ringer

EDITOR: May I give my complete support to television's true champion, Howard H. Bell, the NAB's new code authority director.

It has amazed me how broadcasters, while realizing the problem of over-commercialization and commercial content plus other inherent problems, have blasted the FCC for its attempts at regulation, while doing little or nothing themselves to correct the situation.

Now that we have Mr. Bell, who is interested in action instead of talk, I truly hope he will receive the support and backing he deserves.—*Joe Buys, radio-television major, Michigan State University, East Lansing, Mich.*

Into the record books

EDITOR: I wonder if you might help us in a little research with respect to longevity in radio sponsorship.

WDAF has just renewed Skelly Oil Co. for the 26th year on its 7 a.m. news. Skelly started in this time period with Clifton Utley in 1939, who was subsequently replaced by Alex Dreier in 1943 on the NBC Midwest Regional Network.

In 1958, the show went local with Bob Higby. . . . A total of 25 years in the same time period. . . . To us it tells an amazing story with respect to Skelly's faith in radio. But I'm sure there are other stations in the country with individual success stories of this nature, too. I wonder if we might smoke some of them out?—*Jay Barrington, station manager, WDAF-AM-FM Kansas City, Mo.*



RECIPE FOR SUCCESS: SEASON WITH BLAIR

Season after season, the Blair Group Plan is the essential ingredient in the advertising mix for *Accent International*®. Why? Blair Radio can serve up the exact combination of audience ingredients an advertiser wants, such as families of three or more. Bull's-Eye Marketing Service can cook up any audience in the country through Blair Group's secret recipe, National Radio Survey #1.

Blair Group Plan is national in scope, but local in taste and impact. That's because enthusiastic local personalities do your selling, and they inspire further enthusiasm at the sales and buying levels.

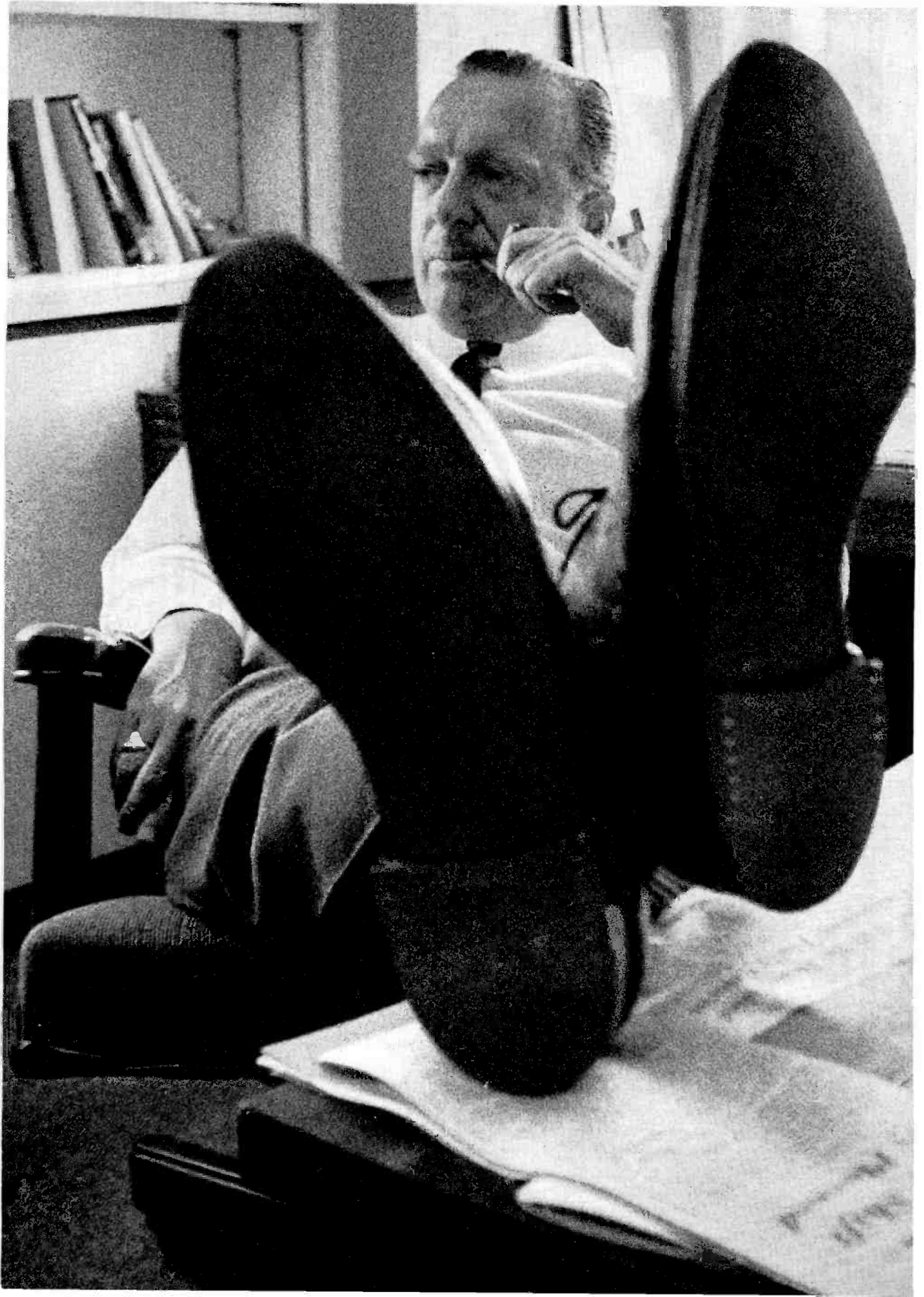
Blair's Bull's-Eye Marketing Service means selectivity and control. No wonder Blair Group Radio is America's most influential group of radio stations. Order your tailor-made plan by calling your Blairman today.

Among other successful users: The Nestlé Company, Ford, Kellogg's, Mars Bars, Lincoln-Mercury, Campbell Soup, Aika-Seltzer and Alberto-Culver Command.



OFFICES IN 10 MAJOR CITIES: New York/Chicago/Atlanta/Boston
Dallas / Detroit / Los Angeles / Philadelphia / St. Louis / San Francisco





“Nothing replaces two feet in motion”

...Not even the dazzling technical machinery of electronic journalism. It is an old axiom that no machine can replace the leg-man with a nose for news—the great reporter who can track down, smell out, and come up with the big story...whose contacts cut across politics, business, the arts and sciences...who knows where to go for the inside story.

Or more precisely, Walter Cronkite. When you see him on his evening news broadcast he is sitting at a desk describing, for example, a missile launching or interviewing a political hopeful. But by that time he has already visited every tracking station in the Western Hemisphere or traveled throughout the home state of the man he is interviewing. With the burning curiosity of a natural-born reporter, he refuses to rely alone on wire service bulletins or the reports of correspondents in the field.

In his three decades as a practicing journalist Cronkite has covered more of the earth's surface than any newsman in television. As a distinguished critic wrote of him—“Viewers can see and hear every night a face and voice that have guided them through an incredible diversity of experiences, from outer space to underwater, from chats with presidents to exchanges with physicists. It is hard to imagine a cozier mentor than this excellent reporter...with the inexhaustible vitality and the temperamental balance that makes Republicans and Democrats alike find him sympathetic. You don't worry about what Cronkite thinks. You just sort of trust him.”

And there is good reason for such trust. Cronkite brings to his daily reporting a background of research, knowledge and first-hand experience unique in television journalism. It provides the kind of insight and illumination that make his coverage of the Presidential primaries, the national conventions, and the election required viewing.

In short, Walter Cronkite is one of the reasons why the American people are turning more and more to CBS News for the reporting of major events in an election year—as they did for the opening test of strength in the New Hampshire primary... As for those feet on the desk, don't be misled. He's just recharging his batteries.

 **CBS News**



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WBAL
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REACHES A 5-STATE AREA
MARYLAND'S ONLY 50,000 WATT STATION
HIGH RATINGS—LOW COST PER THOUSAND
QUALITY MUSIC STATION—FULL RANGE PROGRAMMING
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Clutter: a phantom issue to build up the NAB's image?

The National Basketball Association will have to look to the National Association of Broadcasters for laurels after today. A Sert Room full of people were treated to the neatest bit of dribbling since the Harlem Globetrotters were in town.

For the totally numb, let me state that the NAB held an open hearing on the piggyback clutter issue March 19 in New York. It was a beaut!

There were two opening speeches, made to simplify the proceedings, or so it was iterated. But, unfortunately, the talks were made in the same language as the code, particularly the confusing "multiple products announcements new code amendment" jargon. Howard Bell issued a solemn and profound tome about all the things being done in the interest of the public. But not a word was offered on behalf of the "real public." That is, was the public accurately researched for this opinion, reaction, attitude? Or has the public given even a tinker's dam on the whole issue? In fact, who is the public?

Fact is, the Congress has established the public as the rightful owner of the radio and TV airwaves, that is except in those cases where the government has withheld ownership for the military, etc. The same Congress has vested the regulatory authority of the airwaves, in the interest of the public, with the Federal Communications Commission.

But, let's face it, the FCC is a political platform of opinion and no one goes out to find out what the public really wants. Everyone merely forms opinions on what one thinks the public wants.

Behind the Throne ■ The true picture is that kindly warmhearted NAB (ho, ho, ho) is the real regulatory body. Listen to it breathe sense and balance into its edicts: . . . "This wording does not ban piggybacks which are acceptable for broadcast under the code if properly scheduled in accordance with the code's time standard provisions."

A person as simple minded as I am might interpret this to mean: go at it, boys and girls, as long as all is contained within 10, 20, 30, 40, 60 or 120 seconds. Also it seems to say, you must read well Section XIV, 1, 2, 3 of the codebook to go any further—Good Luck! Confusing? Frankly, it's worse after the meeting.

Here are some other juicy NAB items if you want to read the fine print.

Within a station's prescribed defini-

tion of prime time, 10 minutes and 20 seconds of commercial time may be run in each hour. This includes public service and promotional announcements. If the poor station cannot sell all of its commercial time, then you are free to see loads of public service messages. In other than prime time, 16 minutes and 20 seconds of commercial time may be run; but not more than three commercials shall be scheduled consecutively. It looks like the NAB is trying to do away with clutter by inviting clutter. Beat that reasoning!

The new code then attempts to spell out the real difference between piggybacks and acceptable integrated commercials. It quickly points out that all is forgotten as far as retail or service establishments are concerned. This seems to be a neat trick which might not hold up in the courts within the framework of the fair practice laws.

At the Ranch ■ But now, back to the public in whose interest all of these decisions have ostensibly been done. (See, I can jump back and forth as fast as the code people.)

It is, indeed, true that the public includes P&G, Lever Bros. and Alberto-Culver and a few hundred other such groups. To my knowledge the only vocal dissenters against the piggybacks in this public was P&G. The real public, as I have said, has not yet been heard from. The same real public was never sampled when the same NAB wrote a new code for radio that provided for 18 commercial minutes per hour.

Obviously, the whole issue is not deep concern for clutter, but an economic one:

- The TV medium is virtually sold

out.

- The stations' profit margins are tremendous.

- The industry can appear magnanimous to the government and an unheard-from public by reducing a "phantom clutter."

- The Monster of the Midway (P&G) has barked. So we must bow in some way to it.

- The industry can now raise its precious commercial rates in calm dignity.

In the meantime, the real public remains unwooded and unproposed to, and the noise has been temporarily transferred from the rating squabble. The NAB deftly shifts from something formidable to something phantom.

A short word on behalf of the real public; it supports our whole electronic communications system—a wonderful one—through a voluntary advertising tax system. The members of the NAB, the station owners, owe them a real gesture of consideration.

Instead of a demagogic position based on sheer opinion, why isn't a fair, valid and substantial test launched by the NAB to honestly determine what the real standards and values of commercial time in TV should be? I'm sure the Congress and the FCC should welcome this. I know that the poor advertiser and progressively poorer agencies would likewise like to see this.

As a parting note, I believe that inside of the current limitations of the NAB, the people responsible for writing the code are doing the best they can. I only wish I were so well coordinated and certainly as ambidextrous. And I admire the ability to justify one's own approach to a problem.



Michael J. Donovan, graduate of La Salle College, Philadelphia, worked in the promotion department of the "Philadelphia Inquirer," and as a timebuyer at Ward Wheelock Co., Philadelphia. He joined McCann-Erickson, New York, in 1951, becoming a broadcast media supervisor. He moved to Benton & Bowles in 1954 as assistant group media director, becoming associate media director in 1955, and a vice president in 1956. He was named manager of the media department in 1962.

"Seasoned to Please!"



Represented by H-R Television, Inc.

or

Call C. P. Persons Jr., General Manager



How long can things be so good?

Where broadcasters stand in NAB convention week:

They're collectively prosperous, relieved

of immediate crises but facing an unsettling future

The nation's broadcasters convene in Chicago this week at a point of historical paradox: Seldom have their contemporary fortunes been more favorable or their long-range prospects more uncertain.

Business is good. The big scare crises that haunted recent National Association of Broadcasters conventions have receded, and, unless the current tempests over liquor and cigarette advertising get out of hand, no new crises of serious proportions are in sight.

But a pair of old problems—the snail's-pace development of UHF and the spider-web growth of community antenna television—are approaching the stage where, it is generally agreed, unprecedented steps must be taken or many television stations will fail at

some time in the future to survive.

And a third bogeyman for existing broadcasters, pay television, offers a similar but somewhat more remote prospect; if it works, it could at worst supplant free television and at best fragmentize free-TV audiences and free-TV revenues.

The CATV Problem ■ In CATV the issue is not remote, but a reality. The question is no longer whether small TV stations can compete with a flood of signals imported via CATV. The FCC, recognizing the problem, has made clear that it intends to protect the stations. So the question now is how far this protection will go. In the opinion of many observers this question cannot be fully answered without a decision that is about as thorny as any the com-

mission has ever faced. According to this view, the ultimate question is this: Which is better for the public, a multiplicity of program services brought in from the "outside" at a price, or a limited number of free services that are locally based?

On this basis the commission will have to develop a compromise or eventually choose between two of its favorite regulatory principles—the desirability of a multiplicity of program choices or the desirability of local station service.

The question also contains elements of the free-vs.-paid-TV dispute, and it is not made less difficult by the fact that, in the current nature of things, the locally based free service, like the paid version, depends primarily on "outside"



Mr. Chapin



Mr. Marshall



Mr. Revercomb



Mr. Quarton



Mr. Russell



Mr. Strouse

The latest convention of the National Association of Broadcasters meeting this week in Chicago is also the biggest in history. The more than 4,000 broadcasters gathered for the management and engineering sessions will see the most exhibits, be entertained in the most hospitality suites and attend more convention and related meetings than have the delegates to any of the 41 conventions of the past. Those with the principal responsibility for shaping the 1964 NAB convention are the con-

vention co-chairmen, Richard Chapin, KFOR Lincoln, Neb., and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., vice chairmen of the NAB radio and TV boards, respectively; the convention manager, Everett E. Revercomb, NAB secretary-treasurer; William Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the NAB combined boards; James Russell, KKTU(TV) Colorado Springs, TV board chairman, and Ben Strouse, WWDC-AM-FM Washington, chairman of the radio board.

HOW LONG CAN THINGS BE SO GOOD? continued

sources—networks and syndicators—for the bulk of its programming.

Missing Crises ■ None of these three problems—CATV, UHF, pay TV—is on the formal convention program this week. Also missing—to the dismay of no one—are most of the scare problems that excited the NAB conventions of the past five years.

The “ratings mess” that dominated the headlines a year ago has been substantially cleaned up through the formation of the Broadcast Rating Council. The FCC’s proposal to limit commercial time by adopting the NAB radio and television code standards, which shocked broadcasters 12 months ago, has been abandoned after severe arm-twisting by Representative Walter Rogers (D-Tex.), the House Communications Subcommittee and the House itself.

The negotiations between TV stations and the American Society of Composers, Authors and Publishers, which provoked a violent controversy on the eve of the 1962 NAB convention, remain unsettled but are back on a less spectacular course in litigation. The questions of voluntary censorship, advertising ethics and longer station breaks, which held the headlines as broadcasters went into their 1961 meeting, have been settled or put into perspective, and the odor that remained in 1960, after the quiz-rigging and payola scandals, has long since disappeared.

Even the broadcasters themselves have become more united, having closed at least for the time being the breach that developed over the performance of NAB President LeRoy Collins. After a showdown last January that kept Mr. Collins in office by a 25-to-18 vote of the NAB board, the controversy appears to have been silenced, if not permanently at least until his contract, which expires in January 1966, comes up for renegotiation next December. Also, broadcasters have shown themselves to be more powerful than ever before, particularly in their successful work—both individually and through their state associations—with hometown congressmen and state delegations in behalf of the Rogers bill forbidding the FCC to set limits on commercials.

Grounds for Confidence ■ This show of grass-roots strength is one reason that broadcasters go into this week’s convention with more confidence. There are others. The fact that this is a national political election year, coupled with the moderating influences produced by the new government administration, gives promise of relief from many of the nagging pressures normally originating in Washington.

Congressmen trying to get re-elected are not apt to have the time or the in-

clination to pull the plug on a medium that connects them with their constituents as intimately as television and radio do.

Senator Thomas J. Dodd (D-Conn.) still says he plans to revive his sex-and-violence hearings, and the House hearings on editorializing and “fairness” may be renewed, if only as a reminder to broadcasters to toe the line in their handling of political broadcasts this summer and fall. Suspension of Section 315’s equal-time requirements for presidential and vice-presidential nominees, making debates between the top candidates possible, is given a good chance of action, if President Johnson ever gives it his OK. But for the most part Congress is occupied with other matters and seems apt to stay that way, so far as broadcasters are concerned, for most of the current session.



Representative Oren Harris (D-Ark.), chairman of the Interstate and Foreign Commerce Committee, will speak to the management conference at the afternoon session of the convention on Monday (April 6). Following his address a Freedom and Fairness discussion will be moderated by Theodore F. Koop, CBS Inc. Washington vice president. Taking part will be: J. R. Wiggins, editor and executive vice president, The Washington (D.C.) Post; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.; John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.; Jack Harris, KPRC-AM-TV Houston, and Douglas A. Anello, NAB general council.

The only new issue that could precipitate fast congressional action is one raised in recent weeks when WQXR New York sold time to hard liquor advertisers. Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen, respectively, of the Senate Commerce Committee and its Communications Subcommittee, threatened legislative reprisals if the acceptance of liquor advertising on the air becomes widespread. A similar threat came from Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Most independent agencies, including the FCC, are still operating with New Frontier leadership, but the climate has changed significantly since President Johnson took office last November. President Johnson has studiously avoided involvement with FCC affairs for the same reason that his family’s ownership of KTBC-AM-FM-TV Austin, Tex., and interests in other Southwest stations have been put into trusteeship. But he has repeatedly emphasized his demands for economy in government, and in briefings of independent agency heads has said that existing projects must be completed before new ones are started. The fact that two of his closest advisers are from broadcasting—Frank Stanton, president of CBS, and Leonard Marks, Washington radio-TV attorney—also is regarded as no bad sign for broadcasters generally.

FCC Chairman E. William Henry, a New Frontier appointee, had a more influential voice under President Kennedy’s administration, and although he may be as venturesome as ever, the current Washington atmosphere and the philosophical makeup of the commission both suggest that he probably won’t be able to put across all the “reforms” he might like or may propose.

Among other Washington agencies concerned with broadcasting—and vice versa—the Federal Trade Commission appears to be the least inhibited and the most likely to come up with sweeping changes. The Justice Department is keeping an aggressive watch on music licensing in relation to radio and television but otherwise has shown little interest in broadcasting since the FCC ruled out network option time a year ago.

Still Some Sore Spots ■ The uncommonly placid outlook does not mean that broadcasters have no day-to-day problems—in Washington or elsewhere. But essentially they’re the same problems that existed a year ago, and in some cases a decade ago, only in somewhat different form.

Thanks largely to the House’s crack-down, the FCC approach to regulation of what it calls “overcommercialization” has changed from general rule-making to the case-by-case attack—but



No speech at this week's NAB convention is likely to arouse more interest in advance of presentation than that scheduled for today (April 6) by the association's president, LeRoy Collins. It will be Mr. Collins's first major address to broadcasters since he survived, by a vote of 25 to 18, a motion to dismiss him during last January's meetings of the NAB combined boards. The question before the boards had been precipitated largely by his custom of making forceful speeches on touchy subjects, a history that lends a special air of anticipation to his appearance today.

the latter may be only slightly less difficult for broadcasters, especially when coupled to the FCC's case-by-case interest in programing.

The commission's prodigious correspondence with renewal applicants regarding programing as well as commercial practices, its controversial program reporting form and particularly its insistence that stations formally survey their markets' needs, its assorted pressures for more local programing in evening hours—all these attest to its continuing interest in what goes on the air. And this interest was displayed in a new way earlier this year when the FCC asked ABC whether the departure of Sterling C. (Red) Quinlan as operating head of WKBV(TV) Chicago signified a change in the local live programing policies not only of WKBV but of any other ABC-owned stations.

Chairman Henry and some of his colleagues would still like to justify the Chicago and Omaha local-programing hearings of 1962 and 1963 and, in that vein, would like to see broadcasters required to invite their audiences to come



The 12th NAB Distinguished Service Award will be presented to Donald McGannon, president of Westinghouse Broadcasting Co., at today's (April 6) general assembly. Mr. McGannon is chairman of the NAB Research Committee and Broadcast Rating Council and formerly was chairman of the TV code review board. Escorting him will be David S. Adams, senior executive vice president, NBC; Glenn Marshall Jr., convention co-chairman and president of WJXT(TV) Jacksonville, Fla.; Joseph Baudino, Washington vice president for WBC, and Howard H. Bell, NAB code authority director. Previous recipients of the Distinguished Service Award are NBC entertainer Bob Hope (1963), Edward R. Murrow (1962), Justin Miller (1961), Clair McCollough (1960), Robert Sarnoff (1959), Frank Stanton (1958), Herbert Hoover (1957), Robert Kintner (1956), Mark Ethridge (1955), William S. Paley (1954) and General David Sarnoff (1953).

in and speak up at license-renewal time. The commission would also like to see some version of the old "Avco rule" in force again so that in station sales it would be free to select—primarily for programing reasons—a buyer who was not necessarily the one with the contract. Legislation to accomplish this result is pending, and a hearing on it was promised months ago, but there is no indication that action is in prospect this year.

Yet to come is some word from the FCC as to whether its controversial, unclarified and widely un-understood "fairness doctrine" will apply to drama and other entertainment programs as well as to news and documentary shows. There is widespread belief that



Chairman E. William Henry is principal speaker at Tuesday's (April 7) management conference luncheon. All seven commissioners will take part in the FCC panel discussion to be featured at the Wednesday afternoon sessions. This year the FCC has more than 20 officials at the NAB convention with the majority of them taking part in management or engineering meetings.

if programing generally is brought under the "fairness" canopy the commission will automatically be neck-deep in programing or, alternatively, that programing will be reduced to the approximate consistency of pablum.

Ratings and Advertising ■ The FCC's interest in commercials and programing is not the only continuing problem for broadcasters. The progress of the Broadcast Rating Council (see story this issue) has taken the fire out of last year's ratings crisis, but Congress is still keeping a critical eye on the numbers market, and the FTC still insists—but without clarification thus far—that broadcasters will be held responsible for the accuracy of any ratings claims they make.

The FTC is also in the middle of the tobacco advertising controversy with its proposal that cigarette packages and cigarette advertising carry health-hazard warnings—a requirement that could upset the distribution of \$110 million in cigarette advertising that now goes to television each year and be particularly disastrous, in the opinion of many observers, for radio's \$25 million annual tobacco billing.

Tobacco advertising also ranks near the top of the problems currently facing the NAB radio and television code

boards and the code authority, which in addition has launched a sweeping program of self-regulation. This already has set off a heated debate over piggy-back commercials and is due to deal soon with such issues as the loudness of commercials, the length of TV program credit crawls and other elements of "clutter."

To these continuing distractions, meanwhile, a few others may be added shortly. The FCC is thinking of resurrecting proposals to regulate the networks. Even if that doesn't happen, the FCC is expected to come up with proposals to limit network ownership of prime-time programs and to bar networks from the syndication field. Proposals for stricter multiple-ownership rules are also a possibility at the FCC, and the same basic questions may also be aired again in further hearings before Representative Emanuel Celler (D-N.Y.) on concentration of news media control, if Mr. Celler can find time for it.

Where Radio Stands ■ In radio, broadcasters face the prospect of a decision by the FCC on its controversial AM allocations rulemaking, which



Howard H. Bell, director of the code authority, will report on his four months in the job to separate meetings of the radio and television code boards. In its meeting Sunday (April 5) the radio board was scheduled to consider amendments restricting cigarette commercials. The TV code board will discuss guidelines for cigarette advertising amendments adopted in January at its meeting Tuesday (April 7).

would permit a lifting of the two-year-old freeze on AM licensing. Yet to come, too, is a decision on the use of power above 50 kw by the nonduplicated clear-channel stations, and on the granting of pending applications for full-time stations in the clears that have been ordered duplicated.

Aside from regulatory issues, radio broadcasters must cope with such diverse problems as speeding the gradually rising flow of national spot radio business, seeking new and better methods of measuring radio's total audience, finding ways to improve radio's "image." Television broadcasters face such paradoxical prospects as new advertiser protests about TV costs, difficulty in accommodating all the advertisers who want to use TV and efforts to limit availabilities even further to avoid the look of "overcommercialization."

If all of the problem issues currently facing TV broadcasters were recognized in the order of their potential effect on the existing broadcasting structure, however, the entire catalog would probably be headed by the triumvirate of UHF, pay TV and CATV.

Problems of Pay ■ Pay TV is the most spectacular and it may become a bonanza, coexisting with free TV as its backers say it will, or it may even obliterate free TV as its opponents say it will. But it has not yet proved its economic viability.

Those currently running tests—like RKO General and Zenith in Hartford—have not been able to get the kind of top-drawer programming they want. Those with the programming they want—Pat Weaver and his associates in Subscription Television Inc., who have contracts to present major-league baseball via pay TV in Los Angeles and San Francisco this summer—have encountered legal snags with political overtones that threaten trouble. STV says it'll make its July 1 starting date for a wired system in California, and RKO officials predict that they'll eventually apply for on-the-air pay TV on a regular basis in other major markets. But as yet few people are convinced that pay TV has demonstrated—or had a chance to demonstrate—its ability to thrive as a home medium.

UHF has a different set of problems. It has had endless testing, both in experimental form and in regular operation. There are currently 124 UHF stations on the air—92 commercial and 32 noncommercial. With scattered exceptions, however, UHF has not demonstrated an ability to compete head-to-head with VHF. Not the least of UHF's troubles has been the relative scarcity of sets capable of receiving UHF.

Passage of the all-channel bill last



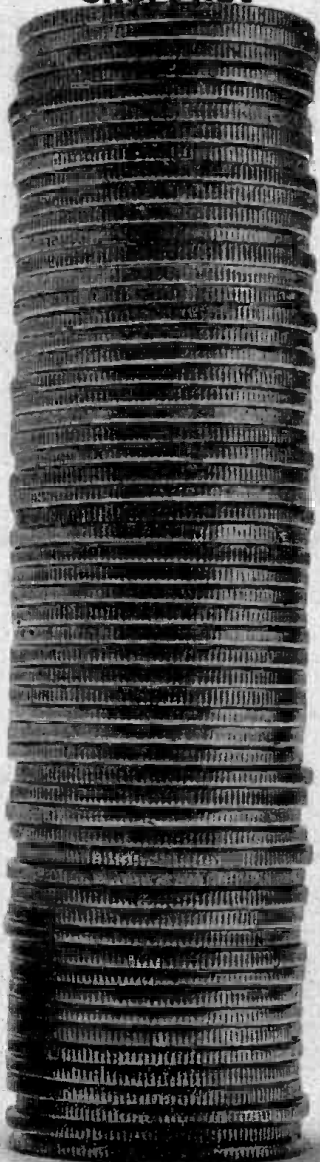
Clair R. McCollough, president of the Steinman Stations, who will become chairman of the TV code review board Thursday (April 9), moderates a panel on programming at the Tuesday television assembly. Others taking part will be Michael Dann, programming vice president, CBS-TV; Richard Pack, programming vice president, Westinghouse Broadcasting Co.; Hubbell Robinson Jr., president, Hubbell Robinson Productions Inc.; W. Robert Rich, vice president, Seven Arts Associated Corp.; Joseph E. Levine, president, Embassy Pictures Corp.; Jules Power, executive producer, ABC-TV, and Herb Jacobs, president, TV Stations Inc.

year, which requires that all TV sets produced after the end of this month include UHF as well as VHF, was designed to overcome this scarcity, but there are many reservations about how quickly this vital objective will be attained. The consensus is that the all-channel measure, although providing a major long-term assist, will not come close to offering instant salvation.

The FCC is committed not only to the preservation of UHF but to its promotion, and, informally at least, the commission has already advocated some unorthodox remedies. One of the most notable of these is the plan to have the three networks distribute equally among themselves the UHF and VHF affiliates in the top 18 markets where there are now only two VHF stations.

How that plan will come out is still speculative, but it is only one of several ideas the commission has been discussing in its efforts to see that UHF stations get the network programming they need. It clearly feels that UHF cannot survive against VHF without network

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HOW LONG CAN THINGS BE SO GOOD? continued

programming, and accordingly is expected to keep banging away at that problem for the indefinite future. In addition, the commission has been seeking a repeal of the 10% excise tax on all-channel sets, to offset the price increase arising from the addition of UHF to VHF receivers.

CATV Problems ■ While pay TV is fighting to get started, and UHF is fighting to get moving, CATV is beginning to exert such pressures that some TV broadcasters are fighting to survive. Started 15 years ago as a means of pepping up weak signals in fringe areas and extending them into "white" (no-service) areas, CATV has already reached the point where observers feel that it cannot be stopped, controlled or left alone without decisions that bring traditional principles of regulation into conflict—notably—the multiplicity and local-station principles.

If the decision is to sacrifice multiplicity and go as far as necessary to protect existing stations, then observers feel that another fundamental question will have to be answered: Should *future* as well as existing TV stations be protected?

In a case now pending, the commission has an opportunity to indicate how far it will go in protecting TV stations already authorized. In February it stayed a CATV grant and called for a hearing after KCOY-TV Santa Maria, Calif., a new station not yet on the

air, protested that it could not compete effectively with the seven Los Angeles television station signals to be brought into its area by the CATV system.

The CATV operator, Lompoc Valley Cable TV had already agreed to FCC's standard CATV requirements—primarily an agreement not to duplicate the TV station's programs for 15 days before or after their presentation on the station. Thus one of the first questions to be decided is whether the standard requirements are adequate or whether FCC should carry its protection policies further.

Cross-Ownership ■ But considerably more than that is also involved. One of the issues is whether big, multiple-station broadcasters should be allowed to own extensive CATV holdings. Lompoc is one of some 20 CATV systems owned by H&B American Corp., and H&B has been bought, subject to FCC approval, by RKO General, a multiple-station owner with substantial CATV interests of its own. KCOY-TV contended that the transfer raises questions as to whether broadcasters may "evade" FCC's multiple-ownership rules by acquiring CATV operations.

Broadcasters are divided on the whole CATV issue, partly because many station operators have gone into CATV as an extension of their own broadcast signals, as a source of revenue or as a headstart in the event that CATV develops, as many think it will, into a full-fledged pay-TV service. De-



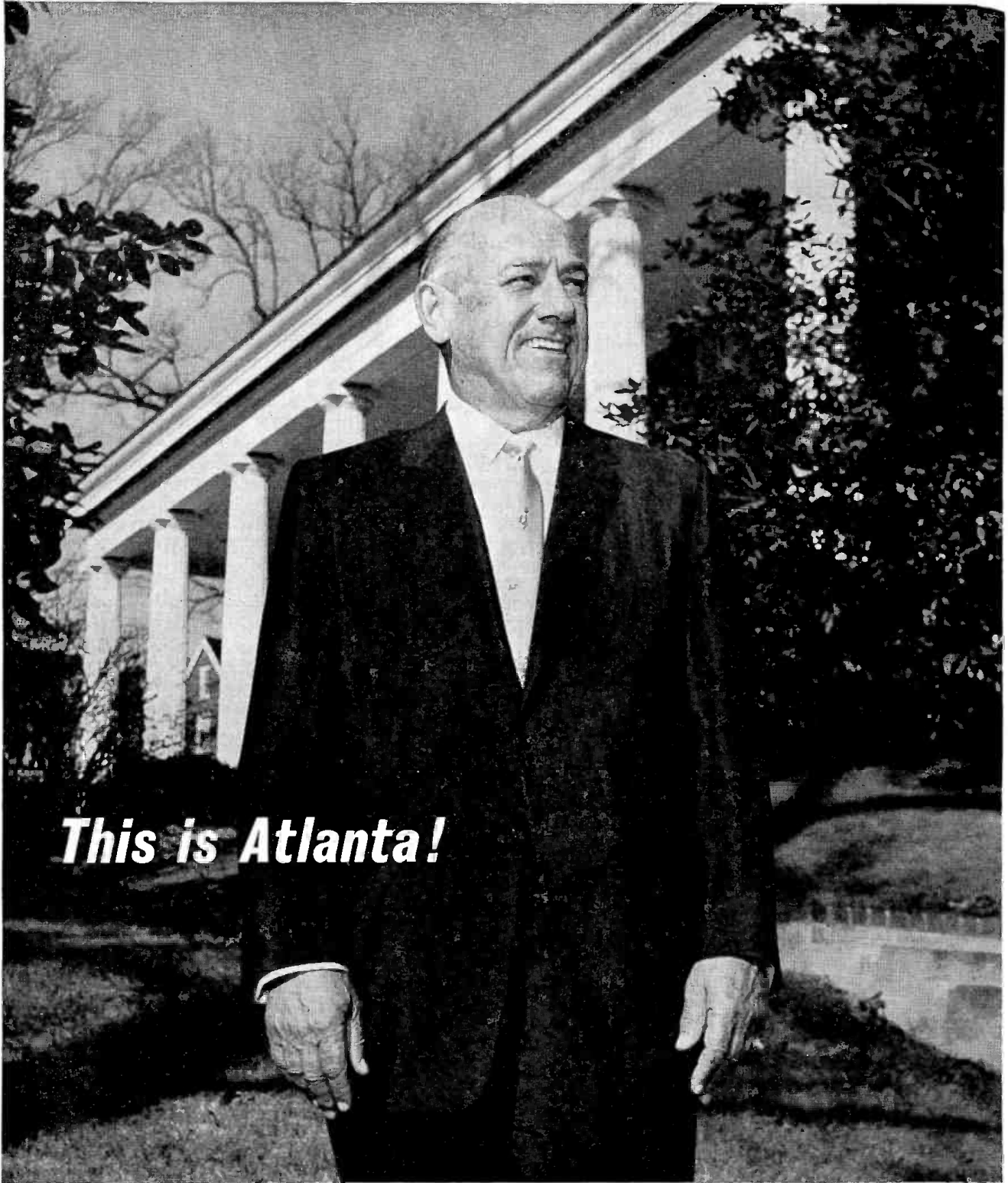
Mr. Bartlett



Mr. Hunt

Some 800 engineers are expected to attend the broadcast engineering conference. Clyde M. Hunt, vice president for engineering of the Post-Newsweek Stations, Washington, is chairman and George W. Bartlett, NAB manager of engineering is conference manager. Agenda includes papers on

new developments in engineering and operations. Luncheons are separate from those of the management conference. The engineers will join the management delegates for the Monday (April 6) morning and Wednesday afternoon (April 8) closing sessions of the convention.



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HOW LONG CAN THINGS BE SO GOOD? continued

spite the division, however, the NAB board is on record with a firm stand against any form of pay TV for the home—including CATV if it originates programming of its own.

The FCC has power to license CATV systems if they employ microwave relays. It has no such power over systems that pick up their signals directly from the originating station, but it hopes to get, through legislation, the power to regulate CATV in general. It has been working with the National Community Television Association on a bill to grant this authority; they appeared to be nearing agreement until, a few weeks ago, the NAB was brought into the discussions and protested that the FCC-NCTA version was completely inadequate to protect existing stations. The chances of CATV legislation being enacted this year have now been substantially written off.

The NAB contends that any CATV regulation must protect the priorities that the commission laid down in its 1952 table of TV allocations. These set goals for each community, in this order: first, one broadcast signal; second, one local TV station; third, two or more services wherever possible, and fourth, two or more local stations wherever possible.

CATV Licensing ■ The importance that the NAB attaches to CATV is indicated by the name of the NAB committee that has been following CATV. It's called the Future of Television in America Committee, and its members

reportedly have now come to the conclusion that mere regulation of CATV will not be enough—that licensing will be required.

This is also the view of the Television Antenna Manufacturers Institute, whose members make home antennas and lose a prospect every time a home is wired for CATV. The antenna makers also are reported to feel that CATV should be treated exactly like TV stations for purposes of television allocations.

Thus far the possibility that CATV will eventually develop into "pure" pay TV has been widely assumed, frequently denied by CATV operators, but rarely given such official recognition as that contained in the NAB board's antipay-TV stand earlier this year. It has been estimated that perhaps 25% of the existing CATV systems originate some programs of their own and, in some areas having no other TV service, sell time to advertisers.

Apart from that, however, many authorities feel that as a practical matter pay TV is a publicly accepted concept already—in principle if not in form. They point out that a million homes are currently wired for CATV, and they reason that by their willingness to pay for improved or additional signals—often no more than one additional signal—these homes have made plain that the fact of having to pay is less important to them than the availability of a choice of programs.

There is no way to tell, yet, at what

Staff of 18 covering events

BROADCASTING and TELEVISION magazines sent 18 representatives to Chicago to cover developments at the NAB convention. The Broadcasting Publications Inc. editorial and advertising representatives will hold open house throughout the convention in Suite 706A of the Conrad Hilton hotel. A separate newsroom covers convention activities as well as the related meetings not on the formal agenda.

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Win Levi, Lawrence B. Taishoff, Art King, Rufus Crater, Lawrence Christopher, Ed Sellers, Warren Middleton, Bob Fennimore, Dawson (Tack) Nail, Leonard Zeidenberg, Sherm Brodey and Rose Adragna.

TELEVISION is represented by Ken Cowan, Donald V. West and Frank Chizzini.

price range the money might become more important than the extra programs, but it is evident, according to this viewpoint, that the idea of paying is not itself abhorrent. By this line of reasoning, then, broadcasters can hardly expect to have a big public clamor on their side when the FCC—or the Congress—sits down to decide whether one local station is or is not better, as a matter of public interest, than a multiplicity of program choices through CATV.

Switch in Positions ■ The whole CATV issue, it is generally agreed, raises profoundly difficult questions. The complexity is suggested by the fact that, as things now stand, it is not the FCC, but the NAB, that is demanding more rigid adherence to FCC allocations standards, while the NAB, historically an advocate of the free-enterprise system, is calling for more complete protection against CATV competition.

Although CATV is not on the NAB convention program this year, it is expected—along with UHF and probably pay TV—to get considerable attention in broadcasters' questioning of FCC members in Wednesday afternoon's panel session. In the meantime it is generally conceded that the FCC, the broadcasters and the CATV forces are going to need all the help they can get in arriving, eventually, at a sensible conclusion. Thus it seems fortunate that, although CATV is not on the formal agenda in Chicago this week, the Reverend Dr. Billy Graham is.



Television Film Exhibit 1964 again this year will be on the fourth floor of the Pick-Congress, near the Conrad Hilton. Sixteen TV film distributors are taking part. Co-chairmen of the

TFE '64 executive committee are Richard Carlton (l), of Trans Lux TV, and Alan Silverbach, 20th Century Fox TV. Shuttle bus service between the hotels is being supplied by TFE.

ENCORE!

Public and critical acclaim of the initial Boston Symphony concerts has prompted the release by Seven Arts of a *Second Series* of 13 One-Hour TV Concert Specials featuring the world renowned 104-piece Boston Symphony Orchestra conducted by Erich Leinsdorf.

BRAVO!

"... Erich Leinsdorf's batonless conducting technique molded the music he drew from his superb orchestral instrument with extreme plasticity. ... Televised concerts, to be successful, must achieve a mystic marriage between sonic and visual arts, and this one comes off well."

(Excerpts from critical review of debut of series on WTTG, Sunday, Feb. 2, 9-10 P.M.) —THE EVENING STAR, Washington, D.C.

"WNEW-TV last night (Sunday 9-10 P.M.) began another series of taped concerts featuring the Boston Symphony under the direction of Erich Leinsdorf. It was a delightful alternative to the viewer so disposed, particularly because the visual coverage was so tastefully restrained and unobtrusive."

—THE NEW YORK TIMES, February 3, 1964

BOSTON SYMPHONY ORCHESTRA 13 One-Hour TV Concert Specials— Second Series Erich Leinsdorf, Music Director

- 1 Wagner: Good Friday Spell from "Parsifal" Strauss: Don Quixote (Soloists: Samuel Mayes, Cello and Joseph de Pasquale, Viola)
- 2 Hindemith: Metamorphosis on Weber
Schumann: Piano Concerto (Soloist: Theodore Lettvin)
- 3 Brahms: Haydn Variations Mendelssohn: Midsummer Night's Dream (Speaker: Inga Swenson)
- 4 Mozart: Minuet, K. 320 Shostakovich: Symphony No. 10
- 5 Milhaud: Viola Concerto (Soloist: Joseph de Pasquale)
Dvorak: Symphony No. 7
- 6 Bach: Brandenburg Concerto No. 4 (Soloists: Doriot Anthony Dwyer, James Pappoutsakis and Joseph Silverstein)
Bartok: Violin Concerto No. 2 (Soloist: Joseph Silverstein)
- 7 Schubert: Symphony in C (Posthumous)
- 8 Schumann: Symphony No. 4 Strauss: Till Eulenspiegel
- 9 Piston: Symphony No. 4 Rimsky-Korsakoff: Coq d'Or Suite
- 10 Mozart: Two Minuets Strauss: Ein Heldenleben
- 11 Mahler: Symphony No. 1
- 12 Mahler: Adagietto, Symphony No. 5 Tchaikovsky: Suite No. 3
- 13 Rossini: Overture "Il Signor Bruschino"
Beethoven: Symphony No. 7

Commercial success of the first series

In over 40 markets to date in the United States and Canada, Seven Arts' initial series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra has registered an impressive commercial success story for a variety of sponsors.

In 10 of these markets for example, the series was sponsored by a local bank or savings and loan association.

In Detroit, the series was the top rated *Syndicated Show* in the market. Telecast last Fall by Storer Broadcasting's WJBK-TV on Sundays at 2:30 P.M., the series registered an Oct. A.R.B. rating of 21 with a total Area Homes Reached of 257,500.



**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
LONDON W1 ENGLAND: 24 Berkeley Sq., Hyde Park O671
Distributed outside of the United States & Canada, Cable: NORFILM London



Preview these fine attractions at Seven Arts' Hospitality Suites
439 • 441 • 443 • 445
Pick-Congress Hotel, Chicago—
Sun., Apr. 5—Wed., Apr. 8





ON TAP AT THE CONVENTION

Official agenda for the 42d annual National Association of Broadcasters convention April 5-8, Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All meeting rooms are in the Conrad Hilton unless indicated otherwise.

Registration ■ Sunday, April 5—8 a.m.-6 p.m. Monday, April 6—8 a.m.-6 p.m. Tuesday, April 7—8 a.m.-5 p.m. Wednesday, April 8—9 a.m.-5 p.m. Lower Lobby.

Exhibits ■ Sunday, April 5—11 a.m.-7 p.m. Monday, April 6—9 a.m.-9 p.m. Tuesday, April 7—9 a.m.-8 p.m. Wednesday, April 8—9 a.m.-5 p.m. East and West Exhibit Halls.

SUNDAY, April 5

All day—Executives of CBS-owned radio stations meeting, WBBM Chicago studios.

8:30 a.m.—**Association of Maximum Service Telecasters** breakfast. Bel Air Room.

9 a.m.-5 p.m.—**Association for Professional Broadcasting Education** membership meeting. Upper Tower.

9 a.m.-12:15 p.m.—**National Association of FM Broadcasters** FM session. Continental Room.

9:30 a.m.-12:30 p.m.—**Association of Maximum Service Telecasters** membership meeting. Beverly Room.

9:30 a.m.-9:30 p.m.—**Television Film Exhibit—1964** with 16 distributors displaying. Will be open daily through April 8. Fourth floor, Pick-Congress.

10 a.m.—**Broadcast Music Inc.** board meeting and lunch. Parlors 25 and 26.

10 a.m.—**ABC Radio "Hooley"** (reception and brunch). Business report by Robert R. Pauley, president, ABC Radio. Continental hotel.

11 a.m.—**Daytime Broadcasters Association** membership meeting. Williford C.

12 noon—**Association for Professional Broadcasting Education** reception and luncheon. Lower Tower.

12:30 p.m.—**Association of Maximum Service Telecasters** board meeting and luncheon. Bel Air Room.

2 p.m.—**TV Affiliates Corp.** meeting. Room 834A.

NAB FM Day Program ■ 2:30-5 p.m., Continental Room.

Presiding, Everett Dillard, WASH(FM) Washington. Report of the NAB FM Radio Committee Chairman: Ben Strouse, WWDC-FM Washington.

FM Radio and the Emergency Broadcast System: FCC Commissioner Robert T. Bartley. The FM Audience—Recent Research Findings: James A. Schulke, president, National Association of FM Broadcasters.

FM Programing—Duplication or Nonduplication: Moderator, Harold Tanner, WLDM(FM) Detroit. Panelists, N. L. Bentson, WLOL-FM Minneapolis; Richard L. Kaye, WCRB-FM Boston; Merrill Lindsay, WSOY-FM Decatur, Ill.; Henry W. Slavick, WMC-FM Memphis.

FM Forum—What Are Your FM Problems?: Douglas Anello, NAB general counsel; George Bartlett, NAB manager of engineering; Messrs. Strouse, Slavick, Tanner, Bentson, Dillard and Lindsay, all members of the NAB FM Committee.

[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Continental Room beginning at 10 a.m., Sunday, April 5.]

2:30 p.m.—**Association of Broadcast Standards** board meeting. Beverly Room.

2:30 p.m.—**Institute of Broadcast Engineers** first annual meeting. Williford C.

Television Assembly ■ 3:30-5 p.m., Waldorf Room.

Secondary Market TV Session: Richard D. Dudley, WSAU-TV Wausau, Wis., moderator. Ray Johnson, KMED-TV Medford, Ore.; Harry Hoth, KRDO-TV Colorado Springs; Stanley Lyons, WAGM-TV Presque Isle, Me.; J. M. Walters, WLTW(TV) Bowling Green, Ky.; Richard B. Biddle, WOWL-TV Florence, Ala., panelists.

4 p.m.—**NAB Radio Code Authority Review Board** meeting. Room 13.

4 p.m.—**Association of Broadcast Standards** membership meeting. Beverly Room.

4 p.m.—**Clear Channel Broadcasting Service** membership meeting. Lower Tower.

4-7 p.m.—**Television Film Exhibit—1964** cocktail reception. Great Hall, Pick-Congress hotel.

5 p.m.—**NAB Radio and TV Code Review Boards** reception. Room 19.

5 p.m.—**NAB Radio Board** reception honoring Sherril Taylor, new NAB vice president for radio. Room 1806A.

6:30 p.m.—**CBS-TV Affiliates** reception and banquet. Hotel Continental.

6:30 p.m.—**NBC Radio and TV Affiliates** reception and dinner. International Ballroom.

7 p.m.—**Market 1 Network (QXR)** affiliates meeting. Room 14.

MONDAY, April 6

8 a.m.—**TV Stations Inc.** membership breakfast. Mayfair Room, Sheraton-Blackstone.

10:30 a.m.-12 noon—**General Assembly** (Management and Engineering Conferences). Grand Ballroom.

Presiding, Richard W. Chapin, KFOR Lincoln, Neb., 1964 convention co-chairman. *Invocation*, The Reverend Kenneth C. Sweeney, president, Catholic Broadcasters Association, Indianapolis. *Music*, WGN-AM-TV Chicago orchestra.

Presentation of NAB Distinguished Service Award for 1964 to Donald H. McGannon, president of Westinghouse Broadcasting Co., by NAB President LeRoy Collins. *Address*, Mr. McGannon.

12:30-2 p.m.—**Management Conference Luncheon.** International Ballroom.

Presiding, Ben Strouse, WWDC Washington, chairman, NAB radio board. *Invocation*, The Reverend Kenneth Hildebrand, D.D., Central Church of Chicago.

Introduction of the Speaker, William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the NAB board of directors. *Address*, The Honorable LeRoy Collins, president, NAB.

2:30-5 p.m. —**Management Conference Assembly** (Radio and TV Delegates). Grand Ballroom.

Presiding, Richard W. Chapin, KFOR Lincoln, Neb.

Address, The Honorable Oren Harris (D-Ark.), chairman, Interstate & Foreign Commerce Committee, U. S. House of Representatives.

Freedom and Fairness—The Right to Know, Theodore Koop, CBS Inc. Washington vice president, moderator. *Presentations*, J. R. Wiggins, editor and executive vice president, *The Washington (D.C.) Post*, Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo. *Respondents*, John F. Dille Jr., WSJV(TV) Elkhart-South Bend, Ind.; Jack Harris, KPRC-AM-TV Houston; Douglas A. Anello, NAB general counsel.

TUESDAY, April 7

8 a.m.—**United Presbyterian Church** breakfast, Fourth Presbyterian Church. Tom Bostic, Cascade Broadcasting Co., host.

8 a.m.—**Society of Television Pioneers** breakfast. Lower Tower.

9 a.m.—**ABC-owned radio stations** presentation "Saga in Sound" film. Grand Ballroom.

10 a.m.—**Mark Century Programing Seminar** and brunch. Upper Tower.

10 a.m.-12 noon—**Radio Assembly.** Grand Ballroom.

Report of the Chairman of the Radio Board, Ben Strouse, WWDC-AM-FM Washington. *Report on Radio Research Activities*, Melvin A. Goldberg, NAB vice president and director of research.

Radio Advertising Bureau Presentation: Radio's Leadership Year, Edmund C. Bunker, president; Miles David, administrative vice president; Robert H. Alter, vice president, national sales; Lewis Birchfield, director, member development.

9:45 a.m.-12 noon—**Television Assembly.** Blackstone

Theater. (Admission by badge or free ticket available at Registration Desk, Lower Lobby.)

Call to Order and Welcome, Mike Shapiro, WFAA-TV Dallas and member of 1964 convention committee.

Program Conference, '64, moderator, Clair R. McCollough, president of Steinman Stations, Lancaster, Pa. *Panelists*, Michael Dann, programing vice president, CBS-TV; Richard Pack, programing vice president, Westinghouse Broadcasting Co.; Hubbell Robinson Jr., president, Hubbell Robinson Productions Inc.; W. Robert Rich, vice president, Seven Arts Associated Corp.; Joseph E. Levine, president, Embassy Pictures Corp. *Participating producer*, Jules Power, executive producer, ABC-TV. *Co-producer*, Herb Jacobs, president, TV Stations Inc.

12:30-2 p.m.—**Management Conference Luncheon.** International Ballroom.

Presiding, James D. Russell, KKT(TV) Colorado Springs and chairman of NAB TV board. *Invocation*, Rabbi Ernst M. Lorge, The Chicago Board of Rabbis.

Introduction of Speaker, LeRoy Collins, NAB president. *Address*, The Honorable E. William Henry, chairman, FCC.

2-5 p.m.—**No Sessions Scheduled.** (There is no convention program for this period so that delegates may visit exhibits and hospitality quarters.)

2:30 p.m.—**NAB Building Committee.** Room 1806A.

3 p.m.—**NAB TV Code Authority Review Board** meeting. Room 13.

3 p.m.—**ABC and WBKB(TV) News** preview tour of Illinois primary election coverage. Burroughs Corp., 324 South Michigan Avenue.

3:30 p.m.—**NAB Program Committee** meeting. Room 1806A.

5 p.m.—**Harvard Seminar** smoker. Bel Air Room.

5:30 p.m.—**Harrington, Righter & Parsons** stations cocktail party. Crystal Ballroom, Sheraton-Blackstone.

7:30 p.m.—**Broadcast Pioneers** banquet. Grand Ballroom.

WEDNESDAY, April 8

9:30 a.m.-12 noon—**Radio Assembly.** Grand Ballroom.

Presiding, Sherril Taylor, NAB vice president for radio. *Radio and Records—A Concert in Sound*, Henry Brief, executive secretary, Record Industry Association of America, New York.

The Radio Code—Power for Positive Selling, moderator Elmo Ellis, WSB Atlanta and chairman-designate, radio code board. *Panelists*, Cliff Gill, KEZY Anaheim, Calif., retiring code board chairman; Frank McIntyre, KLBK Salt Lake City; Howard H. Bell, NAB code authority director; Charles M. Stone, manager, NAB radio code.

Automation in Radio—Systems and Experience, moderator Orrin W. Towner, WHAS Inc., Louisville. *Panelists*, James H. Butts, Mullins Broadcasting Co., Denver; Clifford Luke, WIBC Indianapolis; Eldon Kanago, KICD Spen-

cer, Iowa; Allan T. Powley, WMAL Washington.

License Renewal Seminar:—Questions and Answers, Robert J. Rawson, chief, renewal and transfer division, Broadcast Bureau, FCC.

9-10:40 a.m.—**Television Assembly**. Williford Room.

Presiding, James D. Russell, KKTU(TV) Colorado Springs. *Selling . . . or Sailing?*, presentation of TV Bureau of Advertising, Norman (Pete) Cash, president.

Please Don't Shoot the Piano Player, TV Information Office presentation, Roy Danish, TIO director; Mrs. L. L. Gordon, president, Lakeside Women's Council; Dr. Chester M. Whelan, editor and lecturer; Leon W. Harshauer, executive director, Society of Secondary School Administrators.

All-Industry TV Station Music License Committee, report by Robert H. Smith, WCYB-TV Bristol, Va., committee member.

10:45 a.m.-12 noon—**NAB TV Board Elections**. Mr. Russell, presiding. *Special Presentation: Zeal for the Seal*, Howard H. Bell, NAB code authority director.

Election Results.

12:30-2 p.m.—**Management Conference Luncheon**. International Ballroom.

Presiding, Richard W. Chapin, KFOR Lincoln, Neb. *Invocation*, Dr. S. Maxwell Coder, director of education, Moody Bible Institute, Chicago.

Introduction of speaker, LeRoy Collins, NAB president. *Address*, The Reverend Billy Graham.

The Annual NAB Business Session, President Collins presiding.

2:30-5 p.m.—**General Assembly** (management and engineering conferences). Grand Ballroom.

Moderator, William Quarton, WMT-TV Cedar Rapids, Iowa. *Annual FCC panel discussion*, Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Frederick W. Ford, Kenneth A. Cox, Lee Loevinger.

5-7 p.m.—**Convention Reception**. International Ballroom. (In honor of retiring and new members of the NAB radio and television boards of directors.)

Thursday, April 9

9:30 a.m.—**Post NAB Technical Seminar** of Visual Electronics Corp. Upper Tower Suite.

WHERE TO FIND IT: PAGE 51

ABC Radio sales rise 26%

Gain of 38% in 1963 continues in 1964 President Pauley tells pre-NAB convention affiliates meeting in Chicago

Robert R. Pauley, president of ABC Radio, is to report today (Monday) that network sales figures for the first quarter of this year are up 26% over a like period in 1963. Mr. Pauley, in a progress report to ABC Radio affiliates, also said sales for 1963 were up 38% over 1962. The report was presented to about 500 persons at ABC Radio's pre-NAB convention meeting in Chicago.

Mr. Pauley praised ABC Radio's news operation for its activities during 1963, and he pointed out the coverage of the Kennedy assassination weekend, saying: "ABC Radio was the first network, by several minutes, to bring the shocking news to the attention of the American public."

Discussing other programing subjects, Mr. Pauley termed "successful" the start of ABC Radio's new program feature service, in which programs are created specifically for sale to local stations. He added: "In the last two weeks, the *Dr. Joyce Brothers* program has been sold in seven new markets."

Also speaking at the affiliates meeting was Earl Mullin, vice president in charge of station relations for ABC Radio, who said that 96.1% of all radio families in the United States can now be reached by the ABC Radio

signal. Mr. Mullin noted that the network's new high-powered transmitting facilities have made possible this year a reduction of affiliate stations to 417 from 423 last year.

Several Awards ■ The preconvention meeting also included presentation of several network awards. Honored for outstanding contributions to broadcasting were: Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations; WFAA Dallas, and Cities Service Oil Co.

Congressman Harris's award was presented for his work with audience measurement services. WFAA's award was given for the station's service to ABC Radio during the Kennedy weekend, and Cities Service through Lennen & Newell, New York, was honored for "the most creative commercial by an ABC Radio advertiser during 1963."

Special citations were also awarded to the Pepsi Cola Co., New York, through BBDO, that city, for the best commercial jingle; the Campbell Soup Co., Newark, N. J., through Needham, Louis & Brorby, Chicago, for the best dramatized commercial; and the Menen Co., Morristown, N. Y., through Warwick & Legler, New York, for the best straight copy commercial. Each

congressman on the eight-member Harris committee also received citations.

A highlight of the affiliates meeting was a 30-minute revue program featuring 21 ABC Radio on-air personalities.

CBS Radio lists

12 new advertisers

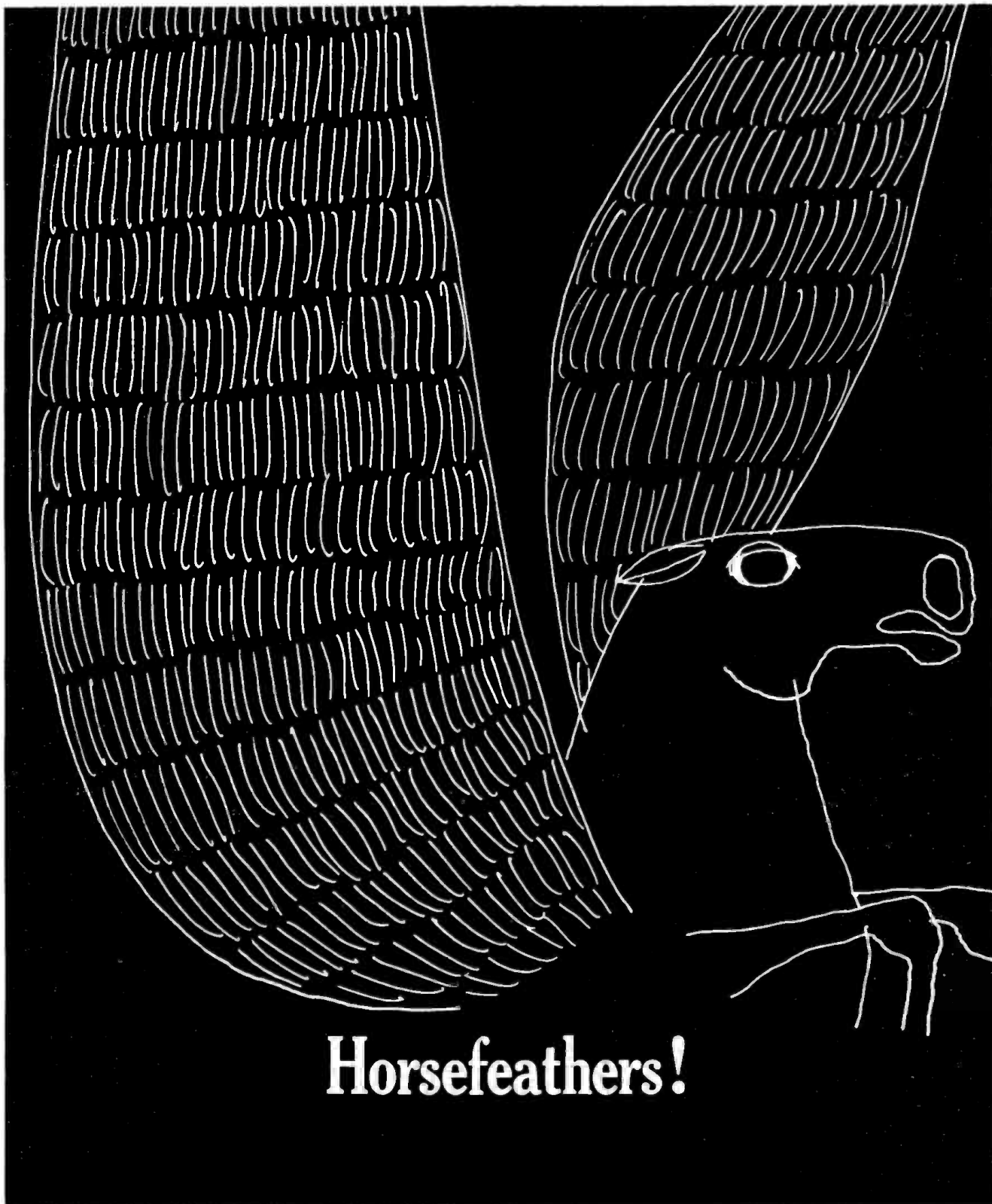
A total of 65 advertisers bought time on CBS Radio in the first quarter of 1964 contributing to an 18% sales gain over last year's first period.

Arthur Hull Hayes, president of the network, said during the first 90-days of selling, 71% of 1963's overall business volume has already been achieved.

Mr. Hayes indicated that gains this year are based on an "inflow of new and widely diversified advertisers." During the quarter 12 new sponsors used the network. They were American Motors (Geyer, Morey, Ballard), Armstrong Cork (BBDO), Bordon Co. (Zimmer, Keller & Calvert), Cambridge Tile Manufacturing (Wildrick & Miller), Field Enterprises Educational Corp. (Post-Keyes-Gardner), Interstate Bakeries (Honig-Cooper & Harrington) Dow Jones & Co., for *National Observer* (Wunderman, Ricotta & Kline), Pennzoil (Eisaman, Johns & Laws), Shaler Co. (Stern, Walters & Simmons), Rexall Drug and Chemical for Tupperware (BBDO), Wynn Oil (Erwin Washey, Ruthrauff & Ryan) and General Motors Corp. for Guardian Maintenance Service (D. P. Brother).

**If you
want to sell something
in St. Louis or Dallas,
use the newspapers.**

Now, turn the page for an editorial commentary.

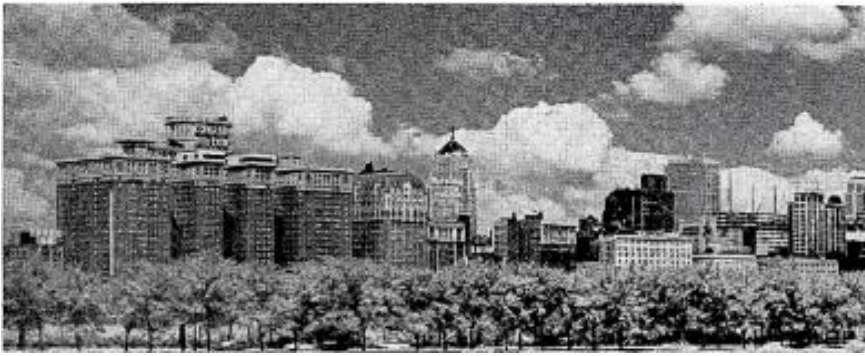


Horsefeathers!

If you really want to reach people in these two great markets, make it WIL in St. Louis and K-BOX in Dallas. Every day more and more of our advertisers are finding it out. And that's straight from the horse's mouth.

WIL, St. Louis and K-BOX, Dallas
THE BALABAN STATIONS

John F. Box, Jr., Managing Director Sold nationally by Robert E. Eastman & Co., Inc.



WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of April 2 are shown. All room and space designations are Conrad Hilton hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EXHIBITORS

AKG of America Division of North American Philips Co.	Space R-E, U-E
Albion Optical Co.	Space 29W
Alford Manufacturing Co.	Space 22W
Altec Lansing Corp.	Space 34W
Alto Fonic Tape Service	Space 23W
Amperex Electronic Corp.	Space U-E
Ampex Corp.	Space 28W
Andrew Corp.	Space 61W
Arriflex Corporation of America	Space H-E
Automatic Tape Control Inc.	Space 24W
Ball Brothers	Space 30W
Bauer Electronics Corp.	Space 52W
Boston Insulated Wire & Cable	Space 65W
Broadcast Electronics	Space 15E
Charles Bruning Co.	Space 39W
CBS Laboratories	Space 62W
CCA Electronics Corp.	Space 66W
Century Lighting Inc.	Space S-E
Chrono-Log Corp.	Space 50W
Cleveland Electronics Inc.	Space F-E
Collins Radio Co.	Space 20W, 27W
Colortran Industries	Space J-E
Commercial Recording Corp.	Space A-E, B-E
Conrac Division, Gianinni	Space 7E
Cummins Engine Co.	Space 36W
Dresser-Ideco Co.	Space E-E
Dynair Electronics Inc.	Space 47W
Dynatronics Inc.	Space 63W
Electra Megadyne Inc.	Space 4E
Electronics, Missiles & Communications Inc.	Space 54W
Fairchild Recording Equipment	Space M-E
Filmline Corp.	Space T-E
Fort Worth Tower Co.	Space P-E
Gamma Scientific Inc.	Space O-E
Gates Radio Co.	Space 40W
General Electric	Space 19E
Gotham Audio Corp.	Space 59W
Harwald Co.	Space V-E, Y-E
Hevi-Duty Electric Co.	Space 35W
Indiana General Corp.	Space N-E, Q-E
International Good Music Inc.	Space 73W
International Nuclear Corp.	Space 45W
Jampro Antenna Co.	Space 48W
Kliegl Bros.	Space 1E
Logos Ltd.	Space C-E
LTV Continental Electronics	Space 26W

BROADCASTING, April 6, 1964

Macarta Inc.	Space 44W
Machtronics Inc.	Space 71W
Magnetic Products Division, 3M Co.	Space 21W
Marconi Instruments	Space 70W
Marti Electronics	Space 67W
Maryland Telecommunications	Space K-E
McMartin Industries Inc.	Space 51W
MGM Teledios Inc.	Space Z-E
Mincom Division, 3M Co.	Space 31W
Miratel Electronics Inc.	Space 33W
Mitchell Vinten Inc.	Space 42W
Moseley Associates Inc.	Space 49W
Ozalid Repro Products, General Aniline & Film Corp.	Space 58W
Photo Research Corp.	Space W-E
Q-TV Inc.	Space 72W
RCA	Space 5E, 6E
RCA Electronic Components & Devices	Space 10E
Raytheon Co.	Space 11E
Reeves Industries Inc.	Space L-E
Riker Industries Inc.	Space 64W
Rohn Systems Inc.	Space 57W
Rust Corporation of America	Space 38W
Sarkes Tarzian Inc.	Space 17E
Schafer Electronics	Space 56W
SESAC Inc.	Space D-E
Shure Brothers Inc.	Space 68W
Sony Corporation of America	Space G-E
Sparta Electronic Corp.	Space 53W
Standard Electronics Corp.	Space 60W
Sylvania Electric Products Inc. Home & Commercial Products Division	Space 74W
Tektronix Inc.	Space 37W
Telemet Co.	Space 2E
Telepro Industries Inc.	Space 55W
Telequip Corp.	Space 3E
Telesync Corp.	Space 32W
Television Zoomar Co.	Space 8E
Thomson Electric Co.	Space 69W
U. S. Army, Teleradio Branch	Space 76W
U. S. Navy, Teleradio Branch, Recruiting Service	Space 75W
Utility Tower Co.	Space 46W
Visual Electronics Corp.	Space 15E
Vital Industries	Space 43W
Vitro Electronics	Space 25W
Westinghouse Electric Corp., Lamp Division	Space 3E

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)	
Convention Manager	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program	Room 4
Harold Niven, assistant to the executive vice president	
Engineering Conference	Room 1
George W. Bartlett, manager	
Convention Exhibits....	East and West Exhibit Halls
George E. Gayou, exhibit director	
Edward L. Gayou, assistant exhibit director	

Registration Desk	Lower Lobby
William L. Walker, assistant treasurer	
Convention News	Room 3
John M. Couric, vice president of public relations	
Newsroom	Astoria Room

NAB STAFF OFFICES

Executive vice president	Room 4
Vincent T. Wasilewski	
Radio	Room 2
Sherril Taylor, vice president	
Station services	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby
James McKnight, Spencer Denison, Charles Drew, Paul R. Fry, Oliver W. Henry, Ernest C. Sanders, Hamilton Woodle, field representatives	
Broadcast management	Room 4
David Doughty, assistant manager	
Government affairs	Room 2
Paul Comstock, vice president	
Legal	Room 2
Douglas A. Anello, general counsel	
Research	Room 2
Melvin A. Goldberg, vice president	
Code Authority	Room 4
Howard H. Bell, director	
Edward H. Bronson, manager for television	
Charles M. Stone, manager for radio	

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Adonis Radio Coro.	935A
AKG of America Division, North American Philips	823
Albion Optical Co.	823A
Alford Manufacturing Co.	Unassigned
Altec Lansing Corp.	Unassigned
Alto Fonic Tape Service Inc.	2234A
American Telephone & Telegraph Co.	Unassigned
Amperex Corp.	Unassigned
Ampex Corp.	505A
Andrew Corp.	Unassigned
Arriflex Corporation of America	Unassigned
Automatic Tape Control Inc.	1724
Ball Brothers	Unassigned
Bauer Electronics	1119A
Bell & Howell	Unassigned
Boston Insulated Wire & Cable	Unassigned
Broadcast Electronics Inc.	Unassigned
Charles Bruning Co.	Unassigned
CBS Laboratories	1240A
CCA Electronics Corp.	Unassigned
Century Lighting Inc.	Unassigned
Chrono-Log Corp.	Unassigned
Cleveland Electronics Inc.	734A
Collins Radio Co.	2506
Colortran Industries	Unassigned
Conrac Division, Gianinni	819A
Cummins Engine Co.	Unassigned
Dresser-Ideco Co.	1035A
Dynair Electronics Inc.	Unassigned
Dynatronics Inc.	Unassigned
Eastman Kodak Co.	Unassigned
Electra Megadyne Inc.	Unassigned
Electronics Applications Inc.	Unassigned
Electronics, Missiles & Communications Inc.	1339
Fairchild Recording Equipment	Unassigned
Filmline Corp.	Unassigned
Fort Worth Tower Co.	Unassigned
Gamma Scientific Inc.	Unassigned
Gates Radio Co.	1119
General Electric	North Imperial Suite

(NAB CONVENTION) 51

Gotham Audio Corp.Unassigned
 Harwald Co.Unassigned
 Hevi-Duty Electric Co.Unassigned
 Indiana General Corp.Unassigned
 International Good MusicUnassigned
 International Nuclear Corp.Unassigned
 ITA Electronics, Division of Triangle
 Publications2339
 Jampro Antenna Co.Unassigned
 Johnson Electronics Inc.Unassigned
 Kliegl Bros.Unassigned
 Kline Iron & Steel Co.723A
 KRS ElectronicsUnassigned
 Lee-Jeffreys Inc.923
 Logos Ltd.Unassigned
 LTV Continental Electronics Division1624
 M&H Communications Co.Unassigned
 MacCarta Inc.2119
 Machtronics Inc.1140
 Magnetic Sound Inc.Unassigned
 Magne-Tronics Inc.Unassigned
 Marconi InstrumentsUnassigned
 Marti ElectronicsUnassigned
 Maryland Telecommunications Inc.Unassigned
 McMartin Industries Inc.Essex Inn
 MGM TelestudiosUnassigned
 3M Co.Unassigned
 Miratel Electronics Inc.Unassigned
 Mitchell Vinten Inc.1135A
 Moseley Associates Inc.Unassigned
 Moulic Specialties Co.Unassigned
 Nippon Electric New York Inc.Unassigned
 Ozalid Repro Products, General Aniline
 & Film Corp.Unassigned
 Photo Research Corp.Unassigned
 Q-TV Inc.Unassigned
 RCASouth Imperial Suite
 Raytheon Co.Unassigned
 Recorded Publications Labs.Unassigned
 Reeves Industries Inc.Unassigned
 Riker Industries Inc.Unassigned
 Rohn Systems Inc.919
 Rust Corporation of America1900
 Sarkes Tarzian Inc.1824
 Schafer ElectronicsUnassigned
 Shure BrothersUnassigned
 Sony Corporation of AmericaUnassigned
 Sparta Electronics Corp.1119A
 Stainless Inc.1506
 Standard Electronics Corp.1239
 Surrounding Sound Inc.Unassigned
 Sylvania Home & Commercial
 Electronics DivisionUnassigned
 Tape-Athon Corp.Unassigned
 Tektronix Inc.Unassigned
 Telemet Co.Unassigned
 Telegro Industries Corp.Unassigned
 Telegrip Corp.Unassigned
 Telescreen Advertising Inc.1319
 Telesync Corp.Unassigned
 Television Zoomar Co.Unassigned
 Thomson Electric Co.1234A
 Utility Tower Co.Unassigned
 Visual Electronics Corp.1200
 Vital IndustriesUnassigned
 Vitro ElectronicsUnassigned
 Westinghouse Electric Corp.Unassigned

STATION BROKERS

Blackburn & Co.Essex Inn
 R. C. Crisler & Co.1319A-20A
 Daniels & AssociatesUnassigned
 Wilt C. Gunzendorfer & AssociatesUnassigned
 Hamilton-Landis & Associates719-20A
 Norman & Norman35-36A
 Howard Stark1207A
 Jack N. Stoll & AssociatesUnassigned
 Edwin Tornberg & Co.Essex Inn 1501
 Albert Zugsmith Communications
 Executive House 904

STATION REPRESENTATIVES

ABC-TV Spot SalesExecutive House
 Advertising Time Sales Inc.600

AM Radio Sales Co.Sheraton-Chicago 2646
 Avery-KnodelSh-B 1108
 Mort Bassett & Co.Ascot House
 Elisabeth BeckjordenUnassigned
 Charles Bernard Co. (Country Music
 Network)Pick-Congress
 John Blair & Co., Blair TV and Blair Radio
 Sh-B 608-09
 The Bolling Co.Executive House 2004
 Broadcast Times SalesExecutive House
 CBS Radio Spot Sales1218A
 CBS-TV National SalesDrake
 Henry I. Christal Co.1306
 Robert E. Eastman & Co.Executive House 2711
 FM Group SalesUnassigned
 Gill-Perna Inc.Executive House 3011
 Harrington, Righter & ParsonsSh-B 808
 George P. Hollingbery Co.1600
 Hal Holman Co.2422A
 Bernard Howard & Co.Pick-Congress
 H-R RepresentativesContinental 1500
 The Katz AgencyExecutive House 3803
 Jack Masla Co.Park East 601
 McGavren-Guild Co.Executive House
 The Meeker Co.1700
 Metro Radio SalesSheraton-Chicago 1841
 Metro TV SalesUnassigned
 Mid West Time SalesUnassigned
 NBC Spot SalesAmbassador East
 Roger O'Connor Inc.1519
 Peters, Griffin, WoodwardSh-B 704-06
 Edward Pety & Co.1400
 Prestige Representation Organization1206
 Paul H. Raymer Co.Executive House
 RKO General National
 SalesContinental, Presidential Suite
 Savalli/GatesExecutive House II
 Select Stations Representatives
 Inc.Sheraton-Chicago
 Spot Time SalesExecutive House
 Stone Representatives Inc.800
 Storer Television SalesExecutive House 3812
 Television Advertising Representatives
 Continental
 Venard, Torbet & McConnell2100
 Weed Radio & Television Corp.Unassigned
 Adam Young Co.1100

NETWORKS, GROUPS

ABC Radio1804-06, 1809
 ABC Radio StationsUnassigned
 ABC-TV2320-25
 ABC-TV Sports Programs Inc.2320-25
 ABC-TV StationsExecutive House
 ABC Western Division2320-25
 CBS Radio2306
 CBS Radio Stations2306
 CBS-TV2305A
 Keystone Broadcasting System806
 Market 1 Network (QXR)Sh-B
 Mutual Broadcasting System1604A-06A
 NBC RadioSh-B
 NBC-TVSh-B

RESEARCH ORGANIZATIONS

American Research Bureau605
 A. C. Nielsen Co.605A
 The Pulse Inc.1800

PROGRAM SERVICES

ABC Films2316-19
 Allied Artists TV Corp.Pick-Congress 485-87
 American International Television
 Pick-Congress 461-63
 Buena Vista Distribution Co. (Walt Disney)....1224
 CBS Films2200
 Commercial Recording Corp.1500
 Desilu Sales Inc.Pick-Congress 481-83
 Embassy Pictures Corp.Continental 500-04
 Four Star Distribution
 Corp.Pick-Congress 477-77A

Hollywood TV ServicePick-Congress 467-71
 Jayark Films Corp.Pick-Congress 427-29
 King Features Syndicate....Pick-Congress 447-51
 Lang-Worth Feature Programs1218
 M & A Alexander Productions101-01A, 103
 Mark Century Corp.918A
 Mars Broadcasting700
 MCA-TV2400
 Medallion TV Enterprises Inc.1618
 MGM-TV1905A
 Charles Michelson Inc.534A
 NANA RadioUnassigned
 National Telefilm Associates
 Pick-Congress 450-55
 NBC Films Inc.Drake
 Normandy ProductionsUnassigned
 Officials Films Inc.Pick-Congress 435-37
 Pams Productions1033A
 Pepper Sound Studios Inc.700
 Programatic (Muzak)1206
 Don Purcell ProductionsUnassigned
 RCA Recorded Program Services500
 Recorded Publications Labs.Unassigned
 Walter Reade-Sterling819
 Screen Gems Inc.457-57A, 459
 SESAC900
 Seven Arts Associated Corp.
 Pick-Congress 439-45

Sports Network2239A
 Storer Programs Inc.
 1005A & Executive House 3812
 Teledynamics Corp.Unassigned
 Telesynd, Division of Wrather Corp.
 Pick-Congress 423-25
 Television Affiliates Corp.834A
 Trans-Lux TV Corp.Pick-Congress 403-07
 Triangle Stations2300
 20th Century-Fox Television
 Pick-Congress 431-33

Richard H. Ullman Associates Inc.2000
 United Artists Corp.Pick-Congress 411-15-19
 Warner Bros. TVPick-Congress 405-09
 WBC Program Sales2500
 World Broadcasting System1300

MISCELLANEOUS

Advertising Age1306A
 Advertising News of New YorkUnassigned
 Associated PressSh-B, Sheraton Room
 Billboard723
 Broadcast Engineering1435A
 Broadcasting Magazine706A
 Leo Burnett Co.1000
 Federal Communications
 CommissionUnassigned
 Film DailyUnassigned
 Georgia Association of Broadcasters ..Unassigned
 Institute of Broadcast Engineers1134A
 Media/Scope1106
 Printer's InkUnassigned
 Radio Advertising Bureau1206A
 Radio-Television Daily906
 Sales ManagementUnassigned
 Softness GroupUnassigned
 Sponsor2406
 Standard Rate & Data Service1706A
 Telefilm MagazineUnassigned
 Television Age1406
 Television Bureau of Advertising1606
 Television Information Office706
 Television DigestUnassigned
 Television Magazine706A
 TV GuideUnassigned
 TV Stations Inc.1924A
 United Press International1122A
 Variety806A

Also in Chicago . . .

Other firms at the NAB convention, who were not included in last week's listing of exhibitors and hospitality suites are:

LEO BURNETT CO.

Conrad Hilton, Suite 1000

Personnel: Tom Wright.

MID WEST TIME SALES

Suite unassigned

Personnel: Irv Schwartz and Leo Militello.

PRESTIGE REPRESENTATION ORGANIZATION

Conrad Hilton, Suite 1206

Personnel: Sam Brownstein, Max Goldfarb and Harley Ward.

TELEDYNAMICS CORP.

Conrad Hilton, Suite unassigned

Personnel: Dan Kennis, executive vice president and Tony Azzato, vice president in charge of sales.

Films available (number of episodes in parentheses): *Adventure* (156); *Mel-O-Toons* (52); *The Dynamic Seven* (7); *Horror-Monster Group* (5); *Jungle Group* (5); *War Group* (9).

TRIANGLE STATIONS

Conrad Hilton, Suite 2300

Personnel: Roger W. Clipp, vice president; Edward H. Benedict, director of national sales; Robert A. Bernstein, public relations; Ethan P. Bernstein, manager, KFRE Fresno; Charles Cady, western sales manager; Raymond Cox, chief engineer, WNB-FM Binghamton, N. Y.; George Dunham, general manager, WNB-FM-TV; Ralph Goldstein, director of film operations; Thomas B. Jones, program coordinator; George A. Koehler, manager WFIL-AM-TV Philadelphia;

Warren A. Koerbel, manager, WNB-FM; Howard W. Maschmeier, manager, WNHC-TV New Haven, Conn.; Keith Mealey, chief engineer, KFRE; Henry Rhea, director of engineering; Mike Roberts, director of Triangle Program Sales; Boris Frank, John Norton and Joseph Stamler, account executives, Triangle Program Sales; John Scheuer, executive assistant to the vice president; Clyde Spitzner, general sales manager; David J. Bennett, director of FM operations; John Stilli, general manager, WFBG-AM-TV Altoona, Pa.; Lou Wetzel, chief engineer; Joseph Winkler, manager, WFIL-FM; H. T. (Bud) Vaden, director of advertising and promotion.

Films available (number of episodes in parentheses):

Colorful World of Music (65).
This Is America (13).
Zoos of the World (13).
Podrecca Piccoli Theater (1).
The Myth and the Menace (5).
Operation Alphabet (100).
Little League World Series (7).
The Big Four (4).
Rebel 300 (1).
Frontiers of Knowledge (26).
The Wonderful Age of Play (13).
The Wonder of Birds (65).
These Are Americans (5).
Riverside Grand Prix (1).
Inquirer Track Games (1).
Radio series available:
Window on Washington (daily).
Keiter Contacts (daily).
Anniversaries in Sound (30).
Motor Racing Review (weekly).
Word Picture (65).
30 Hours of Christmas (1).
Audio Program Service (daily).

WBC PROGRAM SALES

Conrad Hilton, Suite 2500

Personnel: Al Sussman.

ABC-TV reveals fall schedule

Affiliate, advertiser and agency representatives meeting in Chicago hear night-by-night, weekend lineup

ABC-TV affiliates Saturday (April 4) were to be told that the network next season will have 18 shows, totaling 14 hours of programming, carrying over from the current season.

The network presentation on new programming scheduled for next fall was to be made in Chicago before more than 1,000 persons representing affiliated stations, advertisers and agencies holding a separate meeting before the National Association of Broadcasters convention.

In general, the new program lineup

for the nighttime schedule is similar to that reported last month (BROADCASTING, March 9).

The prime-time lineup: Sunday evening: *Wagon Train*, 7:30-8:30; *Broadside*, 8:30-9; *The Sunday Night Movies*, 9-11.

Monday: *Voyage to the Bottom of the Sea*, 7:30-8:30; *No Time for Sergeants*, 8:30-9; *Wendy and Me*, 9-9:30; *The Bing Crosby Show*, 9:30-10; *Ben Casey*, 10-11.

Tuesday: *Combat*, 7:30-8:30; *McHale's Navy*, 8:30-9; *The Walter Bren-*

24 HOURS A DAY
TAMPA - ST. PETERSBURG
5 KW 620 KC

Get all the facts from
Natl. Rep: VENARD, TORBET & MCCONNELL
S. E. Rep: JAMES S. AYERS

WWSUN
ONE OF THE NATION'S GREAT STATIONS

V.I.P. LISTENING



nan Show, 9-9:30; Peyton Place (I), 9:30-10; The Fugitive, 10-11.

Wednesday: *The Adventures of Ozzie & Harriet*, 7:30-8; *The Patty Duke Show*, 8-8:30; *Outer Limits*, 8:30-9:30; *Burke's Law*, 9:30-10:30; *ABC News Reports*; 10:30-11.

Thursday: *The Flintstones*, 7:30-8; *The Donna Reed Show*, 8-8:30; *My Three Sons*, 8:30-9; *Bewitched*, 9-9:30; *Peyton Place (II)*, 9:30-10; *The Jimmy Dean Show*, 10-11.

Friday: *Johnny Quest-File 037*, 7:30-8; *The Farmer's Daughter*, 8-8:30; *The Addams Family*, 8:30-9; *Mickey*, 9-9:30; *12 O'Clock High*, 9:30-10:30.

Saturday: *Hootenanny*, 7:30-8:30; *The Lawrence Welk Show*, 8:30-9:30; *The Hollywood Palace*, 9:30-10:30.

The fall ABC-TV weekend daytime lineup:

Saturday: *Buffalo Bill Jr.*, 9:30-10 a.m.; *Shenanigans*, 10-10:30; *Annie Oakley*, 10:30-11; *Casper Cartoons*, 11-11:30; *Beany & Cecil*, 11:30-12; *Bugs Bunny*, 12-12:30 p.m.; *Hoppity Hooper*, 12:30-1; *Magic Land of Allakazam*, 1-1:30.

Sunday: *Porky Pig*, 10:30-11 a.m.; *Bullwinkle*, 11-11:30; *Discovery*, 11:30-12.

Most of the changes since the schedule was published in March appear on Wednesday, Thursday and Friday nights. The major changes:

Outer Limits will return next season but at 8:30-9:30 on Wednesday; *The Jimmy Dean Show* also will return, but on Thursday, 10-11, and *The Addams Family* and *Mickey* (starring Mickey Rooney) will be slotted on Friday, 8:30-9 and 9-9:30, respectively. (The one-hour *Alexander the Great* series originally slotted for weekly exposure may be seen next season as a one-time special, it was reported last week.)

ABC-TV President Thomas W. Moore emphasized that the network was drawing its 1964-65 confidence principally from its success this year in "creating fresh formats" and in the "strength of the new shows we'll be bringing to home screens" next season.

Mr. Moore took note of ABC-TV's emphasis on comedy next season, when the network plans to slot an additional seven new half-hour comedy series. Mr. Moore was to be joined in the presentation by Edgar Scherick, ABC's vice president in charge of TV network programming. A number of stars who will appear in the various new shows also appeared.

The daytime schedule was to be discussed by Armand Grant, ABC vice president in charge of TV daytime programming. He stressed the increased audiences he said the Monday-Friday daytime schedule was attracting.

Elmer W. Lower, president of ABC news, special events and public affairs,

was to report on his area including ABC plans for coverage of the political conventions, campaign and the election in November.

Jim McKay, host of *Wide World of Sports*, was to represent sports programming. He spoke of the 1964 Olympic trials that ABC-TV will cover. Other sports programming, including the American Football League game telecasts and various bowl games, was reported.

In another event, Mr. Moore was to present award plaques to 17 primary affiliates marking 10 years of association with the network. Slated to accept the awards: William Hoover, KTEN-TV Ada, Okla.; Morton Cohn, WLOS-TV Asheville, N. C.; John F. Dille Jr.,

WSJV-TV South Bend-Elkhart, Ind.; O. L. Turner, WSIL-TV Harrisburg, Ill.; E. R. Vadeboncoeur, WTPA(TV) Harrisburg, Pa.; J. A. Sarrao, KHVH-TV Honolulu.

Also, Willard Walbridge, KTRK-TV Houston; Robert Doubleday, KATV(TV) Little Rock, Ark.; Robert Maynard, WMTW-TV Poland Spring, Me.; Louis Draughon, WSIX-TV Nashville; Ben West, KOCO-TV Oklahoma City; Thomas Shelburne, WNEP-TV Scranton-Wilkes-Barre, Pa.; Harry Tenenbaum and Paul Peltason, KTVI(TV) St. Louis; Alex Hunter, KREM-TV Spokane, Wash.; William Swanson, KTUL-TV Tulsa, Okla.; Martin Umansky, KAKE-TV Wichita, Kan.; Harry Reith, WYTV(TV) Youngstown, Ohio.

A study of FM's role in the media mix

L&N's Zeltner tells NAFMB meet about research into media audiences and the brands they use

The first public disclosure of a large-scale media and product usage study in which Lennen & Newell is involved and of significant findings regarding FM radio's role in the media mix was made last Friday (April 3) by Herbert Zeltner, senior vice president and media director of L&N. Mr. Zeltner announced the study during the annual meeting of the National Association of

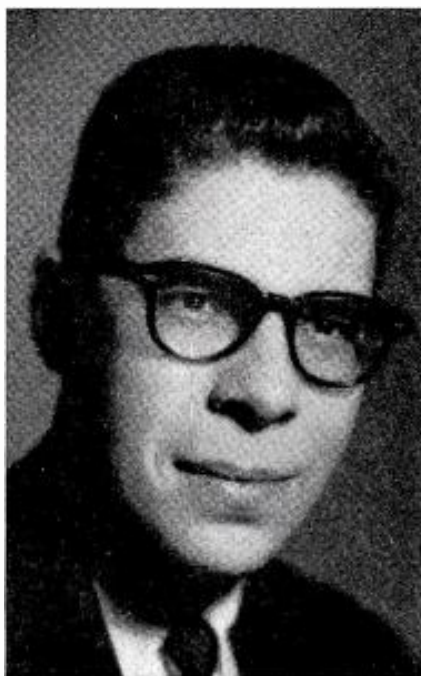
FM Broadcasters in Chicago.

Mr. Zeltner told the meeting that Lennen & Newell enlisted the cooperation of Data Inc., a subsidiary of Standard Rate & Data Service, several years ago to help automate the agency's media department functions. Out of this undertaking, he said, has come "a mass of good information on the audiences of various media forms and the product usage habits of these very same people."

The study covered 74 product categories, 20 magazines, two supplements, 78 nonprime-time and 160 prime-time TV programs, nine audience categories for TV viewing, 11 categories for newspapers and 15 categories for AM and FM radio stations. Interviews were conducted between Oct. 24 and Nov. 20, 1963, with 9,736 persons 15 years or older who represented 5,093 households.

The study, Mr. Zeltner pointed out, pinpointed for Lennen & Newell "people who read specific magazines, or watch certain TV shows, or listen to AM or FM radio, on the basis of their sex, age, income, urbanization, education, etc. He stressed it also related "these audience patterns to the usage and brand preferences for more than 70 different product categories."

Not a Substitute ■ He cautioned that this body of information, now used in media planning at L&N, does not replace "good rating information" needed to describe the total scope of a given



Mr. Zeltner

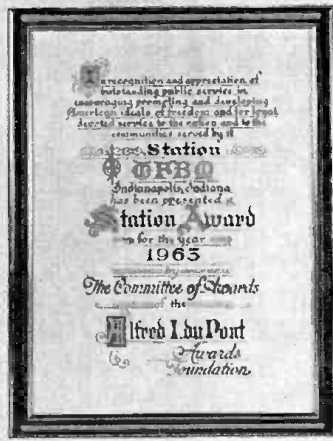
Where is that cozy "Lion's Den" this year?

Little Ol' Suite 1905A at the Conrad Hilton Hotel!



New York • Chicago • Culver City • Charlotte • Toronto





How did it make us feel to win all these awards in 1963?

Our major awards shown above are: Alfred I. duPont Award for Radio; National Headliners Club Award; Freedom Foundations Award; Four Indianapolis Community Service Council Awards; Radio and Television News Directors Association Editorializing Award; Six Indianapolis Press Club Awards; Indiana News Photographers Award; Ondas International Award from Spain; American Legion Auxiliary Broadcasting Award; Indiana University Broadcast Department Public Interest Award; and Man of the Year Award to Eldon Campbell, Station Manager, by the B'nai B'rith organization.



Hungry.

No radio or television station has ever won the Alfred I. duPont Award two years running.

But we're gonna try.

While we're at it, we'd like to top our 1963 record of seventy different awards and special citations for outstanding broadcast service.

To you as an advertiser, that's worth knowing.

For it stands to reason that the stations that *serve best sell best*. And we not only provide the finest broadcast service

available to the 760,000 homes in the prosperous Mid-Indiana market . . . we intend to keep *on* providing it.

Count on it. We'll never run out of steam. Just wall space.

the WFBM
STATIONS



INDIANAPOLIS RADIO TELEVISION FM MUZAK

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS... like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?



We broadcast
24 Hrs.-A-Day.

48
NEWCASTS

We have news
48 times a day
... plus editorials

6
GREAT D.J.'s

We feature our
D.J. Personalities.
They are liked.



We go where the action
is. We did 125 trailer
remotes last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household

(3rd in Metro Cities over 200,000)

94th in Population and Households

(always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep (Venard, Torbet & McConnell, Inc.) or, write to:

RADIO 1320 ³⁷

WILS
LANSING

5,000 WATTS / 24 HOURS A DAY

medium's audience. But he observed that the new material adds "a further dimension" in determining precisely who is being reached with a given media effort.

Focusing on FM radio, Mr. Zeltner related several of the "more interesting findings" that emerged from the study. One illustration centered on a widely used household item purchased by housewives in groceries and supermarkets. In examining usage patterns for this product, related to listening to AM and to FM radio, he continued, "we saw some startling differences between the two media."

He reported that among AM listeners, 68% in the late evening and 76% in the early morning represented households in which the product had been used, though 73% is the product's concentration in the market. Mr. Zeltner noted that this suggests that "AM radio does not offer tremendously improved concentration against product users."

On the other hand, FM listeners who used the product ranged from 76% in the middle of the day to 90% during the early evening hours, according to Mr. Zeltner. The possibility of noticeably higher concentration against better prospects is "the kind of compelling difference that makes for selecting one medium over another," he pointed out.

Auto Sample ■ Another example cited by Mr. Zeltner dealt with owners of recent models of luxury automobiles, which encompass slightly less than 5% of families in the U. S. He said that an examination of several major print forms, selected network TV programs and AM radio demonstrated the difficulty of improving the accuracy of the agency's targeting in this area. FM radio, he observed, showed the percent of luxury car owners ranging from a low of slightly over 4% in the late evening to 8½% in prime time.

He made these suggestions to sellers of FM advertising:

- Do not underestimate the importance of research. Both qualitative and quantitative data are needed to support the FM selling proposition.

- Don't sell the market—sell the medium. Media promotion funds and efforts are "much more sensible directed toward selling the strengths of a given medium or of individual stations within that medium." The "artificial grouping" of communities to create a "make-shift unit of much larger size" is not going to alter the priority market list of the professional agency media planner. Mr. Zeltner asserted.

- Maintain reasonable rates and "clean" commercial scheduling. FM offers the opportunity for "heightened attention" in these days of concern over "clutter" in other broadcast areas. But this strength can be lessened if FM is overpriced, he cautioned.

Bring your ears

Radio Drama Room has been established in suite 700 of the Conrad Hilton hotel in Chicago as a home of "friendly competitors" during the National Association of Broadcasters convention this week.

Mars Broadcasting, Stamford, Conn., and NANA Radio, New York, are demonstrating their wares to stations. As parts of a one-hour block, Mars is offering *The Colonel's Lady* and *Dangerous Dream*, and NANA has *Pepper Young's Family* and *Big Sister*.

NANA will also have the newly produced *Arch Oboler's Plays* in the half-hour category.

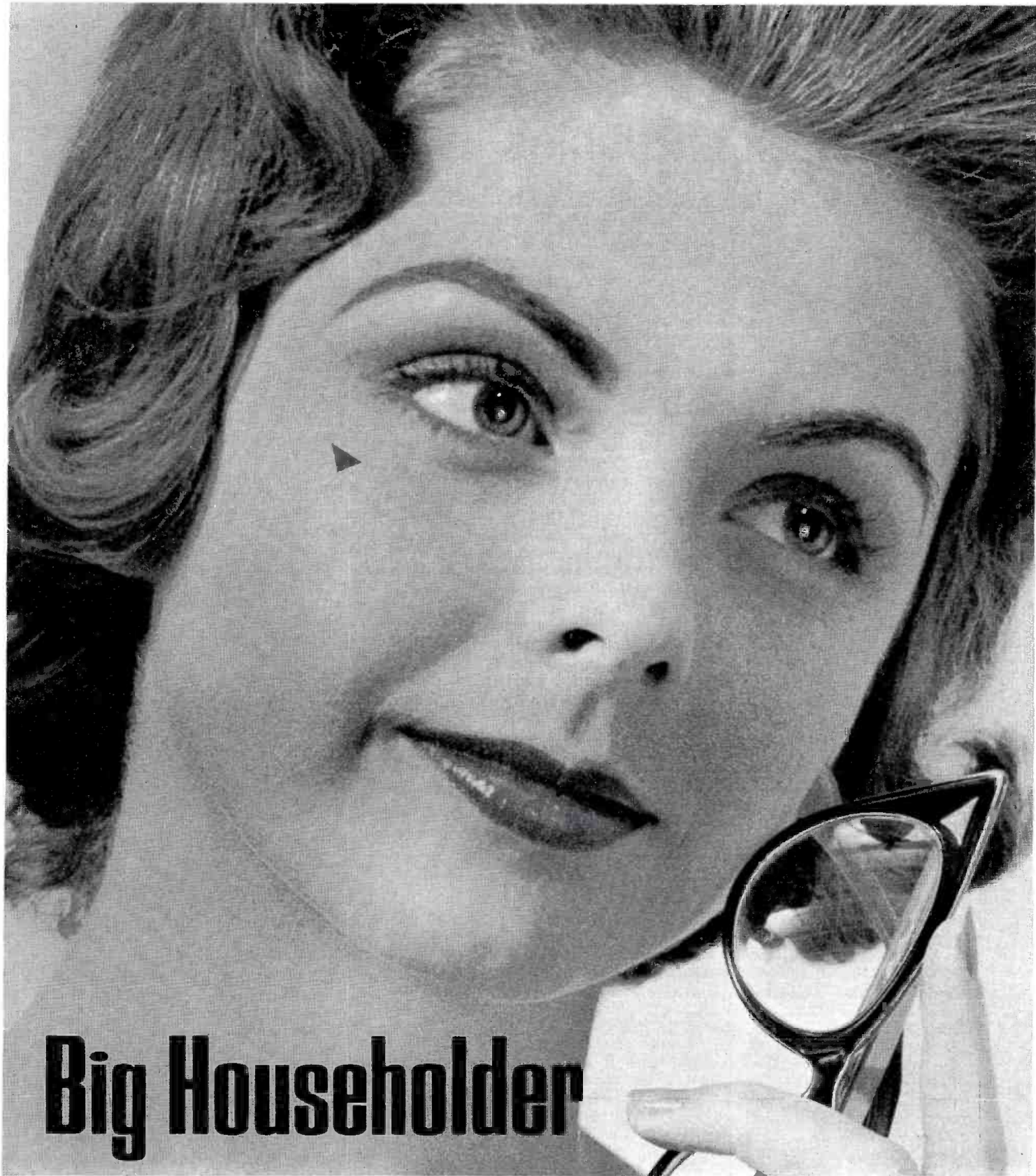
Robert V. Whitney, executive vice president of Mars, and William H. Shriver Jr., general manager of NANA Radio, said that a rundown on all available radio dramas will be available in the suite. Other producers and syndicators have been invited to make their literature available in the Radio Drama Room on a reciprocal basis.

FM broadcasters must decide what sort of medium they want FM to be, and research can both help them reach that decision and guide them in implementing it, Dr. Sydney Roslow, director of the Pulse, told the NAFMB meeting in a speech prepared for delivery Friday.

"What are your plans and objectives for program structure?" he asked. "Do you plan to run the gamut of radio programming, including what it is today on all radio plus what it used to be in years past? Do you plan to keep in a narrow range of program structure compared to all radio and television? ... Do you hope for a 100% medium in terms of penetration but a 50% medium in terms of audience appeal and reach?"

Dr. Roslow, speaking on "The Future of FM Audience Research," also saw an FM need for more information on such factors as audience attitudes toward present FM service, awareness of FM, listener preferences between AM and FM, loyalty to FM and whether pay TV would retard FM development.

"You are at a crossroads and I think the research industry can help," he said, but "you'll have to stop thinking of audience research as only a sales tool, and learn to recognize its value in management decision-making." Then, he said, "you'll be in a position to decide on the direction that will determine your future for decades to come."



Big Householder

Your sales message gets depth impact in WSJS Television's Golden Triangle Market where there's a greater concentration of households than anywhere else in progressive North Carolina.



NO. 1 MARKET IN THE NO. 12 STATE

WSJS

TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

McKesson & Robbins drops hard spots

WILL USE WQXR TIME FOR LIQUEUR AND WINE SPOTS; SCHENLEY STICKS

Attention of broadcasters and legislators continued to focus last week on the decision of WQXR New York to carry liquor advertising, even as congressional pressure appeared to be splitting the ranks of prospective liquor advertisers.

One of the two sponsors that had contracted with WQXR for hard liquor commercials after 10:30 p.m., McKesson & Robbins, New York, announced it could not go ahead with its planned campaign for Muirhead Scotch because of new restrictive legislation introduced in Congress. The other advertiser, Schenley Industries, New York, said it was standing by its original plans to start liquor commercials on the station today (Monday).

McKesson & Robbins's statement brought prompt reaction from at least two major participants in the current controversy. LeRoy Collins, president of the National Association of Broadcasters and an outspoken opponent of WQXR's liquor policy, was quick to praise the new turn of events. Mr. Collins was quoted as saying, "Fine! Very responsible."

However, Elliot M. Sanger, general manager of WQXR, said McKesson &

Robbins's decision not to advertise scotch "does not alter the station's policy on liquor advertising."

The legislation that added to the already boiling issue last week was introduced in Washington by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Senator Warren G. Magnuson (D-Wash.), chairman of the parent Senate Interstate and Foreign Commerce Committee (BROADCASTING, March 30). Senator Norris Cotton (R-N.H.), ranking Republican member of the committee, was made a co-sponsor to the bill last Wednesday (April 1). The bill would, if passed, outlaw the advertising of hard liquor on radio and television.

Whisky Ads Scotched ■ Responding to news of the proposal, McKesson & Robbins, through Kenyon & Eckhardt, New York, said it would fill its commercial time on WQXR with messages for Italian liqueur (Liquore Galliano) and wines (Bertani brand). This campaign started on WQXR April 1, 10:30-11 p.m.

The firm said it will suspend its original plans and study the liquor issue because it does not want to "encourage any additional restrictive legislation in

any industry that is already overburdened by controls.

The Muirhead Scotch schedule would have included commercials on Monday, Wednesday, Thursday, Friday and Saturday. The station says it will not present liquor advertising on Sunday (BROADCASTING, March 23).

Schenley, whose agency is Norman, Craig & Kummel, New York, declined comment last week on the proposed legislation but remained firm in its intention to air liquor commercials on WQXR. According to the station, Schenley will begin its schedule with sponsorship of a music show, *Nightcap*, which will run 11:30 p.m.-midnight, Monday-Saturday.

This latest flap over liquor advertising in radio started about three weeks ago when WQXR, owned by the influential *New York Times*, startled the broadcast industry by announcing that it would break away from the long-standing gentlemen's agreement, among broadcasters and distillers, barring hard liquor ads from the airways. The announcement precipitated mixed but vocal response from broadcasters as well as from congressmen.

Make sponsor contact, Rohn advises stations

William B. Rohn, vice president and marketing director of Edward Petry & Co., New York station representative firm, last week told the Arkansas Broadcasters Association that stations should establish "a direct line of communications" with national advertisers to complement their contacts with local sponsor representatives.

Mr. Rohn said this was the most efficient method of insuring that advertisers are given complete information about the advantages of using particular stations in a given area. He added, however, that the station's national representative should be "a vital link" in the station's contact with an advertiser.

Broadcasters must improve the quantity and quality of marketing information it provides potential advertisers, Mr. Rohn said. The growing importance of computers and electronic data processing by major agencies in selecting time and media buys makes it imperative that stations provide more demographic and market data that will persuade advertisers in their favor, he said.

Collins praises self-regulation on liquor

Of more than 5,000 radio stations, "only a handful" have ever carried hard liquor advertising, National Association of Broadcasters President LeRoy Collins told Representative Oren Harris (D-Ark.) in reply to the congressman's question if there is any merit to self-regulation of advertising practices (BROADCASTING, March 30). The NAB president said that he knows of no code station which either accepts liquor ads or has announced intentions to do so.

"This attests to the high degree of influence the self-regulatory standards our codes have, not only on subscribers, but on the entire broadcasting industry," Mr. Collins said in a letter to Representative Harris. He also praised as "meritorious" the self-regulatory efforts of the liquor distillers and noted that the Distilled Spirits Institute has its own self-imposed ban on radio-TV advertising.

Mr. Collins replied "no, indeed not" to the question of whether restrictive legislation and government regulation of whisky advertising is preferable to self-regulation. He said occasional deviations from industry standards, such as WQXR New York's acceptance of liquor ads, should not result in the imposition of government control of an entire industry.

However, he said, if legislation regulating liquor advertising is to be considered, other products such as beer and cigarettes should not be included "under the same umbrella." Mr. Collins said the affirmative obligations which broadcasters have assumed voluntarily "exceed, in many respects, any obligations which could be imposed upon them by law."

"The great strength of broadcasting is derived from public respect. . . . I have faith that the vast majority of broadcasters will continue to merit this approval."

**THE BEST
MOVIE LINE-UP
IN BALTIMORE
IS ON CHANNEL 2**

EXCLUSIVE - 6 NIGHTS A WEEK!

Night after night famous stars appear in their most memorable roles on WMAR-TV. Many of these features are FIRST RUN! The WMAR-TV current library of over 700 titles includes such famous packages as 7 Arts, Screen Gems, 20th Century and others. Top films—backed by a heavy barrage of daily newspaper advertising and on-air promotion—is the combination that builds audiences for your product or service!



SATURDAYS, 11 PM

"FROM HERE TO ETERNITY", Burt Lancaster, Deborah Kerr
 "BELL, BOOK AND CANDLE", James Stewart, Kim Novak
 "THE EDDY DUCHIN STORY", Kim Novak, Tyrone Power
 "JUBAL", Glenn Ford, Ernest Borgnine
 "THE KEY", William Holden, Sophia Loren
 "THE LAST ANGRY MAN", Paul Muni, David Wayne



FRIDAYS, 11:20 PM

"MAN ON A TIGHTROPE", Fredric March, Terry Moore
 "THE DESERT FOX", James Mason, Sir Cedric Hardwicke
 "THERE'S NO BUSINESS LIKE SHOW BUSINESS", Marilyn Monroe
 "PEOPLE WILL TALK", Cary Grant, Jeanne Crain

PLUS - MONDAYS THROUGH FRIDAYS...



**MONDAYS THROUGH THURSDAYS,
11:20 PM**

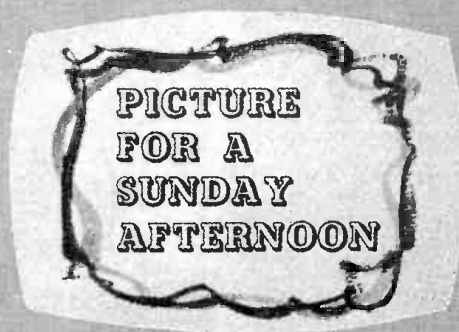
Drama, mystery, adventure, romance selected from the same great packages.

AND SUNDAYS...



4:30-5:55 PM

Featuring the best of
 "BOMBA THE JUNGLE BOY"
 "BOWERY BOYS"
 "SCIENCE FICTION THEATRE"



12 NOON

"MISTER ROBERTS", Henry Fonda, James Cagney
 "THE SEARCHERS", John Wayne, Natalie Wood
 "DRUMS", Raymond Massey, Sabu
 "KNIGHT WITHOUT ARMOUR", Marlene Dietrich

In Maryland Most People Watch

WMAR-TV 

CHANNEL 2 SUNPAPERS TELEVISION
 TELEVISION PARK, BALTIMORE, MD. 21212
 Represented Nationally by THE KATZ AGENCY, INC.

45 new advertisers join networks' ranks

TvB report shows newcomers spent \$9.2 million while P&G increased its billings by \$8.1 million

A total of 45 advertisers used network TV for the first time last year. They billed more than \$9.2 million in gross time, a hefty new-to-network sum though overwhelmingly overshadowed by the "big spenders" in network.

According to Television Bureau of Advertising listings, Procter & Gamble Co. billed more than \$59.8 million in 1963. Its increase of \$8.1 million over the P&G network level of 1962 was nearly as great as the collective investment of the 45 new advertisers.

Other top network TV advertisers in-

creasing already big investments were American Home Products (No. 2), up from \$33 million to more than \$36.1 million; Bristol-Myers (No. 3), up from \$24.8 million to \$31.1 million, and General Motors (No. 4), from \$24.4 million to \$26.3 million.

The network leaders last year also included: No. 5—Lever Bros. at \$25.2 million; 6—R. J. Reynolds Tobacco at \$24.5 million; 7—Colgate-Palmolive at \$24 million; 8—General Foods at \$21.1 million; 9—Gillette Co. at \$17.6 million, and 10—Alberto-Culver at \$16

million. The next five ranked in this order: Philip Morris, General Mills, American Tobacco, Sterling Drug and Brown & Williamson Tobacco.

The TvB list indicated that Abbot Laboratories at \$1.1 million was last year's highest spending new-to-network advertiser. Abbot makes Sucaryl sweetener.

In 1963, TvB said, 170 network TV advertisers billed less than \$500,000 each for gross time, 121 spent less than \$250,000 and 49 were under \$50,000.

Total gross time billing in network TV last year was \$832,736,800, an increase of 4.2% (BROADCASTING, March 30). The top 100 spot TV advertisers were announced by TvB last month (BROADCASTING, March 16).

Gross Time Expenditures 1963 Network TV Advertisers

(Source: TvB/LNA-BAR)

Rank	Company	Expenditures
*128	Abbott Laboratories	\$ 1,148,500
184	Adolph's, Ltd.	440,400
217	Aetna Life Insurance	258,000
276	Airequipt Mfg. Co.	94,500
10	Alberto-Culver Co.	16,014,400
*286	Alitalia Airlines	75,000
65	Aluminum Co. of America	3,186,200

COMMERCIAL PREVIEW: Plymouth dealers introduce Mr. Globby

The 1964 Plymouths not only look good enough to eat; they are good enough to eat, according to Mr. Globby, major character in a new

broadcast commercial campaign sponsored by the Plymouth Dealers Association of the Los Angeles region. The four-week campaign, in-

cluding 60-second and 20-second TV commercials and 60-second and 30-second radio spots, was placed by N. W. Ayer & Son, Hollywood, on 12 TV stations and 42 radio stations throughout the Los Angeles region, an area encompassing Southern California, all of Arizona and Las Vegas. The television spots were produced in color by International Video Tape, Los Angeles.

A typical TV commercial opens with Mr. Globby—a three-eyed, Beetle-wigged creature whose antennae indicate an outer-space origin—entering a Plymouth showroom. He asks the salesman for 27 pounds of Plymouth. The salesman responds that "we sell them by the ton, and pound for pound, Plymouth is the best car buy around," followed by a short sales talk. "Well, sir," the salesman concludes, "can I interest you in a ton-and-a-half of looks, performance and quality, Mr. Globby?"

"No," Mr. Globby says, "just 27 pounds." He takes a bite out of the fender and looks up to comment: "Plymouth tastes as good as it looks."

The camera dissolves to the interior of a Plymouth as a voice-off-camera invites the viewer to "see the tasty Plymouth at Plymouthland."



Mr. Globby with two earthbound friends, Lew Jabro (l), executive Association of the Los Angeles region, and John Fengler of N. W. Ayer & Son, Hollywood.

Association of the Los Angeles region, and John Fengler of N. W. Ayer & Son, Hollywood.

"Shakespeare, Sweet Swan of Avon
What a sight it were
To see thee in waters yet appear . . .
Soul of the age."
... BEN JONSON

400 years later... the Living Shakespeare

"'Shakespeare: Soul of an Age' . . .
an unusual, brooding and
beautiful visual essay . . ."
... WASHINGTON POST

In observance of the 400th Anniversary of the birth of William Shakespeare, the Humble Company will present "SHAKESPEARE: SOUL OF AN AGE" on Sunday evening, April 26, over the NBC Television Network. ◀ This HUMBLE REPORT, ninth in Humble's continuing series of documentaries on the world in which we live, places Shakespeare's words in their original geographical settings. Sir Ralph Richardson's narration will lead the viewer in the footsteps of Shakespeare to England, Wales, Scotland and France, revisiting the landmarks of the author's life and works. And Sir Michael Redgrave will give new life to the words of his histories, comedies and tragedies. ◀ America's Leading Energy Company is proud to cooperate with NBC in reviving this tribute to the ever-living Bard—as an introduction to his works, as an inspiration to further study, or just as an opportunity to retravel this well-loved ground. ◀ Be watching for future telecasts: **River Nile, May 24; French Army, June 9.**

HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY.



YOU NEED TERRE HAUTE, TOO..



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



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



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

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station
(November 1963 ARB)
*except Indianapolis

WTHI-TV
CH 10 TERRE HAUTE, IND.



THE ORIGINAL STATION REPRESENTATIVE

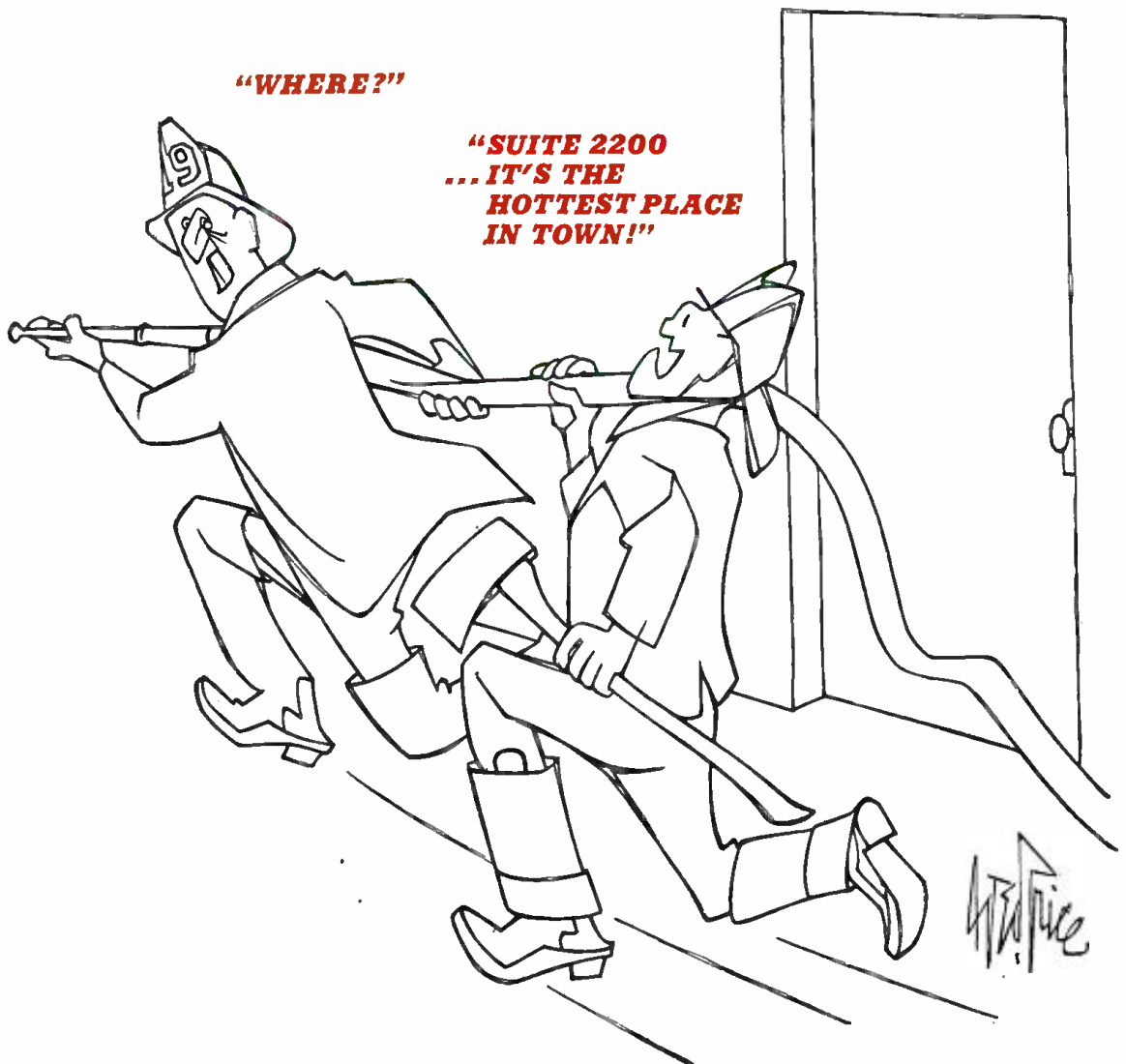
Rank	Company	Expenditures	Rank	Company	Expenditures
267	Amana Refrigeration	\$ 110,800	314	Economics Laboratory	\$ 32,400
42	American Cyanamid	4,824,400	248	Ekco Products	150,900
107	American Dairy Assn.	1,432,600	253	Emenee Corp.	138,900
279	American Doll and Toy	91,900	*195	Encyclopaedia Britannica	400,100
111	American Gas Assn.	1,405,200	160	Eversharp	615,000
2	American Home Products	36,151,400	130	Ex-Lax	1,068,800
211	American Machine & Foundry	286,300	223	Exquisite Form	245,600
97	American Motors	1,589,300	216	F and F Labs	261,100
290	Amer. Red Ball Transit	68,700	148	Factor, Max	774,500
102	AT&T	1,493,400	64	Falstaff Brewing	3,192,600
13	American Tobacco	13,678,400	337	Farah Mfg.	11,500
32	Armour and Co.	6,356,400	*340	Farmers Insurance	4,700
48	Armstrong Cork	4,194,500	289	Father John's Medicine	70,400
259	Arnold Schwinn and Co.	123,700	68	Firestone	3,123,300
140	Ballantine, P. & Sons	887,800	137	Florida Citrus Commission	910,400
229	Beatrice Foods	216,500	*239	Florida, State of	177,800
78	Beech-Nut Life Savers	2,578,700	307	Food Manufacturers	36,300
77	Beecham Products	2,655,000	18	Ford Motor	11,775,800
154	Bell and Howell	671,700	*221	Foster-Milburn	246,200
306	Beltone Hearing Aid	37,900	*250	Foundation for Comm. Banks	143,500
324	Bernz, Otto, Co.	23,800	75	French, R. T.	2,671,200
247	Binney & Smith	157,400	74	Frito-Lay	2,699,900
220	Bissell	250,500	*333	General Brewing	15,300
21	Block Drug	10,906,000	60	General Cigar	3,514,500
57	Borden Co.	3,665,800	37	General Electric	5,698,500
191	Borg-Warner	404,500	8	General Foods	21,143,000
309	Botany Industries	34,500	219	General Ins. Co. of America	251,000
261	Bradley Milton	118,800	12	General Mills	13,960,400
3	Bristol-Myers	31,137,100	4	General Motors	26,319,300
15	Brown & Williamson	12,868,300	313	Gen. Tel. & Electronics	32,700
343	Bruce, E. L.	3,400	192	General Time	404,400
*150	Calgon Corp.	740,700	187	General Tire & Rubber	424,900
90	California Packing	1,815,800	*161	Georgia-Pacific	601,900
*249	Calif. Raisin Adv. Bd.	146,500	257	Gerber Products	130,100
222	Cameo, Inc.	246,000	9	Gillette	17,653,000
23	Campbell Soup	10,158,500	141	Gold Seal	841,700
153	Canada Dry	676,900	89	Golden Grain Macaroni	1,816,300
281	Canadian Breweries	89,600	110	Goodrich, B. F.	1,406,100
49	Carnation	4,194,300	62	Goodyear Tire & Rubber	3,363,900
72	Carter Products	2,745,400	280	Gorham Corp.	90,500
*330	Chadborn Gotham	17,400	121	Green Giant	1,300,500
169	Chanel	567,900	232	Gulf Amer. Land Corp.	204,500
34	Chesebrough-Pond's	6,009,800	71	Gulf Oil	2,783,600
28	Chrysler	7,243,100	273	Gulton Industries	99,200
207	Chunky Chocolate	305,300	241	Haggar Company	173,000
278	Church & Dwight	92,800	135	Hallmark Cards	944,800
282	Cluett Peabody	86,500	293	Hamilton Watch	63,600
156	Coats and Clark	655,800	226	Hamm Brewing	229,500
36	Coca-Cola	5,770,000	163	Hartford Insurance	594,100
7	Colgate Palmolive	24,076,000	142	Hartz Mountain	833,800
312	Colorforms	33,000	296	Hassenfeld Brothers	48,800
*323	Columbia Pictures	24,100	319	Hat Corp. of America	27,000
39	Consolidated Cigar	5,236,500	66	Heinz, H. J.	3,165,800
167	Consolidated Foods	584,000	69	Helene Curtis	2,980,200
208	Continental Baking	296,500	*335	Heritage House	13,100
227	Continental-Nat'l. Group	228,300	114	Hertz	1,374,800
33	Corn Products	6,234,300			
179	Corning Glass	469,100			
196	Cracker Jack	385,500			
122	Disney, Walt	1,289,300			
41	Dist. Corp. Seagrams	4,916,800			
185	Dr. Pepper	439,800			
190	Dominion Electric	407,000			
188	Douglas Fir Plywood	423,400			
103	Dow Chemical	1,478,900			
40	Drackett	5,211,100			
336	Drewrys Ltd. U.S.A.	12,500			
252	Duffy-Mott	140,900			
*177	Duncan Foods	496,900			
30	duPont	6,531,900			
*147	Eastern Air Lines	776,200			
58	Eastman Kodak	3,610,600			
198	Easy Day Mfg.	381,700			

*New to network television.

SEE THE 7 MEN
from
**HAMILTON-LANDIS
& Associates, Inc.**

PAGE 53

Suite 2200 at the Conrad Hilton—that's where you'll find the hottest properties in syndication. "Marshal Dillon," "Have Gun, Will Travel," "Deputy Dawg," "The Phil Silvers Show," Jack Douglas' "America!," Jack Webb's "True," "The Golden Tee," "Whirlybirds" and dozens more. At the CBS Films hospitality center, headquarters for the finest entertainment, at the convention and on television. Come on up to 2200!



THE CLEAR DOPE

Here is the clear dope about a good broadcasting operation.

Although most guys and gals our age who are in the advertising business know almost everything about us, we are often reminded that time flies and each day new people are joining the ranks of agencies of the country. Some of them sit in judgment on us, and so they need to know all about us.

Well—We operate KRNT Radio, KRNT Television, and KRNT Theater out here in Des Moines, Iowa. All under the same roof. All run by the same people. Many of the personnel are up to their necks in all three all the time.

Our radio station has led in service and adult audience most of its 29 years. The television station reflects credit on its parent and generally leads in ratings, and in every one of its almost 9 years, it has done around $\frac{3}{4}$ of the local business! Both stations are affiliated with CBS. The CBS know-how together with the KRNT “know-how and go-now” keeps us out in front. The theater is the largest legitimate theater in the U. S. A. Everything from the Grand Opera to the Grand Ole Opry is shown in it. It truly is the “show place for all Iowa.”

So what happens? Well, the stations promote the theater and the theater promotes the stations, and we learn show

business from running all three. We learn about people, too. Nothing will straighten out a person's thinking about what appeals to people as well as the box office. 'Tis the till that tells the tale. People either put their money where their mouth is at the box office or they don't—they kid you not.

Out of this baptism of fire comes some pretty hep people in programming and promotion and market knowledge.

Few organizations, if any, know this market as well as the KRNT organization knows it.

Few organizations know more about program appeals—

Few organizations know more about promotion and publicity—

Few organizations are held in as high esteem by its public.

Few organizations of our kind in the U. S. A. have the track record that KRNT Radio and KRNT Television post year after year.

The KRNT name means leadership and has for a long time.

What about right now, today?

Well, take KRNT-TV:

The hot CBS-TV schedule is **hottar** here.

The **hottest** movie package is here.

The **hottest** news outfit is here. In fact, one of the top daily nighttime news programs in a multiple station market in America is here on KRNT-TV.

The **hottest** sports programs are here. The football coaches of the three largest universities in Iowa are seen exclusively in this market on KRNT-TV.

The most and the best and the best-known local personalities are on this station.

Civic, cultural and religious groups know from long experience that they can count on our eager cooperation and support. They know we do operate in the public interest, convenience, and necessity.

And—this is the station, in this three-station market, that carries around $\frac{3}{4}$ of the local television advertising and has since the station's inception. Yes—where the cash register has to ring today to make today's profits, this is the station the local merchants depend on for sales—some of them selling products your agency represents.

Then about radio:

Every Des Moines survey a fellow can find shows KRNT

Radio leading in total audience, total adults . . . leading in believability, too. KRNT "Total Radio" has the solid sound of success you like. You're proud to be associated with it. It, too, is a great news station, a great sports station, and it has the most and best known local personalities. It, too, is an outstanding public service station.

Our KRNT Radio personalities appear regularly on KRNT Television. This is a big advantage. Radio listeners know what KRNT personalities look like. Likewise, television viewers are constantly reminded of their local KRNT-TV favorites because of their frequent exposure on KRNT Radio. One medium helps the other in our operation. And personalities are pictured in heavy newspaper promotion, too. Our personalities are "old friends" to Central Iowa people—an important plus in their merchandising and sales effectiveness.

These stations of ours provide the proper climate for responsible advertisers—a climate of leadership, believability and responsibility. It is said that Lord Chesterfield once invited his young friend thusly: "Come walk down the street with me. It will make your fortune!"

We invite responsible advertisers to come walk down the street with us. It will go a long way toward making your fortune.

KRNT RADIO and KRNT TELEVISION

An Operation of Cowles Magazines and Broadcasting, Inc.
Represented by the Katz Agency, Inc.

Rank	Company	Expenditures	Rank	Company	Expenditures	Rank	Company	Expenditures
139	Heublein	889,800	20	Liggett & Myers	11,389,700	230	Mohasco Industries	214,900
*266	Hubley Manufacturing	111,600	17	Lorillard, P.	12,551,700	*255	Monroe Auto Equipment	133,000
164	Hunt Foods	593,300	275	Lowe, Joe	95,100	199	Monsanto Chemical	372,900
136	Ideal Toy	913,300	225	Lowenstein, M. & Sons	236,000	138	Mutual of Omaha	908,400
165	Institute of Life Insurance	588,500	170	Ludens	560,600	*320	Nalley's	26,100
180	Insurance Co. of North Amer.	463,400	159	M. & R. Dietetic Labs.	\$ 626,200	25	National Biscuit	9,044,400
318	International Harvester	27,400	315	Manhattan Shirt	31,900	274	National Brewing	97,800
*321	Inter'l Pipe & Ceramics	24,900	*182	Maradel Products	460,000	*176	National Cotton Council	498,100
258	Jaymar-Ruby	123,900	317	Marathon Oil	28,000	26	National Dairy Products	8,669,000
73	Jergens, Andrew	2,737,400	131	Marx, Louis	1,051,700	132	National Grape Co-op Assn.	1,002,800
35	Johnson and Johnson	5,865,500	143	Masonite	828,200	338	National Homes	6,100
24	Johnson, S. C.	9,434,000	44	Mattel	4,352,800	193	National Union Elec.	402,000
54	Kaiser Industries	3,831,500	117	Maybelline	1,342,700	100	Nationwide Mutual	1,513,400
218	Kayser-Roth	256,400	288	Maytag	71,600	38	Nestle Co.	5,689,400
19	Kellogg Co.	11,562,600	175	McKesson & Robbins	499,700	119	North American Philips	1,312,100
201	Kemper Insurance	366,100	83	Mead Johnson	2,227,900	331	North Woods Coffee	16,500
81	Kimberly-Clark	2,377,700	302	Melnor Industries	41,700	63	Norwich Pharmacal	3,336,800
262	King-Seeley Thermos	118,700	123	Mennen	1,283,400	55	Noxzema Chemical	3,742,200
213	Kiwi Polish	269,900	125	Mentholatum	1,234,800	183	Ocean Spray Cranberries	441,200
310	Kroger Co.	33,400	251	Merritt-Chapman & Scott	142,000	254	Olio Art Manufacturing	138,400
*334	Langendorf Bakeries	15,000	224	Metro-Goldwyn-Mayer	238,700	108	Olin Mathieson	1,423,500
328	Lanvin Parfums	20,100	101	Metropolitan Life	1,512,100	244	Outboard Marine	\$ 165,300
46	Lehn & Fink	4,318,700	*268	Midland Pharmacal	110,700	269	Owens-Corning	110,000
174	Lennox Industries	525,700	16	Miles Labs	12,676,600	240	Pabst Brewing	173,900
149	Lestoil	760,400	327	Miller Bros. Hat Co.	21,200	264	Pan-Am. World Airways	116,500
5	Lever Brothers	25,201,200	91	Minnesota Mining	1,740,800	329	Pearl Brewing	17,600
298	Lewis-Howe	45,100	294	Minnesota Woolen	61,600	*341	Pennzoil	4,700
162	Libby McNeill & Libby	600,400	285	Mirro Aluminum	80,900	79	Pepsi Cola	2,466,700
172	Liberty Mutual Ins.	533,800	231	Mogen David Wine	207,000	271	Pet Milk	106,100
						203	Peter Paul	334,200
						56	Pfizer, Chas.	3,703,300
						124	Phil. & Reading Corp.	1,276,000
						11	Philip Morris	14,255,400
						29	Pillsbury	7,133,200
						106	Pittsburgh Plate Glass	1,433,800
						109	Plough	1,406,800
						67	Polaroid	3,133,700
						155	Polk Miller Products	670,600
						1	Procter & Gamble	59,871,100
						243	Proctor-Silex	168,600
						50	Prud. Ins. Co. of Amer.	4,047,900
						51	Purex Corp.	4,022,600
						325	Puritan Sportswear	23,300
						53	Quaker Oats	3,863,000
						277	Quaker State Oil	92,800
						59	RCA	3,537,800
						304	Rainbow Crafts	38,500
						31	Ralston Purina	6,481,900
						*215	Rayette	264,900
						173	Reader's Digest	527,300
						236	Reddi-Wip	183,800
						260	Remco Industries	121,700
						171	Revere Copper & Brass	534,900
						61	Revlon	3,382,400
						151	Rexall Drug	715,400
						45	Reynolds Metals	4,329,300
						6	Reynolds, R. J.	24,509,800
						70	Richardson-Merrell	2,921,800
						*186	Robins, A. H.	430,900
						204	Rubinstein, Helena	332,500
						*242	Salada Foods	169,200
						200	Savings & Loan Foundation	372,300
						311	Sawyers	33,300
						126	Schering Corp.	1,193,800
						194	Schick	400,800
						84	Schlitz Brewing	2,184,000
						*246	Schmidt, C. & Sons	\$ 159,000
						*339	Schmitt Music	5,700
						212	Scholl Mfg.	275,900
						52	Scott Paper	3,890,800
						189	Scripto	421,400
						332	Sealy	16,000
						85	Sears Roebuck	2,133,700
						87	Seven-Up	1,881,200
						120	Shell Oil	1,312,100

Treyz president of new representative firm

National Television Sales, New York representative firm, has been organized with Oliver Treyz, former president of ABC-TV, as president. Vice presidents are Jack Mohler, former account executive at Storer Television Sales, and Tom Judge, former general manager for CBS Television Production Sales. Bob Beal, formerly with CBS-TV, and John Upston, Westinghouse, are account executives.

The new representative firm will have its temporary headquarters at 441 Lexington Avenue, New York.

Pointing out that spot television is "the fastest growing and most productive part" of the broadcast

industry, Mr. Treyz said "We believe industry needs a hard-selling independently owned representative firm handling a short list of television stations. He said that station representatives embracing this "limited list" selling concept have increased spot revenues at a faster rate than overall industry gains. While refusing to list stations the new firm would represent Mr. Treyz said they would be announced shortly.

Mr. Treyz served as the first president of the Television Bureau of Advertising, leaving that post to go to ABC-TV. His most recent position was as vice president of Revlon Inc., New York.



Mr. Mohler

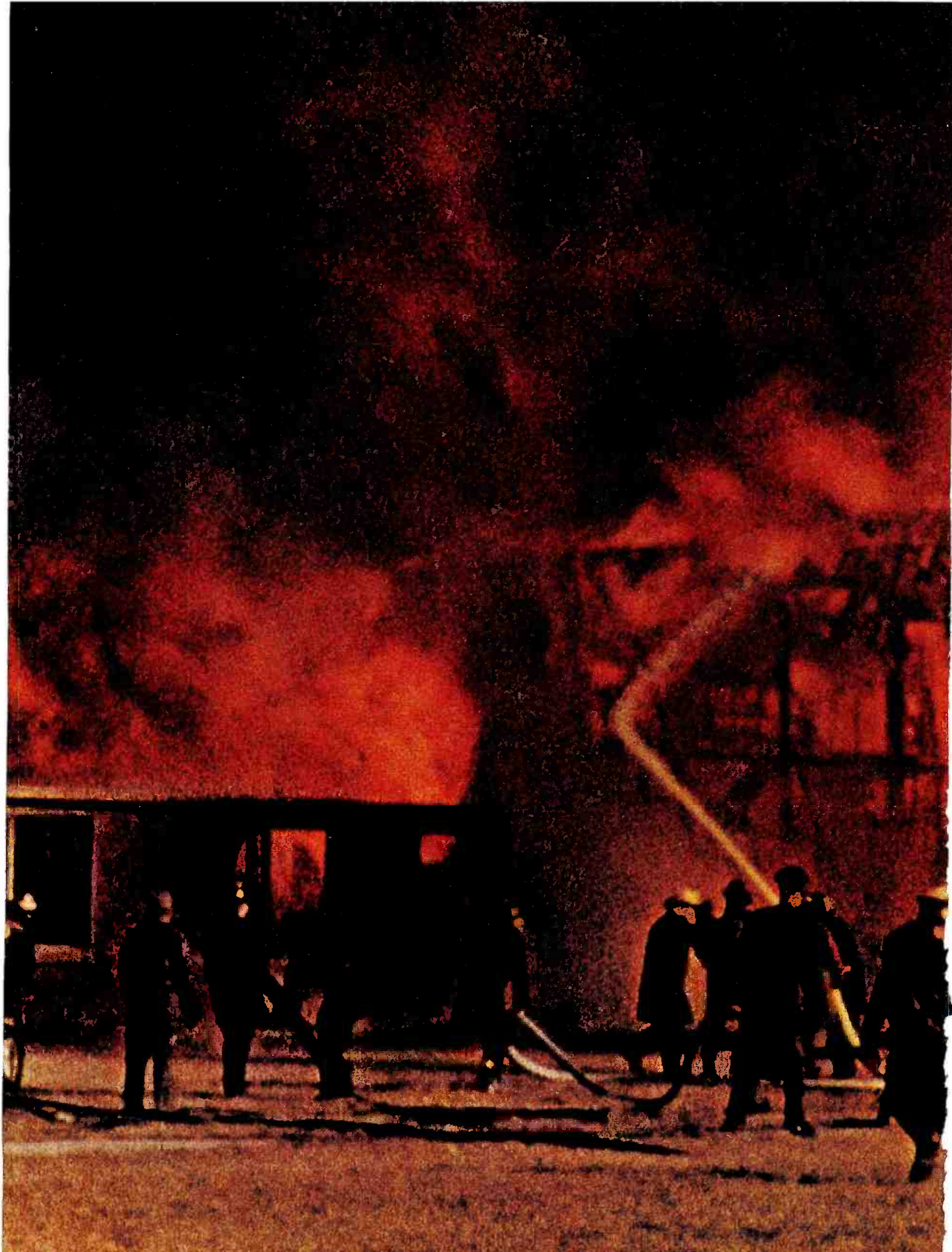


Mr. Treyz



Mr. Judge

*New to network television.



Fire at O'Hare Field, March 9, 1963. Discovered and reported by a WGN news cameraman at 8:30 a.m. This photograph was made from one frame of the actual 16 mm color newsfilm...enlarged 43 times!

Trading stamps do not increase prices

This was one of the conclusions reached after a survey recently completed by Verne A. Bunn, professor of marketing at the University of Wichita.

Prof. Bunn's study took 30 months and covered five states: Oklahoma, Missouri and Montana, where there are no restrictions against stamps; Wyoming, where stamps can be redeemed only for cash and are therefore little used, and Kansas, which prohibits stamps.

In scope, Prof. Bunn's investigation is ranked second only to a 1958 U.S. Department of Agriculture pricing study. Prof. Bunn's survey was conducted on a wholly independent basis under a grant provided by The Sperry and Hutchinson Company.

In representative stores throughout the five states, Prof. Bunn priced a "market basket" similar to that devised by the Bureau of Labor Statistics for determin-

ing cost of living changes. The basket contained national brand food items and standard grades.

Here are Prof. Bunn's conclusions:

"There is no evidence that stamps used on a widespread basis lead to higher prices.

"Prices tend to be lower in states where stamps are used freely.

"Price levels in cities where stamps were in use were in every case actually a little lower than in similar cities of neighboring states where stamps were banned or restricted.

"When the retail value of merchandise obtained with stamps is taken into account, consumers in states allowing unhampered stamp utilization receive significantly more value for their food dollar than do households in the restricted states."

AN AMERICAN WAY OF THRIFT SINCE 1896



Rank	Company	Expenditures
197	Sherwin-Williams	382,800
76	Shulton	2,660,100
287	Shwayder Bros.	73,900
*342	Signal Oil	4,700
283	Simmons	86,200
105	Simoniz	1,446,300
178	Sinclair Oil	486,800
86	Singer	2,003,600
305	Skil Corp.	38,000
47	Smith, Kline & French	4,229,200
104	Socony Mobil	1,475,900
118	Speidel	1,333,300
94	Sperry & Hutchinson	1,628,800
98	Sperry Rand	1,577,100
88	Staley, A. E.	1,869,500
116	Standard Brands	1,365,400
292	Standard Oil of Calif.	66,100
168	Standard Oil of Ind.	573,700
166	Standard Oil of N. J.	584,700
284	Standard Oil of Ohio	82,000
234	Standard Packaging	201,900
93	Stanley Warner	1,696,900
82	State Farm Ins.	2,292,400
14	Sterling Drug	13,296,500
265	Sterns Nurseries	114,800
129	Studebaker	1,094,000
*300	SuCrest	44,000
127	Sun Oil	1,168,100
43	Sunbeam	4,376,100
206	Sunkist Growers	315,700
214	Sunshine Biscuits	269,400
238	Sunsweet Growers	179,200
133	Sweets Co. of America	992,900
99	Swift and Co.	1,546,600
235	Technical Tape	189,200
*270	Telex	106,800
112	Texaco	\$ 1,401,900
301	Texize Chemicals	43,700
326	Transogram	22,300
157	Travelers Insurance	643,800
291	Tubular Textile Mach.	68,500
303	20th Century-Fox	41,400
80	Union Carbide	2,451,300
263	Union Central Life	116,800
146	United Biscuit	779,900
92	U. S. Borax & Chemical	1,723,800
*205	U. S. Gypsum	316,700
*295	U. S. Industries	55,100
144	U. S. Plywood	802,200
134	U. S. Rubber	982,300
95	U. S. Steel	1,616,300
115	U. S. Time	1,374,000
*316	United Vintners	30,400
96	Upjohn	1,603,500
*322	Wallace & Tiernan	24,800
*245	Walter, Jim	159,200
152	Wander	709,800
27	Warner-Lambert	7,511,900
*308	Washington, State of	35,700
*256	Waterman-Bic Pen	131,500
*297	Webcor	47,300
158	Westinghouse Electric	642,700
202	Wheeling Steel	344,900
181	Whirlpool	462,600
344	Wiedemann Brewing	2,200
22	Williams, J. B.	10,430,900
*272	Williamson-Dickie	102,900
233	Wilson & Co.	203,700
*210	Wolverine Shoe	286,900
*237	Wrather Corp.	183,600
145	Wrigley	780,500
299	Wurlitzer	44,800
113	Xerox	1,387,200
*209	Young, W. F.	289,500
228	Zenith Radio	221,500

*New to network television.

Marketscope starts evaluation system

The Marketscope Research Co., New York, last week announced a new TV commercial evaluation system. It said



Mr. Spinner

the system is being used now by four agencies: J. Walter Thompson Co., Ted Bates & Co., BBDO and Lennen & Newell, all in New York. According to estimates, these agencies accounted for a total of more than \$401 million in television billing last year.

The Marketscope measuring method basically involves "before and after" telephone interviews in a test market. The "on-the-air" plan focuses special attention on statistics concerning recall, attitude change and behavior patterns.

In announcing the new system, called Video-Scope, Marketscope said one of the major reasons agencies use it is that they seek a standardized approach to commercial measurement. The research firm noted that evaluation systems differ among agencies and often within agencies as among clients.

Under the Video-Scope system, the agency, in cooperation with Marketscope, places a special test commercial with three TV affiliates of any one of the three TV networks. The stations are located in three different cities in one of 14 markets.

During the on-the-air test, the stations simultaneously "cut in" to a regularly scheduled network broadcast at a pre-arranged time and present the test commercial in place of the regularly scheduled commercial. The test commercial and the regular network message feature the same product. A "cut-in" charge of approximately \$100 is paid to the station, and the switch must be cleared before-hand with the network concerned.

Telephone researchers in the three test cities contact a sampling of 200-300 viewers before the commercial's presentation and a similar, but different, group afterward. A primary target of the researchers on the second set of phone calls is data on attitude change regarding the product advertised. Attention is also directed at several other aspects of the commercial, such as audio and video recall.

The regular evaluation of one commercial involves just two sets of phone calls, but the system can be repeated to determine when a message has reached its saturation point in a given market. According to Robert E. Spinner, presi-

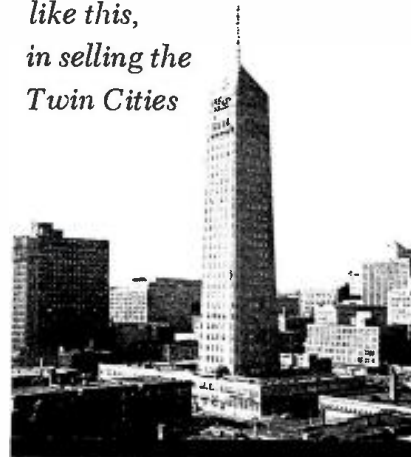
*Twin Citians
get their
traffic reports
aLIVE
from the sky
on WLOL's**



exclusive, prize-winning

AIRWATCH

**
Just think
what you can do
with a radio station
like this,
in selling the
Twin Cities*



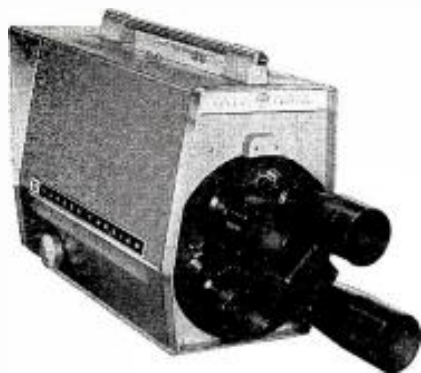
MINNEAPOLIS • ST. PAUL
WLOL

Radio around the clock • 5,000 Watts

LARRY BENTSON, President
Wayne 'Red' Williams, Vice-Pres. & Gen. Mgr.
Joe Floyd, Vice-Pres.

Represented by AM RADIO SALES

A **MIDCO** STATION



Now— Go Fully Solid State All Cameras

● For the first time, you can update your camera gear—all of it—to solid state equipment.

Tarzian set the standards for solid state television with the first studio camera to have all camera circuits completely transistorized. Now, Tarzian is first again with a complete line of fully transistorized studio and remote cameras to meet all your programming needs—including the outstanding new Image Orthicon studio camera (see it—try it at NAB) and the 1-inch vidicon, or 1.5" image pick-up camera.

Common to this select line of cameras is a versatile processing unit, thoroughly field-tested and in operation more than a year—a full year longer than any other available—and presently in use in major market stations with unqualified broadcast quality performance.

All Tarzian cameras bring you the maintenance-free, economical operation of completely solid state circuitry—readily accessible on plug-in printed circuit cards. All feature the same dependable performance and striking design that broadcasters have come to expect—and rely upon—from Tarzian.



SARKES TARZIAN
BROADCAST EQUIPMENT DIVISION
BLOOMINGTON, INDIANA

dent of Marketscope Research, the new TV measurement system can help an advertiser "determine how best to spend his TV advertising dollar, and aid markedly in developing new and more effective advertising themes." Mr. Spinner also noted that Video-Scope is applicable to radio and spot TV measurement, although, to date, it has been used only with network TV commercials.

Video-Scope can be used in either the "before and after" plan or in a "delayed attitude system," which involves evaluation of only those phone calls made after a test commercial has been presented. The service is usually taken at a subscription rate based on studies of 10 commercials. Basic charge for the complete evaluation of one commercial at the 10-unit rate is \$2,650.

Mr. Spinner said the Video-Scope system was developed during two years of experiments with all types of TV commercial evaluation—at a cost of more than \$100,000. Since the new system went into operation last Sep-

tember, studies have been conducted on several product groups including coffee, potato chips, mouth wash, hair coloring and stomach remedies.

RAB's college plan gets first subscribers

WARM Scranton and WSBA York, both Pennsylvania, became the first commercial stations to underwrite the Radio Advertising Bureau's college plan for a university radio station.

The two stations, both owned by the Susquehanna Broadcasting Co., agreed to pay the nominal cost on behalf of Penn State University to receive the RAB's complete backlog of sales and research studies, as well as a weekly mailing of current materials.

The RAB said that the University of Kansas has enrolled directly under the plan, which has been designed to interest more college graduates in radio sales careers.

The time advertisers bought on network TV TV INDEX LISTS THE PRIME-TIME PURCHASERS

The Procter & Gamble Co. was the leading buyer of prime evening time on the three TV networks during the first quarter of 1964, according to an analysis published in *Network Advertiser Report*, a service of Television Index Inc., New York.

P&G program sponsorship totaled 348 commercial minutes distributed among 25 different programs and series on ABC-TV, CBS-TV, and NBC-TV during the three-month period. Runner-up sponsors were American Home Products Corp. with a total of 269 commercial minutes on the three networks and R. J. Reynolds Tobacco Co. with 248½ minutes on 13 programs.

The compilation covers partial or complete sponsorship of network programs between 6 and 11 p.m. during the first three months of the year. The totals

are for basic advertising time only and do not include program openings and closing billboards or promotional announcements.

This marked the first time that Television Index has issued a cumulative quarterly compilation of *Network Advertiser Report*. Since 1962, the company has published semi-monthly analyses of advance commitments for all prime-time network programs in terms of commercial minutes per program for each advertiser. Jerry Leichter, president of Television Index Inc., said the report is considered valuable by advertisers and agencies in checking actual TV advertising commitments made by competitors.

The list of the first 15 advertisers among 164 sponsors of prime network time for the first quarter of 1964:

Advertiser	Commercial minutes	Number of programs and series by Networks		
		ABC	CBS	NBC
1. Procter & Gamble	348	5	9	11
2. American Home Products (2 divisions)	269	1	10	1
3. R. J. Reynolds	248½	4	5	4
4. General Foods	216	4	15	1
5. General Motors (5 divisions)	214	8	2	9
6. Brown & Williamson	187	7	2	3
7. Phillip Morris	176	—	8	—
8. Bristol-Myers*	167	3	10	5
9. American Tobacco	159	3	3	2
10. Gillette (2 divisions)	153	6	3	2
11. Liggett & Myers	138	6	—	3
12. Block Drug	118	12	6	3
13. Colgate-Palmolive	117	10	1	6
14. Lever Bros.	115	1	6	—
15. P. Lorillard	113	1	2	6

* Does not include 34 commercial minutes for Clairol Inc., a Bristol-Myers subsidiary.

ONE ORDER COVERS PANAMA CITY DOTHAN • FORT WALTON BEACH TALLAHASSEE

316,000 WATTS OF FULL POWER enables you to place one order on WJHG-TV . . . and cover key Dixie markets which show population over a half million and buying income exceeding half-a-billion dollars annually!* **WHY BUY ONE MARKET HERE? ANOTHER THERE?** WJHG-TV booms out the clearest, sharpest pictures in black-and-white . . . exclusive Color, too . . . plus hand-picked network shows that deliver for you, hour after hour, day after day. So, get more for your money. Contact Venard, Torbet & McConnell, Inc., nationally . . . or in the South, contact James S. Ayers Co., for choice avails.

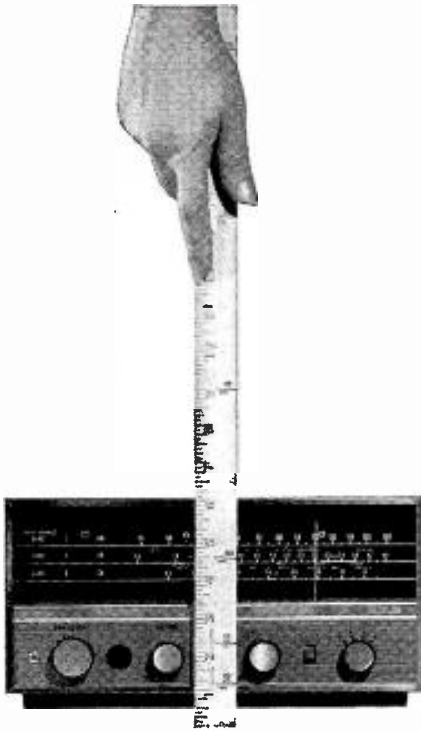


WJHG-TV 7

PANAMA CITY, FLORIDA NBC/abc

*Sales Management

Raymond E. Carow, Managing Director



BEST WAY TO MEASURE RADIO...

is with the new WLW "Radio Value Yardstick"—developed by the Crosley Broadcasting Corporation with the assistance of 25 media directors, plus reps and research organizations. This simple, fast method enables timebuyers to measure radio stations' qualitative and quantitative value—not on the usual cost-per-thousand based on audience numbers alone, but also on eight other factors. It supplements an agency's normal procedure of matching radio station information to its client's needs.

*Another example of
Crosley 42 years
of leadership*



CINCINNATI

Nation's Highest Fidelity Radio Station

CROSLY COLOR TV NETWORK

WLW-D	WLW-I	WLW-C	WLW-T
Dayton	Indianapolis	Columbus	Cincinnati

CROSLY BROADCASTING CORPORATION
a subsidiary of Arco

SRA clarifies stand on ad clearing house

Station Representatives Association last week clarified its stand on the function of a proposed central clearing house for commercial copy and product claims. It insists that final authority on commercial acceptability belongs to the stations or networks themselves.

Edward Codel, SRA president, in a letter to NAB Code Director Howard Bell, said "ultimate acceptance or rejection of any advertising must remain in the hands of the individual broadcaster." Mr. Codel's letter referred to remarks Mr. Bell made in his initial address as code authority director in Chicago (BROADCASTING, March 16).

In that talk, Mr. Bell noted "we are now exploring the possibility of some sort of central clearing house for commercial copy and some further means of checking supporting data in the area of product claims." Also being actively considered, he said, was "the possibility of establishing a scientific advisory council to serve in a consulting capacity to the code authority."

Mr. Codel acknowledged that an advisory office which would clarify code interpretations to advertisers, agencies and broadcasters could be a real aid and could "eliminate many small problems before they become large, expensive headaches."

Business briefly...

Colgate-Palmolive Co., New York, through Norman, Craig & Kummel, that city, has purchased sponsorship of *The Tennessee Ernie Ford Hour*, a one-hour NBC-TV color special to be telecast April 10 (8:30-9:30 p.m. EST). The variety-comedy show will be part of a new campaign for Colgate's family of Ajax products. Colgate said the two-month drive will feature a heavy schedule of network and spot TV.

Wilson Sporting Goods Co., River Grove, Ill., through Campbell-Mithun Inc., Chicago, and **Goodyear Tire & Rubber Co.**, Akron, Ohio, through Young & Rubicam, New York, will co-sponsor the NBC-TV telecasts May 3 (4-5:30 p.m. EDT) of the *Tournament of Champions* golf tourney and June 20 (4:30-6 p.m. EDT) of the *National Open Golf Championship*.

Purex Corp., Lakewood, Calif., through Foote, Cone & Belding, Los Angeles, will sponsor Dinah Shore in a series of seven special programs—four 60-minute evening programs and three daytime shows—on ABC-TV during the 1964-65 season. The evening broadcasts will have a variety format; the

daytime programs will be dramatic or documentary specials of primary interest to women.

Kimberly-Clark Corp., Neenah, Wis., through Foote, Cone & Belding, Chicago, has expanded its daytime sponsorship over NBC-TV with participations in *The Loretta Young Theater*, and has renewed sponsorship in *Say When* and *Truth or Consequences*. Kimberly-Clark currently also has sponsorship in *You Don't Say!* and *The Match Game*.

Alpo Dog Food, marketed by The Allen Products Co., Allentown, Pa., has placed an order with NBC-TV's *Tonight* and *Today* shows prior to a national campaign. Agency: Weightman Inc., Philadelphia.

Louis Milani Foods, Los Angeles, through its house agency, Golden Pick Agency, that city, has purchased full sponsorship in ABC Radio's coverage of the 1964 awards presentation of the Academy of Motion Picture Arts and Sciences—10 p.m. EST, April 13. Commercials during the show will be for 1890 French Dressing.

Firestone Tire & Rubber Co., Akron, Ohio, has renewed one-quarter sponsorship in *Championship Bowling* TV series for 1964-65 season on syndicated basis in 150 markets. TV program is packaged by Walter Schwimmer Productions, Chicago. Firestone agency is Campbell-Ewald, Detroit.

Also in advertising...

New office ■ Hanna-Barbera Productions, Hollywood-based producer of animated cartoon TV shows, has opened Chicago headquarters for a new commercial and industrial films division at One East Wacker Drive. Ken Drake, vice president in charge of sales, heads the new office.

Spots available ■ Beef Industry Council of the National Live Stock and Meat Board is offering a series of 10 TV film commercials of varying lengths for local sponsorship by meat retailers. Address: 36 South Wabash, Chicago.

Name change ■ Klosterman, Kelly,

SEE THE 7 MEN
from
**HAMILTON-LANDIS
& Associates, Inc.**
PAGE 53



puzzle:
cycle-logical advantage

VP Art Elliott, Eastern Sales Manager of Harrington, Righter & Parsons, and last of the rugged individualists, is firmly wedded to the notion that in today's urban traffic a bicycle is the most efficient means of intra-city transportation. Irked by the guffaws that his theory evokes, he finally offered a small wager to scornful Rambler-owning VP John Dickinson, and the gauntlet was down.

The course chosen was five miles along Madison Avenue. The adversaries were to start at 4 p.m. in opposite directions—the cyclist heading downtown from 125th St. in light traffic, the Rambler going uptown toward 125th St. in the teeth of the evening rush hour.

When Dickinson reached his starting point, a cab driver made a U-turn which snarled traffic at that intersection for several minutes and enabled Elliott to complete one-eighth of his trip before the Rambler was even under way. After this things got worse. In fact, they were so bad that when Dickinson was stopped by a light after completing 1/6 of his trip, he was appalled to see Elliott coasting to a halt across the avenue. How many times will Dickinson have to increase his speed in order to finish ahead of his colleague?

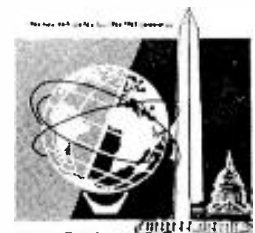
Address answers to: Puzzle #101, WMAL-TV, Washington, D. C.

To reach every nook and cranny of the Greater Washington area in a split second, travel via WMAL-TV. Prime-time minutes on popular "News 7" (6-7 p.m., Mon.-Fri.) and the follow-up "Comedy Hour" create traffic for client products. Ask Harrington, Righter and Parsons, Inc.

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014

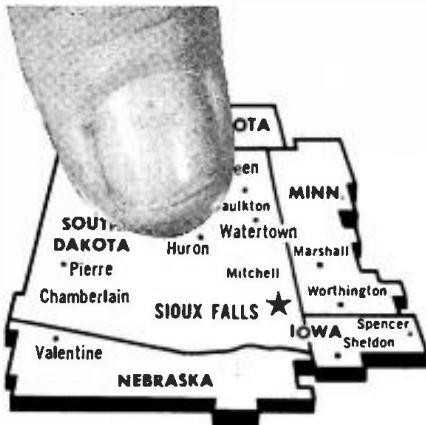
wmal-tv 

Evening Star Broadcasting Company WASHINGTON, D. C.
Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.



SEE THE
WORLD'S FAIR AND
WASHINGTON, D.C., TOO

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

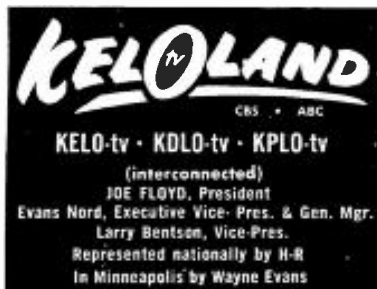


Put your thumb on the whole Sioux Falls 98-county market

WITH JUST **1** TV FACILITY!
WITH **1** FILM OR SLIDE!
FROM **1** TV CAMERA!

KELO-LAND TV's three transmitters, operating as ONE station, give you complete, instant coverage of this whole major market! 284,800 tv homes. And more of them watching KELO-LAND TV than all other stations combined.

5-STATE TELEVISION



Ragan & Ross, Los Angeles advertising agency, has changed its name to R. M. Klosterman Inc. The four partners are continuing as agency principals.

Highest figure ■ Record total of 1,396 TV commercials, 29 more than last year, have been submitted by agencies and advertisers to compete for annual Clio awards of the American TV Commercials Festival. Awards will be made in New York May 15 with subsequent showings of winners in Toronto June 4, St. Louis June 8, Chicago June 9 and later in Los Angeles.

Rep appointments . . .

- KRIZ Phoenix, Ariz.: H-R Representatives Inc., New York.
- Kvoz Laredo, Tex.: Grant Webb & Co., New York.

Agency appointments . . .

- Dreyer's Grand Ice Cream Inc., San Francisco, appoints Cancilla, Gore & Knapp Inc., that city. Media plans are incomplete.
- Chef Pet Foods Inc., Delavan, Wis., producer of wet-type dog and cat foods packaged in Saran wrap, names Klau-Van Pietersom-Dunlap, Milwaukee. Spot TV will be used in key markets.
- Helene Curtis Industries, Chicago, has named Fuller & Smith & Ross there to handle new hair conditioner, Quik-Care, and will be assigned other new products now under development. Curtis drops Erwin Wasey, Ruthrauff & Ryan, New York. Spot TV will be used for upcoming Quik-Care campaign.
- Best-O Inc. has appointed S. Jacoby Advertising, Los Angeles, to handle advertising campaign for introduction of Pri-Yum dog and cat foods to Southern California, with a budget of \$250,000 for the year. Radio and TV will be used, starting in May.

Now it's real Barbie clothes

Mattel Inc., Hawthorne, Calif., toy-maker which devotes most of its advertising dollars to television—\$7.9 million this year out of a total ad budget of \$9 million—has added a line of girl's apparel to its games and toys. Through a new wholly owned subsidiary, Mattel Fashions, the company will put Barbie clothes for the 5-to-12 age group on the market in time for the back-to-school buying in the fall. Barbie is the name of Mattel's best-selling doll.

As with Mattel toys, Mattel Fashions will be advertised primarily on TV. Carson/Roberts, Los Angeles, will handle the advertising for the clothes as well as the toys.

FCC renews 4 licenses

Case-by-case examination of commercial practices enlightens commission

The FCC's case-by-case approach to the overcommercialization issue resulted last week in the license-renewal applications of four stations being deferred.

Two of the outlets are the only commercial VHF's in Birmingham, WAPI-TV, licensed to Newhouse Broadcasting Corp., and WBRC-TV, of the Taft Broadcasting stations.

The others are AM's—WQXI Atlanta and WSIM Pritchard, Ala. All four licenses were up for renewal April 1.

The commission wrote the Birmingham stations asking for an explanation of the apparent discrepancies between the commercial practices they promised to follow and those that the renewal application indicated were actually followed in the last three years.

WAPI-TV, in filing for renewal in 1961, had said it would carry no more than three spots in any 14½ minute segment. But the commission reportedly found that the station exceeded the three-spot limit in from 20% to 25% of the 14½-minute time periods.

WBRC-TV in 1961 said it would follow the National Association of Broadcasters commercial code. However, the commission reportedly said its analysis indicates that the station exceeded the code limitations between 15% and 20% of the time.

Programing Questions ■ Besides questioning WBRC-TV about its commercial practices, the commission asked the station about its programing. The commission noted that the station apparently failed to keep promises in the area of local live programing.

In addition, the commission referred to both stations a number of complaints it had received about their commercial practices.

The letters to the AM's requested clarification of their policies. A commission official said WQXI's stated policy was much too vague to be meaningful.

And the commission wanted some explanation from WSIM about a proposal to increase from 648 to 1,780 the number of spots it intends to carry weekly.

The FCC announced it would take a case-by-case approach to the commercialization issue when it abandoned its proposal to set commercial time standards by rule. (BROADCASTING, Jan. 20). The April 1 renewals—stations in Ala-

Everything for news on the air



Only UPI provides the complete news package for broadcasters—newswire, newspaper pictures, newsfilm and audio news service. □ UPI is foremost because it offers most in news coverage for radio and television.

United
Press
International



bama and Georgia—are the second batch to pass commission scrutiny since then. The first group involved stations from Florida. Ten of them received letters from the commission.

Newspaper reps get hints from TV men

Frank Tuoti, advertising research and promotion manager of WPIX(TV) New York, advised newspaper salesmen last week to understand the characteristics of their television competition when trying to sell against it.

Mr. Tuoti, Norman E. Cash, president of The Television Bureau of Advertising, and Dick Golden, director of market planning for CBS-TV, were guest speakers in one of a series of bi-weekly conferences sponsored by the New York American Association of Newspaper Representatives concerning the nature of television advertising (BROADCASTING, March 23).

Mr. Tuoti said that WPIX attributes much of its commercial success to a thorough understanding and knowledge of rate cards used by competing New York stations. He said that about 500 advertisers are catalogued at the station and are contacted when an availability opens up at WPIX that is better than what a potential advertiser is using at another station. A thorough knowledge of rate cards is indispensable, he said, so that a sponsor can be shown how he can drop one or more of his spots from a competing station, without suffering loss of discount rates for bulk advertising, and use the money for spots on WPIX, thereby increasing his coverage.

Newspaper salesmen, Mr. Tuoti said, could operate in the same way once they understand how the special advertising packages between stations and

sponsors operate. Each station, he said, makes its own unique deals with advertisers. But he added that WPIX generally has not found sponsors reluctant to shift some of their money around if they can be shown they will benefit from it.

Mr. Cash told the newspaper salesmen that it was the responsibility of all media salesmen first to increase the size of the "advertising pie." Afterward, he said, they can fight each other to see who gets how much of the increase.

But Mr. Cash quoted statistics which he said prove that the amount spent on advertising in recent years has not increased in proportion to the expanding gross national product. He said that advertisers must be persuaded to spend more on advertising if they hope to increase their sales.

In response to several questions by the newspaper salesmen, Mr. Golden said that TV ratings are "respected by sophisticated people in television within certain limitations."

He added, however, that some advertisers will disregard ratings in order to be associated with certain kinds of programming, such as documentaries, which they feel add prestige to their product.

Cigarette sales rebound in March for two firms

Cigarette sales, which waned in January and February, seem to have picked up again.

Annual stockholders meetings of Liggett & Myers and American Tobacco Co., two of the big six cigarette manufacturers, heard reports from their respective presidents that sales in March had ballooned to greater figures than the same month in 1963. Both Zach Toms of Liggett & Myers and Robert B. Walker of American Tobacco noted, however, that first quarter total sales would be down, apparently because of

the public reaction to the surgeon general's report in the previous two months.

Precise March sales figures for the two firms were not yet available, but figures for February were supplied last week by the Tobacco Tax Council. In statistics compiled for 47 states and the District of Columbia, the council said that 1.706 billion packs of cigarettes had brought in taxes of \$88 million in February 1963, while the same month this year saw 1.457 billion packs sold for a total tax take of \$81 million.

Huntley removes name from new line of beef

Chet Huntley of NBC-TV's *Huntley-Brinkley Report* (Monday through Friday, 7-7:30 p.m. EST) has agreed with the network to remove his name from promotional material for a line of beef from a farm he owns in New Jersey.

Mr. Huntley will continue to market the beef, but the slogan, "Chet Huntley's Nature Fed Beef," will be deleted from posters and advertising labels in stores and from stamps that were to imprint his name on the meat.

The agreement was reached after NBC-TV decided it would be contrary to good journalistic and business practices for Mr. Huntley to have his name connected with an industry that might figure in the news or that might discourage a competing brand from advertising on the program. It was disclosed that the beef industry's price structure previously had been discussed by Mr. Huntley on radio.

NBC-TV emphasized that it had complete confidence that Mr. Huntley could report impartially any news concerning the meat industry.

New firm to research Negro, Spanish markets

A new marketing research firm, organized to measure Negro and Spanish-speaking markets throughout the U. S., has been established in New York. The firm, Selected Area Surveys Inc., plans to specialize in consumer surveys, store audits, consumer panel studies, motivation research projects and opinion polls.

Ollie G. Crump, president of Selected Area Surveys, said last week that few studies of the Negro market have been attempted. And he added: "Negroes, with 11% of the U. S. population, comprise a consumer market roughly the size of Canada's and one that will be growing rapidly in the next few years." The new firm is located at 640 Fifth Avenue, New York.

EXPERTS SAY INVEST IN CITRUS NOW

Employ your tax savings for additional income and appreciation. Profit two ways from steadily increasing annual crop returns and property values.

We offer 10 acres or larger blocks in new plantings or bearing groves to meet your investment program; 29% down—with terms up to 10 years. Per acre net yields of \$500.00 are common.

Current grove programs, with substantial tax benefits, now warrant earnest consideration by individuals, family trusts, trust officers and diversification minded companies. Bonded professional management now allows thousands of absentee investors to own approximately one quarter of all the planted groves in Florida today.

Our brochures clearly guideline costs, earnings, appreciation and tax shelter. Highest references available.

Write now to:

Mark Woods, Chairman of the Board
Don Boomhower, Inc.,
1306 Main Street, Sarasota, Florida

"You are playing one of the best albums I've heard. Thank you for the wonderful music."
Buffalo, N.Y.

Love letters to a machine?

"In listening to your splendid musical programs, I recently particularly enjoyed ..."
Longmeadow, Mass.

"I enjoyed your original cast recording so much, I would like to obtain a copy of ..."
Warren, Pa.

"Where can I buy some of your recordings?"
New Orleans, La.



"I've been trying to find out where I can purchase your records ..."
Devon, Conn.

"Would it be possible to obtain an album for private use? If so, what would be the price?"
Traverse City, Michigan

Names in our files, supplied on request.

"On your very excellent FM station I heard a wonderful recording. May I have the name of this album?"
Worcester, Mass.

Certainly. When It's Programatic Equipment and It's Playing



If you've been resisting automated radio service because you're afraid the music will have a "mechanical" tone—let the quotes above put your fears to rest.

They're typical of the fan letters stations are winning with O-Vation Music, played on Programatic equipment especially designed to bring out its finest qualities. And O-Vation Music sure has plenty!

It's exciting and it's new and it's adult. It features the great talents of the world in sparkling, original arrangements. And it's exclusive to one station in each market.

Broadcasters are finding it an ideal way (creatively and financially) to separate their AM and FM programming. It gives them new programming—without additional personnel. For the Programatic equipment starts and stops

the 8-hour O-Vation Music tapes automatically; pre-selects other broadcast material (news, public service, commercials, etc.) and automatically injects it at the times you select.

If you're interested in a romance between your station and Programatic, get in touch with Bob Fender.



**R. E. Fender, V.P., Sales
Programatic Broadcasting Service
229 Park Avenue South, New York 3, N.Y.**

Sounds good, Bob; please send more facts.

NAME _____

STATION _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____

See us at the NAB Convention

Suite 1206 Conrad Hilton Hotel

A stampede over KRLA's grave

Now in sight: the most complicated comparative case in history, as 20 applicants file for L.A. radio facility the FCC put up for grabs

Twenty applicants have filed for the soon-to-be-silent facilities of KRLA Pasadena-Los Angeles and have thus set the stage for what could become the largest, longest and one of the most costly comparative hearings in FCC history.

The applicants ranged in character and circumstance from entertainment luminaries (Bob Hope, Nat King Cole, Art Linkletter) to the Bible Institute of Los Angeles. Their programing proposals ran from music and news to the reclamation of souls and their estimates of first-year revenues from \$1.6 million to \$85,000.

KRLA's frequency of 1110 kc and its location in the nation's number two market make it the most desirable radio facility up for grabs in years.

Long Road Ahead ■ If all or most

of the 20 applicants stay in, the case could go on for years. A rough rule-of-thumb used by some Washington lawyers is that it takes at least a week of FCC hearing for each applicant in a contested case. At that rate the hearing itself could last for six months.

Add to that time the months of pre-hearing conferences, more months after hearing for the preparation of the examiner's report, still more months for the scheduling of oral argument to the FCC, more months for FCC consideration and the unpredictable time it will take for the inevitable appeals to the courts, and the date on which a winner will emerge is beyond definite prediction.

In anticipation of an extended period before a final decision will be reached, two applicants proposed interim opera-

tions of the station. California Regional Broadcasting Corp. filed two applications, one for an interim service—using the KRLA equipment and location—and another for a permanent license with new facilities and location. The other interim operation bid came from Oak Knoll Broadcasting, a subsidiary of the non-profit Broadcast Foundation of California Inc., which wishes only to operate the frequency until a permanent licensee is chosen, having no plans for filing an application for a regular license.

Prelude to Pandora ■ The commission invited the deluge of applications when it ordered that KRLA owner Donald R. Cooke to end the station's business by May 1. The commission refused to renew Mr. Cooke's license on the grounds that he had failed to meet his program proposals advanced when

The applicants for 1110 Los Angeles

EVERYBODY'S IN THE ACT BUT WEE BONNIE BAKER

The outstanding feature of the 20 applicants for the frequency (1110 kc) being vacated by KRLA Pasadena-Los Angeles is the vast broadcasting and show business experience represented by the principals and their corporate applicants. Listed below are the applicants, the proposed facilities, estimated first-year revenues, ownership and background on the principals.

Western Broadcasting Corp.: 50 kw daytime, 10 kw nighttime. Revenue 1,600,000. Principals: Bob Hope (25%), Richard A. Moore (20%), Edwin W. Pauley and Frederick Levy Jr. (each 15%), James L. Saphier (7.5%), Art Linkletter (5%), G. Sydney Barton (5%) and the Los Angeles law firm of Gang, Tyre, Rudin & Brown (7.5%). Mr. Hope, who needs no introduction, is 40% owner of Metropolitan Television Co., licensee of KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo., and is 40% owner of Mid-Ocean Broadcasting, applicant for a new AM station in San Juan, P. R. Mr. Moore, a former president of KTTV(TV)

Los Angeles and a consultant on broadcast business acquisitions, is 50% owner of American Pay-TV Corp., Los Angeles, and 10% owner of Southern California Cable Television Corp., which operates a community antenna system in Thousand Oaks, Calif. Mr. Linkletter, radio-TV personality, is a director of ETV station KCET(TV) Los Angeles. Mr. Saphier is 10% owner of Metropolitan Television and has 10% interest in the Mid-Ocean application, Gang, Tyre, Rudin & Brown have long handled the legal affairs of entertainers and other persons in show business. Mr. Pauley is an influential Democrat and wealthy oil man.

Crown City Broadcasting Co.: 50 kw daytime, 10 kw nighttime. Revenue \$1,397,000. Donald C. McBain (10%) is 41.8% owner of KTHO Tahoe Valley, Calif., Marshall S. Neal (10%) is former owner of KWKW Pasadena. Robert W. Breckner (10%) is former president (succeeding Mr. Moore, see above) of KTTV(TV) Los Angeles. Macdonald Carey (10%) is an actor.

Arthur Hanisch (10%) and Ben F. Smith (10%). Robert Morton (10%) is owner of the Racquet Club, Palm Springs. Robert Villaneourt (10%) is Pasadena industrialist and a director of WIBC Inc., licensee of WIBC-AM-FM Indianapolis and WATL-TV Atlanta. James A. Boyle (5%) is an attorney. Edwin Earl (5%) is former part owner of KWKW. Louis R. Vincenti (5%) and Robert C. Mardian (5%).

Standard Broadcasting Co.: 50 kw fulltime. Revenue \$1,500,000. Application is to change facilities of KGBS (50 kw, 1020 kc daytime) for the full-time Pasadena frequency. Standard is wholly owned by Storer Broadcasting Co.

Broadcasters of Burbank Inc.: 50 kw, fulltime. Revenue \$510,000. Application would locate new station in Burbank where applicant now owns KBLA on 1490 kc, 10 kw.

Radio Southern California Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$800,000. Applicant is owned 100% by former radio-TV personality and dance band leader Horace Heidt. Mr. Heidt owns Lone Palm hotel, Palm Springs, a ball room in Van Nuys, Calif., and the Magnolia Publishing Co., a music publishing firm.

he acquired in the station in 1959, that KRLA had conducted fraudulent contests, and that the program logs submitted with the license renewal application had been altered to deceive the commission. The commission action was upheld by the U. S. Court of Appeals in Washington.

Following the court decision KRLA was ordered off the air by last Dec. 27, but shortly before the deadline Mr. Cooke submitted, for commission study, a proposal that would have made a gift of sole ownership of KRLA licensee, Eleven Ten Broadcasting Corp., to the above mentioned Broadcast Foundation of California. Consideration of this proposal led to the present May 1 deadline for KRLA.

Under the terms of the Cooke agreement with the Broadcast Foundation, the stock gift was free, but the foundation would have had to assume \$360,000 in KRLA debts and a five-and-a-half-year lease, valued at \$90,000 a year, on the station equipment and site. The note on the debt and the lease were both held by Donald Cooke's brother, Jack Cooke (BROADCASTING, Dec. 23). The foundation said that it would donate 80% of the first five years' profits to the operation of educational station KCET(TV) on channel 28 in Los Angeles by Community Television of Southern California.

This proposal was rejected by the commission on a 4-2 vote, with Commissioners Kenneth A. Cox and Robert

E. Lee dissenting. Voting for the rejection were Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford.

The decision was based on the argument that Mr. Cooke had "nothing to assign unless and until the commission renews its [Eleven Ten's] license." The commission said that this is established policy and that no reasons were presented to warrant a departure from it (BROADCASTING, Feb. 24).

The Dissenters ■ Commissioner Cox issued a written dissent which was joined by Commissioner Lee. Mr. Cox said that in view of the intention of the Broadcast Foundation to support the educational KCET, it would have served the public interest to grant the transfer from Mr. Cooke. This action, Commissioner Cox said, would not have altered "the main thrust of this proceeding, which was to terminate Donald Cooke's broadcast authorization. . . ." He characterized the denial of the transfer agreement as perhaps exacting "an extra pound of flesh or two by insisting that KRLA must die and by leaving its frequency to be fought over by those who have been following these proceedings with rather ghoulish interest." Commissioner Cox didn't view the assumption of the debt to Jack Cooke as other than the return of money loaned to KRLA which was used to improve the station's competitive status.

The Broadcast Foundation which lost that first round is now seeking to operate KRLA pending conclusion of the coming comparative hearing and again proposes to donate 80% of its revenue to KCET.

Programing Contrast ■ The majority of the applicants for the future station have planned a format of music and news, but a couple propose less common approaches.

The Bible Institute of Los Angeles described its planned operation as commercial, but primarily . . ." for the purpose of promoting the knowledge and worship of God, the study of the Bible, and the saving of the lost in Los Angeles, Calif., and the whole world. . . ."

California Regional Broadcasting Corp. is seeking the frequency as an outlet for civic and cultural programing with "a minimum of commercial interruption." Howard F. Ahmanson, chairman of the corporation, is known for his active interest in, and financial aid to, education and the arts. Mr. Ahmanson is a trustee of the National Cultural Center. David M. Crandell, vice president, is chairman of the board of the Pasadena Playhouse.

The various engineering proposals likewise offer the contrast of extremes. Proposed powers range from 500 w, fulltime, to 50 kw, fulltime. But most of the applicants propose to maintain the status quo on the frequency and use 50 kw daytime and 10 kw nighttime.

Voice of Pasadena Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$750,000. Robert E. Lovett is president and 8.33%. There are 54 other stockholders each having small percentages. Mr. Lovett is one-third owner and a director of Boylhart, Lovett & Dean, Los Angeles, an advertising and PR firm.

Pasadena Civic Broadcasting Co.: 50 kw daytime, 10 kw nighttime. Revenue \$1,140,000. Mitchell B. Howe and Peter Davis (each 35%) and Edwin M. Dillhoefer and Dr. C. Hunter Shelden (each 15%). Messrs. Howe and Dillhoefer both have interests in interstate trucking firms. Mr. Davis is 40% owner of Pacific West Publishing Co. and has interests in electronics firms. Dr. Shelden is a neurosurgeon at Huntington Memorial hospital, Pasadena.

Charles W. Jobbins: 1 kw daytime only. Revenue \$155,000. Application would locate station in Costa Mesa-Newport Beach, situated in Orange county, south of Los Angeles. Mr. Jobbins is one-third owner of KPER Gilroy, is an applicant for a new AM station in Grass Valley, both California.

Orange Radio Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$975,000. Frank W. Gay and Robert A. Maheu (each 15%); Stephen H. Clark, James

F. Simmons, Michael M. Grilikhes, Joseph M. Dean, Don Belding, Gordon D. Hawkins, Emmett McNair Pettis, Harry H. Suker Jr., William J. West, Louis McNeil Ballard, James B. Conkling, Max V. Eliason, Marshal Sawyer and Edward J. Spillane (each 5%). Mr. Conkling is president of International Educational Broadcasting Corp. (Mormon Church), licensee of international station WRUL Scituate, Mass. Mr. Conkling is former president of Warner Bros. Record Co. and former vice president of Warner Bros. Pictures Inc. Mr. Simmons is sales manager of KFVB Los Angeles and 50% owner of Simpro Productions, acquisition of story rights and development for movies and TV. Mr. Belding is the retired partner of Foote, Cone & Belding and a director of the Eversharp Corp. (Schick Razor Co.). Mr. Grilikhes is 50% owner of C/G Productions for movies and TV. Mr. Maheu is head of Robert A. Maheu Associates, Los Angeles and Washington, an advertising and PR firm. Mr. Eliason is a municipal judge.

Pasadena Community Station Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$775,000. James M. Woods (15%), Leonard Synder (8%), Fred W. Valentine (5%), Belford V. Law-

son Jr. (7.5%), Seymour M. Lasar (6%), Marie Fielder (10%), Marjorie Lawson (7.5%), Nathaniel A. (Nat King) Cole (5%), Othelia W. Boger (4%), Clarence M. King Jr. (4%), Arnold Pike (3%) and Daniel Russell (3%). Nat King Cole is the singer and owner of several music publishing firms and Mrs. Fielder is a director of Pacifica Foundation, licensee of KPFA(FM) and noncommercial KPFB(FM), both Berkeley, noncommercial KPFC(FM) Los Angeles, and WBAI(FM) New York.

Radio Station KCJH: 5 kw daytime, 1 kw nighttime. Revenue \$86,000. Applicant would change facilities of KCJH (1280 kc, 500 w-D) Arroyo Grande, Calif. Ownership is a partnership of Christian Jacobson and Leslie Hacker.

Hi-Desert Broadcasting Corp.: 10 kw unlimited. Revenue \$85,000. Applicant would change facilities of KDHI (1250 kc, 1 kw-D) Twenty Nine Palms, Calif., that community.

California Regional Broadcasting Corp.: 50 kw unlimited. Revenue \$600,000. Howard F. Ahmanson (33.34%), Wesley I. Dumm (23.33%), William H. Ahmanson (28.33%); Maurice D. Jameson, Stanley L. Hahn and David M. Crandell (each 5%). Mr. H. F. Ahmanson had extensive

The lawyers for KRLA applicants

There are 19 law firms and lawyers retained to handle the legal intricacies of the 20 applicants in the mad rush for the soon-to-be defunct facilities of KRLA Pasadena-Los Angeles. One application was prepared by the sole owner, who is an engineer.

The attorneys and their applicants: Welch, Mott & Morgan, Washington; Orange Radio Inc.

Steadman, Leonard & Hennessey, Washington; Pasadena Civic Broadcasting Co.

Haley, Bader & Potts, Washington; Crown City Broadcasting Co.

Robert M. Booth Jr., Washington; Voice of Pasadena Inc.

Dow, Lohnes & Albertson, Washington; Pasadena Broadcasting Co. Spearman and Roberson, Washington; Pacific Fine Music Inc.

Pierson, Ball & Dowd, Washington; Oak Knoll Broadcasting Corp.

Fisher, Wayland, Duvall & Southmayd, Washington; Topanga Malibu Broadcasting Co.

A. Harry Becker, Washington; KFOX Inc.

McKenna & Wilkinson, Washington; Western Broadcasting Corp.

Charles W. Jobbins, engineer, prepared his own application.

Warren C. Zwicky, Washington; Standard Broadcasting Co.

Robert F. Jones, Washington; Broadcasters of Burbank Inc.

Smith, Ristig & Smith, Washington; Radio Southern California Inc.

Mallyck & Bernton, Washington; Pasadena Community Station Inc.

Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington; Radio Station KCJH.

Lester W. Spillane, San Francisco; Hi-Desert Broadcasting Corp.

Phillip G. Loucks, Washington; California Regional Broadcasting Corp. (both applications).

Frank Stollenwerck, Washington; Bible Institute of Los Angeles Inc.

Arnold, Fortas & Porter, Washington; Goodson-Todman Broadcasting Inc.

holdings in banking, investment and insurance firms. He is a well-noted philanthropist and among many activities in the arts and education he is a trustee of the John F. Kennedy Center for Performing Arts, Washington. Mr. W. H. Ahmanson also has large holdings in banking, investment and insurance. Mr. Dumm, a long-time broadcaster, is sole owner of KXA Seattle. Mr. Crandell is chairman of the board of the Pasadena Playhouse.

California Regional Broadcasting Corp.: This application seeks an interim operation using the present facilities of KRLA.

The Bible Institute of Los Angeles Inc.: 50 kw daytime, kw nighttime. Revenue \$487,000. Ray A. Meyers is chairman of the board and James R. Alder is executive vice president; there are eight other directors. The Bible Institute, an evangelic organization, is licensee of KBBI Los Angeles and KBBW San Diego.

Goodson-Todman Broadcasting Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$1,200,000. Mark Goodson and William S. Todman (each 27%); Howard F. Todman (3%); Harris L. Katleman and Robert H. Forward (each 10%); John C. Daly, Louis Harris and Richard Adler (each 5%); Harold M. Austin and Robert Stewart (each 4%). Messrs. Goodson and Todman have equal ownership of a number of production companies and together own 92% of KOL-AM-FM Seattle. Howard F. Todman, William's brother, is treas-

urer of most of the Goodson-Todman companies. Mr. Katleman is head of Goodson-Todman's West Coast operations. Mr. Forward is former vice president and general manager of KMPC and KLAC, both Los Angeles, and is now a communications consultant. Mr. Daly is moderator of CBS-TV program *What's My Line*, a Goodson-Todman production, and former ABC vice president in charge of news and public affairs. Mr. Harris is head of Louis Harris & Associates, public opinion analysts. Mr. Adler is composer for Broadway, movies and TV. Messrs. Austin and Stewart are executives in the Goodson-Todman organization.

Pasadena Broadcasting Co.: 50 kw daytime, 10 kw nighttime. Revenue \$1,600,000. Tribune Publishing Co. (20%); Dr. James C. Caillouette, Edward J. Flynn, Gardner K. Grout and Dean Sweeney (each 10%); Frank J. Burke, Ann Libberton Davis, William R. Ewing Jr., James F. Hoffman and Paul Titus (each 5%) and others. Tribune Publishing owns the *Tacoma News-Tribune* and is licensee of KTNT-FM-TV Tacoma, Wash.

Pacific Fine Music Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$600,000. Station would be located in Whittier, Calif., a Los Angeles suburb. A. Arthur and Jean E. Crawford (each 50%). Mr. Crawford is owner of KCBH-FM Los Angeles. Mr. and Mrs. Crawford are partners in a real estate firm.

Oak Knoll Broadcasting Corp.: 50 kw daytime, 10 kw nighttime. Revenue

\$1,500,000. Application is for an interim operation only. Oak Knoll is wholly owned by the Broadcast Foundation of California Inc., a nonprofit organization. Dr. Kenneth A. Harwood, chairman of the department of telecommunication at the University of Southern California, Los Angeles, is president and John P. Pollock, an attorney, is vice president and secretary-treasurer. Oak Knoll would donate 80% of profits to educational station KCET(TV) Los Angeles.

Topanga Malibu Broadcasting Co.: 500 w unlimited. Revenue \$240,000. Station would be located in Topanga, Calif., a Los Angeles suburb. C. D. Funk and George A. Baron are equal owners. Mr. Funk owns 12.5% of KOWL Broadcasting Co., licensee of KDAY Santa Monica and KCOA(TV) Corona, both California. Mr. Baron owns 20% of KSRF-FM Santa Monica.

KFOX Inc.: 50 kw daytime, 10 kw nighttime. Revenue \$840,000. Application would change facilities of KFOX Long Beach to those of KRLA. Owners are Richard Goodman, Egmont Sonderling and Mason Loundy, who also own WOPA-AM-FM Oak Park, Ill., WDIA Memphis, and KDIA Oakland, Calif.

Hearing on translator not needed, FCC told

WSPA-TV, Spartanburg, S. C., has questioned the thrust of the FCC's policy of denying VHF translator applications for an area which "is receiving satisfactory service from one or more UHF television broadcast stations or UHF translators," unless a waiver of the rule can be justified.

The Spartanburg TV's concern arises from an FCC action which designated a WSPA-TV application for a VHF (ch. 9) translator, to cover the Beaucatcher Mountain area of Asheville, N. C., for hearing. The commission said, in the designation order, "that every effort must be made to protect areas such as Asheville which appear to offer a heightened potential for UHF expansion," even though the only local UHF, WISE-TV (ch. 62), claimed no objection to WSPA-TV's application.

WSPA-TV, in requesting reconsideration of the commission action, said that in its view the Asheville area did not offer such a UHF potential, and that there is sufficient ground for granting the waiver provided by the protective rule. The station said that its desire to have a translator in Asheville is to regain a service area it lost when it moved its translator to Hogback Mountain from Paris Mountain.

WSPA-TV further stated that if it doesn't operate the translator, Asheville viewers may have to pay a community antenna system for the same service.

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

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FCC kills WWIZ, WXTV(TV)

Cites unauthorized transfer, incomplete report on Gully, but allows Schafitz to keep WFAR

The FCC has moved to strip Ohio broadcaster Sanford A. Schafitz of two of the three broadcasting properties in which he has an interest and to prevent the transfer of one of them.

The commission denied the applications for renewal of license of WWIZ Lorain, Ohio, and for transfer of control of the station from Mr. Schafitz to the *Lorain Journal*.

The commission also denied an application for a license to cover the construction permit of WXTV(TV) (ch. 45) Youngstown, Ohio, which Mr. Schafitz owns jointly with Guy W. Gully. The station is not on the air.

The commission's decision, however, would leave Mr. Schafitz still a broadcaster. It granted his application for renewal of WFAR Farrell, Pa.

The commission denied the applications involving the Lorain station on the ground that an unauthorized transfer of control from Mr. Schafitz to the *Journal* had taken place. Mr. Schafitz owns 55% and the *Journal* 45% of WWIZ Inc., the licensee corporation. Hearing Examiner Chester F. Naumowicz, in an initial decision handed down last year, recommended granting the WWIZ and WFAR and denying the WXTV applications (BROADCASTING, March 11, 1963).

The WFAR license was in jeopardy because of programing. The commission ruled, however, that the station's programing meets the needs and interests of Farrell and did not vary substantially from the licensee's representations.

Why the Trouble? ■ The commission turned down the application for the Youngstown station because the station had failed to disclose that Mr. Gully had been indicted on a felony charge. However, it said this failure need not prejudice Mr. Schafitz' other applications since he didn't know of the indictment.

The major issue in the commission's order involved Mr. Schafitz's dealings with Harry Horvitz, president of the *Lorain Journal*. The commission found that shortly after Mr. Schafitz put WWIZ on the air in 1958 he and Mr. Horvitz agreed to the formation of the licensee corporation. In return for all the authorized nonvoting preferred stock (200 shares) and 45% of the voting stock, the *Journal* paid Mr. Schafitz a total of \$56,000.

Money for WXTV ■ The commission said Mr. Schafitz wanted the money to help finance construction of WXTV, for which he and Mr. Gully obtained a construction permit in 1955.

The *Journal* did not press for full ownership of WWIZ in 1958 for two reasons, according to the commission. It said the *Journal* didn't want to jeopardize its then-pending application to buy an FM station in Mansfield, Ohio. (This application was later dismissed) and, the commission added, the *Journal* didn't want to give the Elyria-Lorain Broadcasting Co. [WEOL] "with which the *Journal's* relations were not altogether amicable," an opportunity to force a lengthy hearing.

Examiner Naumowicz had held that the evidence concerning the operations of WWIZ Inc. indicated only that the *Journal* took the steps "necessary to safeguard its investment." The commission, however, said that the corporate structure of WWIZ Inc. "constituted a device whereby the *Journal* could and did exercise control over the corporation and that the functioning of that structure indicates that effective control did not remain with Schafitz but passed to the *Journal*."

The commission said that Mr.

Schafitz's major concern was the UHF station and that he became increasingly "embroiled" in its affairs. According to the commission, Mr. Schafitz devoted himself exclusively to WWIZ only for the first six months of its operations. His time at the Lorain station dwindled to 50%, then to 10% or 20%, then "finally, in May of 1960, to no time whatsoever," according to the commission.

The commission also asserted that Mr. Schafitz had not kept it fully informed regarding the application to assign the license from himself to WWIZ Inc. in 1959. Mr. Schafitz was quoted as saying he was creating the corporation "to take advantage of its legal rights and privileges which are well known to the law." Actually, the FCC said, the purpose of the corporation was to provide the means for the *Journal* to provide Mr. Schafitz with funds for the UHF station, "in return for which the *Journal* could obtain an interest in the Lorain station without flagging the attention of the commission or its long-standing opponent, Elyria-Lorain Broadcasting Co."

Duluth channel 10 is open for applicants

The FCC announced last week that it was sticking by its decision to deny to WDUL Television Corp. the facilities of channel 10, Duluth, Minn., and it invited applications for an interim operation of the VHF channel.

The commission rejected a petition by WDUL for reconsideration of a May 29, 1963, decision denying its application for additional time to complete construction of WHYZ-TV and of a June 25, 1963 acton deleting WHYZ-TV's call letters and dismissing as moot an application to transfer control of WDUL from the estate of Louis E. Caster, L. F. and Bruce Gran, Ashley Robison, and Joseph Baisch to Producers Inc.

In the course of seeking an antenna site in 1959, control of WDUL passed to Trans-America Television Corp., controlled by Ashley Robison, a broker engaged to find the site. Subsequently, an application by WDUL to modify its permit to specify the resultant site was denied in a June 13, 1961 initial decision and upheld in a July 30, 1963 decision on the ground that there had been an unauthorized transfer of control.

Following a May 13, 1963 hearing, the commission concluded that due to willful misrepresentation and unauthorized transfer of control, WDUL Television Corp. did not have the requisite character qualifications to be a licensee, consequently disqualifying its additional time application, the transfer of control application then being dismissed.

EBS guide from FCC

The establishment of local industry advisory committees within the Emergency Broadcasting System (EBS) is the responsibility of the chairman of the state committee, an FCC release issued last week says. The release, a series of questions and answers on the EBS, states that each State Industry Advisory Commission chairman will nominate an "experienced" broadcaster in each market within his state to serve as chairman of each local committee.

Other items detail the steps required for becoming a member of the EBS, how the Department of Defense is assisting in establishing fall-out protection and emergency power for selected stations.

EBS is the successor to the Conelrad program. It was organized on an interim basis last July and was made effective on a permanent basis in January. The system is basically for standard broadcast stations, but FM and TV stations may be used.



Introducing a New Era in Television Tape Production: The Ampex VR-2000

More than a new look! More than a new name! The Ampex VR-2000 Videotape* television recorder offers a completely new concept in television tape recording. With the introduction of this all-new machine, the ability to achieve full production capability . . . on tape . . . becomes a reality. True "tele-production" becomes an accomplished fact instead of a glowing promise. From its Mark IV heads with rotary transformers and integral preamps, to its highly sophisticated control and monitoring system, the VR-2000 has been designed to entirely new parameters of quality and performance without regard for limitations of previous technology. The result is a recorder offering unparalleled results on current "low-band" standards . . . and opening the door to an entirely new "high-band" standard as an optional operating mode, providing a new performance level presently unattainable on any other recorder. For networks, television

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production companies, and quality-conscious stations, this "high-band" standard means vast improvements in band width and signal-to-noise ratio . . . permits tape copies to the third generation with picture quality equal to "master" tapes made on today's recorders . . . gives color performance that outstrips anything ever demonstrated. Yet, for all its sophistication, the VR-2000 achieves a new degree of simplicity, dependability, and ease of maintenance. Only Ampex could build the VR-2000 . . . and only Ampex offers a complete family of VTR production accessories: Intersync* (standard equipment on the VR-2000), Amtec*, Colortec*, Electronic Editor, Editec* . . . all proven products . . . not promises . . . ready now to increase your VTR profits and capabilities. Now being installed by a major European network, the VR-2000 will be featured at NAB. Ampex Corporation, Redwood City, California. Worldwide sales, service. Term leasing, financing.

Rules of the game for audited ratings

Broadcast Rating Council tells researchers what they must do to win and keep accreditation

The Broadcast Rating Council made public last week its long-awaited "minimum standards for broadcast rating research" and the procedures for its accreditation of ratings services.

The council announced at the same time that it had authorized three accounting firms to begin "immediately" to audit "various rating services using various markets." This field work, expected to last six to eight weeks, is a sort of test run to confirm auditing procedures, get a better line on costs, etc.

It will be followed, the council said, by "a continuing audit [that] will go on indefinitely." Council officials said they hope to launch the continuing audit July 1.

The preliminary audit is specifically testing procedures for auditing the diary, personal-interview and telephone-interview techniques of broadcast audience research. Cost of the test run is estimated at about \$14,000 and will be paid by the council. The ratings services themselves will be assessed the costs of the continuing audit when that gets under way.

The Criteria ■ The minimum standards are those deemed "necessary to meet the basic objective of valid, reliable and effective broadcast audience measurement research."

They govern "the quality and integrity" of ratings services and their operations and specify detailed information that the participating services must make available—and the form in which it should be presented—to their subscribers, to the council and to the council's auditors (text of "minimum standards" is printed on page 177).

The standards developed thus far are those applicable to all ratings services, regardless of the methodology they use. Specific standards for different methodologies will be developed "over a period of time" and will be discussed with the affected services as enacted.

"Substantial" compliance with the minimum standards, including submission to audit, is required for accreditation by the council. The procedures make plain that nonaccreditation cannot keep a firm from conducting and selling broadcast research, but all major national services—American Research

Bureau, Hooper, Nielsen, Pulse and Sindlinger—have agreed to participate.

Next: Special Standards ■ The council is now beginning to draft standards for nonsyndicated firms that do broadcast research work on a special-assignment or local or regional basis. These include Politz, SRDS Data, Trace, Trendex and Videodex.

Hugh M. Beville Jr., NBC vice president for planning and research, heads the council's committee to develop procedures and standards for these "nonregulars" (BROADCASTING, March 23). The council hopes that this work may be completed by about midyear. On the committee with Mr. Beville are William Weilbacher of C. J. LaRoche & Co., representing the American Association of Advertising agencies; Edward Codel of the Katz Agency, representing the Station Representatives Association, and Richard Forsling of CBS.

In announcing details of the new minimum standards and procedures and the launching of field work by auditors, Donald H. McGannon of Westinghouse Broadcasting, chairman of the rating council and of the National Association of Broadcasters Research Committee, said that "substantial strides and progress" have been made.

"We are greatly heartened by the

FM awards to be made

The National Association of FM Broadcasters announced that "major" awards for FM radio stations excelling in entertainment, news programs, community service, education and the most outstanding technological contribution in the industry will be made for the first time this year.

The exclusive awards program, coming on the 25th anniversary of the first regularly scheduled FM broadcast from Alpine, N. J., has tentatively been set for July 18, at a location to be announced.

activities of the past several weeks, which have included meetings with all the national syndicated ratings services," Mr. McGannon said. "There is a growing body of feeling which indicates that our purposes are being realized, targets are being met, and that the productivity of all the participating members of the industry has been outstanding."

The announcement followed a council meeting Tuesday in New York. The session also heard reports by Mr. Beville, Julius Barnathan, vice president and general manager of ABC-TV, and Melvin A. Goldberg, NAB research vice president, on activities of the committee on national TV audience measurements, the NAB research committee and the committee on local TV audience measurements.

How to Apply ■ The accreditation procedures provide that applications be made in writing to the council (429 Lexington Avenue, New York). When the applicant has met preliminary requirements, the council's executive director, Dr. Kenneth H. Baker, issues a "certificate of application for accreditation." After "at least one audit" Dr. Baker makes his recommendations to the council's board of directors, which may grant accreditation or request more information.

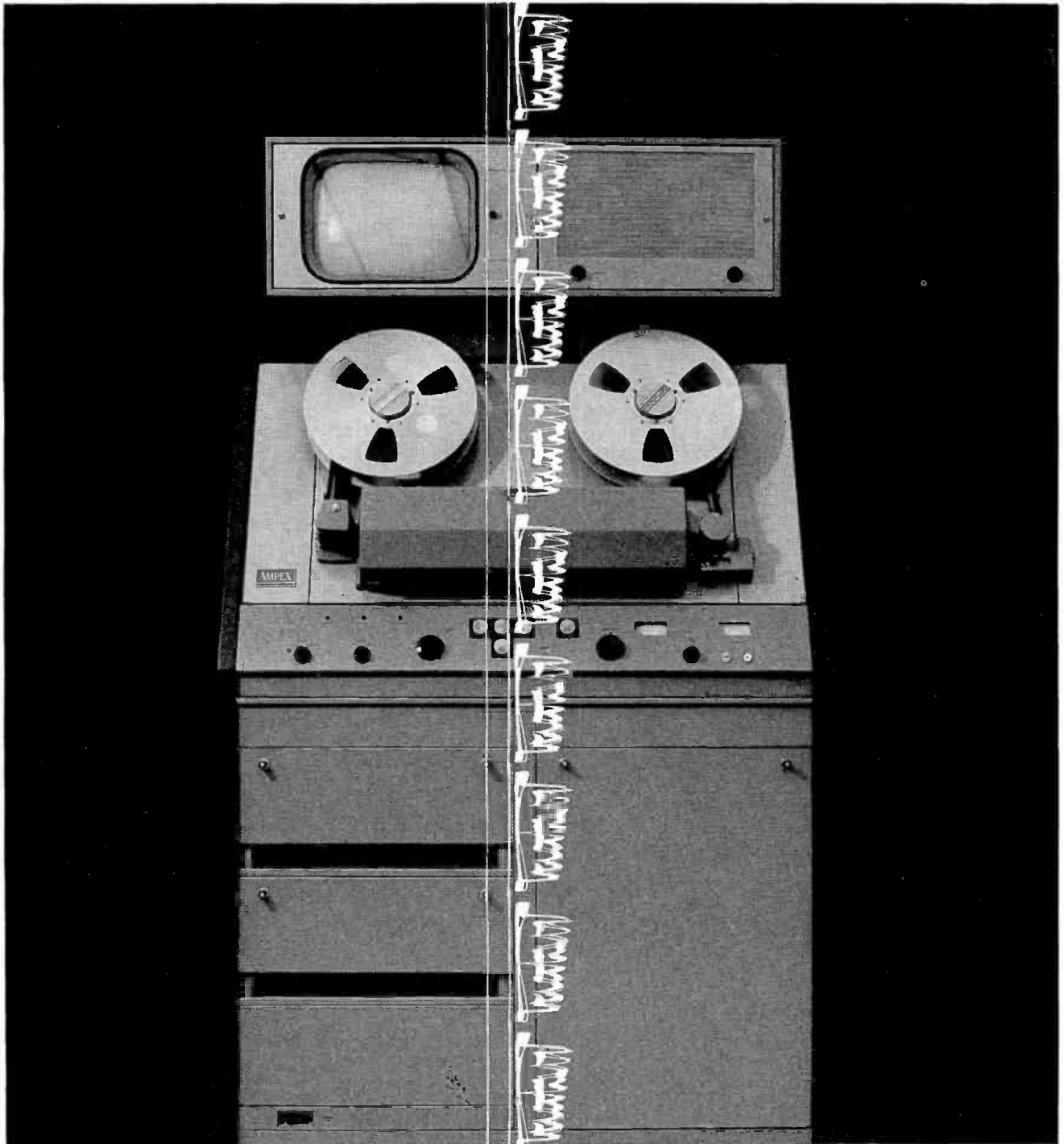
If a service is refused accreditation it must be told why. Then it has 30 days to supply additional information or request a hearing.

Procedures for revocation or suspension of accreditation include notification of the service, submission of comments or explanation by the service, further investigation, and a hearing if the service asks for one. If the service's alleged violations are "of a nature that affects the basic reliability" of its broadcast ratings, the council may suspend accreditation pending final outcome of a hearing.

Hearings will be before a panel of three members of the council board, with the council's executive director and the service both free to be represented by counsel, to present evidence and cross-examine witnesses. The panel then presents its findings to the board, the executive director and the service. Either the service or the director may file exceptions within 20 days or ask for oral argument before the board, or both.

The council's final decision may be to grant, deny, affirm or revoke accreditation, or to suspend accreditation pending modification of practices by the service. Revocation requires concurrence of two-thirds of the board members. Administrative costs of hearings are to be shared equally by the council and the service involved.

Except for the final ruling, information brought out in hearings and other



One more good reason for buying the VR-1100: **Color**

Ampex has added color to the world's fastest selling VTR, and you can order it now. What kind of color? Ampex Colortec, the color tape system nobody's been able to duplicate. And this new color accessory is every bit as advanced as the other features of the VR-1100. Characteristics? A fully-transistorized, modular unit that takes up only 5½ inches of rack space. It can be factory-installed when you purchase your VR-1100. Or it can be ordered separately whenever you're ready to go color. That's the whole idea behind



AMPEX

the VR-1100: buy the most advanced basic VTR now, add the accessories you want when you want them. And that's why the VR-1100 is the greatest value and the fastest-selling VTR in the world today. Bar none. See it for yourself during NAB. Or ask your Ampex representative for more detailed information. Or write the only company providing recorders, tape and core memory devices for every application. Ampex Corporation, 401 Broadway, Redwood City, California. Term leasing and financing are available.

proceedings is to be kept confidential, but the service involved is free to waive this requirement.

Promotion Discipline ■ The procedures also stipulate that "the manner in which a service advertises, promotes or otherwise publicizes itself as having received either accreditation or a certificate of application for accreditation shall be subject to the approval of the council. Under no circumstances shall a service indicate that the council in any way guarantees the accuracy of any rating or other broadcast audience measurement information."

Members and observers at last Tuesday's session were Chairman McGannon, Dr. Baker, Messrs. Barnathan, Beville, Codel, Goldberg and Weilbacher, and Norman Cash and Lee Aarons, Television Bureau of Advertising; Edwin Bunker, Radio Advertising Bureau; Philip Cohen of Sullivan, Stauffer, Colwell & Bayles, representing the AAAA; Daniel Denenholz of the Katz Agency, representing SRA; William Green, CBS; William D. Kistler, Association of National Advertisers; Willard Schroeder of WOOD-AM-TV Grand Rapids, Frederick Houwink of WMAL-AM-TV Washington, Bennett Korn of Metromedia and Simon Goldman of WJTN Jamestown, N. Y., all representing NAB; Ray Anderson, Mutual; Vincent Wasilewski, NAB, and Douglas Anello of NAB, assistant secretary of the council.

NTI subscribers pay more in July

Nielsen says 7.5% price hike needed; turnover of sample complete by '65

A. C. Nielsen last week announced changes for its National Television Index, including a complete sample turnover by 1965 (CLOSED CIRCUIT, March 30) and a price increase of about 7.5% effective in July.

Nielsen said the raise in price for NTI was necessary to meet "rising costs generally [and] service revisions considered essential in today's demanding research environment." Among NTI customers are the TV networks and top advertising agencies (or TV advertisers).

It was noted that the turnover in the NTI sample will be followed by "systematic forced sample replacement which will turn over the NTI sample completely during each subsequent five-year

period," or a yearly turnover of 20% of the sample.

Part of the rise in cost, it's understood, is attributed to the plans for continual revision of the NTI sample.

According to Nielsen, a letter, mailed to clients by Chat Shaw, executive vice president, noted that "a sample maintenance program, built into the sample design itself, provides a means for keeping the NTI sample current with respect to new construction, demolition, growth in TV set ownership and population shifts."

The new NTI sample will include the mountain time zone in order to present a "proportional" sample of all continental U.S. households with the exclu-

Sindlinger computer surveys out

Network and Detroit market radio listening figures are issued within a week of each other

Within one week of each other, Sindlinger & Co., Norwood, Pa., issued the first network and the first market radio listening surveys extracted from a computer.

The network survey was issued March 25; last week the first market study—Detroit—was being readied for distribution to subscribers.

The Detroit study was based on 2,568 telephone interviews (1,169 males) during the last three months of 1963.

Within the next two months, Albert E. Sindlinger said last week, he hopes to have a similar study on Detroit's TV viewing and newspaper and magazine reading.

Much Information ■ All this data, plus demographic characteristics of each respondent, including car ownership, are available, Mr. Sindlinger says, from the same interviews.

The total information is entered on IBM cards, and is obtainable virtually overnight, he explains.

Radio reports for Los Angeles, New York, Philadelphia, Washington, Dallas and Atlanta are scheduled to be issued weekly after next week, Mr. Sindlinger announced.

Among the interesting findings in the Detroit study:

■ From 7 a.m. to 8 a.m. on a quarter-hour basis, 737,000 people listened to their radios. Of these, 417,000 listened at home, 308,000 in autos and 14,000 in other places. The extra 2,000 is attributable to duplicated listening (beginning at home and continuing in the car).

■ The four independent FM stations in Detroit had more steady listeners across the day than any of the standard

stations. Mr. Shaw said that Nielsen anticipates an initial cooperation rate of approximately 80% among the predesignated basic households. Nielsen said this is based on the "substantial number of sample home replacements already made."

Though added costs of the continual "forced" sample turnover have contributed to the NTI price increase, costs for the initial sample changeover that will be telescoped for completion within two years will not be passed on to clients, Nielsen said.

The company also noted that after having held the price line for the past five years, it was "not pleased about the need for a price increase."

The FM audience dial setting remained constant for from 12.2 to a high of 18.4 average quarter hours listened per person over the 18-hour span (from 6 a.m. to midnight). AM listening ranged from 9.1 to 13.1, although they had by far the largest number of listeners.

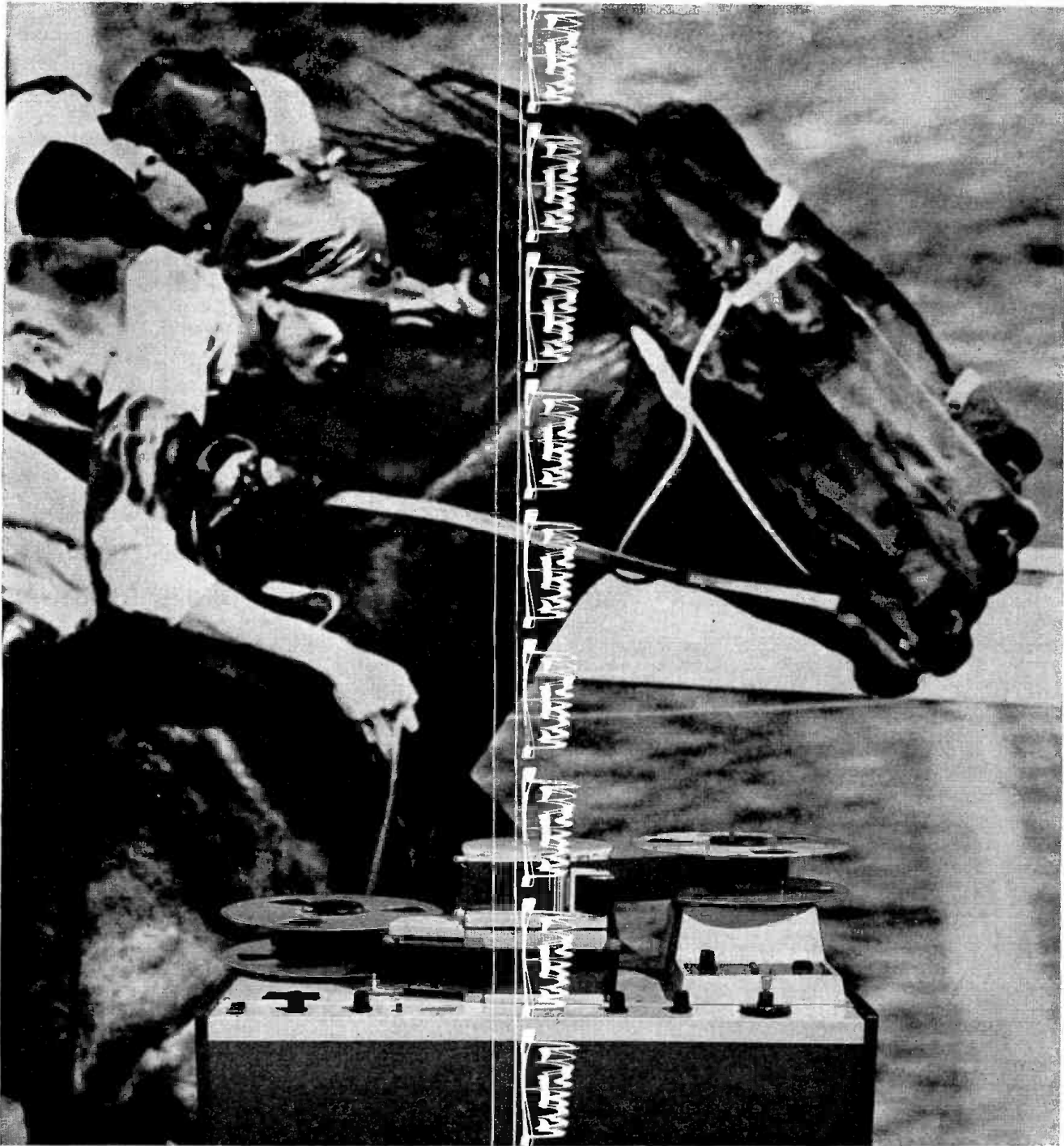
■ The average person in Detroit listens to 1.32 stations a day.

Each of the radio ratings contains eight tables. The first five are varying breakdowns of the weekday—from the over-all 18-hour, 6 a.m.-midnight coverage to the five-hour prime time average from 7 p.m. to midnight. Each of these tables covers the average quarter hour percent of individuals listening by station, number of individuals listening and share of individual listening, all by station. Also itemized are the average number of quarter hours of listening by sex, by share, by computed total number of adult listeners, by range of adult listeners (by upper and lower limits using standard deviations). Each of the listings is by station.

Table 6 presents rating and share data per station by 15-minute periods, averages by the hour, and averages by segments of the day. Table 7 is a listing of radio listening by location (at home, in automobile, and all other places). Table 8 is a comparison of station standings based on ranges of adult viewers.

In connection with this last table, Mr. Sindlinger said that he would back legally any subscriber using this ranking in advertising or promotion. He emphasized that the information must be used exactly as it is spelled out in the table.

Year's Study ■ The new Sindlinger



Now: stop motion for the Ampex VR-660

The world's finest portable VTR now has stop motion. Just a flick of the wrist and you can hold on any field. And stop motion is just another of the many reasons for adding the VR-660 to your mobile unit. The VR-660 has a low tape speed—3.7 ips. So you get up to five hours on one reel of tape. The VR-660 meets all FCC broadcast standards. And it's the most rugged little VTR that ever joined a mobile unit. The backbone of the VR-660 is a single, unit-designed casting at the center of the machine. Every assembly that



has anything to do with tape movement or position is mounted to it (so all critical tolerances can be referenced to a common surface). This casting is all important. That's why we make it out of the most rigid, rugged cast aluminum available. The VR-660 is also fully transistorized. Result? It stays up when the others go down. Weight? 96 pounds. Price? Just \$14,500. See it in action at NAB. Or write Ampex Corporation, Redwood City, California. Worldwide sales and service. Term leasing and financing.

individual market report on radio listening was framed after a study beginning last January, Mr. Sindlinger said. During this time he conferred with 73 individual advertisers, agencies, stations and networks, station representatives. The project was formulated last September (BROADCASTING, Sept. 23, 1963), with interviewers beginning work in October.

Under direct lease to the Sindlinger organization is an IBM 1620 computer (at a cost of \$7,800 a month). Through the storage of the information from the interviews in computer memory cells, recall and comparisons can be made in minutes.

FCC lets Davis off hook after 10 years

The tortoise-like pace at which the FCC sometimes moves can occasionally work to the benefit of a licensee.

This was the case with KMAC and KISS(FM) San Antonio, whose owner, Howard W. Davis, has been in difficulty with the commission since 1956 because of events that occurred in 1954.

The commission last week renewed the licenses of the two stations, at least in part because 10 years have passed since the alleged offenses occurred.

Mr. Davis's problems stemmed from a 1953-54 comparative hearing in which

he was an applicant for a TV station in San Antonio. The commission, in 1956, denied Mr. Davis's application for lack of financial qualifications. At the same time, however, it said he had concealed, misrepresented or lacked candor regarding his financial condition to such an extent that no confidence could be placed in his showing.

Renewal Applications ■ In 1959, the commission set for hearing Mr. Davis's applications for renewal of the AM and FM stations. The key issue was whether he misrepresented or withheld facts or lacked candor in the television proceeding.

In its decision, the commission held that Mr. Davis in the TV proceeding "was guilty of careless and irresponsible submission of financial information." But the commission attributed this to Mr. Davis's "abysmal lack of accounting knowledge" and his "ineptness and lack of understanding." The commission said it didn't believe Mr. Davis attempted to deceive it.

The FCC added that "the protracted time period which has occurred since the matters in question took place [1953 and 1954], constitutes an additional reason for our decision. . . ." The commission also held that Mr. Davis had operated his stations in a satisfactory manner in the intervening years.

But the commission also emphasized that it feels "an applicant's financial qualifications are one of the most important facets of his qualifications to become a licensee" . . . and that the com-

mission must be able to rely "unequivocally" on an applicant's financial showings.

Hire Someone ■ "Unfamiliarity with accounting and bookkeeping procedure cannot mitigate an applicant's high responsibility for accuracy and disclosure in the sensitive area of his financial qualifications," he commission said. It added that if an applicant lacks the necessary expertise, he should hire someone who has it.

FCC Chairman E. William Henry dissented to the decision. He said Mr. Davis had made misrepresentations to the commission and that these could not be attributed to his inexperience in accounting and bookkeeping.

Regarding the passage of time, Mr. Henry said: "Nor do I think we can properly 'forgive and forget' simply because the matters in question occurred some 10 years ago." He said Mr. Davis had not persuaded the commission of his "present reliability and candor."

NAEB plans to link educational radio


A plan to link noncommercial radio stations in a nationwide educational network was announced last week by the National Association of Educational Broadcasters.

The NAEB during the next nine months will use a \$65,895 grant from the U. S. Office of Education to study the feasibility and scope of the proposed Educational Communications System. A national advisory committee last week announced the appointment of Jerrold Sandler, on leave from the University of Michigan, as ECS project director. Theodore Conant, a consultant with the National Film Board of Canada, was named associate project director. They will have offices at NAEB headquarters in Washington and at noncommercial educational station WRVR(FM) New York.

The idea for the ECS was originally planted at a meeting of NAEB and other educators last summer. Besides live programming over the network, ECS would provide member educational institutions with a variety of nonprogramming services through cooperative action, such as research and dissemination of educational information. Mr. Sandler said last week that the network would "tie together the brainpower of the country in a direct way." But he noted that the final realization of the network is "way in the future."

As plans now stand, the initial network tieup will be restricted to the East and the Midwest, though it is intended eventually to cover the entire country,

*It's Here! The Easiest-To-Use,
Best Organized Hi-Quality
Production Music Series
In Broadcasting!*

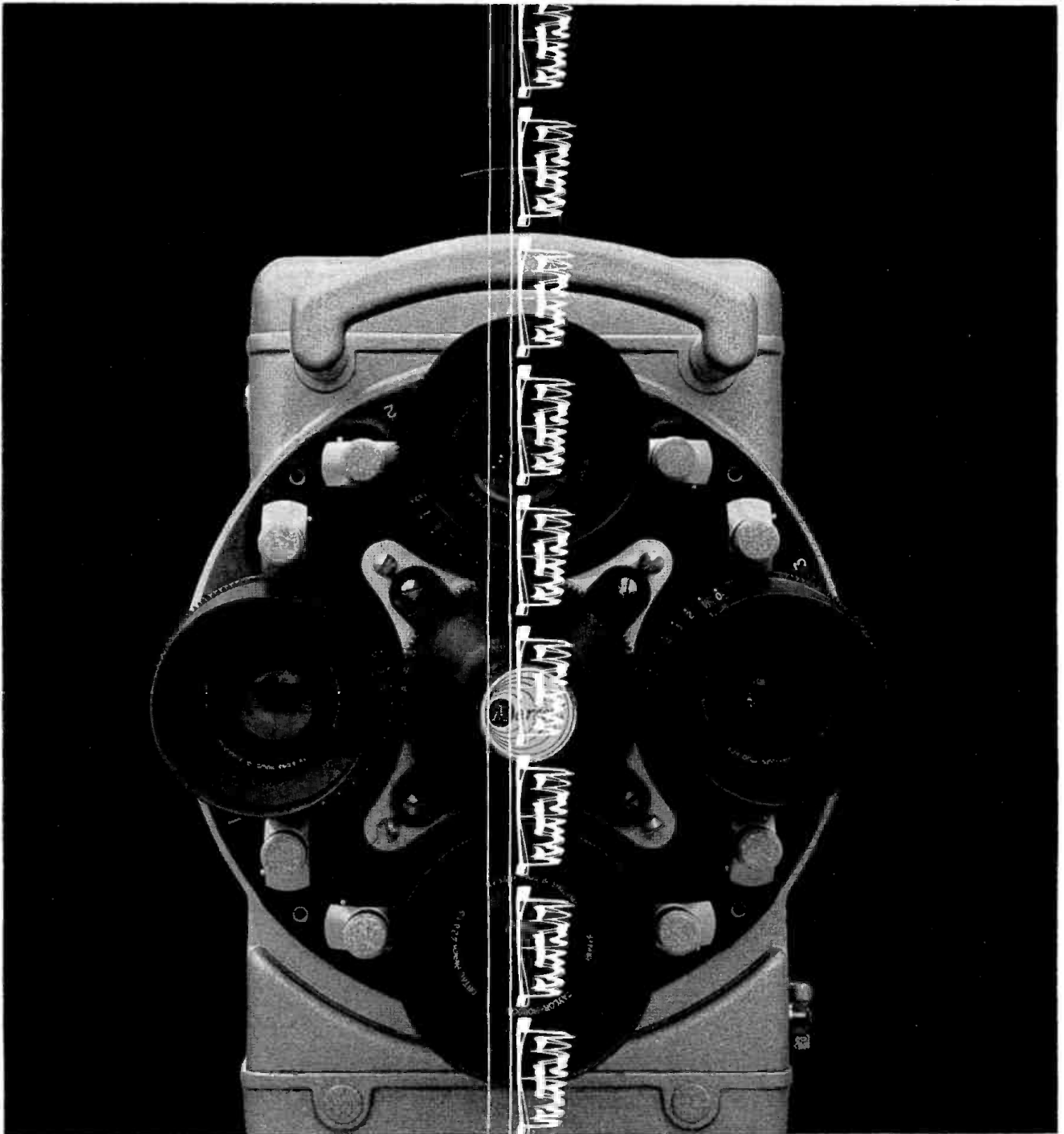


- Saves you time in selecting background music by category, not titles. . . . Pos push-button selection.
- Offers you a wide choice of classifications, from "News & Metro" to "Fashion Show Melodic."
- Costs nothing extra — You pay only once for unlimited use of all material. Can be licensed for videotape or film scoring upon request and at a nominal cost.
- Provides the assurance that goes with Capitol's High Fidelity Recording.

This is music especially created & recorded by experts for your needs.

GET YOUR FREE DEMONSTRATION DISC TODAY. WIRE OR WRITE:

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Funny that nobody's been able to duplicate the Mark IV

It's certainly not for want of trying. Since Marconi introduced the first 4½ inch Image Orthicon camera, everybody and his brother have been trying to catch up. A thousand Marconi 4½" cameras have gone into service in 38 countries. The Mark IV has literally become the world's standard television camera. And for good reason. It's the camera that improved picture quality 50%. It was the first camera to make it possible for the cameraman to concentrate entirely on composition and focus—and leave all other functions to the control room. Another first: once you set it up it stays set up. Little wonder that a lot of people have been trying to duplicate it. But there's one hitch. While the others have been trying to build a camera as good as the Mark IV,



AMPEX

Marconi has been radically improving it. Long-lived silicon rectifiers have replaced selenium units in the power supply. The iris system is virtually jam-proof. A shielded yoke keeps the camera in focus even if there's magnetic interference. A solid-state head amplifier has been added. And the Mark IV is now instantly switchable from one world standard to another. In short: by the time somebody makes a camera as good as the 1959 model Mark IV, they'll have the 1964 model to contend with. And that goes for the whole line of Marconi specialties: vidicon telecine equipment, switchers, color cameras, and closed circuit vidicon cameras, accessories. Distributed by Ampex Corp., Redwood City, California. Worldwide sales and service. Term leasing and financing.

and even beyond. ECS hopes to establish links with the Canadian Broadcasting Corp.

The initial study announced last week will include a nationwide survey of educational radio needs. ECS at the beginning will include only those educational stations connected with colleges and universities, but it is planned that the network's programming eventually will be available to all noncommercial stations.

NAEB now has a "tape network" of more than 100 educational stations that subscribe to tape programming from the educational organization.

Changing hands

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

■ **WTRX** Flint, Mich.: Sold by John Lord Booth to Robert E. Eastman Co. for \$345,000. Eastman is a station representative firm with headquarters in New York. Robert Eastman, president of the company, said the station would be operated as a wholly owned subsidiary and would be used as a training ground for salesmen. Mr. Booth is head of Booth Newspapers, which also own or control **WJLB** and **WMZK**(FM)

Detroit, **WSGW** Saginaw, **WIBM** and **WBBC**(FM) Jackson, all Michigan; **WTOD** and **WTRT**(FM) Toledo, Ohio; **WJVA** South Bend and **WIOU** Kokomo, both Indiana. **WTRX**, founded in 1947, operates full time on 1330 kc with 5 kw day and 1 kw night. Broker was Edwin Tornberg & Co.

■ **KIXZ** Amarillo, Tex.: Sold by Jay J. G. Schatz to Raymond Ruff and associates for \$237,500. Mr. Ruff's group owns **KTRN** Wichita Falls, **KELI** Tulsa and **KHOG** Fayetteville, Ark. Mr. Schatz is vice-president-manager of **WYNR** Chicago, a McLendon station. **KIXZ** operates fulltime on 940 kc with 5 kw day and 1 kw night. Broker was Blackburn & Co.

■ **WHYE** Roanoke, Va.: Sold by Joseph Mullen and J. Mack Aheron to Edwin Doyle, Homer Quann and Justin Dove for \$147,000. Messrs. Doyle and Quann are employees of **WSVA-AM-FM-TV** Harrisonburg, Va.; Mr. Dove is a Harrisonburg businessman. Mr. Mullen continues to own **WAIK-AM-FM**-Winston-Salem, N. C. **WHYE** operates daytime only on 910 kc with 1 kw. Broker was Blackburn & Co.

■ **WMOU-AM-FM** Berlin, N. H.: Sold by John Bowman to Thomas Christiansen for \$89,570. Mr. Christiansen is

the former advertising manager of Philip Morris. Mr. Bowman retains **WLTN** Littleton, N. H. **WMOU** is full-time on 1230 kc with 1 kw day, 250 w night. **WMOU-FM** operates on 103.7 mc with 10 kw. Broker was Blackburn & Co.

■ **KCAR** Clarksville, Tex.: Sold by Maurice Wooley and group to James N. Mitchell of Marietta, Ga., for \$40,000. **KCAR** is a daytimer on 1350 kc with 500 w. Broker was Blackburn & Co.

■ **KJKJ** Flagstaff, Ariz.: Sold by Joseph L. Patrick and Joseph Brandt to Charles L. and Rosemary Foster for \$44,500. **KJKJ** operates fulltime on 1400 kc with 250 w. Broker was Wilt Gunzendorfer & Associates.

Mutual adds 3 stations to affiliate lineup

Mutual last week announced that **WJUN** Mexico, Pa.; **WEIC** Charleston, Ill., and **WDOT** Burlington, Vt., all formerly independent, are now affiliated with MBS.

WJUN, which operates on 1220 kc with 1 kw daytime, is owned by Lewiston Broadcasting Co.

WEIC, owned by Friendly Broadcaster Inc., operates on 1270 kc with 1 kw daytime.

WDOT operates on 1400 kc with 1 kw day and 250 w night. The station is owned by Hunter Broadcasting.

WJHG-TV will appeal suit

WJHG-TV Panama City, Fla., will appeal its suit against a community antenna television system to the Florida superior court in Tallahassee, a spokesman said last week.

Raymond E. Carow, general manager and managing director, said the station has been seeking an injunction for unfair competition against Florida Antennavision Inc. "on the basis of prior contractual rights" to its programming. A circuit court in Panama City dismissed the case late last month for failure to show cause for action (**BROADCASTING**, March 30).

Roper report sent

The Television Information Office of the National Association of Broadcasters is sending to all TIO sponsor stations a set of six slides with accompanying manuscripts concerning the latest Roper report on public attitudes toward mass media. The report includes data showing that television has supplanted newspapers as the most popular source of learning the news.

Look for the Blackburn men at the

N.A.B. CONVENTION

We invite you to visit our

HOSPITALITY SUITE

at the Essex Motor Inn

8th and Michigan Avenues

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
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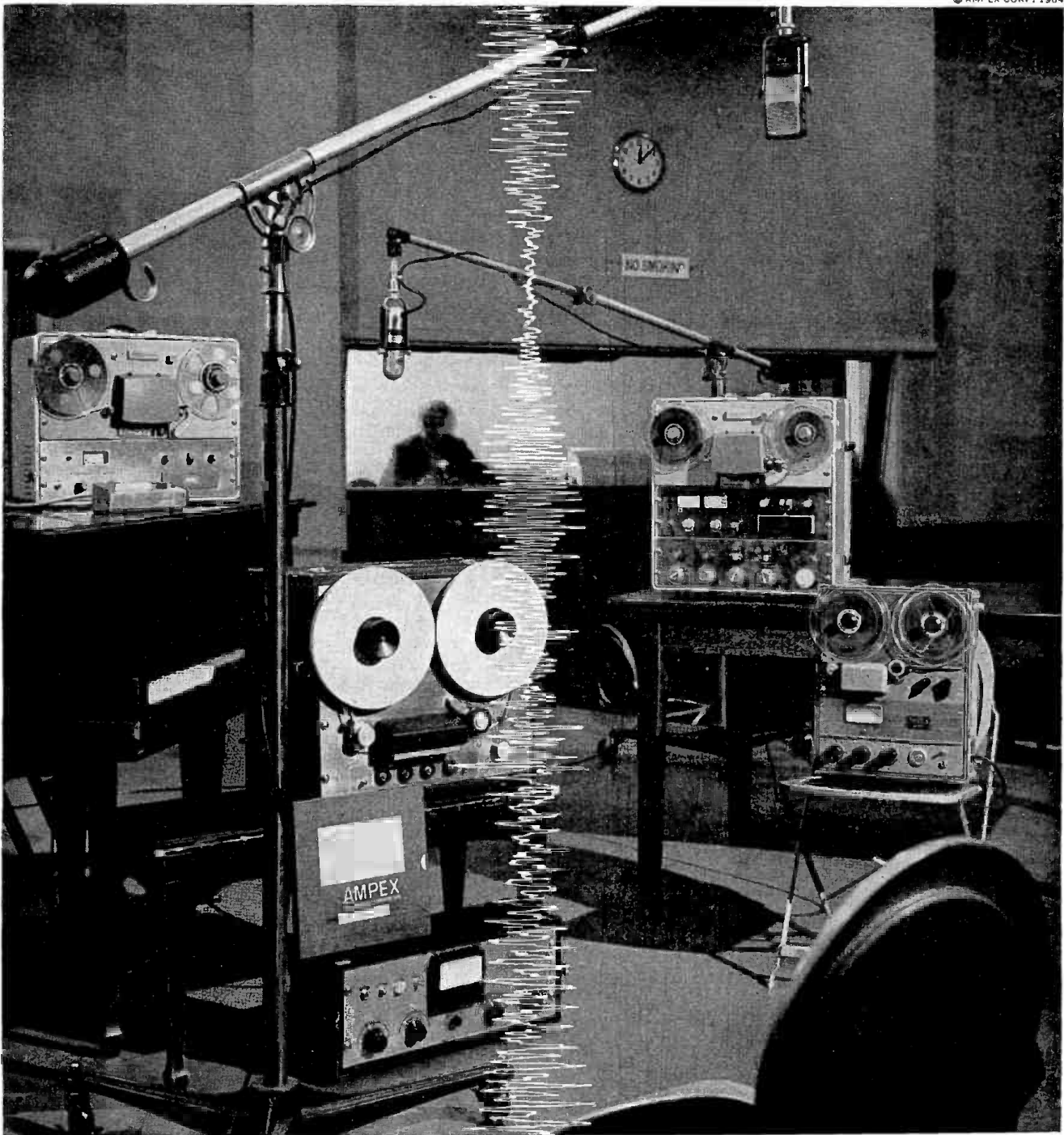
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

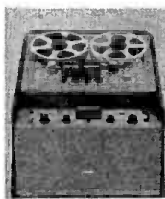
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CRestview 4-8151



How do you improve the industry's finest line of audio products? Add to it.

At NAB Ampex will be introducing three new products plus a spot announcer concept so revolutionary we're not saying a word about it until NAB: the CL-10, a completely new communications-logging recorder; the PR-10-4, a four-track version of the PR-10; and the MR-70, the ultimate in master recording. These are just three additions to the Ampex line—the only recorders and tape duplicators that have proven themselves in practically every broadcast and recording studio in the world. The finest and most complete line in the business. There is the Ampex 351, standard of the broadcast industry;



the Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 602, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. The Ampex 3200 duplicator, master/slave combination for high quality, low-cost tape duplicating. The Ampex PD-10, a compact, inexpensive tape duplicator. Plus the finest in professional and master recording tape, by Ampex, the world leader in magnetic recording; Ampex Corporation, Redwood City, Calif.

Another STV hearing: No results

Pay TV situation in California continues in confusion;

Public Utilities Commission asks for briefs in 10 days

Whether the California Public Utility Commission should approve, deny or postpone a contract between the Pacific Telephone & Telegraph Co. and Subscription Television Inc. was argued Wednesday (April 1) at a PUC hearing in San Francisco. The 90-minute session, virtually a carbon copy of the one held a week before in Los Angeles (BROADCASTING, March 30), was again conducted by PUC President, William M. Bennett, and the commission's examiner, Thomas E. Daley.

Witnesses for PT&T and STV asked that the contract be approved; opponents asked that it be denied or that the PUC defer its decision until after the November election, when California voters will be given a chance to express their views on pay TV.

At the conclusion of the session, Mr. Bennett asked attorneys to submit briefs within 10 days on three points:

- Is STV a public utility, subject to

PUC authority?

- Is the STV-PT&T contract a proper one, which would protect the interests of the telephone company and its other customers, primarily those who use it for person-to-person telephone conversations?

- Does PUC have the authority to delay its decision until November?

On the last point, Mr. Bennett observed that if the commission has the right to delay a decision until November 1964, it could delay it until November 1965 and until November 1966. "In effect," he said, "the commission would be making a decision on pay TV."

The contract in question is one calling for PT&T to provide transmission facilities for STV's closed-circuit pay TV program service between STV's Hollywood studios and the homes of subscribers in an area of about three square miles in the southwestern sec-

tion of Los Angeles.

Yes and No ■ In general, witnesses argued about pay TV and whether it would be a good or a bad thing for California citizens, rather than the specific STV-PT&T contract. One side urged giving pay TV a chance to show whether it is good or bad. The other side argued that the people be permitted to express their wishes at the ballot box before a pay TV service is given the opportunity to establish itself in the state.

One of those speaking on behalf of pay TV was Paul R. Bartlett, a former station owner and operator until 1959, when he sold KFRE-AM-TV and KRFM (FM) (now KFRE-FM) Fresno, Calif., and retired from broadcasting. Speaking as a private citizen, with no financial interest in STV or any pay TV organization, Mr. Bartlett urged that a new business not be legislated out of business before it has had a chance to get started, just because it may be a competitor to some present business. Free competition is part of the American way of life, he argued, and pay TV should be given a chance to succeed or fail by itself.

Also on the pay TV scene:

- The \$117 million law suit filed last year by STV against the California

Weaver on STV: No interest in free-TV programs or sponsors

Pay TV, at least the form of pay TV Subscription Television Inc. is planning to introduce into Los Angeles and San Francisco this summer, will not do two things, STV President Sylvester L. (Pat) Weaver assured the Southern California Council of the American Association of Advertising Agencies.

It will not attempt to take over the programs now seen on free television and it will not carry any advertising.

Mr. Weaver spoke at the annual dinner meeting of the agency executives, at which Kendall J. Mau, executive vice president of Hal Stebbins Inc., Los Angeles, was installed as chairman of the AAAA regional council. A former agency man himself (he resigned the chairmanship of McCann-Erickson International to become head of STV), Mr. Weaver presented his points to the agency audience much more tersely and bluntly than in previous addresses to different audiences.

On the first: "We will not use, do not want, do not need and will not accept any of the commercial series which make up 90% of what com-

mercial [television] service is. We have a great new service and it will not make people pay what they now see for nothing because what they now see for nothing will keep right on being seen for nothing."

On the second point, that of no commercials: "The basic reason for this is not really one of policy because of public relations, as some seem to think. It is a matter of policy that stems from common sense, or at least from professional knowledge in our own business. When I am able to get an audience of one million homes for a play or a concert or a movie or an attraction, it is not just interrupting it for advertising or making people hate me because I drop some advertising in.

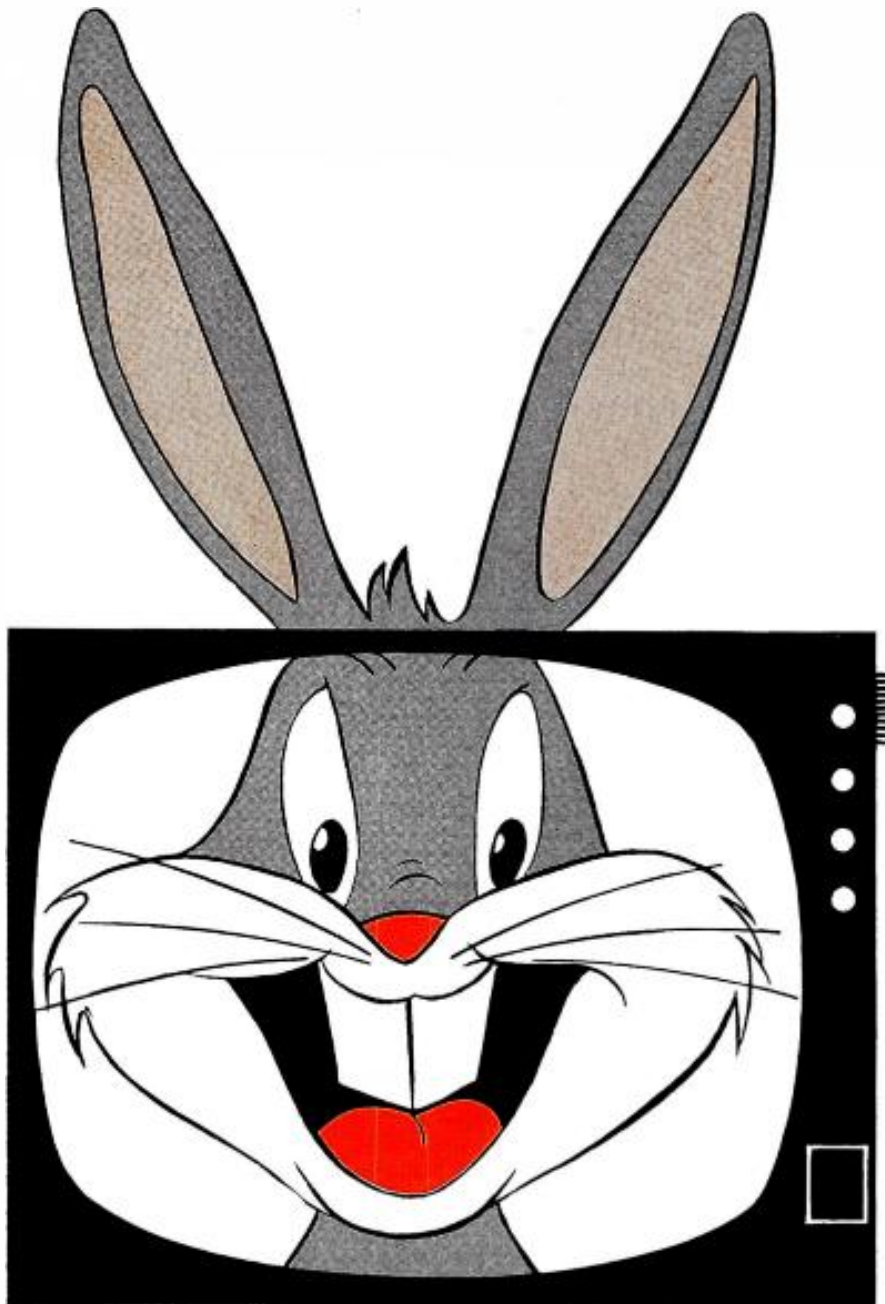
"It is that my income from the attraction is \$1 a home and as part of an advertising circulation that home is worth a few mills. A million homes equal \$1 million, except as advertising circulation when it equals anywhere from \$2,000 to \$5,000 a thousand. Chicken feed!

"What idiot would seriously consider the additional money from this kind of side business with its

pennies, when any effort spent on the development of more circulation for either my medium or my attraction can deliver me several hundred times as much money per home reached?

"We will never carry advertising because, like the book business, the movie business, the theater, we engage in an economic pattern in which our direct audience relationship is so profitable that the sale of that circulation in advertising terms is idiotic."

Mr. Weaver stated: "I trust that sets that to rest." And he castigated the theater owners who are supporting the campaign to have pay TV outlawed in California, as "primitives, popcorn vendors, men who have stood four-square against all previous evils in communications." He reminded his audience of the theater owners' "gallant fight to protect us from the talking picture, color, the big screen, the drive-in, radio and television." These men, he declared, "are not interested in reason, only in retaining their monopoly over any kind of pay service electronically."



“E-h-h-h, What’s up, Doc?”

One hundred of the most lavishly produced cartoons ever created by Warner Bros. for theatrical distribution are now available to television stations. These fully-animated post-'47 productions have never traveled the *rabbit-ears* of a TV set before. They star Bugs Bunny, Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Speedy Gonzales and other world-renowned Warner Bros. personalities. Running 6 to 6½ minutes each, these 100 new-to-television cartoons are available in black-and-white or color—for Fall start. *An-n-n-d... that's what's up, Bugs!*

Warner Bros. Cartoons—Series '64



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

Crusade for Free TV and its theater owner backers (BROADCASTING, Dec. 23, 1963) was refiled March 30 after the original suit had been dismissed March 20 by Judge William C. Mathes of the U. S. District Court. He had given STV 10 days to file an amended complaint. The basic charge of conspiracy to restrict competition in violation of state and federal antitrust laws is repeated and enlarged on in the amended complaint. It also charges that the measure undertaken by the defendants to get voters to outlaw pay TV in California would be invalid, if enacted, as its provisions are unconstitutional.

▪ The Academy for Subscription Television will start polling voters in three California cities April 15 for their views on pay TV. Dr. Robert Ramsey, executive director, said that on that date "hundreds of interviewers will begin polling thousands of voters in Los Angeles, Redlands and San Jose . . ." They will be asked if they would pay \$1 to see a championship prize fight or a first-run movie, as well as whether, if they were voting today, they would vote to repeal the law permitting the operation of a pay TV system and similar general questions. Results of the poll will be made public in May, Dr. Ramsey said.

▪ The Los Angeles City Council instructed its Revenue and Taxation Committee to investigate the income the city may derive from pay TV this year, if STV is successful in establishing its program service within the city. (The California law as it now stands calls for a payment of 1% of gross income to the state, 1% to a local authority—city or county—by any pay TV system for the right to operate.)

The city council also asked the city attorney for an opinion on the legality of the initiative proposal to outlaw pay TV within the state.

▪ The author of the pay TV amendment to the California Revenue and Taxation Code adopted in 1963, Assemblyman Pearce Young, said that he and Assemblyman Nicholas C. Petris, chairman of the Revenue and Taxation Committee, are considering additional pay TV legislation. This new legislation would be designed to forbid commercials on pay TV and to limit this service to programs not now available on free TV, Mr. Young said.

▪ The American Federation of Television and Radio Artists on Thursday (April 2) revealed its opposition to the move to outlaw pay TV in California by announcing its support of the Fair Trial for Pay TV Committee. Both the eastern and western sections of the AFTRA's national board have unanimously approved participation in the committee in Hollywood, Claude McCue, executive secretary of AFTRA's Los Angeles local, said. In addition to

favoring "the widest possible tests of all forms of pay TV," so that the public can "decide by actual viewing" whether it wants this service, AFTRA has a special interest through its contracts with pay TV systems now operating, Mr. McCue said.

NBC-TV doesn't like pay TV, but

Network executives say

they'll enter field

if it proves necessary

NBC has restated its intent to enter the pay television field should it prove "against our expectations, to be economically feasible and thus a vanquishing competitive force."

The network's position was announced in a letter sent to about 4,500 employees during the week of March 23. NBC Board Chairman Robert W. Sarnoff and NBC President Robert E. Kintner this year have adopted a policy of sending an occasional letter to employees.

The NBC executives noted the National Association of Broadcasters' advocacy of federal legislation to prohibit any form of pay TV, by wire or over the air. Also mentioned was the effort of Subscription Television Inc. to establish pay TV in California.

Doubts Expressed ■ But the letter stated that "on the basis of NBC research studies of pay TV, we have serious questions as to whether it can succeed economically.

"Certainly none of the systems that has gone into operation in the past has given any cause for optimism about pay TV's future."

Mr. Sarnoff and Mr. Kintner cautioned that "the fact that pay TV has not got off the ground until now, however, doesn't mean that it may not at some time in the future. If such a system should succeed economically, we believe it could do so only by outbidding free broadcasting for the talent and attractions that have demonstrated popularity."

Such a development, the letter averred, would mean that instead of being available to the "whole public" free of charge as attractions are now, TV offerings would be "confined to that fraction of the public that was willing and able to pay for them." This, the NBC letter stated, would be a "situation that scarcely needs to square with the public interest."

Even if a "significant minority" of the public was forced to turn to pay

TV to see those attractions taken over by a system, they asserted the "economy of advertiser-supported television would be weakened, and commercial broadcasters would be much more limited in their ability to support a wide variety of specialized programming, particularly in the news, informational and cultural fields."

Everyone Loses ■ "In our opinion," the NBC executive wrote, "everyone would be the loser—except the pay TV entrepreneurs." Though opposing the turnover of broadcast frequencies to pay TV and "subverting them to the purposes of 'narrowcasting,'" Mr. Sarnoff and Mr. Kintner said, NBC has not thought it "appropriate in principle" to oppose wired pay TV in view of the fact it would not deprive free broadcasting of frequencies intended for service to all the public.

"Although NBC has no present interest in entering pay TV and is convinced that subscription television cannot succeed economically, we are watching developments in the field closely and with interest," the letter stated.

Said NBC's letter: "For if pay television should prove, against our expectations, to be economically feasible and thus a vanquishing competitive force, we should have no choice but to enter the field ourselves."

Messrs. Sarnoff and Kintner said: sports was an area of programming that "has long sweetened the dreams of pay TV promoters" but "ironically" the programming "offers a striking illustration of what commercial television already offers free of charge, both in quality and quantity, to a nationwide audience."

NBC, it was noted, will devote 14½ hours of programming to coverage of the 1964 Summer Olympics from Tokyo, and will present the events on the same calendar day they take place abroad. The network will use 65 TV cameras, feeding eight recording machines housed in a broadcast center "larger than most local television stations," the letter said.

Also pointed up were the two-year NCAA football rights starting next fall, the several football bowl games and the World Series coverage on the network, as well as other sports programming including the five-year rights to American Football League games, starting in 1965, golf, tennis and a number of sports specials.

TAME's campaign continues in Utica

The Television Antenna Manufacturers Institute (TAME) moved into upstate New York last week in its continuing effort to discourage development of community antenna television



Can you think of a better way to become a big chief Pontiac dealer?

In 1958, Phil Tolkan was the smallest Pontiac dealer in Milwaukee. In 1959, he started using WTMJ-TV . . . has devoted 96% of his new car budget to WTMJ-TV ever since. Today, Phil Tolkan is the largest Pontiac dealer in Wisconsin . . . one of the top 30 of 3300 in the nation.

...or to sell lawn products?

Just a few spots during a WTMJ-TV telecast of a Milwaukee Braves baseball game. That's all it took to seed the Milwaukee market for LIFE grass fertilizer and GUARD crabgrass killer. Sales soon soared for dealers of these two LAWNHOUSE products.

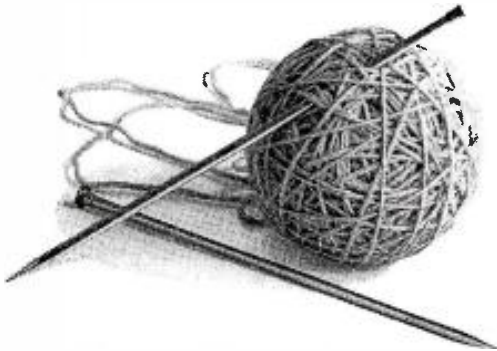


...or to turn 75,000 goblins loose?

With two spots — just two — on a WTMJ-TV news show, Standard Oil offered free Halloween masks. The goblins descended on the Standard stations in droves. Seventy-five thousand masks were handed out . . . and Standard estimates that twice as many could have been given away if the supply had lasted.

...or to sell Christmas tree lights at \$100 each?

Each year, WTMJ-TV promotes a fund-raising campaign in Milwaukee on behalf of the Salvation Army's Christmas Cheer program. For each \$100 contributed, a bulb is lighted on a giant Christmas tree in downtown Milwaukee. Last holiday season, Milwaukeeans set the tree aglow with more than \$47,000.



...or to get so many people excited about afghans?

An afghan-making demonstration was presented on WTMJ-TV's "Today for Women" show. Just a one-time feature . . . but 1,163 people sent in for directions on how to make an afghan.

The audience response high-lighted in these success stories is typical of the influence WTMJ-TV has on Milwaukee. Write in for complete details. See for yourself! Put your sales message on WTMJ-TV . . . still the number one station in Milwaukee for both viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV

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

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



systems unless local television service is otherwise unavailable.

Allen Bonapart, president of WUFM (FM) Utica, said he left a TAME meeting Wednesday (April 1) "rather concerned about the outlook for future UHF and television stations in general." Mr. Bonapart, through P. H. Inc., is an applicant for a UHF channel in Utica.

Mr. Bonapart said TAME spokesmen, addressing an audience of about 20 television servicemen and antenna wholesalers, suggested that servicemen advise customers that development of CATV could lead to a situation where "eventually servicemen would not be needed."

Mohawk Valley Community TV Co., 71% owned by WKTV(TV) Utica, is constructing a CATV system in that city. Others are proposed elsewhere in the area (BROADCASTING, Jan. 6).

Booth voices opposition to NAB's CATV stand

John S. Booth, president of WCHA-AM-FM Chambersburg, Pa., has strongly opposed the efforts of the National Association of Broadcasters to obtain fed-



YOU-SHOULD-HEAR

M. Jay Corrington, Radio Operations Manager of KODE, Joplin, Missouri, says, "First let me say I believe the CRC library was designed by Radio Men. . . . I believe our image in the minds of our advertisers and listeners has improved greatly. . . . Sponsor Identification Jingles . . . the greatest . . . give a local advertiser closer identification with his national product, but builds a quality image for his business."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall
COMMERCIAL RECORDING CORP.

eral protection for TV stations against competition from community antenna TV systems.

In a letter to NAB President LeRoy Collins, Mr. Booth charged the NAB has made no effort to determine the sentiments of its members and "whether or not they approve the expenditure of their dues to fight the battle of one segment of the membership." He warned that he would "object strenuously" to any claims the NAB makes before Congress or the FCC that the anti-CATV policy is representative of NAB membership.

He said the NAB has historically refused to participate in intra-industry problems or matters which affect only a segment of the industry. For example, Mr. Booth pointed out, the NAB has maintained a "hands-off" policy on the ancient clear-channel proceedings.

The industry's request for protection against CATV "certainly is contrary to the industry's fight to reduce government regulations . . ." of broadcasting, he said.

Mr. Booth owns 15% of a CATV system now under construction in Chambersburg which, he said, will be the first to provide "off the air" signals on all 12 channels. "I sincerely hope and believe that my 15% ownership in this system has not clouded my ability to think objectively on this problem," he said.

The Chambersburg CATV plans to begin its service in June, Mr. Booth said, and has signed a contract to use the microwave facilities planned by Cox Broadcasting Corp. (BROADCASTING, March 23). WGAL-TV Lancaster, Pa., has protested to the FCC Cox's plans to build microwaves to relay the programs of educational and independent New York and Philadelphia stations to Pennsylvania cities, including Chambersburg (BROADCASTING, March 23).

Pennsylvania won't regulate CATV systems

A ruling by the Pennsylvania Public Utility Commission not to assume jurisdiction over community antenna television as a public utility marked the 11th time that a state had rejected a proposal that it step into CATV regulation, a spokesman for the National Community Television Association said last week.

The PUC ruled 3-2 to reject a proposal by State Representative George Heffner of Pottstown, Pa., that it assume jurisdiction over CATV. Representative Heffner has unsuccessfully sponsored legislation along similar lines in the past (BROADCASTING, Feb. 17). The commission said it would issue a

written decision at a later date.

One observer noted that the three-member PUC majority was composed of lawyers and the minority of "public" members of the state body. George Barco, an NCTA board member, argued for the Pennsylvania Community Antenna Television Association.

(An error in last week's issue made it appear that the PUC had ruled to assume jurisdiction [BROADCASTING, March 30].)

More than dozen seek CATV in Connecticut

Community antenna television operators are lining up for a chance to install systems in Connecticut, the first and only state geared to regulate them.

By last week the Public Utilities Commission had on file more than a dozen applications for franchises in major cities. With hilly terrain in the western part, and duplicated signals from Boston and New York channels providing reception problems in the eastern section, the state is viewed as having a healthy potential for CATV.

Unlike other areas in the U. S. where CATV has gone in, Connecticut has reserved to its PUC the authority to assign franchises and handle other regulatory aspects of cable TV. Elsewhere, cities have taken on this function.

Just a few weeks ago the PUC published proposed CATV regulations that would provide community-wide monopolies to approved systems—and require in return 1) public hearings on all applications, 2) detailed financial reports from CATV franchise holders, 3) filing of proposed initial rates and 4) PUC approval of all rate changes (BROADCASTING, March 30).

No comments on the proposals had been received by the end of last week, although it is known CATV firms planning operations in Connecticut take exception to several aspects of the PUC's regulations, especially on rates and financial reports. They may file with the PUC before April 13 or appeal to the state's interim legislative committee,

SEE THE 7 MEN

from

**HAMILTON-LANDIS
& Associates, Inc.**

PAGE 53

For AM performance that rivals FM fidelity . . . the Gates VANGUARD I transistorized 1000 watt ONE tube AM Broadcast Transmitter. For the full story of this pacesetter—with the new shape in AM—call your Gates broadcast sales engineer today.

shape in AM Transmitters

The new



which could invalidate the rules.

No Franchises Yet ■ No franchises have been assigned, nor is it expected that any will be until the state's regulations have been formally adopted.

CATV interests are expected to recommend that less detailed financial reports be required, or that income tax information be considered acceptable. Also, CATV's would prefer that the PUC permit rate changes to become effective unless the commission sets them for hearing within 30 days of their proposed effective date. As the regulations now read, proposed rate changes cannot become effective without specific PUC approval.

A CATV operator looking toward establishing systems in Connecticut, said last week that "if CATV prospers under these proposed regulations, the industry will have become mature." It is possible, he said, that Connecticut's regulations could bring stability to the CATV industry. Overall, he thought, the regulations were "excellent."

The Connecticut legislature cleared the way for CATV last year when it passed legislation authorizing the PUC to regulate CATV. At the same time it ended a lengthy dispute between CATV's and the Southern New England Telephone Co. by requiring telephone and power companies to lease poles to CATV.



YOU SHOULD HEAR

John S. Booth, General Manager of WCHA, Chambersburg, Pa., says, "Without a doubt, CRC offers the finest Library Service on the market today. The sound is modern . . . a strict departure from 'old hat' techniques. . . . The Money Maker's Sponsor Identified jingles are a real boon. They are original and unique for both Station and Sponsor alike."

Hear "MONEY MAKER"
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FCC looking for oasis in Austin-CATV desert

The FCC was due to receive today (Monday) additional information it hopes will help it unravel a Texas controversy that affects the broadcasting property owned by the family of President Lyndon Johnson.

At issue is the competition between two community antenna systems to relay the signals of San Antonio stations to Austin, where the Johnson-owned KTBC-TV is the only TV.

Texas Broadcasting Co., licensee of KTBC-TV, holds an option to buy 50% of Capital Cable of Austin Inc., one of the competing CATV's. And the commission has asked Capital Cable to submit a copy of the agreement.

The FCC also asked Capital Cable to report on the number of subscribers currently connected to its system. In addition, the commission asked Capital Cable's competitor, TV Cable of Austin, to supply the number of its subscribers. All of the information was to be filed by today.

The controversy involves the fact that TV Cable uses microwave and Capital Cable does not. As is the case with all CATV's using microwaves, TV Cable accepted the commission's condition that it not carry programs for 15 days before and after they are broadcast by the local station. Capital Cable, which built an all-cable system, is free of commission jurisdiction, and need not protect KTBC-TV.

TV Cable asked the commission for a waiver of the condition, contending that it was at a serious competitive disadvantage, but was turned down. It is now seeking reconsideration of that decision.

If Capital Cable becomes dominant in the market and Texas Broad-

casting exercises its option, the transaction would probably be a highly profitable one for the Johnson family.

The stock owned by the Johnsons: Mrs. Lyndon B. Johnson owns 52.8% of the stock in the company, but put it in trust shortly after her husband became President (BROADCASTING, Dec. 6, 1963). She will regain control when he leaves office. The Johnson's two daughters each own 15.45% of the stock. But this is also in trust.

The commission has been treading warily in handling the case. One official said that even though the President is "in some way involved," the commission is handling the case as it would any other.

Other officials, however, admit to some nervousness, in view of the personalities involved and the attention the case has been getting.

A commission official said the information from Capital Cable and TV Cable was requested in an effort to get all the facts.

He noted allegations have been made by TV Cable that the option agreement enables Texas Broadcasting to exercise some control over the Capital Cable. "We won't know until we get a look at the option agreement," he said.

He also noted that TV Cable has complained it is at a competitive disadvantage because it must protect KTBC-TV. Capital Cable, on the other hand, maintains that since it built an all-cable system, it got started later than TV Cable, spent more money on its installation and is doing poorly. Information on the subscribers each system has, the official said, should throw some light on their relative competitive positions.

FCC may fine 2 stations; backs revocation move

The FCC last Wednesday (April 1) notified WMSL-TV, (ch. 23), Decatur, Ala., and WIII Homestead, Fla., that they were liable for fines of \$500. The commission also refused to reconsider is revocation of the license of WLOV (FM) Cranston, R. I.

WMSL-TV's fine, according to the commission, resulted from apparent failure to note on the station's program logs a description of each program broadcast, the sponsor's name, and

whether sponsored programs had been announced as such. It is the first assessment imposed solely for such a violation. WIII, said the commission, was guilty of operating beyond its authorized hours.

In denying Neighborly Broadcasting Inc.'s petition for reconsideration of the WLOV(FM) revocation, the FCC cited "procrastination, evasion of responsibility, willful failure to correct numerous rule violations, deliberate misrepresentations . . . , financial irresponsibility . . . , failure to provide serviceable technical equipment, failure to employ a staff of qualified personnel, and failure to provide adequate studio sites."

Why did 110* national advertisers buy the CBS Radio Network in 1963...as compared with 88 on network B, 85 on network C and 58 on network D?

Because CBS Radio has the longest continuing record of audience leadership...

Presents the most outstanding array of top personalities and programs...

Delivers the best station clearance patterns, confirmed by electronically-checked reports every month...

Supports your advertising by advertising itself 12 months a year...

Produces results: provable, documented sales results that keep surpassing our advertisers' expectations.

That's why more advertisers used CBS Radio than any other network last year. And that's why our sales for the first half of 1964 have already topped last year's entire first half—with 3 months still to go!

More facts? Plenty. Call us today.



The CBS Radio Network

*Source: Leading National Advertiser-BAR Reports, and Nielsen Radio Index. Excludes advertisers on religious broadcasts, for which CBS Radio does not accept sponsorship. Statement on audience based on Nielsen Radio Index estimates (plug-in sets only) subject to qualifications which the CBS Radio Network will supply on request. From June 1962 to present, the ABC Radio Network was not reported by this service.

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RCA-7295B 4 1/2-INCH IMAGE ORTHICON

Unmatched picture quality in black-and-white pickup

- **NEW MICRODAMP CONSTRUCTION.** Reduces microphonic noise in the output signal by isolating the target-to-mesh assembly from the effects of external acoustical noise and camera vibration, and by damping out internally induced vibration on the target.
- **REDUCED CHANCE OF "WASHED OUT" PICTURES.** Opaque black coating on lower part of tube prevents "washed out" pictures due to extraneous light.
- **HIGH AMPLITUDE RESPONSE FOR SHARP RESOLUTION** (800 TV lines).

- **HIGH SIGNAL-TO-NOISE RATIO** (75:1 at 4.5 Mc)
- **IMPROVED BACKGROUND UNIFORMITY**, with very good half-tone signal reproduction.
- **FIELD-MESH CONSTRUCTION.** Produces uniform signal output and focus. Reduces unwanted bright edges and geometric distortion.
- **HIGHER SIGNAL OUTPUT LEVELS** with lower microphonics.
- **MORE STABLE SENSITIVITY CHARACTERISTICS.**

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RCA-5820A 3-INCH IMAGE ORTHICON

Today's Most Popular General Purpose Camera Tube

- HIGHER SIGNAL-TO-NOISE RATIO than the original 5820: 45:1 at 4.5 Mc.
- HIGH SENSITIVITY: requires only 5 footcandles scene illumination, 0.02 footcandles on faceplate.
- UNIFORM SIGNAL OUTPUT
- UNIFORM BACKGROUND
- IMPROVED AMPLITUDE RESPONSE FOR HIGHER RESOLUTION
- LOW MICROPHONICS
- EXCEPTIONAL UNIFORMITY FROM TUBE TO TUBE
- THE MOST POPULAR AND RELIABLE general-purpose image orthicon on the market. For black-and-white pickup outdoors or in the studio.

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Marshall Field money may go into radio-TV

Midwest publisher, with Red Quinlan as scout, starts looking for big chances in broadcasting

Field Enterprises Inc., Chicago, a major publishing house, is exploring the acquisition of radio and television station properties and will consider ventures in programming too. UHF, FM, CATV and pay TV also will be studied.

One possible goal: enough new programming to supply a fourth TV network.

By the end of this year the diversified publishing entity could be well along the way to becoming a major group owner and production interest. Heading the multi-million dollar project: Sterling C. (Red) Quinlan, who recently resigned as ABC vice president and general manager of WBKB(TV) Chicago (CLOSED CIRCUIT, March 30).

Field Enterprises at one time owned several radio station properties but sold them during the early 1950's. The sta-

tions were KJR Seattle, KOIN Portland, WSAI Cincinnati and WJJD and WFMP (FM), both Chicago.

Explaining the "open mind" attitude of Field Enterprises about exploration of the entire entertainment and programming field as well as station ownership, Mr. Quinlan said, "We will always be interested in what goes into the tube."

Big Plans ■ This emphasis upon production of programs as well as operation of broadcast facilities could lead to an association or grouping with other similar interests about the country, Mr. Quinlan predicted. The outcome might well be the genesis of a fourth TV network, he indicated.

Mr. Quinlan's appointment was announced Wednesday by Marshall Field Jr., president of Field Enterprises and great-grandson of Marshall Field I, founder of Chicago's Marshall Field & Co. department store, now a publicly held property not associated with Field Enterprises. Mr. Field Jr., however, is a member of the board and executive committee of the store.

No title has yet been selected for Mr. Quinlan.

Mr. Field said Mr. Quinlan "will survey the entire electronic communications medium for us." This will include exploration and evaluation of "recent developments and the possible future course of the electronics field," he added.

"Progress in ultra high frequency broadcasting, as well as the established pattern of VHF television, may offer exciting possibilities in the areas of education, communication and entertainment," Mr. Field said, "areas in which Field Enterprises is already engaged through the publication of the *Chicago Sun-Times* and the *Chicago Daily News*, *World Book Encyclopedia*, *Childcraft* and teaching aids widely used in public schools."

Big Kitty ■ Although financial statements of Field Enterprises are not made public, "you can dream about any figure you want," Mr. Quinlan said, as to the firm's ability to invest in multiple-station properties and related ventures.

Mr. Quinlan said he already has a



Red Quinlan
Field scout

number of prospective station situations in his planning portfolio for immediate consideration. "We're off and running," he said, and it is possible that purchases could be negotiated and applications filed with the FCC before the end of the year.

Indicative of the open-mind approach, Field Enterprises might acquire complete market packages in certain instances, where not only stations but also a local newspaper were involved, Mr. Quinlan said. "We intend to explore every possibility," he said, "including both healthy situations or those which could be made healthy."

Mr. Quinlan emphasized: "We have no preconceived notions. We are not even against FM. And we're most sympathetic to UHF television."

Field Enterprises will not necessarily insist on majority control of the properties that it may acquire. "We would take maybe less than 51% if we could get in with good people," Mr. Quinlan said.

"We are going to take a close look at CATV," he said, and also study the potentials of pay television. "We might make a movie or two," he added.

For the present Mr. Quinlan expects to function alone. He said, however, he already has in mind several potential associates who have proved themselves in station or related operations. Mr. Quinlan is headquartered at room 420 in the Sun-Times and Daily News Building, 401 North Wabash.

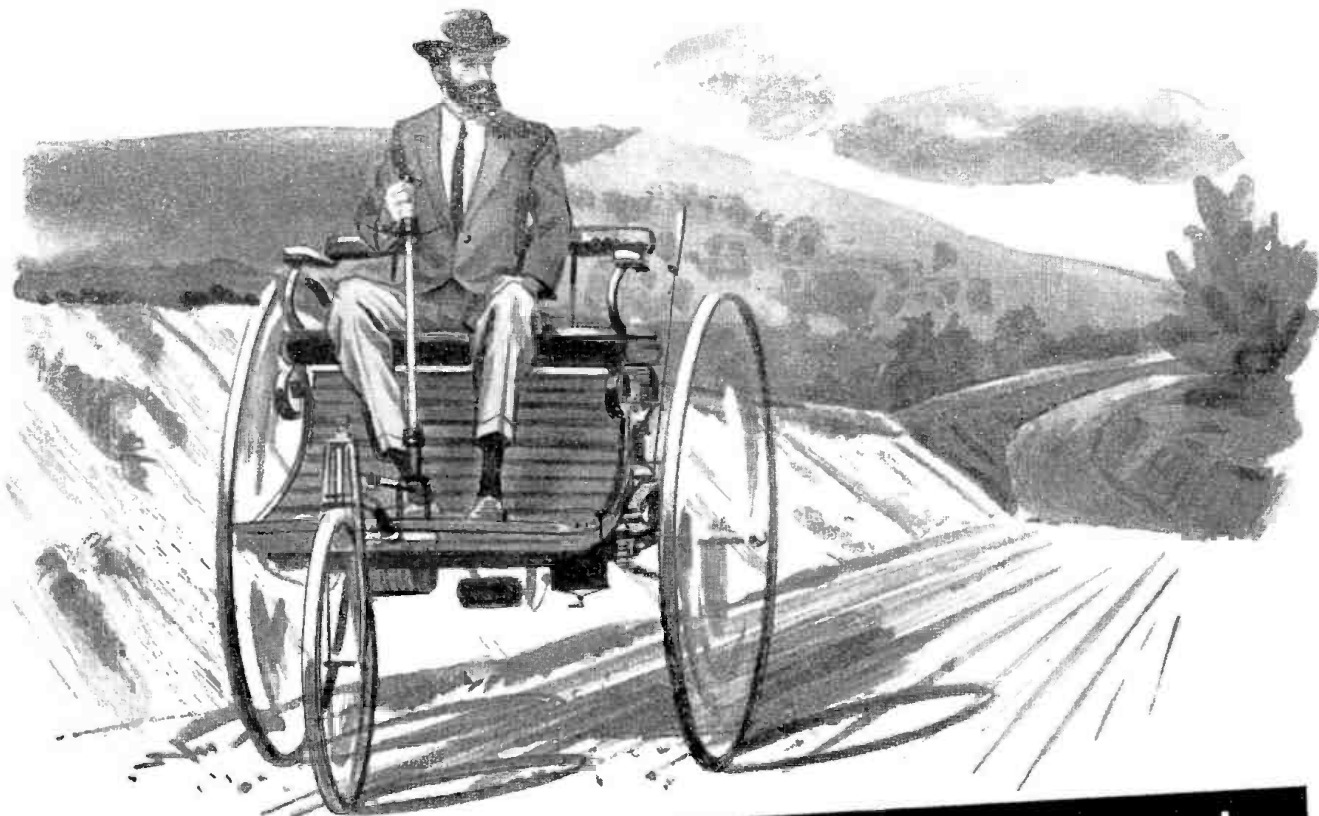
Slight Hitch ■ For the immediate



YOU SHOULD HEAR

Mr. Al Kahn, General Manager of WAGR Radio, Lumberton, North Carolina, says: "*CRC Library Service is the finest that we have ever had the occasion to work with. . . . The sounds are completely up-to-date. The sponsor I.D.'s are terrific aids. The quality is outstanding, and the cataloguing is simplicity itself.*"

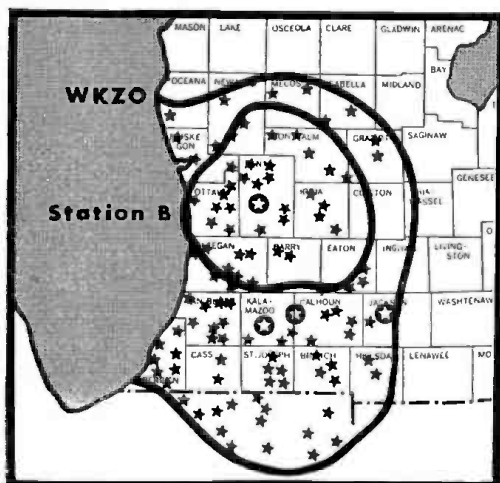
Hear "MONEY MAKER"
Space A & B, East Exhibit Hall
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YOU MAY NEVER SEE THE OLDEST CAR* —

WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next largest station.

BUT... WKZO Radio Covers More Car Buyers and Dealers in Greater Western Michigan!



In Greater Western Michigan—just beyond Detroit's own backyard—WKZO Radio's primary service area includes 156 Ford, Chevrolet, and Plymouth dealers. That's 102 *more* than the next biggest station has within *its* primary coverage area.

At left is the roadmap for radio advertisers who really want to get around in Greater Western Michigan. Compact cars are fine—but not compact coverage.

Let your Avery-Knodel man help you get your sales show on the road with WKZO Radio—an amazing advertising vehicle.

**Carl Benz' 8 mph 3-wheeler was the first (1886) successful gas-powered car.*



The Feltzer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTY-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTY/ CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

Popular
Country


Jazz

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Scores for
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Today's many worlds of music
are the result of an opportunity provided
by BMI for thousands of composers,
writers and publishers to be heard,
to be treated with dignity and respect,
and to share impartially
in the economic rewards
of their talents.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



BROADCAST MUSIC, INC.

future, because of Mr. Quinlan's consulting contract with ABC, it is not expected that Field Enterprises would acquire or operate properties in those cities where ABC has owned-stations. His contract, with a non-competing clause, runs until October 1965.

Mr. Quinlan joined WBKB in 1947 after five years Navy service. He got his start in broadcasting in the early 1930's at WJKS Gary, Ind. (now WIND Chicago) and moved to WTAM Cleveland in 1936. Then for several years he commuted between Ohio and Hollywood where he was writer on such radio shows as *First Nighter*, *Rudy Vallee Show*, and *Silver Screen Theater*. Mr. Quinlan also has written two novels and a play.

Of Field Enterprises he said last week: "They've got the money and they want to go."

Teamsters bow out of WOKZ election

The teamsters' union has withdrawn its request to represent employes of WOKZ Alton, Ill. The teamsters had been vying with the International Brotherhood of Electrical Workers for jurisdiction (BROADCASTING, March 2).

The National Labor Relations Board



YOU SHOULD HEAR

Al Leighton, General Manager of KDLM, Detroit Lakes, Minnesota, says: "*Spring came early to KDLM, for C.R.C.'s Program Service breathed new life into the sales force. Not just the sales force either, because the announcers certainly enjoy the quality production and music of the service.*"

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

116 (THE MEDIA)

last week set Tuesday (April 7) as the date for the vote by six WOKZ employes—three announcers, an engineer, program director and news editor—on whether to accept the IBEW.

An official of the teamsters' Alton local said the union withdrew from the election because the employes, who originally asked the union to represent them, had a "change of heart."

FCC explains WMLP's short-term renewal

The FCC disclosed last week that the president of WMLP Milton, Pa., Victor A. Michael, had "engaged in a deceptive recording scheme" with George Lincoln Rockwell, head of the American Nazi Party. The commission also said that questions had been raised about the station's compliance with the fairness doctrine in the coverage it gave Rockwell and his followers.

The commission two weeks ago announced it had given the station a one-year renewal of license (BROADCASTING, March 30). Last week, it made public a copy of a letter to the station explaining the reasons for the sanction.

In its letter, addressed to Mr. Michael, the commission said, "you have acknowledged that on April 28, 1963, you personally assisted Rockwell in a fraudulent scheme by recording a speech by him in his headquarters, with his own followers impersonating an audience which was described as consisting of 'cursing, howling Jews.'" The commission said the record was to have been sold to the public as representing a speech made by Rockwell before a public audience.

But, the letter added, the recording was not broadcast over the station and that Mr. Michael changed his mind about delivering the recording to Rockwell. The commission said these were mitigating circumstances.

But, it said, the extent of participation admitted by Mr. Michael in the "fraudulent recording scheme" raises "some question" about his responsibility as a licensee.

The letter also said that "it was charged" that the station, in its broadcasts about Rockwell and his group, "failed to comply fully" with the commission's policy on fairness. It added, however, that the information available doesn't justify setting the station's renewal application for hearing.

"However," it went on, "sufficiently significant questions have been raised regarding both your compliance with the fairness doctrine and your participation in the recording scheme to warrant a short-term renewal of license."

A census of TV public service

Each station televises for average of 6,350 spots of 3.6 million annual total

Television stations are currently carrying public-service announcements at a rate of more than 3.6 million a year, or an average of 6,350 per station.

This estimate, the first attempt at numerical measurement of television's on-the-air contributions to public service, was offered last week by Broadcast Advertisers Reports, based on a monitoring in sample markets.

An average value of \$10 an announcement would put a \$36 million price-tag on TV stations' annual contributions. Authorities, however, feel that \$100 an announcement would be a more realistic base figure. The 3.6 million estimate represents messages carried by stations apart from those presented by the networks.

BAR said an actual count in five scattered markets showed an average of a little more than 122 public-service messages per station in one week. That number was 22% as great as the average commercial load in those markets. Thus the ratio was a little higher than an earlier BAR one-market pilot study's finding of one public-service message for every five commercials (CLOSED CIRCUIT, March 23).

In individual markets, the ratio ranged from slightly less than one to more than two public-service announcements for every five commercials.

181 Organizations ■ BAR counted 1,954 local public-service announcements on behalf of 181 different organizations in the five markets during one week. The markets were Cleveland; Milwaukee; Greensboro-Winston-

SEE THE 7 MEN

from

**HAMILTON-LANDIS
& Associates, Inc.**

PAGE 53

1. NEW YORK
2. LOS ANGELES
3. CHICAGO
4. PHILADELPHIA
5. BOSTON-MANCHESTER
6. DETROIT
7. SAN FRANCISCO-OAKLAND
8. CLEVELAND
9. PITTSBURGH
10. WASHINGTON, D. C.
11. ST. LOUIS

12. PROVIDENCE

13. BALTIMORE
14. DALLAS - FORT WORTH
15. CINCINNATI
16. MINNEAPOLIS - ST. PAUL
17. HARTFORD - NEW HAVEN - NEW BRITAIN
18. INDIANAPOLIS - BLOOMINGTON
19. MIAMI
20. MILWAUKEE

Surprised? WE'RE NOT. We've been selling a big slice of Massachusetts for years. Now it's official. PROVIDENCE has moved from 17th to 12th* Television Market in the country. People who know Television Audiences know that PROVIDENCE reaches 867,300 homes in Massachusetts, Rhode Island and Connecticut.

People who buy television know that WJAR-TV has the reach THAT SELLS.

*Telestatus report appearing in March, 1964 Television Magazine. Report available on request.



WJAR-TV -10

FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION NBC — Edward Petry & Co. Inc.

Salem, N. C.; Syracuse, N. Y., and Wichita, Kan.

Of the 181 organizations that benefited, 23 had messages in all five markets during the week. Ten, including the National Association of Broadcasters, had more than 50 messages on the air in some or all of the five markets.

The top 10 organizations, in terms of messages carried, were the National Safety Council, for which 82 messages were presented; Internal Revenue Service, 77; U. S. Savings Bonds, 65; Council of Churches, 61; Girl Scouts Federation, 60; American Red Cross, 59; Easter Seals Drive, 58; Heart Fund, 54; NAB, 53, and Radio Free Europe, 52.

The 23 organizations and services appearing in all five markets were the American Medical Association, Boy Scouts, Boys Clubs, Challenge of America, Easter Seals, Freedom Foundation, Girl Scouts, Heart Fund, Internal Revenue, Mental Health, National Safety Council, National Tuberculosis Society, National Wild Life, Overseas Relief Fund, President's Physical Fitness Program, Radio Free Europe, Social Security, Support the College of Your Choice, Teaching Information, Air Force Recruiting, Navy Recruiting, U. S. Savings Bonds and Veterans Administration.

BAR plans to issue monthly reports on TV station public-service activities.



YOU SHOULD HEAR

Robert W. Erickson, General Manager of KOKX Radio, Keokuk, Iowa, says, "The jingles cut for specific accounts, such as Goodyear, and the jingles for a particular product give the transcription package a note of utility that I am confident will pay off in increased sales."

**Hear "MONEY MAKER"
Space A & B, East Exhibit Hall
COMMERCIAL RECORDING CORP.**

118 (THE MEDIA)

Alaskan stations hard hit by quake, but most are back on air

KIBH Seward demolished by tidal waves; others devote time to emergency and civil defense announcements

"They are doing a hell of a job," a civil defense official said in Washington last week of the public service provided by Alaskan radio and television stations following the Good Friday earthquake which wracked the 49th state.

And, an FCC engineer on the scene in Anchorage, said Thursday (April 2) "It looked like a beautiful job from up here, too."

Just as broadcasting stations in all the 50 states had canceled all commercials last Nov. 22 following the assassination of President Kennedy, Alaskan stations (many of which were forced off the air from minutes to hours by the earthquake, with two still dark last Thursday) immediately ceased normal operations to make way for emergency and civil defense messages.

Hardest hit of the stations was KIBH Seward, a city which was virtually demolished by tidal waves that followed the earth tremors. "I know that KIBH is not on the air and I have been told by people who have been there that it no longer exists physically," according to Harold DeVoe, engineer-in-charge of the FCC district office in Anchorage.

All eight Anchorage broadcast stations (four AM, two FM, two TV) were forced off the air by a power failure immediately after the earthquake hit. Many were back on the air within minutes. All were broadcasting again by last Monday (March 30) except KTVa (TV), which was still dark Thursday. KTVa's facilities were only slightly damaged but the building housing the station was so badly damaged that personnel have not been permitted to return to work.

The Anchorage stations returned to limited commercial operations Wednesday. Prior to that, all broadcasting had been emergency messages interspersed with soft music. The first spots aired have been for commodities most needed by the public. Many advertisers who lost their time to the stations' emergency broadcasts are permitting make-goods at the convenience of the broadcasters.

KFQD Anchors - KFQD Anchorage asked for and received permission from the civil defense to broadcast direct from emergency headquarters. KFQD laid its own lines within hours after the earthquake and at week's end was still broadcasting from the emergency center.

The other Anchorage stations doing

yeoman service in keeping the public informed and locating lost and separated families were KLYR-AM-FM, KENI-AM-TV, KHAR and KNIK-FM.

Mr. DeVoe said that his office and the FCC's Anchorage monitoring station escaped with minor damage. The monitoring facility was out of operation for several hours because of the power failure.

He said the fate of the four employees at KIBH was not known late last week. Walter B. Blue is president-general manager of the 1340 kc, 250 w outlet. The station was completely destroyed by the tidal waves which hit Seward.

KLAM Cordova, Alaska, also suffered considerable damage to its tower base but is back on the air and KENI-TV lost the top of its tower in Anchorage.

Down the Pacific Coast in Crescent City, Calif., two more stations suffered the brunt of the tidal waves along with

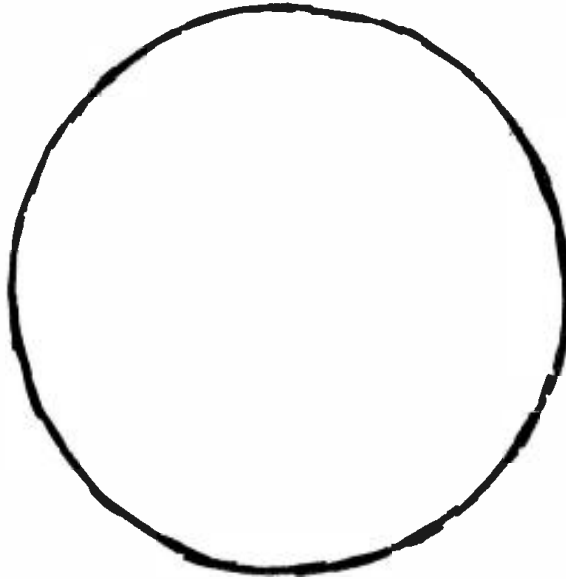


KTRK-TV Houston viewers saw an actual earthquake being recorded on a seismograph at the very moment the tremors were happening thousands of miles away in Alaska. Following the March 27 massive earthquake in Alaska, KTRK-TV borrowed a portable seismograph when smaller tremors continued in the northernmost state.

Two days later on a Sunday (March 29) newscast, newsmen Charles Harrison was explaining the machine on cameras. With the camera on the seismograph (above), Mr. Harrison reported: "At the moment, the seismograph shows what appears to be an abnormal earth movement now in progress somewhere in the world." Minutes later, Rice University and University of Washington instruments verified a "good-sized earthquake along the so-called Aleutian Trench."

BROADCASTING, April 6, 1964

**If it were red, it would be a tomato.
If it were orange, it would be an orange.
If it were green, it would be a pea.
Look what color can do for a spot!**



And look what WFGA-TV can do for you: we'll air your color commercials at the same rate you'd pay for black and white! Of course, there's really no trick to it . . . we televise everything possible in color...news, station breaks, feature programs, even promos. (And with our seven years

of color experience, this is an excellent place to test your new color commercials.) We'll welcome your black and white commercials, too, of course. See your Peters, Griffin, Woodward "Colonel" for availabilities on WFGA-TV, the Southeast's most colorful station.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.



High finance—\$38.5 million worth

The formal closing of the sale of 11 radio and television stations owned by Transcontinent Television Corp. was held last Wednesday (April 1) in TTC's New York office (BROADCASTING, Feb. 24). The overall sales price of \$38.5 million to three buyers (Taft Broadcasting, Midwest Television Inc. and Time-Life Broadcast) represents the largest transfer of broadcast properties in history.

Grouped around David C. Moore (seated, left), president of Transcontinent are (l. to r.) Dorothy S. Murphy, treasurer and assistant secretary of Taft; J. Fred Schoellkopf IV, chairman of the executive committee of Transcontinent; Hulbert

Taft Jr., chairman of Taft; and (standing, l. to r.) Lawrence H. Rogers II, president, Taft; F. S. Gilbert, vice president and general manager, Time-Life Broadcast; August C. Meyer Sr., president, Midwest Television; August C. Meyer Jr., assistant secretary and treasurer, Midwest Television and George F. Goodyear, Transcontinent director.

Taft Broadcasting acquired TTC's WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes Barre, Pa., for \$26,889,310. Midwest Television bought KFMB-AM-FM-TV San Diego for \$10,085,000. Time-Life purchased KERO-TV Bakersfield, Calif., for \$1,565,000.

other businesses and residences there. Both KPLY and KPOD were forced off the air there, it was reported, and KPOD still was dark the middle of last week.

Broadcast stations throughout the mainland came to the assistance of the Alaskan people with immediate fund drives and appeals for clothing, food, medicines and other necessities. Several stations also sent newsmen to the scene within hours after the first, massive earth tremor. It was followed by several of smaller intensity for the next 48 hours.

Court upholds FCC

A federal court in Washington told a microwave relay company, feeding a CATV system in Casper, Wyo., that

if it didn't like the conditions placed by the FCC on grants for additional facilities, it could turn in the permits.

In an unsigned opinion by the U. S. Court of Appeals in Washington, Wentronics Inc. was told it had to apply the conditions for its old stations as well as for the new facilities.

Wentronics early last year asked for new facilities to permit it to feed a second channel to its CATV system. It agreed to accept the usual conditions which the FCC has been placing on CATV microwave grants (restricting duplication of programs to 30 days before or after they are carried by the local station, and agreeing to carry the local station if requested). The commission granted the extra facilities in May last year.

Wentronics claimed it had not under-

stood that the restrictions would apply across the board and asked that the conditions be placed only on the new facilities. The commission denied this, and on March 26 Circuit Judges Wilbur K. Miller, John A. Danaher and Carl McGowan affirmed the FCC's ruling.

Gannett Co. buys chain of New York newspapers

Publishing-broadcasting group Gannett Co. has bought the entire chain of Macy newspapers in Westchester county, suburb of New York City, it was announced last week.

The Macy newspapers comprise nine dailies and one weekly with a combined circulation of 172,700. The newspapers are the *White Plains Reporter Dispatch*, *Ossining Citizen Register*, *Tarrytown Daily News*, *Yonkers Herald Statesman*, *New Rochelle Standard Star*, *Mount Vernon Daily Argus*, *Port Chester Daily Item*, *Mamaroneck Daily Times* and the *Nyack Journal-News* (in Rockland county). The weekly is the *Bronxville Review Press and Reporter*.

The selling price was not announced, but the transaction reportedly was in the \$15 million area.

J. Noel Macy and Valentine E. Macy Jr. are the principal owners of Westchester County Publishers Inc., owner of the newspapers. The Macys also own WFAS-AM-FM White Plains, N. Y., but the radio stations are not included in the sale.

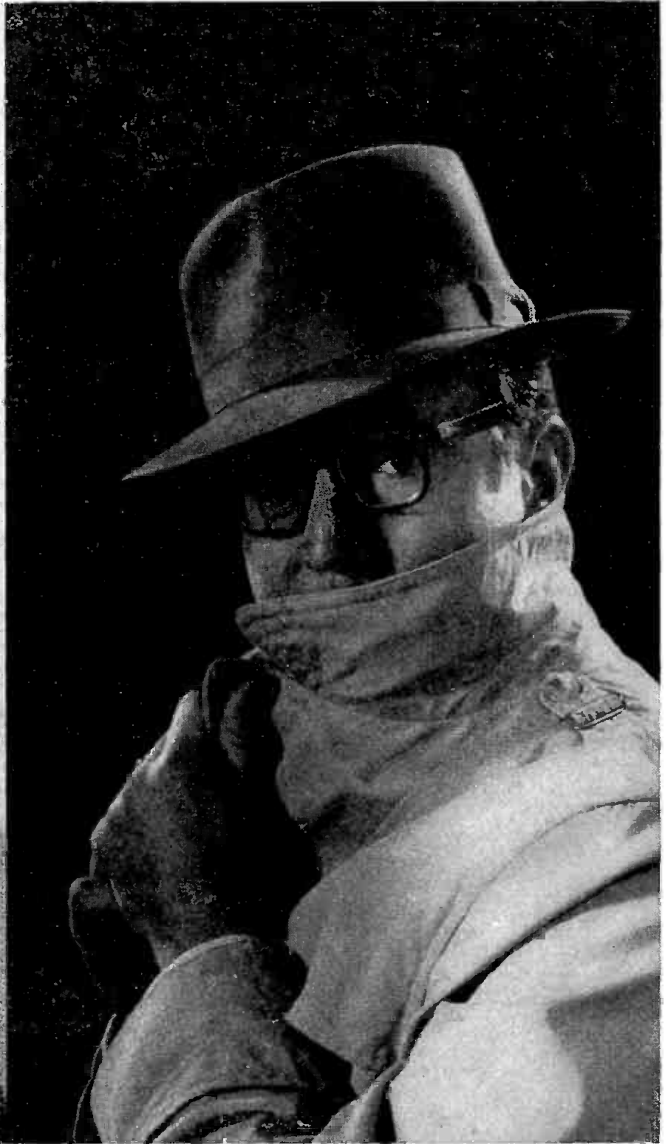
Gannett Co. headquarters are in Rochester, N. Y., where it publishes the *Rochester Times-Union* and *Democrat & Chronicle* and owns WHEC-AM-FM-TV. Other Gannett stations: WINR-AM-TV Binghamton, N. Y.; WDAN Danville and WREX-TV Rockford, both Illinois.

Besides Rochester, the Gannett Co. publishes newspapers in Utica, Newburgh, Beacon, Ithaca, Malone, Saratoga Springs, Elmira, Binghamton, Niagara Falls, all New York; Hartford, Conn.; Plainfield and Camden, both New Jersey, and Danville, Ill.

WRSK(TV) seeks channel shift

The FCC invited comments last week on its proposed rulemaking looking toward assigning commercial channel 17 to Jacksonville, Fla., by shifting that presently reserved channel from Palatka, Fla., and reassigning Jacksonville's commercial channel 36 to Palatka for educational use.

Rust Craft Broadcasting Co., permittee of WRSK(TV) (ch. 36), Jacksonville, requested the change in hopes of improving its chances for obtaining a national network affiliation.



Douglas by day

Allen by night

Group W, by George!

Group W put Mike Douglas on television five days a week and Steve Allen on five nights a week. Each heads 90 minutes of big-budget, big-star entertainment that brightens the television scene.

Both shows grew from one idea—the continuing need to create fresh, new entertainment for the Group W stations. But they are produced in two totally different ways. *The Mike Douglas Show* originates from KYW-TV in Cleveland. It is produced by KYW-TV with the creative

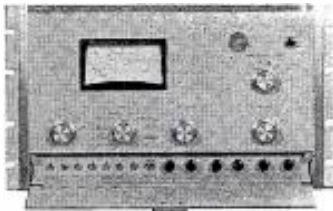
backing of the Group. *The Steve Allen Show* is produced by the Group itself in Hollywood.

Group W productions can be Steve Allen, Mike Douglas, a series on Communism in 33 lectures, Specials for Children, or 15 cameo productions on American art. Each is a direct result of the creative, financial, and management resources of the Group. Each points up the role of the Group broadcaster as a vital third force in broadcasting for stations, viewers, and advertisers.



WESTINGHOUSE BROADCASTING COMPANY

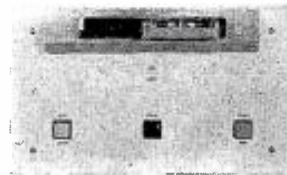
Here are **13** good reasons you'll want to visit Collins at the NAB show



900C-1

Collins' new 900C-1 FM Stereo Modulation Monitor *accurately* measures and monitors your FM stereo and mono programming in accordance

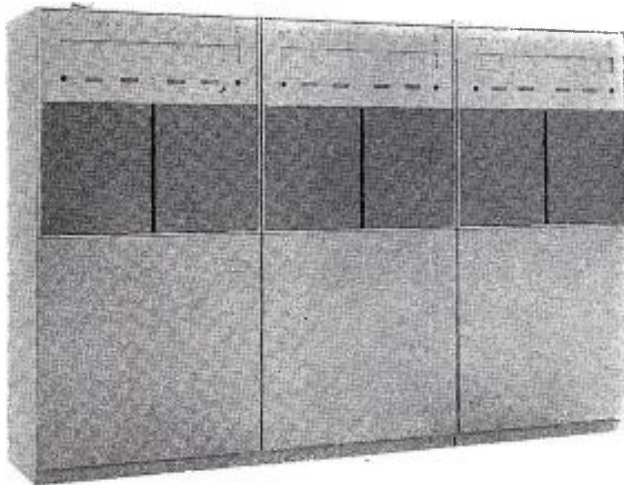
with FCC rules. In addition to removing all doubt about your stereo signal, it is fully transistorized, uses only 50 watts of primary power. Heat dissipation is low. Conservatively rated components give you long operating life.



Tape Cartridge System

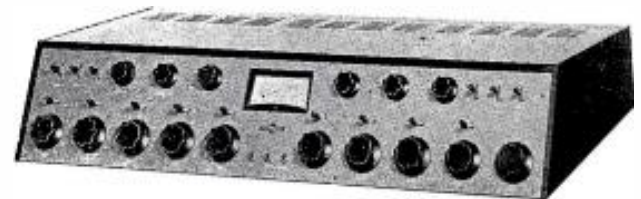
Collins' Tape Cartridge Systems bring you perfection in split-second cuing of spot announcements. Results in the tight production which marks

the professional broadcaster. You can use these Collins Systems for your spots, themes, formats, promos and automatic spot rotation.



830H-1A 20 KW FM Transmitter

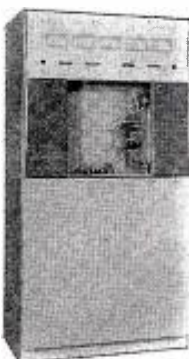
This is Collins 830H-1A, 20,000-watt FM Transmitter. The entire unit is contained in only three cabinets. Uses a duplexing system to assure continuous duty even though one of the two power amplifiers is removed. Others may now look similar to Collins FM transmitters on the outside, but inside where it counts, Collins engineering makes the big difference.



212G-1 Collins' 212G-1 Speech Input Console. By using convenient plug-in modules, the 212G-1 gives you a flexible, self-contained unit providing complete control over simultaneous broadcasting and auditioning from any combination of 9 to 13 inputs. Console vented top and back to provide ventilation which keeps operating temperatures low.

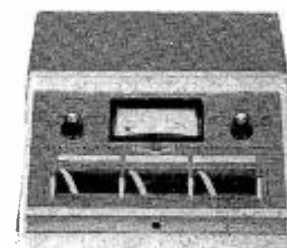
212Z-1 Remote Amplifier

The compact 212Z-1 was designed not only for broadcasters but *by* broadcasters as a result of a survey asking "What would you most like to see built into a remote amplifier?" The 212Z-1 is the result... a four-channel, all-transistorized, 22-lb. unit which has proved its quality, dependability and versatility in use at the Olympic Games, at the Met, at the Rose Bowl, at national political conventions.



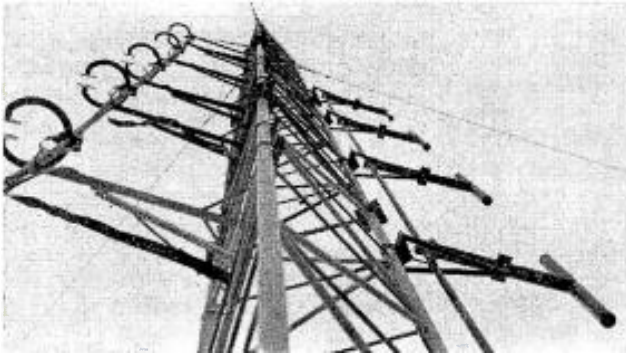
20V-3 AM Transmitter

This is Collins' push-button controlled 20V-3 1,000/500/250-watt AM Transmitter. It offers high fidelity, outstanding reliability and a versatility which makes it the most advanced installation you can use.



212H-1 Remote Amplifier

The 212H-1 is Collins' compact, three-channel, 11-lb., transistorized remote amplifier which gives you 300 hours power from standard flashlight batteries. The 212H-1, designed to give you maximum service and easy field operation, also features roller-type gain controls.



Collins' 37M Horizontal FM Ring Antenna

(left side of tower above) features electrical and mechanical design which makes it so light and compact that dead weight and windload are reduced to an absolute minimum. The simplicity of design offers savings in new tower costs, erection time and maintenance expense.

Collins' Type 300 Vertically Polarized Antenna

(right side of tower above) does a lot for you. It fills in shadow areas, reduces null effects, improves fringe area reception, provides redundancy when used with two power amplifiers, maintains FM stereo quality. The Type 300 costs no more than your present horizontal bays—is easily installed on your existing tower.



808A-1 Remote Turntable Console

The Collins 808A-1 is a compact, 78-lb., all-transistorized remote turntable console with which you can greatly expand your broadcast facilities.

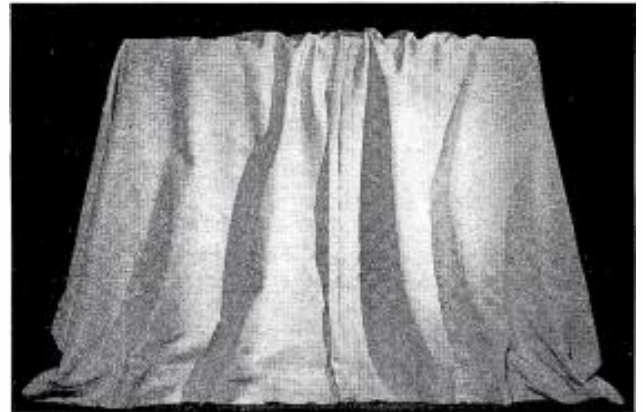
The 808A-1 Remote Amplifier Console-Turntable eliminates the need for multiple units—saves you time and space. Once on location and connected to the power and remote lines, the unit is ready for immediate use.



M-70

Collins' M-70 is symbolic of the quality and value you get in every microphone in our line. Collins microphones are designed to maintain a smooth, uniform response over a wide frequency

range, and you can confidently depend on Collins to provide excellent sound reproduction for any of your needs for radio, TV, high fidelity recording and PA systems.



STL Microwave Cabinets are shown for the first time at the show. Microwave RF equipment for STL applications is one of a number of Collins microwave systems for TV broadcasters. Collins offers you microwave equipment for every video application as well as a wide background of experience in the design of microwave TV transmission systems.



This is a very comfortable chair.

It will be in our booth for you to relax in while you learn all about the many features and advantages of Collins broadcast equipment. We'll be looking for you.

COLLINS RADIO COMPANY
Broadcast Communication
Division, Dallas, Texas.
Telephone 214-AD 5-9511
International, Dallas, Texas.



30 Years in the Broadcast
Business

Bureau comments on Salem channel 3

The FCC's Broadcast Bureau, using unusually strong language, urged the commission last week to deny the application of Salem Channel 3 Telecasters Inc. for a station on channel 3 in Salem, Ore.

The bureau said Channel 3 should be disqualified because of the "consistent and blatant deception which runs through the greater portion" of the testimony of the principals and witnesses who testified on behalf of the applicant.

"There can be no place in broadcasting for those who would misrepresent, evade or conceal facts from the Federal Communications Commission," the bureau said.

The bureau recommended that the grant be awarded to Channel 3's only competitor, Salem Television Co.

Each of the applicants was faced with necessity during the hearing of demonstrating its financial qualifications. The bureau said Salem 3 had shown it can be expected to have available \$400,000, more than twice the estimated need.

But, the bureau said, Channel 3's



YOU SHOULD HEAR

Michael O. Lareau, Radio Station Manager of WOOD, Grand Rapids, Michigan, says: "I'm sure that you'll be pleased to hear that in the first month of our use of the CRC Money-maker Service, we have almost had enough sales to pay for the service. . . . Keep the good materials coming."

Hear "MONEY MAKER"
Space A & B, East Exhibit Hall
COMMERCIAL RECORDING CORP.

presentation on the financial qualification issue "is a compound of evasion, deception and outright misrepresentation. The conglomeration of falsehoods which characterized its written and oral submissions to the commission are so clear as to require the conclusion that in the strongest possible terms that the exhibits and testimony elicited by Channel 3 . . . cannot be believed."

The principals of Channel 3 are Donald A. Wellman, Thomas L. Boyd, Robert O. Weed and Wyman D. Summers. All but Mr. Summers have worked in broadcasting stations in Oregon. Mr. Summers has financial interests in several drug stores in the state.

One of the principals of Salem Television is a former governor of Oregon, Robert D. Holmes, who served as the state's chief executive in 1957 and 1958. He is vice president Salem Television. Other principals are Robert E. Harrison and his wife, and Mr. Holmes's wife. Mr. Harrison is employed as general manager of KBZY Salem.

'Legion of Honor' awards set by IRTS

The International Radio & Television Society last week announced a new series of annual awards to be known as the IRTS "Legion of Honor."

Sam Cook Digges, IRTS president, explained the awards would be made to individuals in either the business or creative side of broadcasting and would be given in six areas: showmanship, outstanding radio and television personalities, overall treatment of news, creativity and special recognition.

The first Legion of Honor awards will be presented at a banquet June 4 in New York. They will be in recognition of the activity between April 15, 1963, and April 15, 1964. Nominations for the awards, which may be made by any of the society's members, should be submitted to IRTS headquarters, 444 Madison Avenue, New York, before April 29.

Media reports...

Award to network ■ NBC-TV has been awarded a certificate of merit by the National Association for the Advancement of Colored People for the "historic significance of the spectacular television documentary, *The American Revolution of '63*," a three-hour program on the civil rights movement telecast last Sept. 2. The network previously has gained merit awards from the National Conference of Christians and Jews and the American Civil Liberties Union for the program, produced by Robert Northshield and Chet Hagan.

Sound selections ■ Motion picture

sound editors gave their Golden Reel award for the best sound edited TV series of the current season to *The Lieutenant*, on NBC-TV, produced by MGM-TV, with Gene Roddenberry, producer; John Lipow, supervising sound editor, and Van Alden James, sound editor. A new TV commercial award went to "Closures," an Alcoa commercial produced by Ketchum, MacLeod & Grove, Pittsburgh, with Arthur Ross as sound editor.

On the air ■ WNDY Indianapolis, licensed to Radio One Five Hundred Inc., went on the air March 12 on 1500 kc with 5 kw daytime. Thomas Howard is general manager. Studios and transmitter are at 4802 East 62d Street. Other principal operating personnel are Roger Kiley, sales manager; Bill LaBorde, program director; Jim Meeker, chief engineer, and Don Grider, news director.

Rocky jobs ■ Colorado Business Institute Inc., Denver, has formed a radio-TV division to aid in placing broadcast personnel in the Rocky Mountain area. CBI formed the division because of the difficulty in finding skilled radio-TV personnel through regular channels.

New scholarship ■ Winner of the 1963 Alfred I. duPont Award for a larger station (BROADCASTING, March 30), WJZ-TV Baltimore will use its \$1,000 award to endow a scholarship fund at Baltimore Junior College. The scholarship will be given to high school students planning to attend the school and pursue a radio-TV career.

Baylor council ■ A 12-man broadcast advisory council, drawn from Texas communications leaders, has been established by Baylor University, Waco. The council's purpose is to bring the broadcasting industry closer to the school's radio-TV education program.

Gates president calls for 'merchandising of FM

FM should be "merchandised," Parker S. Gates, president of Gates Radio Co., says, and if it's done properly it will not only help FM, but some of it will rub off on AM in the form of increased business.

"You can't possibly promote FM without helping the AM," he says.

Mr. Gates's remarks are contained in a brochure issued last week and distributed widely to broadcasters. Essentially, Mr. Gates's commentary sees FM, resurgent again after a downswing following its initial boom, as the broadcasting system of the future. FM, he says, "may be the biggest potential growth area in the broadcasting industry."

If you watched television last weekend, you already know. But, for the record, here's how The New York Times described NBC News' coverage of the Alaska earthquake story.

THE NEW YORK TIMES, MONDAY, MARCH 30, 1964.

TV: Coverage of Alaska's Earthquake

N.B.C. News Scoops Its Rivals on Disaster

By JACK GOULD

THE National Broadcasting Company's news department spectacularly swept the television honors in its alert and resourceful coverage of the Alaskan earthquake.

On Saturday night, when public interest and apprehension were at their peak, N.B.C. scooped its rivals on some phases of the disaster by hours and on other phases by 40 minutes. The contrast of performance was one of

the most marked in TV's journalistic annals.

N.B.C. carried, at 7 P.M. Saturday, the first pictures from Crescent City, Calif., and British Columbia... At 7 o'clock, N.B.C. also had the first official confirmation that the death toll in Alaska would be much less than feared. And at 11, it had 20 minutes of the first motion pictures from Anchorage.

By comparison with N.B.C., the other chains appeared to be caught in a weekend of lethargy, which they really did not throw off until last night's specials.

N.B.C.'s substantial advantage, also reflected in last night's specials, was due in great measure to station KING, the network's affiliate in Seattle, where Samuel M. Sharkey is managing news director. KING was the N.B.C. feed point for films and tapes from Alaska.

Incidentally, amateur radio operators performed yeoman service through the emergency. Last night, on the 14-megacycle band, they relayed messages into and out of Alaska hour after hour, an example of the usefulness of hams when disasters tie up normal communication facilities.

This kind of alert, thoroughgoing reporting has made NBC News the most watched and most honored news organization in broadcasting. No matter where in the world the news breaks, and no matter when, the nation looks to NBC News to get it first and get it right. We wouldn't have it any other way.

The NBC logo, consisting of the letters 'NBC' in a stylized, bold font, is positioned in the bottom right corner of the advertisement.

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

Stuffing VHF in the pipelines

Prospects are that before the all-channel law goes into effect the market will be loaded with maybe 2.5 million VHF-only receivers

Production of VHF television receivers has been increasing at an abnormal rate with the approach of the effective date of a law requiring manufacturers to build both UHF and VHF into sets they ship in interstate commerce.

According to authoritative estimates, VHF-only production was 20% bigger in January and February of this year than in the same two months of 1963. In recent weeks a number of major manufacturers have introduced new models. In past years new lines have not gone on the market before May or June.

The all-channel requirement goes into effect after the end of this month.

One expert on TV receiver marketing estimated last week that there may

be as many as 2.5 million VHF sets in the distribution pipelines by the time the all-channel deadline is reached. Normally, he said, there are no more than 1.5 million sets in the hands of distributors and retailers or en route from the factory to distribution outlets.

Retailer Demand ■ The spurt in VHF set production is attributed to an increase in orders from retailers who are conscious of the selling problems that may be caused by the inclusion of UHF tuners, at increased price, in sets offered to customers in areas having no UHF stations. The retailers, it is said, have been stocking up on the lower-priced VHF sets, especially portables.

The all-channel set law was passed by Congress in 1962 as an inducement to UHF development. As administered by the FCC, the law provides that after April 30 all sets manufactured for interstate sale must be able to receive the full VHF-UHF range of signals. The law also applies to foreign receivers imported to this country.

For some time the FCC has expressed fears that manufacturers might stockpile VHF-only receivers in anticipation of the April 30 cut-off. There is no limit on the time in which any kind of set made before May 1 may be sold to the customer.

So sensitive has the FCC been on this subject that when reports of stockpiling first appeared in January, Commissioner Robert E. Lee—the FCC's most outspoken UHF advocate, wrote to all manufacturers, asking if the rumors were true. All replied that there was no stockpiling that they were aware of.

Last week the FCC issued a public notice on the all-channel TV receiver act. After explaining what the law is and how it is being put into effect, the commission stressed that its purpose is to "remove one particular obstacle to the development of television—namely, the dearth of TV sets capable of receiving UHF stations." The statement says that all-channel receivers will encourage the development of UHF which will result, it says, in more stations, in aid to noncommercial educational stations, "and better local TV reception throughout the land."

The report also tells readers how to

obtain an eight-page brochure on all-channel TV, single copies from the FCC; bulk copies from the Electronic Industries Association.

New '64 Lines ■ One of the signs of a boomlet in VHF sets is the practice by most manufacturers in recent weeks of introducing new portables—in some cases a full three months before they normally are introduced. All are called "drop-ins" to the existing 1964 lines.

The latest announcement came last week from Philco, which offers a new 19-inch portable. It is available both as VHF-only and with UHF.

Jack Kane, assistant national sales manager, said:

"We brought the model out two months early because of the current short supply of 19-inch merchandise. Inventories have been drained by heavy January and February orders which put us 30% ahead of the first two months of 1963.

"Consequently, we're making the model available to our distributors to sell now instead of waiting for the scheduled May introduction."

Mr. Kane said the receivers should be on dealers' shelves in another week; they are already being shipped to distributors. The set sells for \$139.95 for VHF; it costs \$20 more for VHF-UHF.

Other manufacturers who have recently added new VHF models to their existing lines are General Electric, RCA, Emerson, Westinghouse, Zenith and Motorola.

Permits Leeway ■ One of the reasons for the flurry of activity so early in the season, a manufacturer acknowledges, is that by filling existing lines, the changeover to 1965 lines can be delayed. This is needed, he emphasizes, so that manufacturers will know how they stand on (1) excise tax relief, (2) new UHF tuners, and (3) state of the market.

The manufacturers, through EIA and with the support of the FCC, are working to have Congress reduce the 10% manufacturers' excise tax by about \$8 to \$10. This would permit all-channel set prices to be equal to existing prices for VHF-only receivers, since the manufacturers' markups, and those applied by distributors and retailers, would be based on a lower price to begin with.

The tuner situation is in a state of flux, with problems of supply confronting virtually all manufacturers. There are also developments in improved and cheaper tuners that set makers feel are bound to affect their plans soon.



YOU SHOULD HEAR

Ken Kilmer, General Manager of K-TTT Radio, Columbus, Nebraska, says, "Your library is great and we are very happy with it."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.



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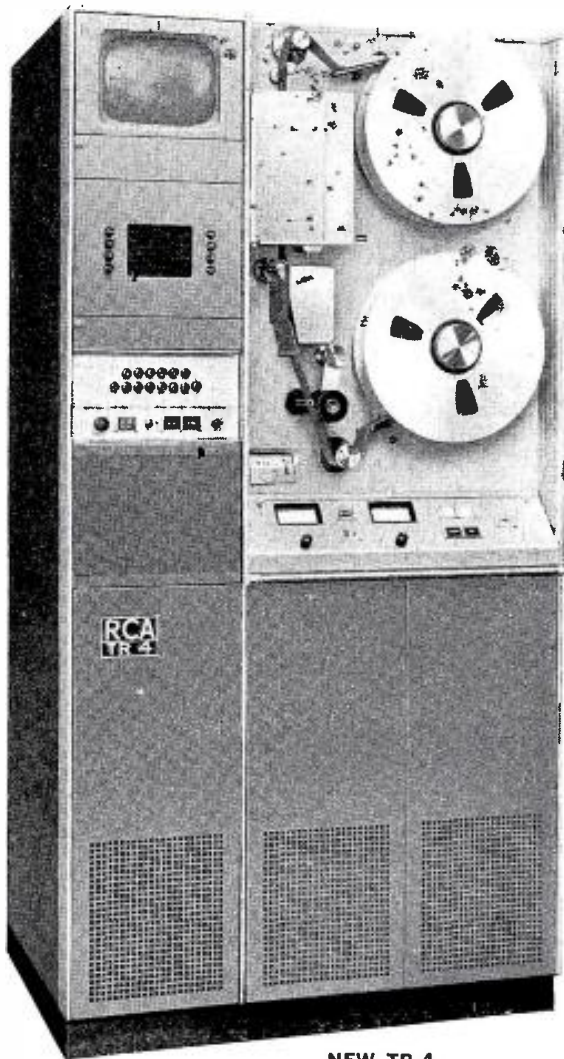
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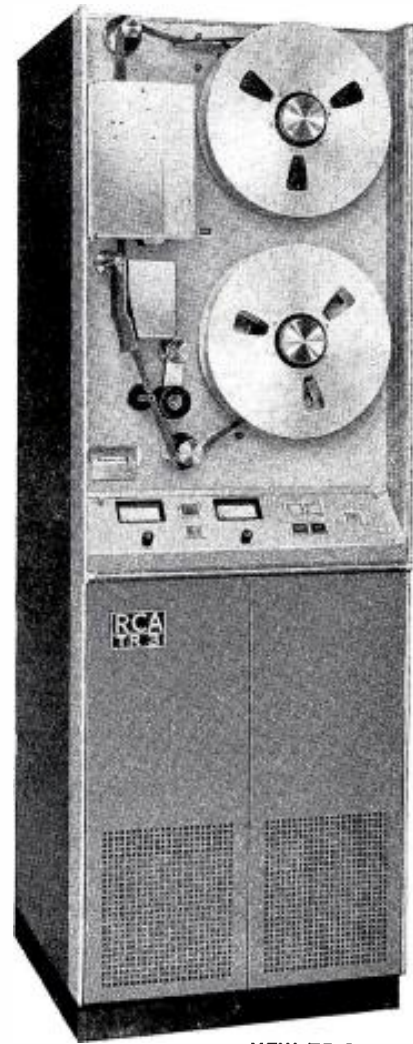


Now there are four quadruplex

All completely transistorized...with interchangeable



NEW TR-4



NEW TR-3

Want total performance in a compact?

This new fully transistorized TR-4 does just about everything the deluxe model does. And it's compatible with all quadruplex recorders. Makes professional quality tapes. Uses standard modules like RCA's deluxe TR-22 Recorder. Has space for color modules. Completely contained in one 33" x 22" x 66" unit.

Want playback only?

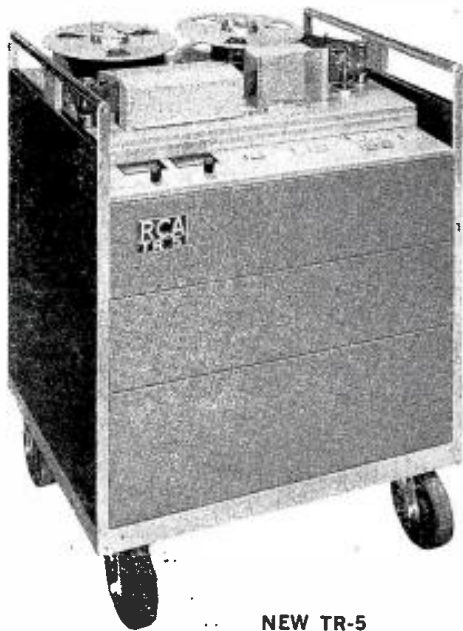
Here's the TR-3 tape player, a simple low-cost, high quality machine for playback of all standard tapes. Use it for "screening" commercials and programs or for putting them on air. Completely compatible with all standard quadruplex recorders. Fully transistorized for compactness and dependability. Standardized and modularized. Space for color modules.

See the entire RCA line before you buy any TV Tape Recorder

RCA Broadcast and Television Equipment,
Building 15-5, Camden, New Jersey

RCA TV tape recorders!

modules, including color, ATC, editing!



NEW TR-5



DELUXE TR-22

Want mobility? By putting this compatible, low-cost, all-transistor recording unit on wheels and lowering its height to only 32" we've solved a lot of taping problems. The TR-5 records tapes in the field that you can play back on all standard quadruplex recorders. Records in color as well as in black-and-white.

Want the very finest? It's not exaggeration to say the incomparable TR-22 is the most desirable of all TV Tape recorders. Its striking functional design is backed up by operating features that make quality tapes a simple certainty. Any studio can benefit from this symbol of the finest in compatible quadruplex TV Tape Recorders.



The Most Trusted Name in Television

ABS seeks dismissal of 750 kw bids

The Association on Broadcasting Standards Inc. last week asked the FCC to dismiss five applications for "developmental [AM] stations" that would use powers up to 750 kw. The association said that the applications are only faintly disguised proposals, that the commission has denied in the past, that would have a destructive impact on domestic radio and would compromise our international broadcasting agreements.

The applications have been filed by WGN Chicago (720 kc), WLW Cincinnati (700 kc), WHO Des Moines, Iowa (1040 kc), WJR Detroit (760 kc) and KSL Salt Lake City (1160 kc). WGN, WLW and WHO have all requested 750 kw and WJR and KSL are seeking 500 kw operations, although WJR said that it would use 750 kw if the FCC desired. All five stations are on clear channel frequencies, but the commission has approved the duplication of the WGN and WJR facilities, an action which was affirmed by a court of appeals (BROADCASTING, Nov. 4, 1963).

ABS said last week that "only the 'labels' have been changed." The applications don't differ from the high power



YOU SHOULD HEAR

Robert L. Whitaker, Executive Vice President of WMIX, Mt. Vernon, Illinois, says: "We made two specific sales with the sponsor-product jingles, one to an area Ford Dealer who, by the way, was already a regular newscast sponsor on our station, but who uses the jingle for an additional spot schedule, and one to the First National Bank of Mt. Vernon."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

130 (EQUIPMENT & ENGINEERING)

proposals denied in 1962, the association said, charging that only the name "developmental" was used. There is no real intent to conduct an experimental operation, ABS added.

The association said it is obvious the proposals are not experimental as the five stations plan fulltime, commercial operations, with no use of powers other than the top powers proposed in their applications. ABS added that the commission should not view a developmental service class as a catch-all for operations prohibited by other sections of FCC rules. It noted that under the FCC's predecessor, the Federal Radio Commission, experimental operations were not allowed to conduct any form of regular programming.

How It Should Be ■ ABS said it opposes any "superpower operation, of any type, of any duration, in any U. S. city," but if a high-power experiment is to be conducted it should follow this plan:

- Use one of the nonduplicated clear channel frequencies (of the five present applications only those of WLW, WHO or KSL).

- Employ a 50 kw transmitter "or with increments up to a total of 750,000 watts."

- All high-power experiments should be conducted between midnight and sunrise; maintaining regular commercial service at 50 kw.

- Programming should be limited to test signals with an occasional voice transmission.

- The operation should be noncommercial.

ABS said that the five applications, if granted, would lead all clear-channel stations to apply for high-power operations. This would promote monopoly and endanger the stability of small stations. No station, other than another clear channel, could approach the coverage made possible by 500 kw or 750 kw, ABS said, and transmission power equals commercial strength with which it would be difficult to compete. The association also argued that there would be much interference to adjacent channel stations in the North American area.

Site change approved

The FCC last week granted an application by New Jersey Television Broadcasting Corp. for a modification of its construction permit for WNJU-TV (ch. 47), which will permit the Linden, N. J., station to move its transmitter from West Orange, N. J., to the Empire State building, New York, and increase visual power from 200 kw to 347 kw, if the change does not interfere with WNDT-TV Newark, N. J.-New York. WNJU-TV's antenna height will be raised from 580 to 1,180 feet.

ABC to show new type of TV recording

ABC Engineers President Frank Marx said ABC will introduce an Electro-Photographic recorder, a system which he says will make current kinescope TV recording methods obsolete, at the National Association of Broadcasters convention in Chicago Tuesday (April 7).

Developed by ABC Engineers and General Electric from a technique devised by Eastman Kodak, the Electro-Photographic recorder will make possible theater use of recorded television programming, according to Mr. Marx.

The system operates by using an electron beam that paints the picture directly on film, thereby eliminating distortions and loss of quality previously caused by the tube face and film camera lens.

ABC Engineers will receive the developmental model of the system after further tests are conducted.

New Ampex tape recorder

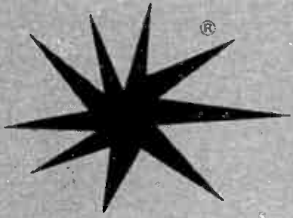
A two-channel, slow-speed tape recorder (the CL-10) that provides up to eight-and-one-half hours of uninterrupted recording time for logging purposes has been introduced by Ampex Corp. A modification of the Ampex PR-10 series, the new unit has tape speeds of 15/16 and 1-7/8 inches per second, is designed for use in recording extended conferences, speeches and telephone monitoring. The CL-10 is priced at \$1,245 unmounted, and at \$1,325 in carrying case.

Technical topics . . .

Appoints agency ■ Entron Inc., Silver Spring, Md., manufacturer and designer of community antenna television systems, has appointed A. D. Adams Advertising Inc., New York, to handle advertising and public relations.

Ownership change ■ Sherman Grinberg Productions has acquired full ownership of United Film Laboratories, Hollywood plant equipped to develop and print 16 mm and 35 mm film, handling up to 30,000 feet of negative per night. Black-and-white prints can be produced at the rate of 100,000 feet each 24 hours. Hal Mann has been named lab manager.

New Depot ■ Sylvania Electric Products has opened a central parts depot in Melrose Park, Ill. More than 75,000 parts are available in the new depot.



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NAB CONVENTION · APRIL 5-8

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NAB CONVENTION · APRIL 5-8

CONRAD HILTON HOTEL · CHICAGO, ILLINOIS

BBG postpones commercial time changes

MORE DISCUSSIONS SET ON TV TIME, FM REGULATIONS

For the time being there will be no changes in amount of advertising on Canadian television, or changes in regulations for FM stations. The Board of Broadcast Governors announced following March hearings, that decision on proposed changes to cut TV advertising time from 16 minutes to 12 minutes an hour, and on changes in FM station regulations are being deferred for further discussion at the April hearings in Ottawa.

Meanwhile the BBG has announced that at the hearings starting April 28, an amendment will be offered to change Canadian program content from 55% to 45% for the summer months.

At the March meetings, CHUC Cobourg, Ont., was recommended for an FM license on 103.1 mc with 117 kw; CKOX Woodstock, Ont., got a power increase from 250 w to 1 kw day and 250 w nighttime on 1340 kc; CHNS-FM Halifax, N.S., was given an increase in power from 250 w to 5.76 kw on 96.1

mc; CKDH Amherst, N.S., will go from 250 w to 1 kw on 1400 kc; and CFAX Victoria, B.C., will move to 1070 kc from 810 kc with 1 kw.

Ownership changes approved include CKXL Calgary, Alberta, from CKXL Ltd. to Mrs. Donna M. Pryor of Calgary; CHVC Niagara Falls, Ont., to new corporate firm Adanac Broadcast Investments Ltd.; CKRT-TV Riviere-du-Loup, Que., from Radio CJFP Ltd., to CKRT-TV Ltd.

Ten FM stations have had their licenses renewed for one year, two TV-satellite stations have been renewed for three years, 53 AM and seven FM stations and one TV station have had licenses renewed for five years, while seven TV with 24 AM radio network stations and a long list of low-power relay stations were renewed for five years.

U. S. entries announced for Cannes TV festival

A special committee of the National Academy of Television Arts and Sciences last week announced the selection of six TV programs that will be among the official U. S. entries at the forthcoming Cannes Television Film Festival.

Fiction entries are "Bringing Far Places Together," an episode from *Naked City*, Bert Leonard, executive producer; "Blacklist," on *The Defenders*, Herbert Brodtkin, executive producer, and "The Volunteer," on *Combat*, Selmur Productions.

Documentaries selected were *The Making of the President: 1960*, Wolper Productions, based on Theodore White's Pulitzer prize-winning book; *The World of Maurice Chevalier*, NBC Special Projects production; and *Ten Seconds That Shook the World*, Wolper Productions' documentary about the first atomic bomb.

Windsor station begins

CKWW Windsor, Ont., the town's first privately owned radio station, went on the air March 29.

The new AM, on 580 kc, said it will direct all its programming at Windsor and will not carry Detroit advertising, though it covers the area. President of CKWW is Royce Frith, Canadian television personality. Robert Williams is operations and sales manager. The station features half-hour shows on local news. The station is represented by Stovin-Byles Ltd., Toronto.

Memories for tape

To gather historical data, there will be tape equipment on hand on April 7 for the luncheon of the Quarter Century Club of the Canadian Association of Broadcasters at the Chateau Frontenac hotel, Quebec City, Quebec. Veteran Canadian broadcasters are going to be asked to reminisce on business details, colorful characters, first Canadian radio advertisers, and other features of the early days of Canadian broadcasting. The Quarter Century Club meets annually during the CAB conventions, and each year broadcasters promise to write down their recollections of early days. This year it is hoped to actually record some of Canada's early broadcast history with a club member, Walter Dales of Winnipeg, Man., doing the interviewing and recording. Chairman of the Quarter Century Club is Norm Botterill, CJLH-TV Lethbridge, Alberta.



YOU SHOULD HEAR

Donald W. Reynolds, Jr., President of KPUB, Pueblo, Colorado, says: "We've had the CRC Moneymaker Library about a month, and it is certainly well named. We sold two appliance dealers large orders almost as soon as it came in, thanks to the appliance jingles. We have news contract with a bank looking very good due to personalized jingle. We feel that it is the finest library available, and the best we've ever worked with. The quality throughout is exceptional."

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NBC International's sales

NBC International last week reported new sales of 519 hours of programming to TV operations at 14 foreign locations. The programs, 175 hours of which were in *Dr. Kildare*, were sold to Liberian TV; ARD Munich, West Germany; Ceskoslovensky Filmexports, Prague; Oesterreichischer, Vienna; Nederlandse Televisie Stichting, Hilversom, Holland; Scottish Television, Edinburgh; Northern Nigeria Broadcast Corp.; Trinidad and Tobago Television Co.; Jamaica Broadcasting Corp.; Television Ltd., Gibraltar; Kenya Broadcasting Corp.; Radiotelevisao Portuguesa, Lisbon; WKAQ-TV San Juan, P. R.; and the New Zealand Broadcasting Corp., Wellington.

You Can Speak FRENCH and/or SPANISH Or Other Foreign Languages (also Latin) QUICKLY, EASILY

if you have a 3 3/4 ips tape recorder. Modern, audio-lingual, armed-forces methods make it easy, fast, extremely effective. Send only \$2.00 for sample 30 min. trial Linguatapes—\$5.00 for 90 min.—\$10.00 for 195 min. Refund if not completely amazed and delighted. 7 1/2 ips Linguatapes also available at 50% extra. Be sure to state tape speed and language(s) desired. Linguatapes mailed prepaid same day order received.

LINGUATAPES, Dept. 113
166 5th Ave., N. Y. 10, N. Y.



Do you sell beer in Boston?

If you'd like to brew more profits by selling more at lower cost, keep this in your head: WMEX collars more young, male adults per advertising dollar than any other radio station in Boston! That's why, in Boston, WMEX is the one buy to make if you're making only one!

Your McGavren-Guild man will gladly pour out the lively, refreshing WMEX story in appetizing detail.

Radio choice of the New Boston

WMEX

ABC Radio sets June for return of drama

'Theater 5' will be a 25-minute across-the-board series; Ed Byron named executive producer of show

ABC Radio in June plans to offer Monday through Friday dramatic programming to affiliates, a service first mentioned by the network late last summer.

Robert Pauley, ABC Radio's president, last week announced that Ed Byron, who created *Mr. District Attorney* on radio, will be the executive producer in charge of the network's drama series, tentatively titled *Theater 5*. Mr. Byron will report to John A. Thayer Jr., national programing director at the network.

The radio dramas will be made available to affiliates for local sale. Each

show—fed to stations at about 9 p.m., EDT—will be 25-minutes long, a change from the network's initial thinking for 50-minute dramatic shows.

Last August, ABC Radio announced plans to schedule drama shows in the fall of 1963 (BROADCASTING, Aug. 12, 1963), but the project was subsequently delayed.

Anthology Concept ■ Retained from the initial plans, however, is the concept of producing an anthology series. Thus, each show will be self-contained and not serialized.

Mr. Byron and Mr. Pauley said the new dramas will be repertory though without a "stock company of actors." Scripts will be originals—no old series will be used.

Mr. Byron between 1938 and 1959 also had created for radio such shows as *Pot of Gold* and *What's My Name*. He has been an account executive in news programing for NBC-TV's special program sales department and has been away from radio programing since 1959.

The program length was cut back to 25 minutes, it was explained last week, because it was the judgment of network programers that today's radio audience has listening habits which would not sustain the longer format.

ABC Radio is also producing the *Dr. Joyce Brothers Show*—five-minute daily segments—for stations to sell locally.

Some time ago, Mr. Pauley noted that affiliates had shown a favorable response in a poll on network drama plans.

Networks awarded for overseas news coverage

The networks will share in awards to be presented Tuesday (April 7) in New York at the Silver Jubilee awards dinner of the Overseas Press Club of America.

CBS-TV correspondent Peter Kalischer won the 1963 best television re-

porting from abroad award for his *Death of a Regime* program dealing with the overthrow of the Diem government in South Viet Nam.

A runner-up citation was awarded to ABC-TV for its program, *Soviet Woman*.

NBC-TV's Fred Freed won the best television interpretation of foreign affairs award for his *NBC White Paper* documentary, "The Death of Stalin."

CBS-TV won a citation in the category for the program, *Ethiopia—The Lion and the Cross*. The program also won the first place award for the best motion picture reporting from abroad. John Tiffin and Jean Reitberger combined to film the program, which was narrated by Walter Cronkite. Chris Callery and Joseph Vadala, of NBC-TV, won a citation in this category for the program, *City and World*, which was narrated by Chet Huntley.

Mutual's Phil Clarke won the best radio interpretation of foreign affairs award for his weekly program on communist propaganda titled *The Big Lie*. John Chancellor, NBC, won a citation for his program, *Presidents in Central America*.

Best radio reporting from abroad was won by NBC's George Clay for his reports on the United Nations forces march to end the rebellion in the Congo.

Nightclub revue made for pay-TV exposure

A 90-minute show, based on the satirical revue currently at New York's Upstairs at the Downstairs nightclub, has been produced and will be offered for pay television in this country and for free television abroad.

The program was produced by Arnold Brown & Associates, New York, and will include such name personalities as singer Georgia Brown and actor David Wayne. A spokesman for the Brown organization said negotiations for the 90-minute special are being conducted with RKO General Phonevision, operator of a toll TV system in Hartford, Conn., and with Subscription Television Inc., Los Angeles, which is scheduled to begin operations this summer.

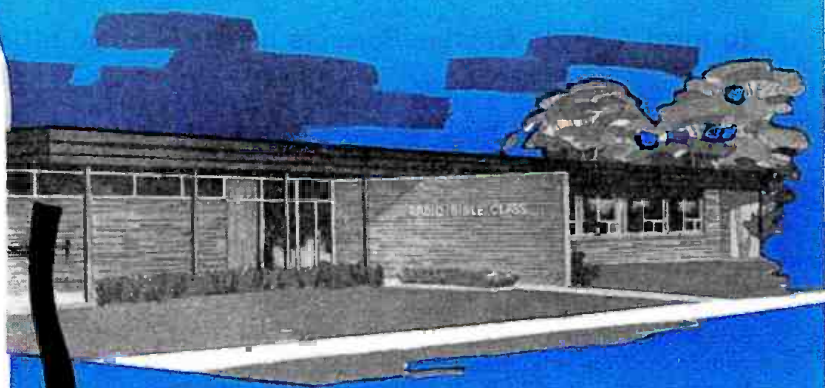
Brown has produced pay television adaptations of "Spoon River Anthology," a Broadway show, and of "Ole, Ole" and "Streets of New York," off-Broadway presentations. The Hartford pay-TV installation carried "Spoon River" and "Ole, Ole."



YOU SHOULD HEAR

Ronald L. Hickman, General Manager of WNNJ, Newton, N. J., says: "Thanks to the CRC Library, our sales have increased at a far greater pace in the last four months. Initial response from sponsors has been extremely favorable and we look forward to a very pleasant relationship with CRC. Incidentally, we are especially proud of our new customized ID's and special holiday jingles."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall
COMMERCIAL RECORDING CORP.



RADIO BIBLE CLASS

The most profitable half-hour of your week

Starting on one small radio station in 1938, Dr. M. R. DeHaan's RADIO BIBLE CLASS has gained such astounding popularity that today it is heard on over 600 radio stations including the ABC radio network, the Keystone network, Regional networks and hundreds of leading independent stations in the United States, Canada and many foreign countries. A new Radio Log giving complete times and stations is available upon request. Dr. DeHaan, a physician as well as a Bible Teacher, presents his lessons with such clarity and understanding that spiritual instruction becomes a vibrant, living experience.

During his twenty-six years of broadcasting Dr. DeHaan has also written many books and magazine articles. His sermon booklets and Daily Devotional Guide booklets, some of which are pictured below, are published monthly and sent free of charge to all listeners—who write requesting them. Dr. DeHaan is grateful to the hundreds of broadcasting stations that are carrying his outstanding weekly program, which originates from Grand Rapids, Michigan.



A QUARTER CENTURY
"Telling the Story of Jesus"

New association for producers

Motion picture and TV film groups consolidate to form AMPTP; Charles Boren is head executive officer

The Association of Motion Picture Producers and the Alliance of Television Film Producers have combined into the Association of Motion Picture and Television Producers. The consolidation was announced Thursday (April 2) by Charles Boren, executive vice president of AMPP and Richard Jencks, president of ATFP. Mr. Jencks, who will become a vice president of AMPTP, and John Zinn, who has been executive secretary of ATFP, have moved into the offices at 8480 Beverly Boulevard, Los Angeles, which have been AMPP headquarters since 1950.

Mr. Boren, who will be the chief executive officer of AMPTP as he has been of AMPP, said that the goal of the consolidation is "to bring under one roof the major elements of the entertainment industry in Hollywood." The association and the alliance, he said, "have held joint labor negotiations for several years and we have developed a common approach to many other industry matters. The consolidation of the two groups is a natural step. The interests of all concerned will be served better by a single organization."

The companies belonging to the alliance, Mr. Jenck said, "were unanimously willing to take this step in the belief that the consolidation of the two groups will be of distinct benefit in placing the total resources of the association at the disposal of each and every member company."

The membership of AMPTP will include the present members of both AMPP and ATFP.

■ AMPP members: Allied Artists Pictures Corp., Columbia Pictures Corp., Walt Disney Productions, Metro-Goldwyn-Mayer, Paramount Pictures Corp., Twentieth Century-Fox Film Corp., Universal Pictures, United Artists Corp., Warner Bros. Pictures.

■ ATFP members: Amigo Productions, Bellmar Enterprises, Bing Crosby Productions, Calvada Productions, Daystar Productions, Desilu Productions, Flying A Pictures, Four Star Television, Jack Chertok Television, Mayberry Enterprises, Revue Productions, T & L Productions, Tycoon Productions, Wrather Corp.

The TV film companies will be represented on the AMPTP board by George Elber, executive vice-president of Four Star Television; Saul C. Weislow, BCP vice-president; Bernard Weitzman, vice-president of Desilu, and an additional board member to be

nominated by Amigo Productions, Bellmar Enterprises, Calvada Productions, Mayberry Enterprises, T & L Productions and Tycoon Productions.

Major motion picture studios will be represented by Steve Broidy, Allied Artists; Gordon Stulberg, Columbia; Bonar Dyer, Disney; Saul Rittenberg, MGM; Bernard Donnenfeld, Paramount; Fred Metzler, Twentieth Century-Fox; Anthony J. Frederick, Universal; Robert Blumofe, United Artists, and E. L. De Patie, Warner Bros.

AMPTP officers will be: Y. Frank Freeman, chairman of the board; E. L. De Patie, vice-chairman; Charles Boren, executive vice-president; Steve Broidy, vice-president; Anthony Frederick, vice-president; Alfred P. Chamie, vice president and secretary, and Richard W. Jencks, vice-president.

CATV's extend ETV coverage

Educational stations find new help: 93 CATV systems carry signals in 32 states

Educational television broadcasters who have found it impossible to serve either poor signal areas or communities outside their normal signal range are now reaching them through community antenna television systems.

Signals of 33 ETV stations are fed through 93 CATV's to schools and subscribers in 32 states. Three out of every four CATV systems that can pull in ETV signals are doing it.

According to a survey by the National Community Television Association, the CATV's are making it possible for 150,000 school children to receive educational broadcasts that would not otherwise be available.

In an article about the survey, Loren Stone, manager of KCTS(TV) Seattle-Tacoma, a noncommercial educational station, reports that CATV systems "can provide—simultaneously if need be—both broadcast and closed-circuit ETV service, and educational FM radio signals as well." Mr. Stone, writing in the current issue of the National Association of Educational Broadcasters *Journal*, reports CATV's not only provide a

public service by carrying ETV, "but they can do it as a profitable business activity."

The NCTA, presently seeking agreement with the FCC on legislation to regulate CATV systems, has mailed copies of the *Journal* article and its survey report "to the FCC commissioners and key FCC staff, members of the Senate Commerce and Education committees, members of the comparable committees of the House, heads of leading ETV groups and members of state ETV commissions," the association said.

Mr. Stone notes the record of CATV involvement in ETV is "impressive" and "an important contribution toward public education."

ETV Encouraged By NCTA ■ An NCTA policy statement notes that members should "work with educators and educational groups who are constructively active in this medium of learning." It also is NCTA policy to establish a national awards program to generate recognition for distinguished CATV service to education, "and further that such awards be widely publicized—at local, regional and national levels." And NCTA encourages members to keep Congress and government officials informed of contributions to ETV.

Mr. Stone notes that "federal matching funds are available to schools for the installation of master receiving antennas and building distribution systems under provisions of the National Defense Education Act."

Other comments by Mr. Stone:

"Of particular advantage to the UHF educational broadcaster is that CATV systems receive the UHF signal and convert it so that the signal is available on normal VHF sets. . . ."

"As the schools desire to make additional use of television there will be trends toward closed-circuit systems within individual buildings—for secondary schools, particularly—and to district-wide closed-circuit systems, using either cabled interconnection, or the type of point-to-point broadcast facility provided for in the 2,500 magacycle band. . . . CATV system operators have the technical capability of providing . . . specialized closed-circuit service."

CATV systems serve about 2% of the total TV audience, "but these CATV systems are located in areas where TV reception is most troublesome, so they are relatively more important than the 2% figure would suggest."

According to the NCTA report, Oregon and Washington lead in the number of systems and communities served by ETV through cable systems. Oregon has 12 systems serving 21 communities; Washington has seven serving 22. Washington also has the greatest number of students served, 12,696.

A trial broadcast live—it happened in '25

Memory of WGN Chicago's historic live coverage of the Scopes trial (the "monkey" or evolution case) was recalled by Quin Ryan, retired broadcaster who once served as manager of WGN, as a result of the controversy over the broadcast ban in the Jack Ruby trial in Dallas.

Mr. Ryan related events of the July 1925 trial in the March 22 issue of the *Chicago Tribune*, which is under common ownership with WGN. He described the landmark Dayton, Tenn., case as "the only criminal trial ever broadcast in its entirety." It was aired live and remote by WGN during daytime hours. With the station paying \$1,000 daily for phone lines, he said.

The trial featured two prominent legal figures, William Jennings Bryan and Clarence Darrow, in a fight over religious, scientific and right of free thought issues. The case snowballed into national headlines from what began as a friendly test of a new state law forbidding teaching of Darwin's theory of evolution. John Thomas Scopes, a young science teacher, had been half-jokingly urged

by neighbors to read about the apes-to-man concept in his class and to cooperate in an arranged arrest.

Mr. Ryan recalled that WGN "received the broadcasting privilege and



A younger Mr. Ryan
When Canon 35 was no more than
a notion

the right to realign the courtroom seats by agreeing to wire up five places in the town with loudspeakers to accommodate the throngs who might endanger the old building. We put the witness stand in front of the bench with one microphone above it; two more mikes were placed at the tables of opposing counsel on the right and left; and a fourth mike for this reporter on a window sill shared with the colorful writer, H. L. Mencken. The jury box was moved to the rear."

Mr. Ryan continued, "We used the same setup one afternoon when Judge John T. Raulston decided to move the court to the lawn outside because of the intense summer heat." At one point the judge sent the jury from the court, he related, "but they didn't miss the red-hot proceedings they had waited so long to hear. They heard everything all day on our new-fangled loud speakers about the town."

Mr. Scopes was found guilty and fined \$100. The fine later was canceled by the state supreme court on a technicality.

Film sales . . .

Volume 9 (Seven Arts): Sold to WAPI-TV Birmingham, Ala.; WTPA(TV) Harrisburg, Pa.; KSHO-TV Las Vegas; WCKT(TV) Miami; WRGB(TV) Schenectady and WSYR-TV Syracuse, both New York. Now in 20 markets.

Feature Film Package (NTA): Sold to KCOP(TV) Los Angeles.

The War to End All Wars (20th Century-Fox): Sold to WNEW-TV New York; WTTG(TV) Washington; KCOP(TV) Los Angeles; KORK-TV Las Vegas; KBTU(TV) Denver; KUTV(TV) Salt Lake City; WRDW-TV Augusta, Ga.; WOAI-TV San Antonio and KGNS-TV Laredo, both Texas; WTVP(TV) Decatur, Ill.; WBNS-TV Columbus, Ohio, and KVOS-TV Bellingham, Wash. Now in 12 markets.

Bat Masterson (UA-TV): Sold to WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; WMAZ-TV Macon, Ga.; WFTV(TV) Orlando, Fla.; WRCB-TV Chattanooga; WKOW-TV Madison, Wis.; XETV(TV) Tijuana, Mexico-San Diego, Calif., and WNOK-TV Columbia, S. C. Now in 123 markets.

The Aquanauts (UA-TV): Sold to WFTV(TV) Rockford, Ill.

Boston Blackie (UA-TV): Sold to KCOP(TV) Los Angeles.

Mystery Stories (UA-TV): Sold to WOR-TV New York.

Miami Undercover (UA-TV): Sold to WLEX-TV Lexington, Ky.

Tombstone Territory (UA-TV): Sold to WEAU-TV Eau Claire, Wis.

The Trouble-Shooters (UA-TV): Sold to WKRK-TV Mobile, Ala.

Jungle 4 Features (ITC): Sold to KDKA-TV Pittsburgh; KXTV(TV) Sacramento, Calif.; WEHT(TV) Evansville, Ind.; KOIN-TV Portland, Ore., and KTTV(TV) Los Angeles.

Edward Small Features (ITC): Sold to WABC-TV New York; WXYZ-TV Detroit; WBKB(TV) Chicago; WZZM-TV Grand Rapids, Mich.; KPLR-TV St. Louis, and KMBC-TV Kansas City, Mo.

Action Theater Features (ITC): Sold to WATR-TV Waterbury, Conn.; KMBC-TV Kansas City, Mo., and WZZM-TV Grand Rapids, Mich.

Super Car (ITC): Sold to KTIV(TV) Sioux City, Iowa; WOW-TV Omaha, KHOL(TV) Keaney-Holdredge, and

KOLN-TV Lincoln, all Nebraska; WAVY-TV Norfolk, Va.; WGAN-TV Portland, Me.; KPLC-TV Lake Charles, La.; KCMT(TV) Alexandria, La.; WBRC-TV Birmingham, Ala.; WIMA-TV Lima, Ohio; WGAL-TV Lancaster, Pa., and WEHT(TV) Evansville, Ind.

Count of Monte Christo (ITC): Sold to WATR-TV Waterbury, Conn.

Editorials produce comments

Listener response to a WKRC Cincinnati editorial in February asking for comment on the station's programming and advertisements was so good that the station plans to plumb the public in similar future surveys.

Of 67 letters, only four were generally uncomplimentary, with listener programming complaints centering on a parttime announcer no longer with the station and adverse advertising comments concentrating on a series now dropped. As a result of the letters, WKRC plans to expand a talk show and is considering expanding its news.

The station tentatively plans another editorial soliciting listener comment "once—perhaps twice—each year."

'Runaway' film labels opposed

FTC, Departments of State, Commerce line up against laws backed by film unions

Legislation to require country-of-origin labeling of television and motion picture films—on the screen and in advertising for them—has been opposed by three federal agencies.

Sought by Hollywood film unions, HR 7672 and seven similar companion bills are intended to halt the "runaway" production of American films overseas and force American producers to make their films in this country. U. S. technicians would thus get the work.

The board of directors of the Screen Extras Guild announced Monday (March 30) that it has adopted a resolution "demanding" Congress pass the legislation. "While books and magazines and most other imported products must be clearly labeled with the country of origin, under present law the Customs Bureau permits motion pic-

tures to be labeled only on their containers, which are never seen by the public," SEG said.

The Department of State, the Federal Trade Commission and the Commerce Department, however, have filed comments with the House Commerce Committee that say the bill is contrary to U. S. foreign economic policy.

The bill would make it "an unfair method of competition" to put in interstate commerce films, or advertisements for them, that have been photographed "in whole or part outside the U. S." without labeling them with the country in which they were photographed.

The State Department warned of possible retaliatory restrictions abroad on U. S. films and said "consequently we have an important stake in reducing the effects of the numerous restrictive devices which other countries apply to imported films."

The Commerce Department commented that enactment of the legislation "would not be in harmony with our country's policies for the reduction of impediments to international trade." Commerce estimated that "remittances of film earnings from abroad to the U. S. in 1963 are expected to total about \$215-220 million."

'Greatest Show' from Desilu

Desilu Sales Inc., Hollywood, is releasing 30 one-hour episodes of *The Greatest Show on Earth* in addition to the line-up of properties previously announced for the Television Film Exhibit—1964 in Chicago (BROADCASTING, March 30). The series stars Jack Palance.

First sales of the new series were to WPIX-TV New York, WGN-TV Chicago, KHJ Los Angeles and CKLW-TV Windsor, Ont.-Detroit.

Desilu recently entered the feature field with the distribution of a package of three features titled *Three for the Money*. The features each ran as two-part shows in *The Untouchable* series and were edited down from two hours to 90 minutes for theatrical release.



YOU SHOULD HEAR

J. Robert Humphreys, Manager of KSRV Radio, Ontario, Oregon, says: "It is difficult to draw the line between selling clients again and keeping them sold, but I feel it is most important to keep good accounts sold. Thus, the most important benefit I see from CRC is keeping clients sold. It's easy to keep a client sold with the 'sell and sounds' from CRC."

Hear - "MONEY MAKER"
Space A & B, East Exhibit Hall
COMMERCIAL RECORDING CORP.

APRTA sets news study

The Associated Press Radio-Television Association in the next few months will conduct a study of newscasting patterns by its nearly 2,500 broadcasting stations around the country.

APRTA President Robert Schmidt, general manager of KAYS Hays, Kan., said results of the study will be reported at the APRTA board of directors meeting in September.

Networks follow expected form

Proposal to offer programs to independent stations meets strong opposition

The three television networks last week reacted in predictably strong opposition to a suggested rulemaking that would require programs that are rejected by an affiliate to be offered to the independent stations in the same market.

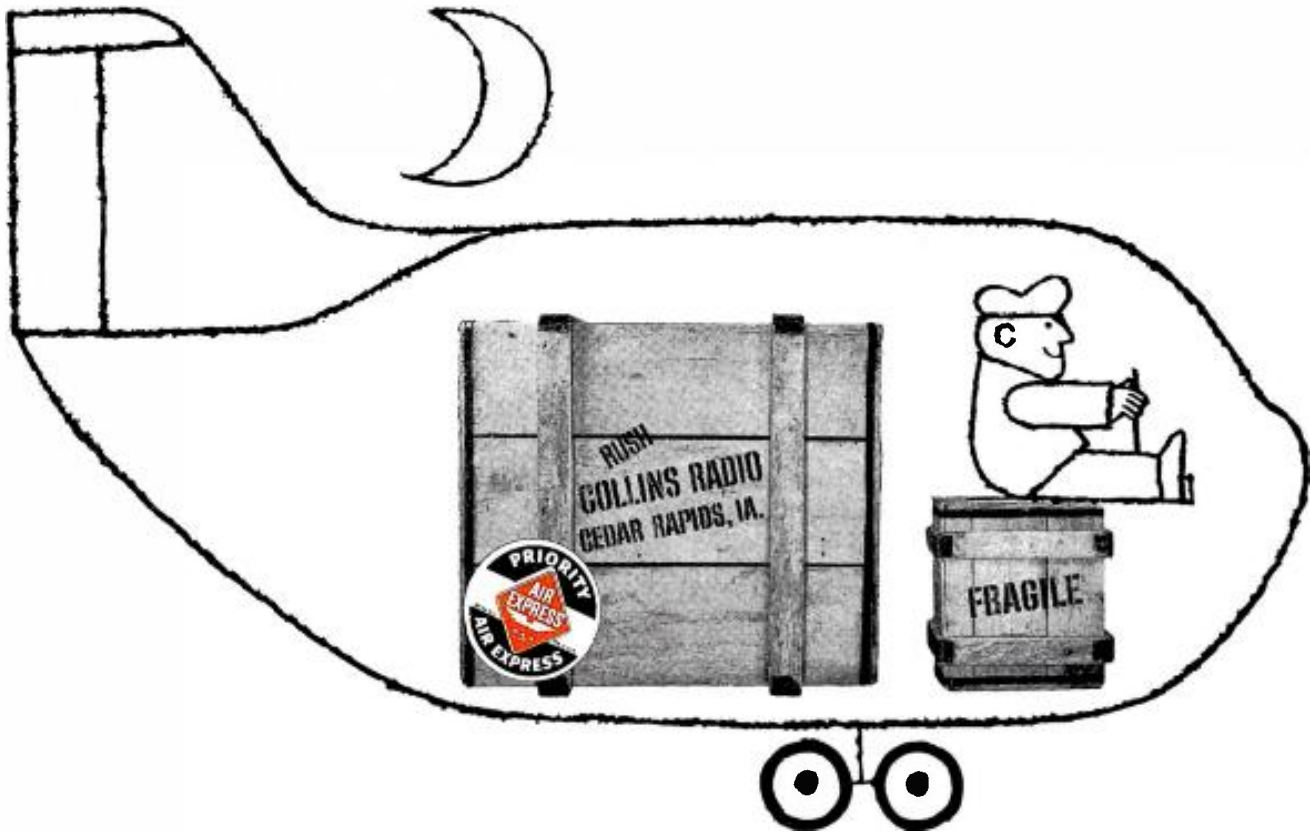
The three networks told the FCC that the commission lacked the authority to thus directly control the distribution of their programs. CBS-TV said that the proposal, made by WUHF-TV Milwaukee, as an amendment to the FCC's Chain Broadcasting Rules, would distort the intent of those regulations—which is to assure the programing freedom of a network affiliate.

The proposal was urged by WUHF primarily to give independent UHF stations a means of acquiring network programing that is not cleared for use by a local affiliate (BROADCASTING, Feb. 24). The proposed amendment to the rules would require that if the affiliate fails to provide clearance within 72 hours "the network shall, giving appropriate notice of the fact, exhaust clearance possibilities in the community by offering such programs or program series on equitable and nondiscriminatory terms and conditions to all other operating stations in the community."

ABC-TV said that although it had the most, of the three networks, to gain by UHF development, it believes the WUHF proposal could have a reverse effect. "What is required," ABC-TV said, "is a rule which would cause the networks to share primary affiliations with UHF stations in 2-VHF markets on an equitable basis." The network added that UHF can't expect to grow via rejected programing.

NBC-TV told the commission that programing should be offered on a voluntary basis only, noting that it had made program offers to WUHF. The network questioned what terms could be considered "equitable." NBC-TV pointed out that the advertiser is often in control of the use of a program and hence, in many instances, advertiser approval would also be required.

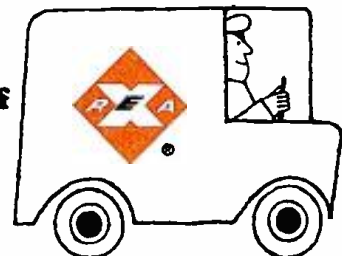
Storer Broadcasting Co., also commenting in opposition to the amendment, asked what was to be done if all the independent stations in a market were to want the offered program?



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Call REA Express for Air Express Service.**

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Radio, TV go to the World's Fair

Worldwide coverage expected for 1964-65 exhibit;
RCA pavilion will emphasize color television

The 1964-65 World's Fair will earn its global sobriquet, thanks in large part to radio and television. For, while record numbers pass through the fair grounds in New York until October 1965, broadcasting will be taking the spectacle to practically every corner of every continent.

Hundreds of radio and television stations in this country, Europe, Asia, Latin America and Australia have been in contact with the fair, asking for information or outlining plans to do live or recorded coverage of events there. Literature, discs and schedules promoting fair activities are being sent to some 6,000 stations here and abroad. The fair opens on April 22, will run through October and reopen in 1965.

A partial listing of television stations that already have or will send film crews to shoot documentaries of the fair include many from countries that have pavilions there, such as Japan, Italy, France, Mexico and several other Latin American countries, as well as from countries not represented at the fair, such as the Soviet Union, Great Britain, Australia, Canada and Norway.

The same is true of U. S. radio and TV stations, particularly from states that will have exhibits. WGN Chicago, for example, will have a regular studio in the Illinois pavilion where it will originate many hours of programming. WNYC New York is planning 90% of its programming from the fair, topping the list of New York stations that plan to do regular originations or specials. Almost all the other New York stations expect to originate some programs from the fair site.

NBC-TV leads the other networks in programming plans. The network will telecast a 90-minute color special on the opening night (7:30-9 p.m. EST) that will include live coverage of the festivities that night, as well as tape and film segments of the opening ceremonies earlier in the day, and a look at some of the more spectacular exhibits. Part of the program may be beamed live to Europe via the Relay satellite.

Host for the program will be Henry Fonda, with Carol Channing, Fred MacMurray and Lorne Greene on hand to act as guides. Cantiflas, popular

Mexican actor, will make his first on-location U. S. TV appearance to act as goodwill ambassador for Mexico and as guide in the international area of the fair. U. S. Steel, through BBDO, is the sponsor.

Special Event ■ One historic event, that probably will be telecast nationally even before opening night, is the arrival of Michaelangelo's "Pietà" from the Vatican City. Television cameras will be on hand when the statue is installed in the Vatican City pavilion April 19.

NBC-TV also plans to program a half-hour of its *Today* show each week from the fair, devoting each telecast to a different pavilion.

ABC-TV expects to telecast portions of the finals of the Olympic trials to

'Emmy' at the fair

NBC-TV will originate the telecast of the 16th annual "Emmy Awards" May 25 (10-11:30 p.m. EDT) from the Music Hall at the Texas Pavilion of the New York World's Fair and from the Palladium in Hollywood.

Categories and other details of the Emmy program, which will be telecast live, and on tape and film, will be announced later, the network said.

Sponsors will be Timex Watches and Libby, McNeill & Libby.

be held at the fair, mostly in Singer Bowl which can seat 18,000, or the Pavilion which seats 2,100. Olympic contests that will be held there are wrestling, judo, fencing, weightlifting and boxing. Among other ABC-TV programs that will originate at times from the fairgrounds is *Queen for a Day*, scheduled there May 25-29.

The Ed Sullivan Show is one of the CBS-TV programs that plans fair originations.

The National Educational Television network is preparing four programs on various aspects of the fair. The shows will be distributed to its 84 affiliated stations for showing next fall. NET

also may buy for distribution some special programs that WNDT(TV) Newark-New York is planning. The educational station has set up a studio in the New Jersey pavilion and, in addition to the specials, will originate two or three programs five days a week from there. One of the programs, a course in English, will illustrate to pavilion visitors the unique features of educational TV.

Plenty of Radio ■ Radio originations will probably be even more frequent than TV. NBC Radio's weekend *Monitor* program expects to do many originations from the fair. Also in the works is Arthur Godfrey's CBS Radio show from the Texas Music Hall site.

Ham radio operators will be especially welcome at the fair. Coca-Cola has set up a complete station on its pavilion site and registered hams are invited to use station K2UF to talk with their counterparts around the world.

The Mormon Church, which also has a pavilion, will originate some programs for broadcast by WRUL Radio Worldwide, its shortwave radio station.

Another organization that expects to take full advantage of events at the fair is the Voice of America. Activities at the pavilions of foreign nations will provide the basis of several VOA programs.

Commercial Plans ■ Television viewers in this country can expect to see many commercials with a World's Fair setting during the coming months, as many of TV's biggest advertisers will be using their industrial pavilions to promote both the fair and their own products.

But fair officials believe a large bulk of the programming will come from local stations around the country. And they are ready for them. TV outlets have been installed at some 63 points around the fairgrounds, none more than 500 feet from any source of activity that stations may want to show. Radio outlets have been provided in every pavilion.

The New York Telephone Co. has eliminated all construction charges, a move that it believes will attract many broadcasters to the fair. The company said that modern TV facilities will meet network quality standards and "dared" radio and TV stations to come up with an equipment request that it couldn't fill.

FCC Chairman E. William Henry, after a recent visit to the fairgrounds with Commissioners Robert E. Lee, Kenneth A. Cox, Frederick W. Ford and Rosel H. Hyde, suggested that the coming events will make "a fertile source of public affairs programs for imaginative broadcasters."

Promotes Color TV ■ RCA's elaborate preparations will probably aid sales of color TV sets. An estimated one million color TV sets now are in

use. Within 18 months about 100 million people are expected to visit the fair, where they will be extensively exposed to color TV.

The RCA exhibit has two phases:

▪ The RCA pavilion, opposite the main fair entrance. This consists of a complete color television studio equipped with many devices not yet in commercial production.

▪ A closed-circuit network of nearly 300 color TV monitors will be set up in strategic locations throughout the fairgrounds where people waiting in lines or relaxing for the moment will be likely to watch them.

At the pavilion, visitors will have the chance to see themselves on color TV, then will pass along a circular runway that gives them a clear view of activities in the studio and in the control room. And activity will be continuous.

RCA expects to have the studio in operation 12 hours a day, seven days a week for the duration of the fair. Programs will include fashion shows, interviews, illustrations by nationally known cartoonists and entertainment from the other pavilions.

A visitor, if he takes the time, can see how a TV program is put together. Rehearsals, changes made by the director, technical problems: all will be done in full view of the public. A visitor will be able to look over the director's shoulder into the glass-enclosed control room and watch him plan his shots and develop his program.

Monitors scattered throughout the pavilion will enable people to compare what they see in the studio with what is shown on the monitor. RCA also expects to use a black-and-white monitor next to a color set to emphasize the difference between the two.

In the RCA control room most of the innovations have to do with packaging, which has reduced by nearly half the space required to house the latest features of color TV equipment.

Only a small portion of its studio programing will be transmitted by RCA over its closed-circuit fairgrounds network. The closed-circuit programing, combined with studio operations, will account for about 4,000 hours of programing by RCA for the first six months of the fair.

The staff then will use the winter months to revise its programing plans for the last half of the fair in 1965.

Closed-circuit programing plans for this year include regular announcements of things going on at the fair, tours of the pavilions, a restaurant guide, weather forecasts and a lost child service. RCA also will use a mobile unit for man-in-the-street interviews and to film special events that are going on.

Fairness of two TV's scrutinized by FCC

WRAL-TV and WFTV(TV), aggressive editorializers, are being 'studied' following viewer complaints

The FCC, reportedly prompted by complaints, is conducting an extensive investigation into the manner in which two southern television stations are applying the fairness doctrine in their news coverage and broadcast editorials.

The stations are WRAL-TV Raleigh, N. C., and WFTV(TV) Orlando, Fla.

Two commission staff investigators spent more than a week at each station in December and January. The investigators studied copies of broadcast editorials, read correspondence dealing with the editorials and questioned station personnel.

The investigators also talked to area residents and local and state government officials. In addition, the commission, after the investigators returned, sent follow-up letters to the stations asking for more information.

The inquiry is believed to be the most thorough made by the commission since the investigation of eight Mississippi radio and television stations, which followed the riots touched off by the integration of the University of Mississippi at Oxford in October 1962. (A report on the outcome of that investigation is expected to reach the commission within the next few weeks.)

Field Inquiry Unusual ▪ The commission often receives complaints about the manner in which stations report or editorialize on controversial issues. But most can be—and are—resolved through a relatively brief exchange of correspondence with the stations involved.

The commission's investigation included not only a field study but extended to network programs. A spokesman for WRAL-TV said the commission asked NBC (with which the station was affiliated from 1960 to 1962) and ABC, with which it is now affiliated, for a list of the public affairs programs they made available. Then, he said, the commission asked the station which of the programs it carried.

The investigation of the Raleigh and Orlando stations was authorized by the commission in December, it was learned last week, and the field work has been completed. A report to the commission is being prepared.

FCC officials decline to discuss the inquiry except to indicate it results from

complaints received about the stations. "We never make an investigation unless there are complaints," said one official.

The investigators, however, reportedly gave the stations a different reason for their interest. They said they were merely making an in-depth study of how the fairness doctrine is applied.

Officials of both stations have indicated they are taking the investigators at their word. A. J. Fletcher, president of WRAL-TV, said he is "not alarmed," and Joseph Brechner, president of WFTV, indicated he isn't either.

Mr. Fletcher, in a statement, said that "since our station was a pioneer in this field [broadcast editorializing], we were selected—as we understand it—as one of two stations in the country for an 'in depth' study by the FCC." Mr. Brechner also indicated he feels the commission is simply making a study.

Purpose of Inquiry ▪ Commission investigations of the sort undertaken in Raleigh and Orlando actually serve two functions—checking out the basis of complaints and developing information that might be used by the FCC in its formulation of policy.

WRAL-TV and WFTV appear to offer a fruitful field for study of how the fairness doctrine is working. Each considers itself an aggressive editorializer and broadcasts editorials five days a week.

Furthermore, WRAL-TV is staunchly conservative in its views, while WFTV is liberal. Each station also asserts it attempts to meet its obligations under the fairness doctrine of making time available for the expression of contrasting views. But, like most broadcasters, they find some of the requirements burdensome or impracticable.

Many of the complaints directed against WRAL-TV stem from the fact that a candidate for the gubernatorial nomination in the Democratic primary in 1960 and again this year, I. Beverly Lake, is a law partner of Mr. Fletcher's. Mr. Lake was defeated in 1960 by Terry Sanford, who was elected governor.

Spokesmen for other candidates have complained that the station has given Mr. Lake, in both campaigns, unfair advantage in the amount of coverage devoted to his campaign. The station

has denied the charge.

Complaints About Editorials ■ WRAL-TV also said the commission has forwarded about a half-dozen complaints it received about the station's editorials since 1960, the year the station began its policy of expressing its views five days a week.

WFTV(TV) officials say they are unaware of what complaints concerning its policies the commission is investigating. Mr. Brechner said the commission has never forwarded any complaints, and the investigators, he said did not mention any specifically.

However, Mr. Brechner is aware that complaints about his editorial policy have been sent to the commission. He said some of his viewers have sent the station copies of their letters to the commission.

The investigation has resulted in the commission's deferral of WRAL-TV's license-renewal application. The renewal date for the station was Dec. 1. WFTV's license is in an uncertain status as a result of unsettled litigation involving the ex parte activities allegedly carried on by an attorney for the licensee before the grant was made in 1957.

Support from Viewers ■ News of the commission's investigation of WRAL-TV has touched off an outpouring of support for the station. A spokesman for the station said that the local papers have published editorials in behalf of WRAL-TV's right to editorialize and that mail from viewers supporting the station has been heavy.

Meanwhile, the commission last week received a letter from a candidate for the Democratic senatorial nomination in Florida asserting he was having difficulty buying time on some of the stations in that state.

However, Brailey Udham, who is opposing incumbent Senator Spessard Holland, said WFTV was one of the stations he called cooperative. He said the station has made time available "with-

out limitation." Others he put in the cooperative category are WJXT(TV) Jacksonville, WSUN(TV) St. Petersburg, and WLBW-TV Miami. The stations whose policies he asked the commission to review are WFTV(TV) West Palm Beach, WFLA-TV Tampa, WFGA-TV Jacksonville, and WESH-TV Daytona Beach.

CBS-TV plans changes in Saturday a.m. lineup

CBS-TV, beginning next September, will add two new cartoon programs to its Saturday morning lineup. The entire 9 a.m.-12 noon segment will then consist of cartoon programming.

The new programs will be *The Jetsons*, currently on ABC-TV, (Saturdays, 10:30-11 a.m.), from 11:30-noon, and *Linus the Lionhearted*, from 11-11:30 a.m. *Rin Tin Tin* and *The Roy Rogers Show* will be dropped.

Next fall's CBS-TV Saturday morning lineup now reads: *Captain Kangaroo*, 8-9 a.m.; *The Alvin Show*, 9-9:30; *Tennessee Tuxedo*, 9:30-10; *Quick Draw McGraw*, 10-10:30; *Mighty Mouse*, 10:30-11; *Linus the Lionhearted*, 11-11:30; *The Jetsons*, 11:30-noon; *Sky King*, noon-12:30; *My Friend Flicka*, 12:30-1 p.m.

'Dillon,' 'True' put into U. S. syndication

CBS Films is placing 156 half-hour episodes of *Marshal Dillon* and 33 half-hour segments of *True* into domestic syndication, it was announced last week by James T. Victory, vice president, domestic sales.

CBS Films' plans for the remainder of this year were scheduled to be reviewed at the organization's 10th annual meeting in Chicago last Saturday (April 4) prior to the opening of the National Association of Broadcasters

convention. Mr. Victory also said that CBS Films also may release a series of sports spectaculars shortly.

Prerelease sales on *Marshal Dillon*, which was carried on CBS-TV from 1955-61 under the title of *Gunsmoke*, have been made in 10 markets for a gross of more than \$650,000, Mr. Victory reported. *True* was carried on CBS-TV during the 1962-63 season.

The agenda of the Chicago meeting also included plans for additional sales on *Have Gun, Will Travel*, which has grossed more than \$2 million in its first year of domestic syndication and *America!* a first-run series, that already has been sold in more than 40 markets.

Newsmen criticize lack of radio-TV commentary

Radio and television were criticized by a panel of newsmen yesterday (April 5) for neglecting to present news-in-depth and for virtually abandoning news commentary.

This critique emerged on the *Under Discussion* program on WNEW-TV New York (Sun., 10-11:30 p.m.) from a panel consisting of newsmen Raymond Swing, Edgar Ansel Mowrer, Leland Stowe, John Gunther, Major George Fielding Eliot and Quincy Howe, all of whom had been active at one time in broadcast journalism. They agreed that during World War II, they had broad freedom to analyze news developments, but starting in 1946, the opportunity for commentary dwindled because of sponsor apathy and industry fear of pressure groups.

The unanimous opinion was that radio particularly had an opportunity to present news-in-depth as well as commentary, but several panelists remarked that radio, which is competing for an audience that is addicted to television, has emulated the TV format in news presentation.

The 90-minute program was scheduled to be carried this week on six other Metropolitan Broadcasting TV stations and on six ETV stations.

New studio and equipment

A \$600,000 complex featuring a "floating" radio studio will be built within the year by the Radio and Television Commission of the Southern Baptist Convention, Fort Worth.

The group, which supplies Baptist public service programming, plans one building for offices and another for production, distribution and other technical functions. The buildings will occupy 42,000 square feet on a three-acre site, and the most modern recording will be installed.

Albert Zugsmith Communications Corp.

STATION BROKERS

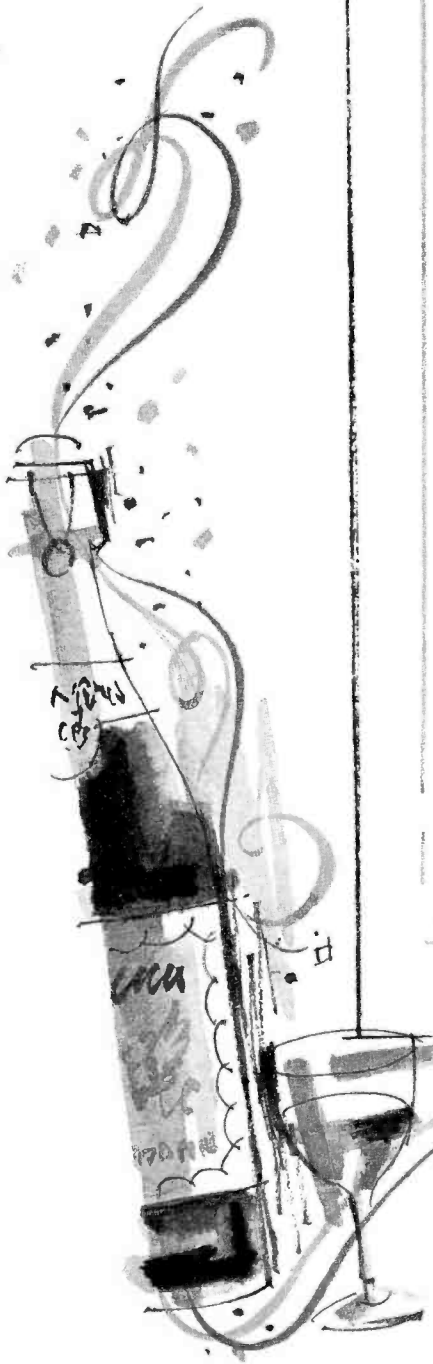
Arthur Hogan **Jack Feldmann**

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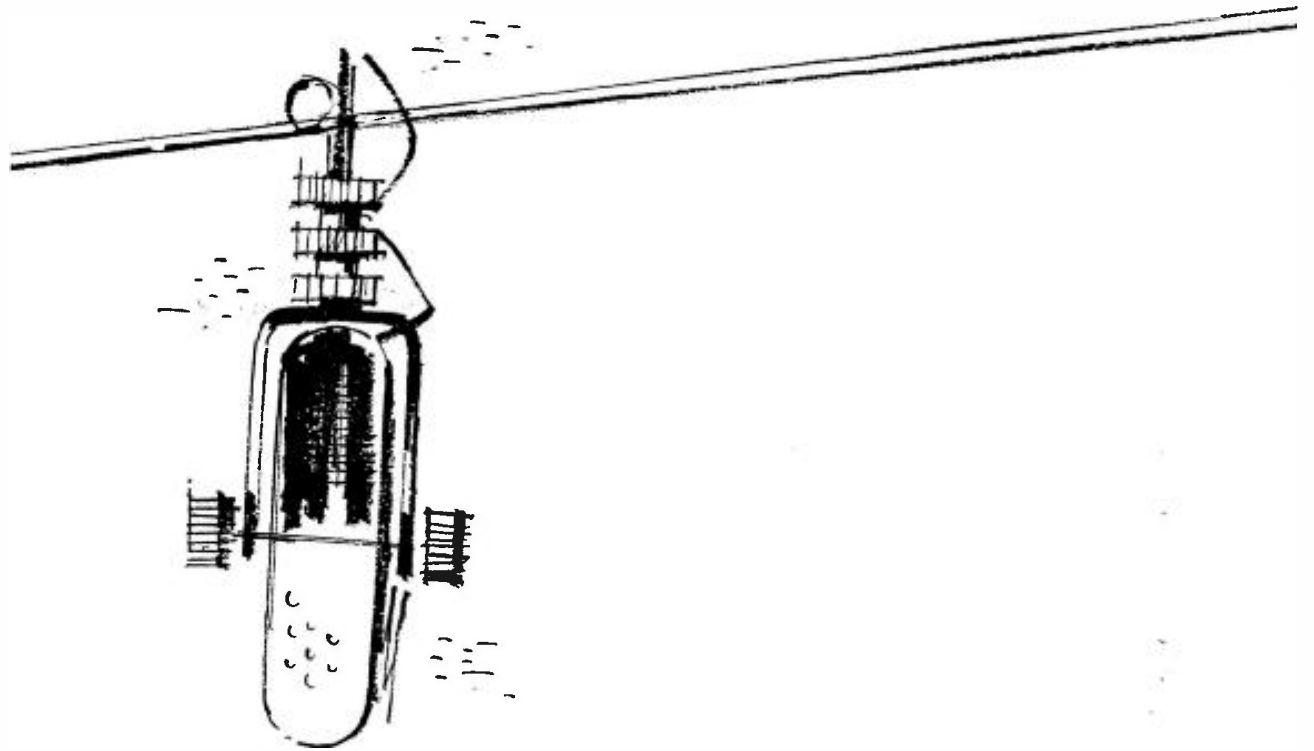
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the premiere of
the most exciting
new development
in radio in years*


The next two pages
tell the story.

*The champagne is being poured
at the Hartwest Hospitality Suite 214-216,
at the Essex Inn, Chicago, April 5-8.*



"Nothing is so powerful as an idea whose time has come."

VICTOR HUGO



For over fifteen years radio has stood in the shadows while television, its glamorous younger sister, danced in the spotlight.

•

But something has happened. Radio has again become a prime communications medium. Today, radio is everywhere.*

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Hartwest Productions, Inc., was created to serve this new rebirth in radio.

•

We offer you, the thousands of radio stations across the country, a new, total program service that will help you take advantage of radio's tremendous new potential—and help you make radio entertaining, informative and *economic*.

•

Hartwest Productions, Inc., offers you a complete, full time program service (from five minutes to twenty-four hours a day), *featuring world famous news, entertainment and sports personalities*. In addition, Hartwest also offers a full schedule of information programs (such as farm, stock market, travel, child care, etc.), plus drama, music and children's programs. The programs may be carried *live or on tape*.

•

This programming service is unique. It has never been done before. And it is available now at a most efficient cost basis.

•

We look forward to telling you about it at the Hartwest Hospitality Suite 214-216 at the Essex Inn, Chicago, April 5-8.

HARTWEST PRODUCTIONS, INC.

•65 West 54 Street, New York 19, N.Y.

*There are now 210,000,000 radio sets across the country, including 47,000,000 car radios. And every day, 29,000 new radios are bought.

Everybody's in court in an ASCAP snarl

Their approaches differ widely, but both radio and TV broadcasters push for cuts in ASCAP fees

In separate proceedings in separate courts, radio and television broadcasters last week were embroiled in legal battles over the licensing fees of the American Society of Composers, Authors and Publishers.

Judge Sylvester J. Ryan of the U. S. Southern District Court in New York faced a half-dozen different radio cases under way or being initiated, all asking the court, though in different ways, to change the current pricing for the use of ASCAP music on radio. Judge Ryan, in an effort to organize the multiplicity of issues at stake, broke down the areas of contention into four separate parcels and set out to resolve them one at a time.

Meanwhile, the All-Industry Television Station Music License Committee was in the U. S. Second District Court of Appeals in New York appealing a lower court's ruling that stations are not entitled to the sort of ASCAP license that the committee is seeking. The U. S. Supreme Court had sent the case back to the circuit court for a decision on this question and also on ASCAP's contention that the committee's original appeal was not filed on time.

Radio and ASCAP

An effort to organize the issues in the assorted radio music license suits involving ASCAP was made in the U.S. Southern District Court in New York last week.

With a half-dozen different radio cases under way or being initiated, all asking the court to set "reasonable" fees for the use of ASCAP music on radio, Judge Sylvester J. Ryan specified four areas in which common issues will be sought.

The first effort will concentrate on isolating those issues that are common to all radio broadcasters, whether network or station. ASCAP was asked to submit its suggestions within 10 days, after which broadcasters may reply and a hearing will be held.

Then efforts will be made to discover issues that are (1) common to local stations, as represented by the All-Industry Radio Station Music License Committee, (2) common to the net-

works, and (3) common to individual applicants, such as the RKO General stations, which are applying separately from the all-industry committee, and the Metromedia stations, which in another individual proceeding are asking for licenses under which their own fees would be computed on a gross-revenue rather than the customary net-revenue basis (BROADCASTING, March 23).

Joint Appeal ■ The committee, which represents 1,155 stations, is seeking a 22% reduction in the revenues that ASCAP collects from local radio broadcasters (BROADCASTING, March 2). But its proposal contemplates continuation of a net-revenue base for payments, rather than a change to the gross-revenue base that Metromedia has requested.

ASCAP meanwhile has until April 10 to reply to the committee's bid for a reduction in payments. The committee will then have until April 30 to give its answer.

On the question of "interim fees,"

Judge Ryan ruled that while the litigation is in progress stations should continue paying ASCAP at their old rates, with the understanding that any changes in terms will be made retroactive to last Jan. 1, when the old licenses expired. It was also agreed that either the stations or ASCAP may, on 10 days notice, move to have the interim fees changed.

In the case of the radio networks, CBS Radio already had an agreement under which its interim fees, pending outcome of the case, are approximately three-fourths of its 1963 payments to ASCAP. Accordingly, interim fees for the other networks were established on a similar basis. The interim fees for CBS Radio are \$15,000 a month; for NBC Radio it was specified that they will be \$10,000 a month, for ABC Radio \$8,500 a month, and for Mutual \$4,500 a month.

Television and ASCAP

The fight of television stations to obtain a narrower form of license for the use of ASCAP's music resumed last week in the U. S. Second Circuit Court of Appeals in New York.

The court heard arguments on an appeal by the All-Industry Television Station Music License Committee. The appeal was from a lower court ruling that stations are not entitled to the sort of ASCAP license that the committee is seeking. The U. S. Supreme Court had sent the case back to the circuit court for a decision on this question and also on ASCAP's contention that the committee's original appeal was not filed on time.

That old ASCAP complaint

At annual meeting, society charges that broadcasters and their BMI can dictate public tastes in music

Broadcast Music Inc. was a favorite target last week for speakers at the annual membership meeting of the American Society of Composers, Authors and Publishers, but before the meeting adjourned the issue of BMI affiliations within the ranks of ASCAP had raised questions about the society's strong stand against its rival.

Stanley Adams, ASCAP president, in opening remarks to the general meeting in New York, denounced BMI and broadcasters for what he called the power to dictate public taste in music, and he challenged BMI to give its writer and publisher members control in the organization.

The question of dual publisher affiliation with ASCAP and BMI was raised from the floor. It was asked how such divided allegiances could be tolerated in light of the differences between the two licensing groups.

Government Threat? ■ One ASCAP member, John Redmond, advised ASCAP officials to clean their own house of BMI affiliation before attacking the practices of BMI and also suggested the probability of government investigation of the whole music licensing business. He challenged members of the ASCAP board of directors who have links with BMI as publishers to explain

Whichever way the circuit court rules—on either question—there seemed little doubt of further legal skirmishing and a likelihood of more appeals.

In essence the all-industry committee is asking for a license that would require payment to ASCAP only in cases where ASCAP music is played in locally originated programming. Under this arrangement ASCAP music to be used in syndicated programs and feature films would be licensed "at the source"—that is, directly to the producers of those programs.

Plot Is Charged ■ Arthur Dean of the New York law firm Sullivan & Cromwell, counsel to ASCAP, in argument before the circuit court last week characterized the industry plan as "a very clever scheme of the broadcasters" to circumvent the copyright laws and destroy ASCAP. Mr. Dean charged that the stations would use the music in the repertory of Broadcast Music Inc. as a lever in furthering this design.

Arguing for the all-industry committee, Walter Mansfield of Donovan, Leisure, Newton & Irvine said ASCAP apparently considers itself "a fountainhead of all music" available to television stations. "We ask that competitive sources be made available to us," he told the court.

Mr. Dean had argued that under the type of contract proposed by the industry, only 12% of the programming carried over local stations would be subject to ASCAP fees.

He also contended that the net effect of the industry proposal would be that producers of films and syndicated programs for TV would no longer use

Castro on ABC-TV

ABC-TV will present a special telecast Sunday, April 19 (5-6 p.m. EST) of a recent interview with Cuban Premier Fidel Castro by ABC news correspondent Lisa Howard.

Miss Howard, writer-director-producer Harry Rasky and their crew recently spent four days in Cuba following the activities of Dr. Castro. *Cuba and Castro Today* also will include interviews with other government officials, as well as discussions with persons in the country who are opposed to the regime.

ASCAP music in their productions. Since the extra production expense of such licensing would be passed to the broadcaster and since the producer would be obliged to negotiate with stations beforehand about the music to be used, he argued, the stations would compel the producers to use BMI music in their shows. According to Mr. Dean, this tendency would be reinforced by the fact that broadcasters hold stock in BMI.

One contention of ASCAP in the fight through the courts has been that if it allows the more restrictive license in this case, a precedent might be established for the right to demand many other types of licensing arrangements.

their position to the general meeting.

Mr. Adams held that, as duly elected directors, such members could not be officially required to defend themselves at the meeting.

Herman Finkelstein, ASCAP general counsel, agreed in principle that ASCAP directors should not have ties with BMI. However, he said, it would be a mistake to get involved with the BMI issue at that time.

ASCAP has been in a long legal battle with television stations, disputing the stations' right to at-the-source music licenses—a case in which ASCAP has used broadcaster ownership of BMI as part of its argument (see story page 146). It also is involved in litigation with radio stations and networks (see same story).

Mr. Finkelstein acknowledged that there are three ASCAP board members who have ties with BMI as publishers.

Old Charges ■ Ned Washington,

West Coast member of the ASCAP executive committee, repeated charges that broadcasters, in league with BMI, could "force-feed" the public and determine public taste in music.

Mr. Washington said ASCAP is currently in the process of broadening the areas in which it can and will collect fees for the use of its music. He said the society has every right—and could expect—to demand payment from educational users including educational TV stations.

He told the meeting that community antenna television poses new problems for ASCAP, stressing the similarity between CATV and pay TV and what he considered the probability that CATV systems would form the physical networks for future pay television operators.

Mr. Washington said ASCAP would be signing a first agreement with a CATV system in the near future or, if not, would be in litigation on the matter.

Mr. Mansfield denied this, noting that this request represented the collective desire of 360 television stations—all those represented by the committee.

How to Force Payment ■ The court questioned the industry committee's counsel as to why a station couldn't advise a producer in advance that it expected him to pay the royalties to ASCAP for any of that organization's music included in programming for future distribution to television.

Mr. Mansfield replied that under present terms ASCAP requires stations to agree in advance to pay for music that will be used in syndicated programming. It is manifestly clear, he said, that the producer will not buy rights from publishers if he knows the broadcasters have already obligated themselves. Mr. Mansfield said he didn't know of any such instance of a film producer taking a license from ASCAP.

Which court will be next to hear the industry-ASCAP case apparently will depend on the circuit court's decision, which is not expected for another six weeks or so.

If the circuit court upholds the industry committee's right to appeal and also rules that the industry may ask ASCAP for at-the-source licenses, then the case presumably would return to the district court—where it began in October 1961—for testimony and a ruling on whether ASCAP should be forced to offer such a contract.

Legal Twists ■ Should the circuit court deny the industry committee's appeal on the procedural point or return an adverse ruling on the at-the-source request then the committee presumably would appeal back to the Supreme Court.

The procedural point hinges on whether the U. S. government is considered a party to the proceeding. If it is so considered, then the committee's original appeal fell within a prescribed 60-day time limit.

However, only 30 days are allowed for appeal if the government is not a party to the proceeding, in which case the industry appeal would technically have been too late. The government filed two memoranda on the case with the court, but ASCAP counsel argued these did not pass on the reasonableness of the industry's request and did not constitute government participation in the proceeding.

After the district court's original decision the all-industry committee appealed directly to the Supreme Court under the Expediting Act, but the high court ruled that the act did not apply.

Mr. Mansfield said the broadcasters should not be penalized for not foreseeing this consequence and referred to the problem as "this murky and uncertain jurisdiction sea."

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Los Angeles 15, Calif.
Dunlap Radio & TV Supply Co.
1800 - 18th Street
Sacramento, Calif.
Western Radio & TV Supply
P.O. Box 1728
1415 India St., San Diego 1, Calif.
Zack Electronics
1444 Market St., San Francisco, Calif.

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Kierulff Electronics Co.
1200 Stout Street, Denver, Colorado
Newark Denver Electronics Supply Corp.
2170 S. Grape Street
P.O. Box 22045, Denver, Colorado

CONNECTICUT

Radio & Appliance Dist., Inc.
95 Leggett St., East Hartford, Conn.

DISTRICT OF COLUMBIA

Electronic Wholesalers, Inc.
2345 Sherman Avenue, N.W.
Washington 1, D. C.

FLORIDA

Flagler Radio Co., Inc.
1068 West Flagler Street
Miami 36, Fla.
Southeast Electronics, Inc.
1125 Rosselle St., Jacksonville, Fla.
Thurow Electronics, Inc.
121 S. Water Street
P.O. Box 1529, Tampa, Fla.

GEORGIA

Specialty Distributing Co.
763 Juniper Street, N.E., Atlanta, Ga.

ILLINOIS

Newark Electronics Corp.
223 W. Madison Street
Chicago 6, Illinois

INDIANA

Graham Electronic Supply
122 South Senate Avenue
Indianapolis, Ind.
Ohio Valley Sound
20 E. Sycamore St., Evansville, Ind.

KANSAS

Radio Supply Co.
115 Laura, Wichita, Kansas

MASSACHUSETTS

De Mambro Radio Supply Co., Inc.
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Boston, Mass.
A. W. Mayer Company, Inc.
895 Boylston St., Boston 15, Mass.

MINNESOTA

Lew Bonn Company
1211 LaSalle St., Minneapolis, Minn.

MISSOURI

Burstein-Applebee Co.
1012 McGee St., Kansas City, Mo.
Interstate Industrial Elect.
2218 So. Jefferson Avenue
St. Louis 4, Mo.

Henry Radio Co.
211 15 North Main Street
Butler, Missouri

NEW YORK

W. E. Berndt
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Syracuse, N. Y.

Harvey Radio Company, Inc.
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New York 36, N. Y.

Masline Electronics, Inc.
511 Clinton Avenue, South
Rochester 4, N. Y.

Milo Electronics Corp.
530 Canal Street, New York, N. Y.
Radio Equipment Corp.

147 Genesee St., Buffalo, N. Y.

Terminal-Hudson Electronics
236 West 17th Street
New York 1, N. Y.

National Radio Parts Distributing Co.
572 Albany Ave., Brooklyn, N. Y.

NORTH CAROLINA

Electronic Wholesalers, Inc.
938 Burke Street
Winston Salem, N. C.

OHIO

Radio & Electronic Parts Corp.
3235 Prospect Ave., Cleveland, Ohio
United Radio, Inc.

1314 Vine Street, Cincinnati, Ohio

OKLAHOMA

Radio Supply, Inc.
724 North Hudson
Oklahoma City, Okla.

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Raymond Rosen & Co.
Parkside Avenue and 51st Street
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RHODE ISLAND

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116 Hartford Ave., Providence, R. I.

SOUTH CAROLINA

Dixie Radio Supply Co., Inc.
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TENNESSEE

Bluff City Distributing Co.
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Electra Distributing Co.
1914 West End Ave., Nashville, Tenn.
Radio & Appliance Distributors, Inc.
1428 Chestnut Street
Chattanooga 8, Tenn.

TEXAS

Guarantee Radio Supply Co.
1314 Iturbide St., Laredo, Texas
Hargis Austin, Inc.

410 Baylor St., Austin, Texas
R & R Electronics Supply Co.
1607 Avenue G
P.O. Box 1360, Lubbock, Texas

Sabine Supply Co.
8811 Carpenter Freeway
Dallas 7, Texas

Sound Engineering Co.
4329 Belmont, Dallas 4, Texas

J. A. Walsh Co.
4301 Gulf Freeway
P.O. Box 1657, Houston, Texas

VIRGINIA

Radio Supply Co., Inc.
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Richmond 21, Va.

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2228 Second Avenue
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FINANCIAL REPORTS

10-cent dividend
declared by Cox

Cox Broadcasting Corp., Atlanta, organized Feb. 6, 1964, declared its first dividend March 20—10 cents a share payable July 15 to stockholders of record June 22—according to a registration statement filed with the Securities & Exchange Commission. The Cox prospectus is for a public issue of 630,000 shares, with 20,000 additional shares to be offered to employees, and with 35,231 shares being offered to the public by a group of present stockholders (BROADCASTING, March 30).

The registration statement points out that this is the first of a regular policy of quarterly dividends. It adds, however, that under an agreement with an insurance company for a loan of \$15 million, payment of cash dividends after Jan. 1, 1965, is restricted with certain conditions.

It also shows that during 1963, the company's pro-forma television revenues, including the recently acquired KTVU(TV) Oakland-San Francisco, were: 47% from national spot advertising, 28% from local advertising, 19% from network advertising and 6% from special services. Cox bought KTVU last fall for \$12,360,000.

Twenty-four employees of Cox Broadcasting own over 308,000 shares (out of 2 million outstanding). Some of them are selling a portion of their holdings; among them are Robert H. Moody, general manager of WHIO-AM-FM-TV Dayton, Ohio, who is selling 10,000 shares, retains 23,000; C. George Henderson, general manager, WSOC-AM-TV Charlotte, N. C., selling 5,360 shares, retains 3,000; Stanley G. Mouse, commercial manager, WHIO stations, selling 2,360, retains 6,000, and Robert A. Holbrook, chief engineer, WSB-AM-FM-TV Atlanta, selling 2,143 shares, retains 2,000. All of the selling stockholders are Cox employees of long standing.

In the registration with the SEC, the shares are being offered at an estimated \$18 per share maximum through a group of underwriters headed by Lazard Freres & Co. The total of 685,231 shares is expected to bring \$12,334,158.

Principal owners of Cox Broadcasting Corp. are Atlanta Newspapers Inc., 45%; Dayton Newspapers Inc., 12.21%; Springfield Newspapers Inc., 20.35%. All are owned by James M. Cox Jr. and family. Mr. Cox is chairman of Cox Broadcasting; J. Leonard Reinsch, president; Marcus Bartlett and Frank Gaithers, vice presidents, and Clifford

M. Kirtland Jr., secretary and treasurer.

CATV Holdings ■ In addition to broadcast stations, Cox Broadcasting also owns CATV systems in Pennsylvania and Washington and has interests in companies holding franchises in Ohio and Redding, Calif. Cox Broadcasting is itself an applicant for a CATV franchise in Dayton.

In a statement of consolidated income for the Cox broadcast properties running from 1959 to 1963 (all for the calendar years), the registration shows that operating revenues, less agency commissions, rose from \$8.4 million in 1959 to \$14.6 million in 1963, and net income from \$1.2 million in 1959 to \$2.1 million in 1963.

In a pro-forma statement for the year 1963, which would include KTVU operations for the 12-month period plus the CATV's for the year, operating revenues are given as \$18,387,008 and net income as \$2,377,908 (\$1.19 a share).

Consolidated income for the last two years:

	1963	1962
Earned per share*	\$1.04	\$.97
Operating revenues, less		
agency commissions	14,589,344	11,966,384
Operating income	4,666,517	4,203,823
Other credits (charges)	(325,027)	(150,937)
Income before taxes	4,341,490	4,052,886
Net income	2,080,042	1,940,772

*Computed on the basis of 2 million shares outstanding.

Goodwill Stations
earnings, income up

Revenues up 6%, earnings up 16%. That's the report for 1963 by The Goodwill Stations Inc. which is being sold to Capital Cities Broadcasting Co. for over \$21 million (BROADCASTING, March 2).

In their annual report to stockholders, John F. Patt, chairman, and Worth Kramer, president, remind shareholders that action on the Capital Cities offer will be presented at the annual meeting May 6. The board has already recommended that the offer be accepted.

In 1963, the report states, long term debt was reduced by \$400,000; it now stands at \$3,163,385. Also noted was the increase in the regular dividend in the final quarter of 1963; from 12½ cents a share to 15 cents, plus an extra dividend of 12½ cents, totaling 65 cents for the year.

12 months ended Dec. 31, 1963:

	1963	1962
Earned per share*	\$1.13	\$.97
Gross income	8,407,464	7,919,009
Total costs and		
expenses	6,674,102	6,520,891
Income before fed-		
eral income tax	1,733,362	1,398,118
Net income	783,362	673,118

*Based on 692,150 shares outstanding as of end of year.




YOU SHOULD HEAR

Don Hammond, General Manager of WHIT, New Bern, North Carolina, says: "Would be happy to recommend it to anyone. The first day it was here it helped to close a \$20,000 sale to our local Ford dealer, which until now, we were unable to get on the air. . . . Again, congratulations on producing the very best commercial library in the business."

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How should stations depreciate TV film?

The Institute of Broadcasting Financial Management believes that TV stations should be permitted to use a more liberal method of depreciating their film contracts and hopes to persuade the Internal Revenue Service to change the present straight-line method.

The National Association of Broadcasters and the IBFM have asked all stations for full details on their current film amortization methods, problems with IRS and which method they prefer for depreciating film inventories (BROADCASTING, March 30). Under the straight-line method (which IRS in 1952 ruled must be used), TV stations are required to depreciate films for the entire life of the contract equally each year.

Richard M. Thomas, WJR Detroit and IBFM president, said that stations should be permitted to amortize on a usage basis with full depreciation based on life of film, rather than contract. The questionnaire mailed out by the NAB was prepared by the IBFM tax committee, composed of Clifford Kirtland, WSB Atlanta, chairman; Joseph Mikita, Westinghouse Broadcasting Co.; Blaine Whipple, KSL-AM-TV Salt Lake City; Douglas Anello, NAB general counsel; William Bishop, Time-Life Stations; Charles Carrature, RKO General Stations, and R. Lee Stoner, Eastern Oregon TV, LaGrande, Ore.

Reeves Broadcasting has big gain in net income

Reeves Broadcasting Corp. last week reported a net income gain of 181% over the previous year.

J. Drayton Hastie, Reeves president, noted that both the broadcasting division and the taping studio in New York had business volumes running well ahead of 1962.

He said the company would continue to look for new station properties and community antenna systems. Reeves recently acquired CATV systems in three Virginia communities—Grundy, Richlands and Tazewell.

Year ended Dec. 31, 1963:

	1963	1962
Earned per share	\$.145	\$.051
Gross revenue	5,064,211	4,719,016
Pre-tax income	348,503	165,751
Net income	204,003	72,451
Cash flow	681,706	605,338

Financial notes . . .

■ Increased sales but lower profits for the six-month period ending Jan. 31 were reported by Collins Radio Co. Six-month sales topped \$139.3 million, com-

pared to \$111.2 million-plus for the same period a year ago. Six-month profits, however, dropped to \$1.56 million (70 cents a share) compared to nearly \$1.72 million (77 cents a share) before. Initial cost of new computer product line was chief factor in profit drop, Collins said.

■ Outlet Co., Providence, R. I., department store and also owner of WJAR-AM-TV Providence, and WDBO-AM-FM-TV Orlando, Fla., declares dividend of 25 cents a share payable May 4 to stockholders of record April 20.

Filmways earnings show big increase

Filmways Inc., Hollywood, producer of *The Beverly Hillbillies*, *Petticoat Junction* and *Mr. Ed*, earned more in the first half of its present fiscal year than in the entire previous year, Lee Moselle, president, reported. For the six-month period ended Feb. 29, Filmways had a net income of 25 cents a share, compared with 10 cents a share for the like period a year ago and with 21 cents for the full fiscal 1963.

The three current TV shows have all been renewed by CBS-TV for next year, Mr. Moselle said, and a new series, *The Addams Family*, will start on ABC-TV in the fall.

Six months ended Feb. 29:

	1964	1963
Earned per share	\$ 0.25	\$ 0.10
Gross income	7,601,207	5,195,896
Net income before federal income tax	303,664	136,436
Provisions for federal income tax	155,100	78,400
Net income	148,564	58,036
Shares outstanding	601,492	590,004

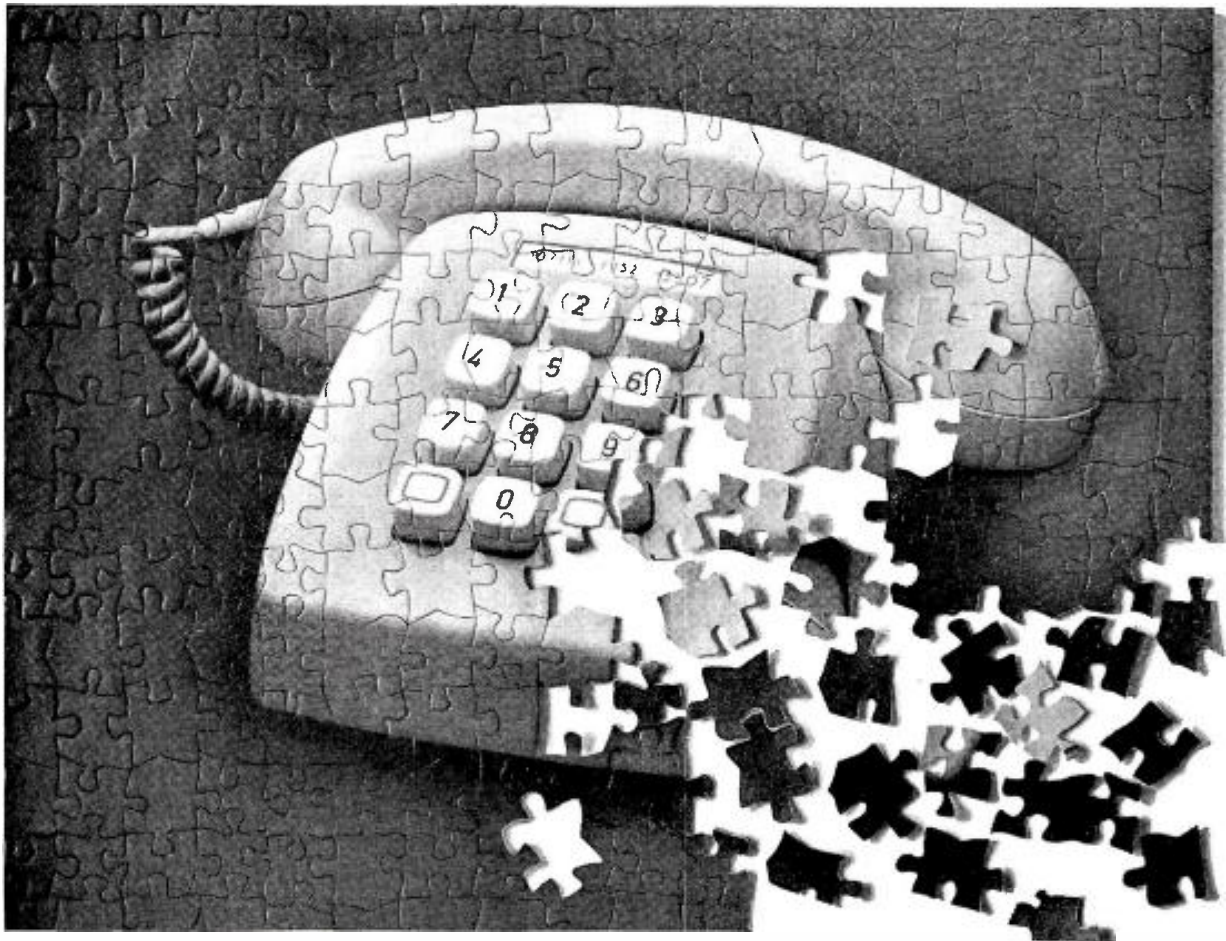
Storer sets annual meeting for April 14

Annual stockholders meeting of Storer Broadcasting Co. will be held April 14 at the company's offices in Miami Beach.

All of the present 14 directors of the

SEE THE 7 MEN
from
**HAMILTON-LANDIS
& Associates, Inc.**

PAGE 53



The missing pieces are worth 24 billion dollars.

Economists predict that Western Europeans will acquire at least 80 million new telephones in the next 20 years—a potential investment of \$24 billion in telecommunications.

ITT companies in Western Europe historically occupy a leading position in telecommunications manufacture and are major suppliers to this vast, growing market. In 1913, they were first with rotary switching equipment. In 1931, first with a public demonstration of microwave communications. In 1954, first to demonstrate publicly a semi-electronic telephone exchange. In 1958, at the Brussels World's Fair,

they demonstrated a fully-electronic private automatic telephone exchange. And last year, first to demonstrate a public push-button phone service in West Germany.

ITT companies are keeping pace with Western Europe's burgeoning industrialization through a massive expansion program. By the end of 1964, in just three years, ITT will have added more than 7.5 million square feet of facilities and invested \$120 million—all locally generated—for property, new buildings and equipment. And the number of ITT employees in Western Europe will reach 125,000.

ITT continues its growth pattern in the U.S. as well. In 1963, with 23 companies and nearly 100

locations, ITT increased plant space by nearly 4 million square feet and dollar investment by over \$17 million.

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company are nominated for re-election.

Officers of Storer received the following remuneration in 1963: George B. Storer, chairman, \$85,146.04; George B. Storer Jr., president, \$75,146.04; Stanton P. Kettler, executive vice president, \$70,146.04; William E. Rine, vice president (administration), \$45,652.52; John E. McCoy, vice president-secretary, \$45,652.52; Lionel F. Baxter, vice president (radio), \$56,222.92; Bill Michaels, vice president (television),

\$58,314.18, and Terry H. Lee, vice president (business planning and development), \$51,589.59. The totals include incentive compensation payments.

Mr. McCoy, the statement relates, exercised an option to purchase 6,000 shares of Storer stock on Feb. 17, at \$26.72 a share, with the market price on the date of purchase standing at \$40.50. Mr. McCoy owned 10,850 shares of common as of March 6, the proxy states.

MCA earnings increase

MCA Inc. last week reported that consolidated net earnings in 1963 rose by almost \$1 million over 1962. The figure includes the company's interest in the reported consolidated net earnings of Decca Records Inc.

Year ended Dec. 31, 1963:

	1963	1962
Earnings per share	\$ 2.74	\$ 2.50
Net earnings	13,632,003	12,706,849

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Hughes



Mr. Crandall

Joe K. Hughes, executive VP in charge of Dallas office of Grant Adv., moves to Chicago headquarters to become supervisor on Dr. Pepper account, succeeding **Hal Dickens**, who joins Coca-Cola Bottling Co., Chicago, as marketing director. **Charles W. Crandall**, VP and account supervisor at Tracy-Locke Co., Dallas, named manager of Grant's Dallas office, replacing Mr. Hughes. **Floyd G. Sease**, account executive with BBDO, Detroit, joins Grant's Dallas office as account executive on Dr. Pepper. **Larry Cugini Jr.**,

assistant account executive in Dallas on Dr. Pepper, becomes account executive on Pommac, new Dr. Pepper product.

Martin Slattery elected VP in charge of television commercial production at Compton Adv., New York. Mr. Slattery had been associate producer at agency for past six years.

Patrick J. Bohan joins C. J. LaRoche, New York, as account executive. He was formerly with Foote, Cone & Belding, that city, and before that was research supervisor at Lennen & Newell, also New York.

Don Anderson, **Graham White** and **Michael Cary** join Radio Advertising Bureau, New York, as national sales executives. Mr. Anderson has been associated with station representation firm in New York and KQBY San Francisco. Mr. White was formerly account executive at NBC Spot Sales, Chicago. Mr. Cary was advertising director at B. Mier & Son, national food brokerage firm, New York.

Frank G. King, VP and national sales manager of KTVU(TV) Oakland-San Francisco, promoted to general sales manager. He succeeds **Ward D. Ingram**, who is assuming new management duties.

Christopher W. Conway joins Lynn Baker Inc., New York, as director of radio-TV department. He was formerly executive producer and radio-TV writer at N. W. Ayer & Son, that city.

Alan A. Roberts of account management staff of Geyer, Morey, Ballard, New York, elected VP. He joined agency in 1957.

Kendall J. Mau, executive VP of Hal Stebbins Inc., Los Angeles, was installed Tuesday (March 31) as chairman of Southern California council of American Association of Advertising Agencies. He succeeds **Louis E. Scott** of Foote, Cone & Belding. Other new officers are **Robert Davis**, **Davis**, **Johnson**, **Mogul & Colombatto**, vice chair-

O'Bryan, Paglin forming new Washington law firm

New Washington law firm, with **Paul A. O'Bryan** and **Max Paglin**, general counsel of FCC, as two of its principals, was announced last week. Others in firm are **Harry Sells** and **Keith E. Putbrese** among its broadcasting-communications practitioners.

Mr. O'Bryan was partner in Washington law firm of Dow, Lohnes & Albertson from 1946 to March of this year when he resigned (CLOSED CIRCUIT, March 9). He also has interests in Gene Autry hotel holdings, Los Angeles Angels (baseball), Los Angeles Rams (pro football), Northern Virginia Development Co. (real estate) and DOB Oil Properties, Midland, Tex.

Mr. Paglin's resignation as general counsel of commission is effective



Mr. O'Bryan



Mr. Paglin

May 1. He will join new firm May 2. Mr. Paglin joined FCC in 1942 and served as legal assistant to Commissioner Robert T. Bartley before being named general counsel in 1961.

Other members of new firm are **William J. Grove**, **Leonard A. Jackie-**

wicz, **Carroll L. Gilliam**, as partners; and **Ronald N. Corbert**, **J. William Cain** and **Allan M. Ephraim** as associates. Messrs. Sells, Grove, Jaskiewicz, Gilliam, Corbert and Cain are former members of Dow, Lohnes & Albertson firm; Mr. Putbrese was with Smith & Pepper. Mr. Ephraim comes from Internal Revenue Service.

Mr. Sells, who has broadcast interests in WQVA Quantico and WPRW Manassas, both Virginia, also heads syndicate attempting to buy Washington Redskins (pro football team).

New firm will be known as O'Bryan, Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese. On April 15 it will open offices in Madison Building, 1155 Fifteenth St., Washington. (Phone: 296-2900).



People talk to people about all kinds of things. All the time. Everywhere. And *we* plan to make the most of it.

During April, ACS volunteers all over America will talk to their neighbors about cancer. In our vast "Tell Your Neighbor" program, people will learn from people the answers to questions about cancer, which could help save lives.

We're looking to television and radio to back up this big nation-wide undertaking which has two aims: to help save lives and to help raise funds. Thanks to you, our messages

have been airborne to millions of neighbors year after year. New first-rate materials are available. For TV: 1 minute, 20-second, 10-second film spots in color and in black and white; telops; slides; feature-length films. For radio: musical programs; celebrity spots; discussion programs featuring well-known medical authorities.

Will you talk up for us again this year? Please ask your local ACS Unit for the materials you want or write to:

AMERICAN CANCER SOCIETY
219 East 42nd Street, New York, N. Y. 10017



PREDICTION FOR 1964:

This will be the local TV station's most popular program!



3M announces the first comprehensive program to help TV stations, advertisers, agencies create new profits with video tape!

Now, for the first time, local tv stations, tape producers, advertisers and agencies can receive real assistance in creating and producing better-selling commercials on video tape.

Here is a complete program that includes both professional demonstration and reference materials from 3M, maker of SCOTCH® BRAND Video Tape. Local tv stations and tape producers will be able to offer expanded production counsel and services. They can provide practical materials to help advertisers take full advantage of video tape's production convenience and versatility, "live" picture quality, and the speed, certainty, flexibility that only tape can provide.

A few of the new materials: A 25-minute demonstration tape shows production techniques, actual commercials, explains tape's

benefits. The "Comparator," a pocket-size quick reference guide to the relative advantages of tape, live and film production for tv commercials. "The Television Producer," a deluxe 50-page encyclopedic workbook of how-to tape production information. The program includes industry achievement recognition, many additional pieces of helpful literature.

If you operate a tv station with video tape recording equipment, and haven't received full details on this program, please contact us. Call or write 3M Magnetic Products Division, Dept. MBX-44, St. Paul 19, Minn.

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Magnetic Products Division 

man; Edward G. Neale, Neale Adv. Associates, secretary-treasurer; and Snowden Hunt, Wade Adv.; Harold Griswold, McCann-Erickson; Paul Waddell, Smock, Debnam & Waddell, and Mr. Scott, governors.



Mr. Sisson

Larry Sisson joins KHOU-TV Houston as director of advertising, promotion and PR. He was formerly senior advertising and promotion writer at WPIX(TV) New York.

Earl B. Morgan Jr., formerly VP of D'Arcy Adv., joins Doherty, Clifford, Steers & Shenfield, New York, as VP-management supervisor.

Prem M. Kapur, sales executive at H-R Television Inc., New York, assumes added duties as assistant eastern sales manager in charge of special projects. He joined H-R in 1961 from WCAU-TV Philadelphia.

Gene Mitchell, since December 1962 member of sales staff of WNAC-TV Boston, promoted to newly created position of sales manager.

John J. Oakes, formerly national sales manager for Esquire division of Revlon Inc., joins Seabrook Farms Co.,



YOU SHOULD HEAR

Gordon L. Capps, President of Inland Radio, Inc., Ontario, Oregon, says: "We believe that CRC is the most usable and useful Radio Station library we have found. The Commercial Jingles and Sponsor ID's as well as the rest of the library makes selling advertisers, particularly the new advertisers, much easier. CRC is making us money every day. After all, what more could you ask from a library service?"

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

frozen food processing subsidiary of Seeman Brothers Inc., Carlstadt, N. J., as national sales manager.

Harold I. Temkin, sales promotion manager of Formfit Co. since 1961, appointed assistant advertising manager of Sealy Inc., national bedding manufacturer, Chicago.

Walter W. Bregman and **John J. Kinsella** promoted to account supervisor at Leo Burnett Co., Chicago. Previously they were brand supervisors.

Paul C. Hall, formerly with Carling Brewing Co., joins Anheuser-Busch Inc., St. Louis, in newly created position of assistant to brand manager, national brands, George W. Couch Jr., who directs nationwide marketing of Budweiser and Michelob packaged and draught beers.

George C. Stevens, previously VP of Transcontinent Television Corp., appointed manager of New York office of Taft Broadcasting Co., Cincinnati, newly created position.

Benjamin R. Okulski, sales service traffic manager at WABC-TV New York, promoted to account executive.



Mr. Hartigan

Joseph J. Hartigan, senior VP, vice chairman of board of directors, and director of executive committee of Campbell-Ewald, Detroit, retires May 1. He has been with agency for more than 39 years.

Richard J. Frank, former product manager for Block Drug Co., appointed account executive at Richard K. Manoff Inc., New York.



Mr. Pappas

Nicholas Pappas, group head art director of Cunningham & Walsh, New York, elected VP of agency. He joined C&W in 1955.

Marlin D. Schlottman, account executive since 1961 at WDGW Minneapolis, Minn., promoted to sales manager, succeeding **James L. Barkley**, who has resigned to join *The Catholic Messenger*, Davenport, Iowa, as account supervisor.

Dwight Jarrell, at one time news director of WSTV Pekin, Ill., joins A. R. Gloster Adv., Detroit, as account executive. He will handle account of CKLW-AM-FM-TV Windsor-Detroit.

Kenneth J. Ward Jr. and **James A. Hanlon** have been promoted to account executives at Needham, Louis & Brorby, Chicago. **William V. B. Nixon**

Jr. and **James J. Svec** named assistant account executives. All have been in agency's executive training program.

John V. Marshall, formerly with Tatham-Laird, Chicago, joins Doyle Dane Bernbach, New York, as account executive.

Nicholas D. Newton, for past year general sales manager of Ivy Broadcasting Co., station group based in Ithaca, N. Y., joins WINS New York as account executive.



Mr. Felter

Byron Felter appointed advertising manager for mixes and frozen foods at Quaker Oats Co., Chicago. He formerly was with Campbell-Ewald Co., Chicago, as account executive and earlier had been

with General Electric.

Richard O. Howe, VP-regional manager of BBDO, Boston, elected chairman of New England council of American Association of Advertising Agencies. He succeeds **Hillard W. Welch**, VP-general manager of Chirurg & Cairns, Boston, who continues on council's board of governors. **Albert E. Van Wagner** of Kenyon & Eckhardt, Providence, R. I., elected council vice chairman, and **John E. Morrill**, Sutherland-Abbott, Boston, elected secretary-treasurer. **John H. McCullough** of Reach, McClinton & Humphrey, Boston, named to board of governors.

Ken Stratton, for past five years with CBS Radio Spot Sales in Chicago, joins KHJ-AM-FM Los Angeles as sales representative.

Jack Coppersmith, manager of KOOO Omaha, resigns to join sales staff of KMA Shenandoah, Iowa.

George D. Tons, national sales coordinator of KDKA-TV Pittsburgh, retired March 31.

Roger Stevens, for ten years sales manager of Forman, Ford & Co., Minneapolis-St. Paul paint firm, joins Knox-Reeves Adv., that city, as office manager, new position.

John Mileham, promotion director of KTVH(TV) Wichita - Hutchinson, Kan., named director of sales promotion.

Henry W. See, VP-regional manager of BBDO, Minneapolis, elected chairman of Twin City council of American Association of Advertising Agencies. Other officers elected: **William B. Everson**, MacManus, John & Adams, vice chairman, and **Eugene H. Gould** of Gould, Brown & Bickett, secretary-treasurer. Newly elected to council's board of governors are **Donald Allen**,

For People
Who Are Paid
To Know All
The Answers!

... DO YOU KNOW WHERE TO GET ALL THESE SPECIALIZED TV SERVICES? LOGOS, Ltd.

? WHAT ONE COMPANY CAN TRANSFER COLOR
TAPE TO COLOR FILM?

LOGOS can transfer videotape to film in color or monochrome, 16mm or 35mm, double or single systems.

? WHAT ONE COMPANY OFFERS TRUE CHROMA-KEY?

LOGOS is the only independent company on the East Coast with this process which perfectly mats by color two elements into one picture.

? WHO HAS THE MOST COMPLETE, MOST VERSATILE MOBILE
UNITS IN THE WORLD?

LOGOS huge 35 foot tv center on wheels has every facility for taping and editing in black and white or color—anywhere in the world.

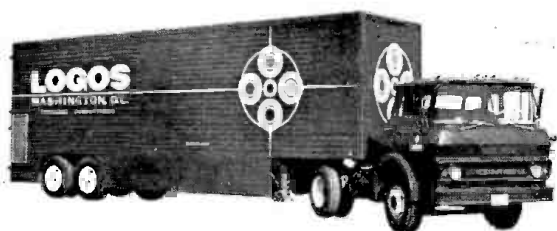
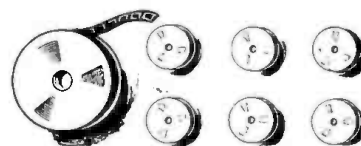
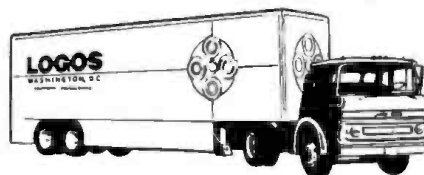
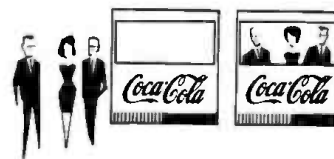
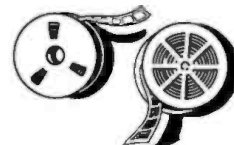
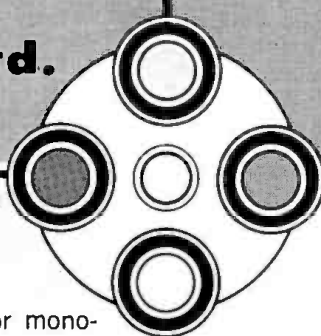
Logos also offers a unique, exceptionally compact mobile unit with 2 solid state vidicons and a helical recorder. Its extreme flexibility and station wagon size make it particularly useful where speed and low cost are important.

? WHERE CAN YOU GET 3 TO 5 DAY SERVICE ON TRANSFERS
AND MULTIPLE COPIES?

LOGOS provides both the fast service and low cost you want on color and monochrome tapes and film transfers and multiple copies.

? WHERE WILL YOU FIND THE MOST MODERN, BEST
EQUIPPED STUDIO FACILITIES, COLOR AND MONOCHROME?

LOGOS is a complete television center with the ability and facilities to produce all programs and commercials. Logos can provide every associated service from research and writing to staging and directing.



WRITE OR CALL

LOGOS, Ltd.

1017 NEW JERSEY AVENUE, S. E.
Washington, D. C.
Tel. (Area Code 202) 543-6076

See us at NAB, Space C, East Exhibit Hall

Pidgeon-Savage-Lewis, and Donald F. Gardner, Weaver-Gardner Inc.



Mr. Forrest

Lloyd R. Forrest, account executive at WLWC(TV) Columbus, Ohio, since 1955, appointed sales manager, succeeding **Richard E. Reed**, who earlier had been promoted to station's general manager (BROADCASTING, March 23).

Gerrard Denkers joins KCPX Salt Lake City as account executive.

Bob Morgan, formerly with Allied Artists Television Corp., joins Julian F. Myers Inc., Beverly Hills, Calif., advertising and PR firm, as account executive.

Rollen (Rip) Foster, for past five years marketing director of Watco Co., Los Angeles, joins Grey Adv., Beverly Hills, Calif., as senior account executive. **Carol Trent**, formerly art and production coordinator at Fuller & Smith & Ross, joins Grey as traffic manager.

Thomas Tart, scenic services business manager for NBC, New York, promoted to coordinator of production-technical operations and estimating. He is succeeded by **Michael Prescott**, since 1962 business manager for engineering,



YOU SHOULD HEAR

Gordon C. (Bud) Pentz of KWBE Radio, Beatrice, Nebraska, says, "We're not new at buying library service; we've had a number of them, plus some of the 'bandits' who come thru' selling 'recorded commercials.' So, when I say, CRC is the finest I've ever seen or used, I feel that means a lot."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

facilities and radio services. **Richard Zelig**, coordinator of budgets, operations and engineering for network, succeeds Mr. Prescott.

Bruce McKenzie appointed to sales staff of wow-TV Omaha.

Sara Carey, continuity director of KDAL Duluth, Minn., joins WTCN-TV Minneapolis-St. Paul in similar capacity.



Mr. Sayre

John T. Sayre, account executive at WAKY Louisville, Ky., since 1960, promoted to commercial manager.

Additions to New York office of Garfield Adv. Associates, New York and Detroit: **Jacques Ducas**, art director; **Harold Singer**, production manager, and **Caroline Fraser** and **Anna Muller**, media buyers.

Rich Alegria joins sales staff of KHQ Spokane, Wash.

Carol Leonard, copywriter at Edward H. Weiss & Co., Chicago, joins creative staff of Tatham-Laird there.

William Olofson, copy chief at Davis, Johnson, Mogul & Colombatto, Los Angeles, joins Campbell-Ewald Co., that city, in similar post. **Dick Zylstra**, formerly in advertising department of Warner-Chilcott Laboratories, Morris Plains, N. J., joins Campbell-Ewald as copywriter.



Mr. Chatfield

H. Blake Chatfield, formerly with KTTV (TV) Los Angeles, in charge of press information section of PR department, appointed PR director for Los Angeles office of Fuller & Smith & Ross. He succeeds **A. C. McCarroll**, who has resigned to become news writer at NBC, Burbank, Calif.

McCann-Erickson, Chicago, announced duties of creative director will be shared by **Cherie Lee Mason**, VP in charge of copy, and **Jeane Bice**, VP in charge of art. **John L. Vollbrecht**, copy group head, elected VP of agency. **Raymond B. Young**, formerly with Leo Burnett Co., joins M-E as copy group head.

Tom Dillon, president of BBDO, New York, elected chairman of eastern region of American Association of Advertising Agencies, succeeding **Arthur C. Fatt**, board chairman and chief executive officer of Grey Adv., that city. Other new 4A officers: **Fred Adams**, president of G. M. Basford Co., New York, vice-chairman; and **Irwin Zlowe**, president of The Zlowe Co., New York, secretary-treasurer.

THE MEDIA



Mr. Mikita

Joseph K. Mikita elected to board of directors of Westinghouse Broadcasting Co., New York, and VP for finance and administration. He was formerly VP-finance. Mr. Mikita was with Capital Cities Television Corp., New York, from 1957 to 1958 as controller and treasurer.

Harry Tenenbaum, president of KTVI (TV) St. Louis, undergoing post-surgical care at Barnes hospital, Kingshighway, St. Louis, after removal of intestinal malignancy.

Dean Clagett, formerly sales manager of KCFI Cedar Falls, Iowa, appointed general manager of WOBT Rhinelander, Wis. He succeeds **Jack Gennaro**, who has moved to Wisconsin Rapids, Wis.



Mr. Thrope

Joel M. Thrope, commercial manager of WAKY Louisville, Ky., promoted to general manager. He joined station in March 1962.

Marianne Campbell, general manager of WJEB Gallipolis, Ohio, and **Eldon Campbell**, VP and general manager of WFBM Indianapolis, Ind., appointed to 10-man board of directors of Association for Professional Broadcasting Education. Their three-year terms of office begin at conclusion of annual APBE membership meeting in Chicago April 5. They succeed **APBE President W. Earl Dougherty**, VP and general manager of KXEO Mexico, Mo., and **W. C. Swartley**, VP of WBZ Boston, whose terms expire.

Richard T. Hollands, formerly director of personnel for radio-TV division of Triangle Publications Inc., Philadelphia, joins broadcast division of Wometco Enterprises Inc. as administrative assistant to **William R. Brazzil**, VP and general manager of WTVJ(TV) Miami.

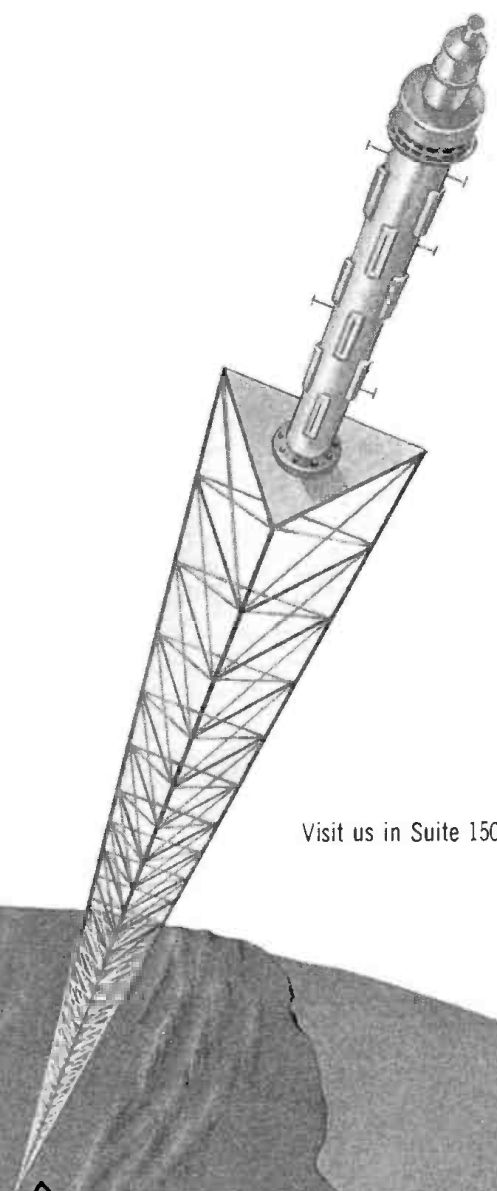


Mr. Hollands

Joseph Bonansinga, VP and general manager of WGEM-AM-FM-TV Quincy, Ill., elected president of Quincy Chamber of Commerce.

Jayne Swain, former general manager of KSTN Stockton, Calif., elected VP and general manager of KGB San

Stainless' CUSTOM * TOWER Family welcomes KSLA-TV!



Shreveport's Channel 12 is now on the way up with a 1794-footer! KSLA-TV, we're proud that you too joined STAINLESS' growing family of custom spectaculars.

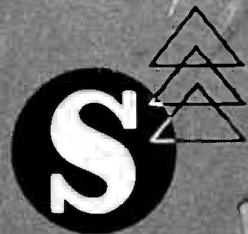
Ever get a bird's eye view of one of these STAINLESS structures? Whether AM, FM or TV, when you go up more than a couple hundred feet, you better have a *custom tailored* tower. You get this with STAINLESS — at no extra cost. Make your next tower a STAINLESS.

Visit us in Suite 1506 at NAB
HENRY
DICK
JESS
JOHN
WOW

* A Few of Stainless' custom spectaculars—
Reaching over 12 miles high, end to end.

(New TV towers added in 1963 shown in bold type)

KARD-TV	KS00-TV	WCDC	WOOD-TV
KATC	KS0D-TV	WCTV	WPBN-TV
KCMT	KS0Y-TV	WDAY-TV	WPTZ-TV
KCND-TV	KTVO-TV	WEAT-TV	WQAD-TV
KDLO-TV	KTVS	WFBM-TV	WRAL-TV
KELO-TV	KUMV-TV	WGTV	WSIX-TV
KFDM-TV	KVKM-TV	WHTN-TV	WSPA-TV
KFYR-TV	KXAB-TV	WHYY-TV	WSPD-TV
KGBT-TV	KXMB-TV	WJIM-TV	WSYE-TV
KGLD	KXMC-TV	WJSP-TV	WRBL-TV
KHOL-TV	WAGA-TV	WKBW-TV	WTVM
KLFY-TV	WALB-TV	WKRQ-TV	WTVY
KLRN-TV	WANE-TV	WMEB-TV	WUNC-TV
KMID-TV	WAPI-TV	WMEM-TV	WVUE
KOA-TV	WAST	WNBE	WWUP-TV
KREM-TV	WBIR-TV	WNBFTV	WXEX-TV
			WZZM-TV



Stainless, inc.

NORTH WALES • PENNSYLVANIA
IN CANADA: WALCAN, LTD., CARLETON PLACE, ONT.

Diego. Previously she had been general manager of KYA San Francisco and of WAKE Atlanta.

PROGRAMING

Daniel B. Schuffman, program manager of WBKB(TV) Chicago, named VP in charge of entertainment divisions of both H. M. E. Publishing Co. (*Playboy*) and Playboy Clubs International. Earlier producer-director of *Playboy Penthouse* on WBKB, Mr. Schuffman will guide diversification of entertainment ventures, including radio-TV syndication, records and films. **Philip Mayer**, assistant program director of WGN-TV Chicago, joins WBKB as program manager, succeeding Mr. Schuffman.



Mr. Schuffman

Paul Rosen joins Creative Management Associates, New York talent agency, as VP and officer of company. He was formerly partner in management and production firm of NRB, that city.

Alan Burns, creator with Chris Howard of *The Munsters*, which Revue is producing for CBS-TV for next season, elected VP in charge of new properties

for Jay Ward Productions, Hollywood.

Bob Oliver, formerly assistant program director of WJBK-TV Detroit, named operations and program manager of WITI-TV Milwaukee. He succeeds **Dean McCarthy**, who has been appointed WJBK-TV program director. Both stations are owned by Storer Broadcasting Co.

William Susman, VP of MPO Videotronics, New York, elected to TV production company's board of directors. Mr. Susman will continue as executive producer.

William Hillpot joins Irving Feld Ltd., New York program syndicator, as national sales manager. Mr. Hillpot was at one time program manager of NBC Blue Network (now ABC Radio).

Fred R. Frank Jr., previously with National Telefilm Associates, appointed southern sales manager for Embassy Pictures' TV department, with headquarters in Miami.

Paul Kasander, formerly with MPO Videotronics Inc., New York, named sales manager of SIB Productions of New York.

Ernest G. Byrne, program controller for Teledu Cymru (Wales Television network) and formerly with Granada TV network in London, joins KPXX(TV) San Francisco as assistant program manager.



Mr. Spires

John B. (Basil) Spires, since August 1961 director of sales for United Kingdom and continental Europe for MGM-TV, with headquarters in Paris, appointed to newly created post of director of international sales for MGM-TV. Mr. Spires will establish headquarters in June at MGM-TV's New York offices.

Dr. S. Franklin Mack of Middlesex, N. J., named executive for special projects for office of communication of United Church of Christ, New York. He had been executive director of National Council of Churches' broadcasting and film commission.

Eugene G. Clark Jr., with KSTP Minneapolis-St. Paul as salesman and administrative assistant for eight years, named radio operations manager.

Edward Devenney, promotion director of WPBS Philadelphia, joins WIBG, that city, as editorial director.

Mort Lachman, for past 17 years with Bob Hope in production, writing and directing capacities, named producer of *The Red Skelton Hour* for CBS-TV network.

Elise Mayberry, formerly assistant

Schlesinger to ABC

Arthur Schlesinger Jr., former White House advisor, will join ABC News for the Democratic National Convention in Atlantic City beginning Aug. 24.

Mr. Schlesinger joins Senators Sam J. Ervin Jr. (D-N.C.) and Hubert H. Humphrey (D-Minn.) as political commentators for ABC-TV and ABC Radio during the convention, during the campaign and on election night on Nov. 3.

Former President Eisenhower will act as commentator-consultant to ABC News during the Republican National Convention at San Francisco, beginning July 13, and during the election campaign.

producer of network and independent TV programs, named executive producer of new *Michael Jackson Show* on KHJ-TV Los Angeles.

Frank P. Rosenberg appointed executive producer of Revue Studios' *Kraft Suspense Theater* for 1964-65 season.

Elliott Lewis, who recently resigned as executive producer of *The Lucy Show* following completion of this season's production, joins Bing Crosby Productions, Hollywood, to develop new videofilm projects.



Mr. O'Neill

Joseph O'Neill, since September 1962 newsman and PR director of WQMR Silver Spring, Md., promoted to program director of WQMR and WGAY(FM) Washington. Stations are owned by Connie B. Gay.

Clint Walker, former star of Warner Brothers TV series, *Cheyenne*, is returning to that studio as lead in new hour-long series, *Big Land*.

Matthew Rapf, executive producer of *Ben Casey* for Bing Crosby Productions, has left to assume similar duties on BCP's new *Slattery's People*, scheduled for CBS-TV, 10-11 p.m., Monday, starting this fall. **Fred Feiberger** will work with Mr. Rapf when new series goes into production in June, but meanwhile will join Wilton Schiller as pro-



YOU SHOULD HEAR

Ed Guss, Manager of WGVM, Greenville, Mississippi, says, "We have found the CRC Library excellent in concept and production and have used it successfully in making several presentations."

Hear "MONEY MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.

The GREEN HORNET
Radio Mystery Series
IS BACK ON THE AIR!
Now available for local purchase: CHARLES MICHELSON, INC.
45 West 45th St., New York 36 • Plaza 7-0695
or at the NAB Convention, Suite 534A

This is the first truly

professional

16mm camera with

magnetic sound

SEE THIS GREAT TV NEWS CAMERA AT THE MITCHELL-VINTEN EXHIBIT



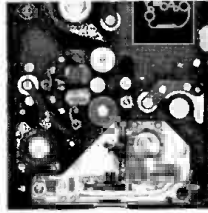
Totally new and totally Mitchell! The remarkable SSR-16 combines famous pin-registered precision with superb reflex viewing and single-system magnetic sound—in a professional camera that is truly lightweight, portable, flexible and simple to operate. Hand-held or tripod-mounted, the SSR-16 is ideal as a general purpose camera, and virtually noiseless. It is unsurpassed for on sound filming: news, sports, documentaries, military combat, special events. It accommodates standard 16mm 400-ft. and 1200-ft. magazines and the majority of standard films, lenses, mounts, and accessories. It's available with interchangeable motors, and with a pic sync for conversion to double system sound. For high quality professional film work, the SSR-16 is in a class by itself—in the finest Mitchell tradition! Write for illustrated brochure.



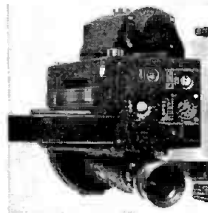
NEW MITCHELL SSR-16



Magnetic sound recorder. Operates with any 100 mill prestripped film. Separate 12-lb. unit provides 2 microphone inputs plus high impedance channel with input channels independently controlled in mixer. RCA-Mitchell developed unit has full monitoring and playback capability included as well as self-contained power supply.



Mitchell movement. Film threading is quick and easy with only three drive sprockets. All guides and locks are interlocked with compartment door to prevent mis-threading. Single registration-pin and single pull-down claw hold film within a frame-to-frame tolerance actually better than available film perforations.



Professional controls. All controls are located at rear of camera, including on-off switch, 4-digit footage counter and reset, film back-buckle trip reset, and quick release connectors for power and light. SSR-16 operates on light weight, rechargeable battery pack external AC power supply.

SYSTEM REFLEX

Harvard Street, Glendale, California 91204 / Tel. (213) 245-1085 / Cable: MITCAMCO

ducer of alternate segments of *Ben Casey*.

Frank Glicksman, story editor at 20th Century-Fox Television, appointed producer of *12 O'Clock High*, which will go on ABC-TV, Fridays, 9:30-10:30 p.m., in fall. **Quinn Martin** is executive producer of series, joint production venture between Mr. Martin's QM Productions and 20th Century-Fox Television.

Bill Persky and **Sam Denoff**, who wrote 13 episodes of *The Dick Van Dyke Show* for current season, have signed as story consultants for CBS-TV network series and will write 20 or more episodes for program, which begins fourth season next fall.

Norman Kurland named assistant to Peter Kortner, producer of *The Farmer's Daughter* TV series at Screen Gems Inc., Hollywood.

Joseph Dervin and **Harry Knapp** have jointly won award of American Cinema Editors for best-edited TV program for two-part story, "Four Feet in the Morning," which started on *Dr. Kildare*, series edited by Mr. Knapp, and concluded on *The Eleventh Hour*, series which Mr. Dervin edits. **William T. Cartwright** was also honored for his editing of TV special *The Making of a President*.

Robert F. Berg, formerly broadcast producer at Compton Adv., Chicago, joins Filmack Studios, producers of industrial and business films and television commercials, that city, as executive producer and creative supervisor.



Mr. Berg

Milt Josefsberg, formerly producer and head writer for *The Joey Bishop Show*, has been signed as script consultant and head of writing staff of *The Lucy Show* for 1964-65 season.

Peter G. Robinson, executive producer, was named director-program de-

Collins honored

LeRoy Collins, president of National Association of Broadcasters, was named "speaker of the year" by Delta Sigma Rho-Tau Kappa Alpha at convention of national speech honor society in Indianapolis last Tuesday (March 31). He was selected for award in national affairs, first winner in that category since late President Kennedy in 1960. NAB president was cited for "provocative, forthright and courageous" leadership in broadcast industry.

velopment in Hollywood program department of CBS-TV; **Bruce Lansbury**, producer of "Great Adventure Series," named director, programs; **Len White**, formerly director, program development, named director, program projects, and **Ethel Winant**, producer of "Great Adventure Series," named associate director, program development.

William Cole elected president of Story Analysts, Hollywood local 854, IATSE. Other officers elected: **Carl Bennett**, VP; **Arthur Fitz-Richard**, secretary-treasurer; **Margaret Knott**, recording secretary, and **Dorothy Mox**, business representative.

NEWS

George Lewin, previously West Coast news director for ABC Radio, appointed executive producer of news at KHJ-TV Los Angeles.

Robert C. Haumesser appointed news director of WSLs-TV Roanoke, Va.

Paul S. Green, editorial director of Senate Antitrust and Monopoly Subcommittee since 1955 and CBS newsmen in Washington before that, becomes news secretary for Senator Clair Engle (D-Calif.), member of Senate Commerce Committee.

Beach Rogers, reporter at KIEV Glen-

dale, Calif., joins news staff of KFVB Los Angeles.

Andrew A. Rooney joins CBS News staff in New York as producer-writer. He will be placed on special assignments and, among other duties, will be freelance writer for CBS News.

Michael Murphy, freelance writer in radio and TV, joins WGN-TV Chicago as writer. **Felix Kubik**, with WGN news for 16 years, promoted to chief news cameraman.

John Hlavacek, former correspondent for NBC News in Havana and Miami and Florida correspondent for *New York Times*, joins news staff of KMTV(TV) Omaha.

Sherrie Johnson, formerly of WHAS-TV Louisville, Ky., named women's editor of WSB Atlanta, replacing **Audrey Tittle**, resigned.

James Warras, formerly news director of WHBL Sheboygan, Wis., joins news staff of WITI-TV Milwaukee.

FANFARE

Arthur Roberts, air personality at WXLW Indianapolis, assumes added duties as publicity and promotion manager.

Harold J. Salemson, formerly with Embassy Pictures Corp., New York, joins staff of Robert S. Taplinger Associates, PR firm, that city.

EQUIPMENT & ENGINEERING



Mr. Dougherty

Richard Dougherty, formerly systems engineer with GE and Molecular Electronics, joins broadcast equipment division of Sarkes Tarzian Inc., Bloomington, Ind., as midwest regional manager.

Irv Turvey, formerly director of photography at KSBW-TV Salinas, Calif., appointed western manager of SOS Photo-Cine-Optics Inc., New York, with headquarters in Hollywood.

Benjamin Abrams, since 1924 president of Emerson Radio & Phonograph Corp., Jersey City, N. J., elected board chairman and chief executive officer. He is succeeded by **Max Abrams**, secretary-treasurer and younger brother of 71-year-old Benjamin Abrams. **Dorman D. Israel**, executive VP, elected vice chairman. Posts of chairman and vice chairman are new.

Vince Marlin, formerly chief engineer of WFBL Syracuse, N. Y., joins GE, that city, as application engineer in broadcast sales under GE's new visual communication products section.

James A. Paine appointed area sales manager for Western U. S. for Motorola Semiconductor Products Inc., Phoe-

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES

LICENSED SECURITIES DEALERS

UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Paul E. Wagner, Alex Howard
5th/3rd Bank Building, phone 381-7775

NEW YORK—

733 Third Avenue, Suite 2105, phone Murray Hill 7-8436

AT THE NAB CONVENTION—

Suites 1319A and 1320A, Conrad Hilton Hotel, Chicago

Chico ... of the Santa Fe



Who is Chico of the Santa Fe?

He is not an engineer or a conductor or a freight or passenger agent.

He isn't a real person at all, yet he's a TV star, he has appeared in a lot of advertisements and you've seen his smile, his Indian headband and his worn blue jeans in and around the Santa Fe railroad for a lot of years.

Chico is an Indian kid. He is a kid because, no matter how old a man gets, he never loses a kid's love of trains. Chico will never lose his love for the Santa Fe, either.

But our Chico is more... he is the spirit of the Santa Fe.

He is the mascot of the Santa Fe.

When children ride through Chico's country, on any of Santa Fe's *Chiefs*, through the mountains and canyons and among cowboys and Indians, Chico is their friend, passing on his love of his country to them, helping make them feel at home.

Chico is the vital, energetic spirit of the Santa Fe that keeps it "always on the move toward a better way." This year, for example, Santa Fe will invest \$100 million in capital improvements... new freight cars, pas-

senger cars and the like that will mean better service for shippers and travelers.

The spirit of Chico rides with the Santa Fe freight trains, rolling through the night or day, saying, however they say it in Indian talk, "Take care! This is valuable cargo. Get it safely there! On schedule too!"

The face of Chico smiles out from the counter of every Santa Fe ticket office, at the businessman, the honeymoon couple, the vacationer, or the student. With the promise, and again we translate, "Come along. Go my way. People expect the best of the Santa Fe!"



SANTA FE SYSTEM LINES
Serving the West and
Southwest

nix, with headquarters in Hollywood sales office. He replaces **Ed Farrell**, who resigned. New district sales managers for Motorola semiconductor products are **Robert G. Atkinson**, New Hampshire and Maine; **William L. Brydia**, New York City, and **Raymond A. Wilhite**, west coast region, with headquarters at Fullerton, Calif.

Roy H. Park, president of Roy H. Park Broadcasting, Greenville, N. C., elected to board of directors of Dictograph Products Inc., Danbury, Conn.

Stanley E. Webber, manager of engineering operations for GE, joins electron tube division of Litton Industries, San Carlos, Calif., as manager of engineering, traveling wave tubes. **Robert Culbertson** of Eitel-McCullough Inc., San Carlos, joins Litton's electron tube division as manager of new advance technology laboratory.

Robert Herdman, since January acting manager of power grid tube division of Eitel-McCullough Inc., San Carlos, Calif., promoted to division manager, replacing **Thomas D. Sege**, who was named to newly created position of operations manager.

A. J. Vick joins Kellogg Communications Systems, Chicago, division of International Telephone & Telegraph

Corp., as director of marketing. He was formerly with Philco Corp., Philadelphia, for 20 years.

Gene Hill appointed chief engineer of WKBD(TV) Detroit (ch. 50, currently under construction).

Robert Kuhl joins Visual Electronics, Hollywood, as sales engineering representative on West Coast. He has been engineering consultant and 16-year veteran of Gates Radio Co., Quincy, Ill.

INTERNATIONAL

Lord Normanbrook, 61, former secretary of British cabinet, has been appointed governor and chairman of British Broadcasting Corp. He replaces **Sir James Duff**, acting chairman since **Sir Arthur Forde** resigned because of poor health several months ago.

Paul Nattall, of Nattall & Maloney, Edmonton, Alberta, agency, to promotion manager of CFRN-TV, that city.

Peter Lorne, managing director of McCann-Erickson Adv. Ltd., London, appointed regional executive for M-E Ltd. offices throughout Europe and board chairman of London company. **Frank Brickman**, assistant managing director, named to succeed Mr. Lorne as managing director. **David Bernstein** and **Geoffrey Darby** appointed executive directors in London. Mr. Lorne joined McCann-Erickson in November 1954 as director of marketing after 17 years with Alfred Bird & Son Ltd., the British division of General Foods Corp.

W. G. Heatherington, formerly of CJCA Edmonton, Alberta, to account executive at McConnell Eastman & Co. Ltd., Edmonton advertising agency.

ALLIED FIELDS



Mr. Kelley

Boyd Kelley, veteran Texas broadcaster, joins national media brokerage firm of Hamilton - Landis & Associates and will be attached to Dallas office. Mr. Kelley, who owns KDWR Stamford, Tex., started in broadcasting in mid-30's as announcer-salesman at KCRS Midland, Tex.

William P. Durkee, deputy to Stuart L. Pittman, assistant defense secretary for civil defense, named civil defense director, replacing Mr. Pittman, who had resigned (BROADCASTING, March 23). Secretary of Defense Robert S. McNamara last week transferred civil defense duties from his office to that of Secretary of Army Stephen

Ailes, who will supervise Mr. Durkee. Mr. Durkee's office will set radio-TV civil defense policy.

Dr. George Gerbner, associate professor at Institute of Communications Research, University of Illinois, Urbana, named dean of The Annenberg School of Communications of University of Pennsylvania, Philadelphia, effective July 1. He replaces **Gilbert Seldes**, who retired last summer.

DEATHS



Mr. Stern

Ernest E. Stern, 48, director of press information for CBS-TV, Hollywood, died March 29 at Mt. Sinai hospital, Los Angeles, of heart attack. Mr. Stern had served as director of advertising, publicity and promotion for ABC-TV's western division, Los Angeles, prior to joining CBS-TV in 1959.

James Bainbridge Lee, 50, secretary-treasurer and part owner of Berkshire Broadcasting Corp. (WLAD-AM-FM Danbury, Conn.), died March 26 at Norwalk (Conn.) hospital. He was formerly president of Frank H. Lee Hat Co., maker of Lee and Disney hats, Danbury.

Lloyd F. Wood, 45, president of Lloyd F. Wood Associates, Washington ad agency, died March 27 of heart ailment at National Institute of Health in Bethesda, Md.



Mr. Winters

Donald E. Winters, 37, national service manager for home and commercial electronics division of Sylvania Electric Products, Batavia, N. Y., died March 26 at Strong Memorial hospital in Rochester, N. Y., after brief illness.

Howard E. Sands, 84, VP of Reach, McClinton & Co., New York, died March 26 of heart attack at his home in Montclair, N. J. Mr. Sands began his advertising career in New York in 1903 as advertising manager of Remington Arms and became VP of F. Wallace Armstrong Co. of Philadelphia in 1912. He served as advertising director of The Mennen Co., Newark, N. J., from 1927 until 1933, when he joined Charles Dallas Reach.

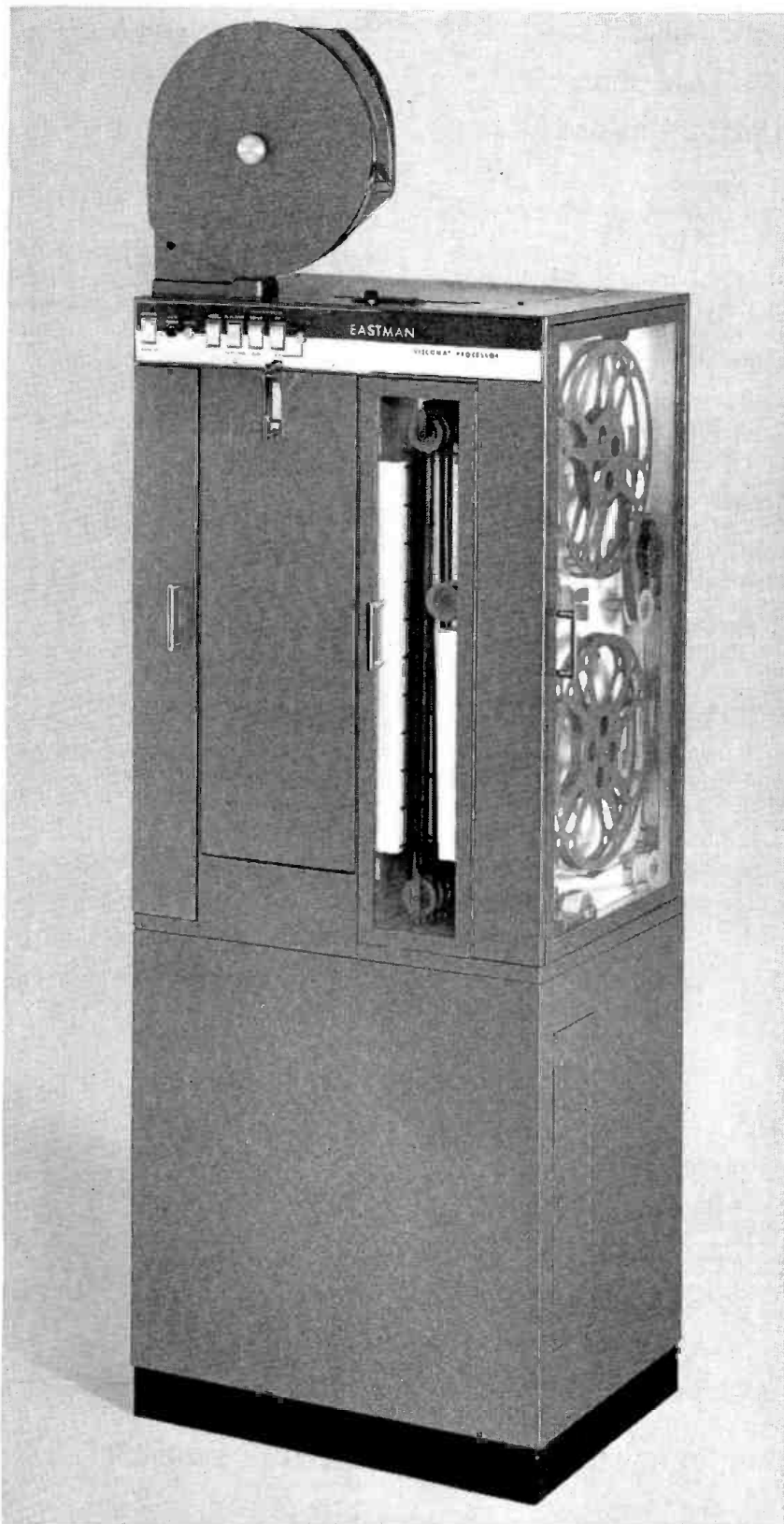
James Albert Horton, 78, retired director of bureau of investigation of Federal Trade Commission, died March 26 at Doctors Hospital in Washington after suffering stroke. Mr. Horton served with FTC for 34 years before retiring in 1955.



YOU SHOULD HEAR

Ed Lovelace of KOGT, Orange, Texas, says: "While we are a small market station, the help from your service has enabled us to get accounts that we never had before, and has given to the commercial content of our station a big market sound."

Hear "MONEY-MAKER" Space A & B, East Exhibit Hall COMMERCIAL RECORDING CORP.



Rapid access to exposed footage with the

EASTMAN Viscomat Processor*

The new EASTMAN VISCOMAT Processor can greatly reduce the time lag between filming and playback. Processed film is available in a matter of minutes, and you're ready for immediate broadcast any time—day or night!

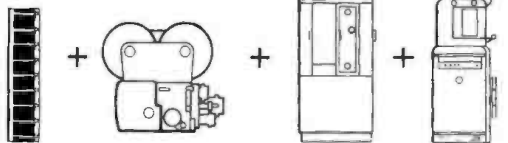
What's more, the VISCOMAT Processor processes many of the films used by the television industry—negative, positive, TV recording, sound recording.

The unit is compact, easy to install, easy to operate. All it requires is conventional electrical current, tempered water and a drain. Operation is push-button simplicity itself. Chemicals are prepackaged, ready for use, thus saving time and money.

The EASTMAN VISCOMAT Processor is part of the new EASTMAN 16mm sound-film system, designed especially to speed and simplify film handling from exposure to playback. Other elements in this versatile system include new pre-stripped EASTMAN RP Panchromatic Negative Film, Type 7229, KODAK Reflex Special Camera, and the EASTMAN 16mm Television Projector, Model 275.

For further information write or phone for special descriptive brochure S1-4:

*A unit in the new EASTMAN 16mm Sound-Film System . . . Prestripped Film + 16mm Reflex Camera + Processor + TV Projector



Motion Picture Products Sales Department

**EASTMAN KODAK
COMPANY**

Rochester, N.Y. 14650

INTRODUCING!

**1 KW AM
TRANSMITTER**

Automatic Power Control and New Cabinet Styling. Exclusively offered as a "kit" or factory assembled.

**1 KW FM
TRANSMITTER**

Featuring Automatic Power Control and the lowest tube investment in the industry.

**5 KW AM
TRANSMITTER**

Offering *Increased Reliability* with a new twelve-phase high voltage Power Supply.

"LOG ALARM"

New . . . simple method to log transmitter readings with complete "remote control" features.

NAB BOOTH #52W

Bauer
ELECTRONICS
CORPORATION
1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

**2 TV's | AM share
BMI history award**

WKBW Buffalo was named winner in the radio category and KMOX-TV St. Louis and WNED-TV Buffalo co-winners in the TV category of the Radio-Television History Contest, sponsored for the fifth year by Broadcast Music Inc. and the American Association for State and Local History. WKBW's winning program was *The Death of McKinley*; WNED-TV's *The McKinley Assassination*, and KMOX-TV's *The Pawn*, a story of the Missouri slave in the Dred Scott case.

BMI will award cash prizes of \$500 to the winners at the management conference luncheon at the NAB convention, today (Monday) in Chicago.

Honorable mention awards went to WDET-FM Detroit, KUJ Walla Walla, Wash., and WKY-TV Oklahoma City.

Drumbeats . . .

Kids in summer ■ Bandleader Guy Lombardo and WMCA New York are teaming in an appeal to area em-

ployers to hire students this summer. The station will follow Mr. Lombardo's broadcasts with announcements of jobs available to youths. WMCA has asked those interested in employing students this summer to send a listing of the work to the station.

Fair portfolio ■ As a reminder of the coming New York World's Fair, John Blair & Co., New York station representative firm, has published a portfolio devoted to "Thirty-One Years of World's Fairs."

Admen in Beantown ■ WBZ-TV Boston has published the "Adman's Guide to Boston," a free booklet listing the addresses and phone numbers of most of the places in Boston an adman might want to visit. With a map of the town in the back, the booklet lists agencies, TV stations, representative firms and other organizations.

'Brain train' ■ A "brain train" sponsored by wowo Fort Wayne, Ind., April 11, will transport some 400 high school students to Purdue University, Lafayette, Ind., where they will inspect the campus. With the students on the trip will be John Cigna, wowo disk



San Francisco local news—New York style

Tourists in New York take note. A grass-roots promotion effort is portrayed in this picture taken at the KCBS San Francisco panel at the site of CBS's new headquarters building being erected on Avenue of the Americas in New York. Bob Price (l), KCBS sales manager, and Desmond O'Neal, director of media and

planning in the New York office of Guild, Bascom & Bonfigli Inc., check on the latest local news report piped in direct from KCBS. All of the CBS-owned stations have direct news reports at the display in addition to world news from the CBS Radio network and other spots featuring network radio personalities.



LISTEN

this symbol is heard around the world

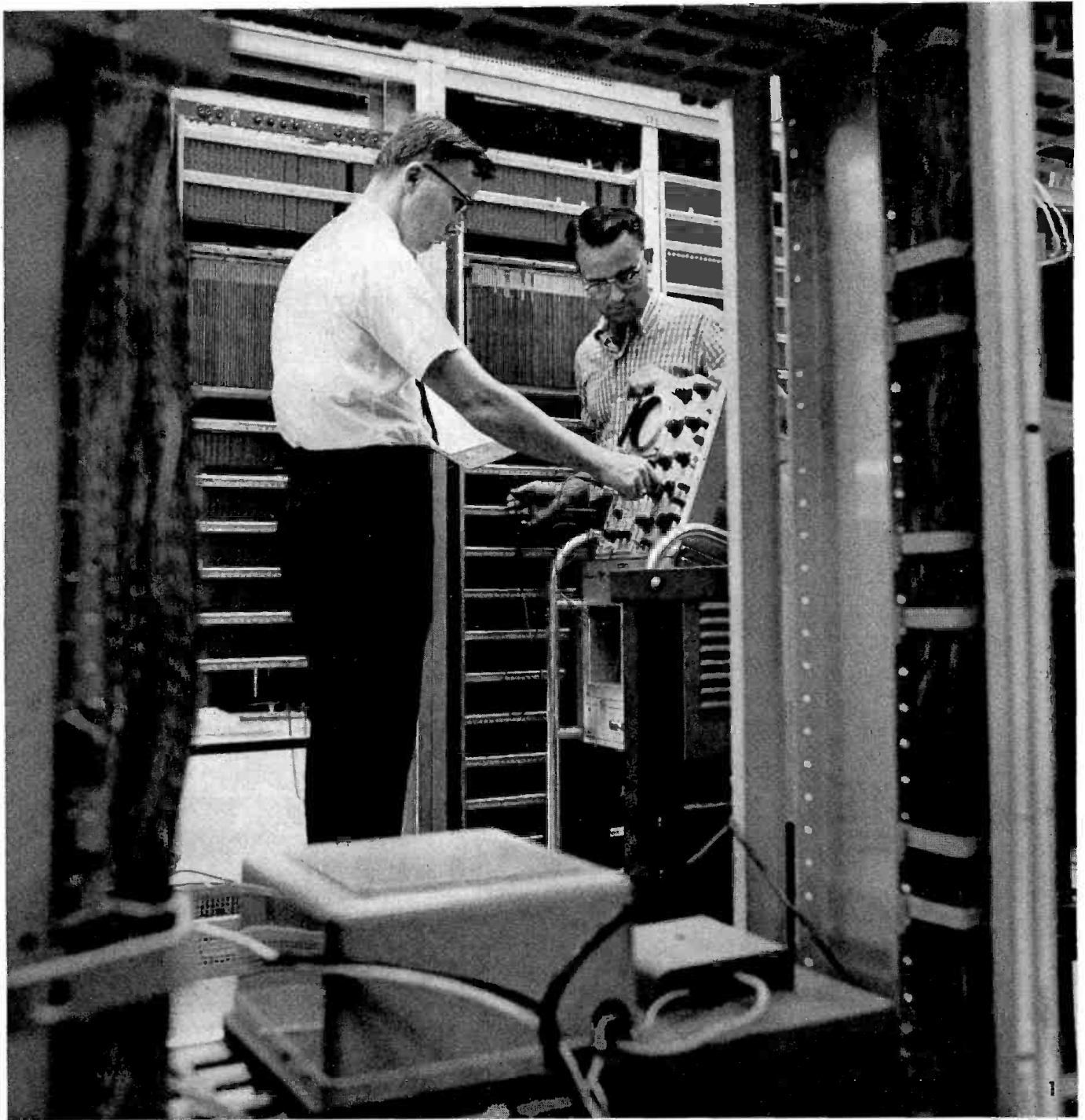
The corporate mark of Morton J. Wagner Companies, Inc. is the new symbol of experienced service to successful broadcasters. It represents the industry's largest combination of established and diversified organizations specializing in the creation, production and marketing of broadcast libraries, programs, programing aids, commercials and custom-created corporate images in sound. For over a decade, **RICHARD H. ULLMAN ASSOCIATES, INC.** the sales company, has been recognized as the pace-setter and standard-maker in the field. Among the more than 1,300 Broadcasters programing our product throughout the world are these recent additions—WJBK (Detroit); WBZ (Boston); WFIL (Philadelphia); KXA (Seattle); WVON (Chicago); WDSU (New Orleans) and WIFE (Indianapolis). We are proud to be in such company.

MORTON J. WAGNER COMPANIES, INC.

Winner of the 1963 International Broadcasting Grand Sweepstakes Award for the World's Best Radio Announcement

SOLD WORLDWIDE BY RICHARD H. ULLMAN ASSOCIATES, INC.

5420 Melrose Avenue, Hollywood, California 90038, Tel: 213 HO 2-6027
New York • Dallas • Toronto • Sydney



Western Electric builds and installs electronic

Dial frequently called numbers—including long distance—with just three digits. Set up a conference call by dialing the extensions of the people you want. Transfer calls simply, quickly. Pick up any call in a large office by dialing a simple code. Temporarily transfer your incoming calls to another phone . . .

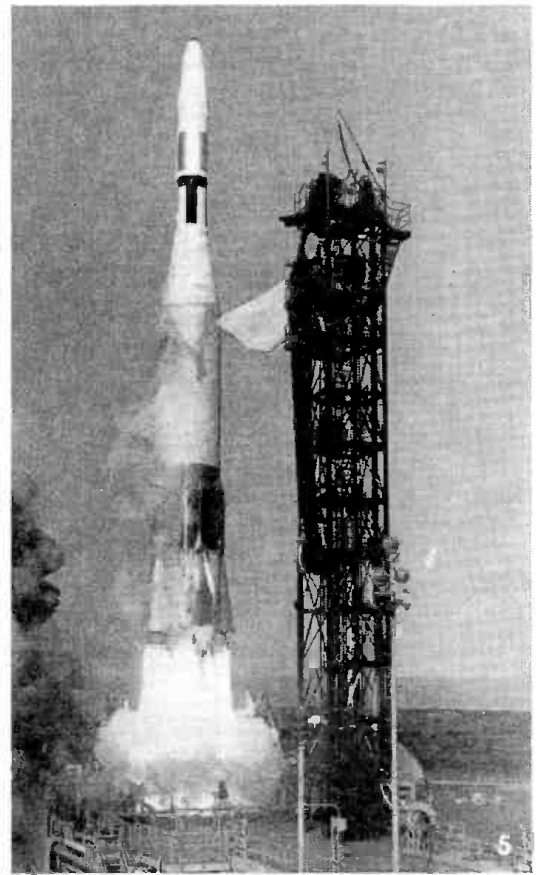
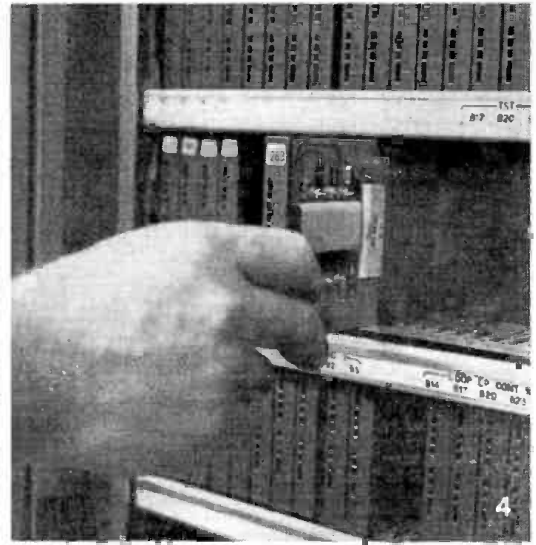
This communications world of tomorrow is here today. Electronic telephone switching is now actually being used by two Southern Bell customers in the Cape Kennedy area of Florida.

Essential to electronic switching are thousands of transistors, diodes and many other space-age devices—made by Western Electric. Building these components into an integrated central office is part of Western Electric's job, as is the installation and

testing of the complex equipment.

Electronic switching apparatus, like many other communications products made by Western Electric, was a result of Bell System teamwork. As manufacturing and supply unit of the Bell System, Western Electric works closely with its research teammate, Bell Telephone Laboratories, which developed electronic switching, and with local Bell telephone companies which operate it. Result of this approach to innovation: Americans enjoy the world's finest low-cost telephone services.

TESTING NEW INSTALLATIONS (1.) Western Electric installer Charlie Ward and Bell Telephone Laboratories engineer Dick Stone check circuits with a cathode ray oscilloscope.



telephone switching system for the space age

PUSH-BUTTON ATTENDANT CONSOLE (2.) replaces ordinary switchboard found in conventional private exchange switching installations. Because most incoming and outgoing calls are made directly, many more lines than usual can be handled by an attendant. Jan Murray is the telephone operator for the new electronic switching system at the Chrysler Corp. Missile Division offices. **TOUCH-TONE® (3.)** telephones are used as part of the electronic switching installation at the Brown Engineering Co. which serves the Cape Kennedy area. Engineers like Jahn King and other Brown Company personnel have found this new kind of push-

button dialing faster and easier than the conventional type.

EASY-TO-REPLACE (4.) transistorized circuits are an important feature of electronic switching. The system can spot and report its own circuit troubles and take temporary corrective action—all automatically without interrupting service—until a defective plug-in package can be replaced.

SPACE AGE (5.) missile launching and other activities require the fastest, most efficient communications. Because of this, electronic telephone switching should play an ever-growing role of importance in the Cape Kennedy area.

WESTERN ELECTRIC MAKER OF TELEPHONE EQUIPMENT FOR THE BELL SYSTEM



jockey, and Jay Gould, station farm service director. The students' outing will be sponsored on campus by the Purdue Alumni Association, and on the train ride to the school the high-schoolers will be entertained by folk singers.

WHK's Creative Clinic

About 150 representatives of more than 40 Cleveland advertising agencies attended the first annual Creative Clinic sponsored by Metromedia Inc.'s WHK

Cleveland, March 25.

Principal speaker at the session, Mel Blanc, president of Mel Blanc Associates, Hollywood, noted that humor in radio commercials is helpful in the promotion of impulse items since "nothing spreads faster than a new gag."

"Humor . . . can update or change a company's image," he noted, and "the timing of the campaign is the object of its success."

Nelson Winkless, vice president and

associate creative director, Leo Burnett, Chicago, and creator of the "corny" and "snap, crackle and pop" commercials for Kellogg's, reminded the advertisers that each commercial should reward the listener for listening.

Other speakers at the clinic were: Richard Mercer, vice president and creative supervisor, BBDO, New York; Al Sarasohn, vice president, Kenyon & Eckhardt, New York, and Duke Marx, Gustav Marx Advertising, Milwaukee.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 26 through April 1, 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. unli.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

Existing TV stations

CALL LETTERS ASSIGNED

■ WMFE-TV Orlando, Fla.—Florida Central East Coast Educational Television Inc.

Existing AM stations

WIRA Fort Pierce, Fla.—Waived Sec. 73.37 of rules and granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 25.

WTTB Vero Beach, Fla.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action March 25.

KGAK Gallup, N. M.—Granted renewal of license, conditioned to precluding pre-emptive operation with daytime facilities pending final decision in Doc. 14419. Action March 25.

WUNS Lewisburg, Pa.—Granted renewal of license. Commissioner Cox dissented. Action March 25.

New FM stations

ACTIONS BY FCC

Los Banos, Calif.—Los Banos Broadcasting Co. Granted CP for new FM on 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 115 feet. P. O. address Box 672, Los Banos, Calif. Estimated construction cost \$11,770; first year operating cost \$6,000; revenue \$7,500. James H. Rose, sole owner, also owns KLES Los Banos. Action March 25.

Carrollton, Ga.—Faulkner Radio Inc. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 105 feet. P. O. address c/o James H. Faulkner Sr., Box 426, Bay Minette, Ala. Estimated construction cost \$12,262; first year operating cost \$11,400; revenue \$12,000. Applicant is licensee of WLBB Carrollton. Action March 25.

West Point, Ga.—Radio Valley Inc. Granted CP for new FM on 100.9 mc, channel 265A, 3 kw. Ant. height 235 feet. P. O. address c/o Dige Bishop, Box 427, West Point. Estimated construction cost \$11,989; first year operating cost \$5,600; revenue \$9,000. Applicant is licensee of WBMK West Point. Action March 25.

*Greenville, Ill.—Greenville College. Granted CP for new FM on 89.3 mc, channel 207, 10 w. Ant. height above average terrain 70 feet. P. O. address Greenville. Estimated construction cost \$1,000; first year operating cost \$1,200. Principals: board of trustees. Action March 25.

Chattanooga, Tenn.—W. D. E. F. Broadcasting Co. Granted CP for new FM on 92.3 mc, channel 222, 50 kw. Ant. height above average terrain 900 feet. P. O. address c/o Carter M. Parham, 3300 Broad Street, Chattanooga. Estimated construction cost \$30,614; first year operating cost \$7,332; revenue \$4,800. Applicant is licensee of WDEF-AM-TV Chattanooga. Action March 25.

Tyler, Tex.—KDOK Broadcasting Co. Granted CP for new FM on 101.5 mc, channel 268, 38.64 kw. Ant. height above average terrain 376 feet. P. O. address c/o Dana W. Adams, 808 Peoples Bank Building, Tyler. Estimated construction cost \$38,593; first year operating cost \$24,000; revenue \$36,000. Applicant is licensee of KDOK Tyler. Action March 25.

Aberdeen, Washington—Hi-Fi Broadcasting Co. Granted CP for new FM on 104.7

mc, channel 284, 25.5 kw. Ant. height above average terrain 320 feet. P. O. address Dale Gunderson, 702 Reynvaan Drive, Aberdeen. Estimated construction cost \$23,983; first year operating cost \$23,200; revenue \$30,000. Principals: Dale Gunderson (18+%), John Walker, Reynold P. Heatlie, Frederick W. Berken, Thomas W. Berken, Robert L. Charette, John A. Earley, Hyla O'Connor, G. Ernest Stein, and John W. Schumacher (each 9+%). Mrs. O'Connor is housewife; Mr. Gunderson is employe of KXRO, Aberdeen, Wash.; Berkens are physicians; Messrs. Schumacher and Charette are attorneys; others are local businessmen. Action March 30.

Ripon, Wis.—Greycote Inc. Granted CP for new FM on 95.9 mc, channel 240A, ERP 3 kw, unli. Ant. height above average terrain 293 feet. P. O. address WCWC, Box 64, Ripon. Estimated construction cost \$27,467; first year operating cost \$16,356; revenue \$18,000. Principals: Arlow D. and Ralph D. Bice (each 50%). Greycote owns WCWC Ripon. Ann. March 23.

APPLICATIONS

Clearfield, Pa.—Clearfield Broadcasters Inc. 93.5 mc, channel 228A, ERP 3 kw, unli. Ant. height above average terrain minus 241 feet. P. O. address William K. Ulerich, 215 Church Street, Clearfield. Estimated construction cost \$14,350; first year operating cost \$24,000; revenue \$24,000. Principal: Progressive Publishing Inc., publisher of Clearfield Progress and licensee of WJCM Sebring, Fla. Clearfield Broadcasters is licensee of WCPA Clearfield. Also see Indiana, Pa., below. Ann. March 30.

Indiana, Pa.—WDAD Inc. 103.1 mc, channel 276A, ERP 3 kw, unli. Ant. height above average terrain 86 feet. P. O. address William K. Ulerich, 632 Philadelphia Street, Indiana, Pa. Estimated construction cost \$14,350; first year operating cost \$24,000; revenue \$24,000. Principals: Clearfield Broadcasters (52%), LeRoy W. Stauffer (32%) and Mrs. Julia D. Joplin (16%). Clearfield's interest is voted by its president, W. K. Ulerich. WDAD Inc. is licensee of WDAD Indiana. Clearfield is owned by Progressive Publishing Inc., Clearfield, Pa., licensee of WJCM Sebring, Fla. Also see Clearfield, Pa., above. Ann. March 30.

Galveston, Texas—Galveston Broadcasting Inc. 106.5 mc, channel 293, ERP 26 kw, unli. Ant. height above average terrain 195 feet. P. O. address Box 1138, Galveston. Estimated construction cost \$20,400; first year operating cost \$18,000; revenue \$25,000. Principals: Lenore C. Bradner (99.56%), James W. Bradner IV and Jane Bradner Harvey (each 22%). L. C. Bradner is employe of KGBC Galveston; J. W. Bradner IV is captain, U. S. Army; Mrs. Harvey is housewife. Ann. March 30.

Existing FM stations

CALL LETTERS ASSIGNED

■ KVOA-FM Tucson, Ariz.—WGAL Television Inc.

■ KTCS-FM Fort Smith, Ark.—Little Chief Broadcasting Co.

■ KBHS-FM Hot Springs, Ark.—Tim Timothy Inc.

■ WIOU-FM Kokomo, Ind.—Booth Broadcasting Co.

■ WAZY-FM Lafayette, Ind.—W A Z Y Radio Inc.

■ KXLV(FM) Las Vegas.—B.L.T. Inc.

■ KOAT-FM Albuquerque, N. M.—WGAL Television Inc.

■ WCMB-FM Harrisburg, Pa.—Hudson Broadcasting Corp.

■ WWDL-FM Scranton, Pa.—Lane Broadcasting Corp.

■ WJMX-FM Florence, S. C.—Atlantic Broadcasting Co.



EDWIN TORNBORG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

**New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531**



up ... up ... up for KTHI

once again

A KIMCO TOWER

TOPS THEM ALL!

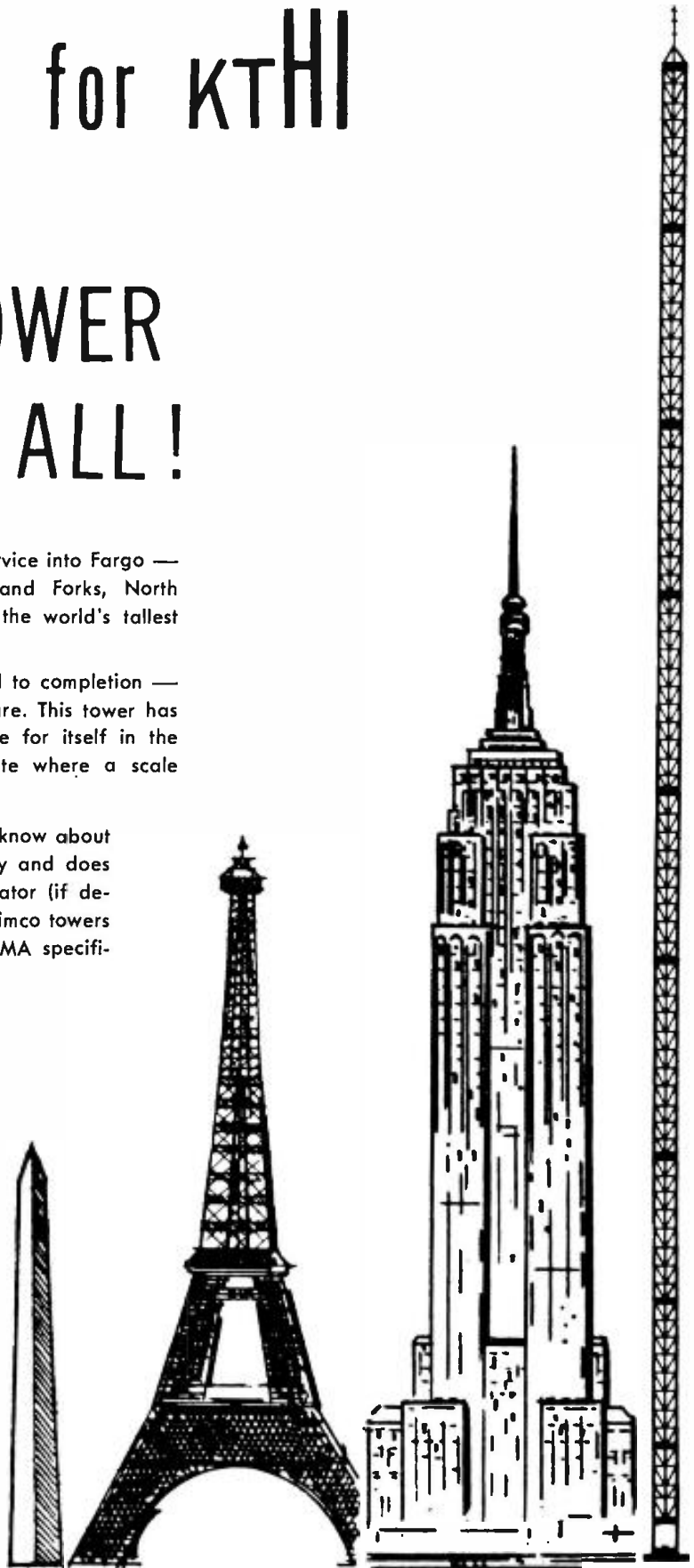
When KTHI wanted to put city grade TV service into Fargo — Moorehead and Grand Forks — East Grand Forks, North Dakota, they called on Kline to build them the world's tallest structure. A TV tower 2,063 feet high!

In record time the Kimco giant was pushed to completion — meeting the station deadline with time to spare. This tower has created much interest, and has won a place for itself in the Hall of Electricity of the Smithsonian Institute where a scale model will be on permanent display.

If a tall tower is in your plans, you should know about Kimco towers. Kline assumes full responsibility and does the full job . . . tower, lights, erection, elevator (if desired). One contract for the whole package. Kimco towers are designed to meet all conditions and RETMA specifications are strictly followed.

KIMCO TOWERS
FOR THE BROADCASTING INDUSTRY
 BY

KLINE
IRON & STEEL CO.



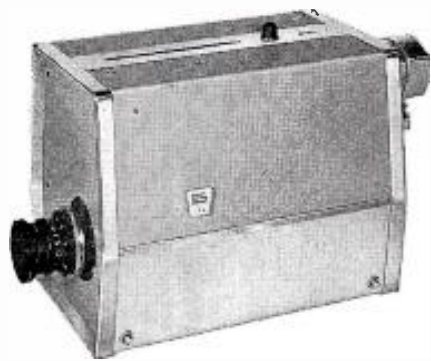
Washington Monument
555' 5 1/8''

Eiffel Tower
984'

Empire State..
Building
1,472'

KTHI TV
Tower
2,063'

P. O. Box 1013. Phone (803) 254-0301
 Columbia, South Carolina



Of Course It's Solid State— It's from Tarzian

● Tarzian's 1500F film camera system is fully solid state—like all other cameras in the Tarzian line—to enable you to completely update your camera equipment.

Your first look tells you this Tarzian film camera is long on quality. Swing up the easy-open side panels, and you'll see the quality runs throughout. Especially designed for television film and slide pickup, the 1500F camera system uses a 1" or 1.5" image pickup tube, is entirely solid state—including the preamplifier—and is designed to mount on any standard multiplexer. All circuitry is immediately accessible on plug-in printed circuit cards.

Features absolute black pedestal stability and white peak stability which actually releases one man from your operation. New advances in solid state design deliver better than 1% sweep linearity, 1.5% geometric distortion, and greater than 46 DB S/N (0.4μ amp Beam current—F8 lens stop opening.) And, of course, the camera system takes advantage of the superior qualities of 35 mm optics.

Find out how easy it is to put this finest of film camera systems into your studio—call or write:



SARKES TARZIAN
BROADCAST EQUIPMENT DIVISION
BLOOMINGTON, INDIANA

- KGRI-FM Henderson, Tex.—Henderson Broadcasting Corp.
- KPET-FM Lamesa, Tex.—Cobra Corp.
- WTRF-FM Wheeling, W. Va.—WTRF-TV Inc.
- WCCN-FM Neillville, Wis.—Central Wisconsin Broadcasting Inc.
- WCWC-FM Ripon, Wis.—Greycote Inc.

Ownership changes

ACTIONS BY FCC

KTOP-AM-FM Topeka, Kan.—Granted transfer of control of licensee corporation, KTOP Broadcasting Inc., from Charles B. Axton and J. A. Kickinson (100%) to Publishing Enterprises Inc., owned by John P. Harris (30.85%), Virginia S. Harris (28.31%) and others. Consideration \$250,000. Mr. Harris has interest in KIUL Garden City and KTVH Hutchinson, both Kansas, KBUR Burlington and KMCD Fairfield, Iowa, and eight midwestern daily newspapers. Action March 25.

WMRT-AM-FM Lansing, Mich.—Granted transfer of control of licensee corporation, Metropolitan Radio Corp., from Luke (34%) and Adelaide R. (0.5%) Walton, J. William Adams (29%) and Lawrence E. Morris (10%) to William R. Walker, Joseph D. Mackin, Charles D. Mefford, Philip Fisher and others. Consideration \$36,750. Action March 25.

KNOF(FM) St. Paul.—Granted assignment of license from Selby Gospel Mission to Selby Gospel Broadcasting Corp. No financial consideration involved. Both organizations are non-stock corporations controlled by same trustees. Action March 31.

KLOO Corvallis, Ore.—Granted assignment of license from Willamette Valley Radio Inc., owned by William C. and Marilyn Q. Hurley (each 50%), to KLOO Inc., owned by Gertrude Kaufman (50%) and Robert L. and Barbara E. Houglum (each 25%). Consideration \$65,936. Mrs. Kaufman is local business woman; Mr. Houglum is employe of KUGN Eugene, Ore.; Mrs. Houglum is employe of Mrs. Kaufman. Action March 31.

KLEBK-AM-TV Lubbock and KWAB-TV Big Spring, both Texas.—Granted transfer of control of licensee corporation, Grayson Enterprises Inc., from large group of stockholders who own 55% of company to Theodore Shanbaum, Ellis Carp and Lee Optical and Associated Companies Retirement Pension Plan Trust, who now own 45% of stock and after transfer will control 100%. Consideration \$900,882. Action March 25.

KRAB(FM) Seattle, Wash.—Granted assignment of CP from Lorenzo W. Milam (100%) to Jack Straw Memorial Foundation (100%), nonprofit organization headed by Mr. Milam. No financial consideration involved. Action March 25.

APPLICATIONS

KMYO Little Rock, Ark.—Seeks transfer of control of licensee corporation, Victor Broadcasting Inc., from Victor National Casualty Co. (86.3% before) to Victor Management Inc. (86.3% after). No financial consideration involved. Transfer results from reorganization of corporations controlled by Victor Muscat. Other holdings remain same. Also see KIKS Sulphur, La., below. Ann. March 26.

WELE South Daytona, Fla.—Seeks relinquishment of negative control of licensee corporation, Seven Cities Broadcasting Corp., by Gary E. Smith (50% before) through retirement of stock to treasury. No financial consideration involved. Concurrent with transaction Ann Hicks Marsh will purchase additional stock for \$400 resulting in following ownership: Edith L. Speer (44.8%), Ann Hicks Marsh (36.2%), Donald L. Ritter (11.4%) and Jerry D. Norman (7.6%). Ann. March 26.

WGN-AM-TV Chicago.—Seeks assignment of license from WGN Inc. (Illinois corp.) to WGN Inc. (Delaware corp.). No financial consideration involved. Ownership remains same. Ann. March 26.

KRIB Mason City, Iowa.—Seeks assignment of license from Western Broadcasting Inc., owned by Peter A. Barnard, F. J. Moudry, Dan N. Hansen, Donald S. Haarstick, John E. Boss, William B. Randall and Margaret Miller (each 14.286%), to Mason City Broadcasting Corp., owned by D. Bryce Ekberg and William H. Sandberg (each 50%). Consideration \$123,500. Ann. March 19.

KIKS Sulphur, La.—Seeks transfer of control of licensee corporation, Victor Radio Inc., from Victor National Casualty Co. (56% before) to Victor Management Inc. (56% after). Transfer results from corporate reorganization involving no financial consideration. Other stockholders remain same.

All of above corporations are ultimately controlled by Victor Muscat. Also see KMYO Little Rock, Ark., above. Ann. March 26.

WLAS Jacksonville, N. C.—Seeks relinquishment of negative control of licensee corporation, Seaboard Broadcasting Corp., by Milton Adler (50% before, none after), through sale of stock to licensee corporation. Consideration \$245,000. Other stockholders following transaction: Jerry J. Popkin, president (50%) and Ivins Popkin, trustee of Yale Mark Popkin (50%). Ann. March 26.

WAYN Rockingham, N. C.—Seeks assignment of license from Radio Station WAYN Inc., owned by Wayne M. Nelson, to WAYN Inc., owned by William F. Futterer (52%), and others. Consideration \$175,000. Mr. Futterer is manager of WAYN. Ann. April 1.

WCIT Lima, Ohio.—Seeks acquisition of positive control of licensee corporation, Citizens Broadcasting Corp., by James A. Hostenstein (50% before, 100% after), through purchase of stock from Sam Kamin (50% before). Consideration \$20,535. Ann. March 30.

KVSO Ardmore, Okla.—Seeks assignment of license from Albert Riesen Jr., administrator of estate of John F. Easley, deceased, to Albert Riesen Jr. (33½%), Betty Maurine Riesen Dillard (33½%) and Jeanne Lowenstein Riesen Hughes, individually (11½%), and as co-trustee with T. Fred Collins (22 2/3% together) for John M. Riesen and Lisa Riesen. No financial consideration involved. Ann. March 30.

WWML Portage, Pa.—Seeks acquisition of positive control of licensee corporation, Mainline Broadcasting Co., by George J. Wasko (10% before, 100% after), through sale of stock by Rohlen Kondisko, Leonard Jones, James E. Seese, Benjamin P. Scipione, Howard Smith, Peter Hons, Samuel Randall, Frank Greek and Ferdinand Bionaz (each 10% before). Consideration \$4,500. Mr. Wasko is president of Mainline Broadcasting. Ann. March 26.

WBNE-AM-TV St. Thomas, V. I.—Seeks assignment of license from Island Teleradio Service Inc. (New York corp.), owned by Robert Moss (41 2/3%), Robert Noble (41 2/3%), Kenneth Granger (10%) and Faye Russell (6 2/3%), to Island Teleradio Service Inc. (Virgin Islands corp.), owned by Robert Moss and Robert Noble (each 27.6%), Kenneth Granger (6.6%), Faye Russell (4.4%) and Caribbean Capital Corp. (33.8%). No financial consideration involved. Caribbean Capital received shares in exchange for option it held against New York corporation, which is to be liquidated. Ann. April 1.

WMOD Moundsville, W. Va.—Seeks transfer of control of licensee corporation, Miracle Valley Broadcasting Inc., from Charles L. Miller (28.98%), Joe J. Ovies (26.72%), Guy McDowell (21.57%), Frank P. Lautar and O. H. Gall (each 9.39%), and G. Thomas Gall (3.95%) to Fred A. Grewe Jr. (100%), former employe of Wheeling Broadcasting Co., Wheeling, W. Va. Consideration \$52,100 and assumption of approximately \$15,000 liabilities. Ann. March 26.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denying application of Moberly Broadcasting Co. to make changes in ant. and ground systems of KWIX Moberly, Mo., continued operation on 1230 kc, 1 kw-LS, 250 w-N. Action April 1.

DESIGNATED FOR HEARING

■ Commission designated for hearing application of Blackhawk Broadcasting Co. to increase nighttime power of WSDR Sterling, Ill., on 1240 kc from 100 w to 250 w, continued daytime operation with 500 w (licensed on 1240 kc, 100 w, unli.); issues include Sect. 73.28(d) (3) 10-percent rule determination; made WIBU Poynette, Wis., WSBC Chicago and WTAX Springfield, Ill., which filed oppositions, parties to proceeding. Commissioners Bartley and Lee dissented, latter with statement. Action March 25.

OTHER ACTIONS

■ Commission (Commissioner Cox not participating) scheduled following proceedings for oral argument on dates shown: May 15: Revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago, Ill.; Triangle Publications Inc. to change trans. location, etc., of WNHC-TV New



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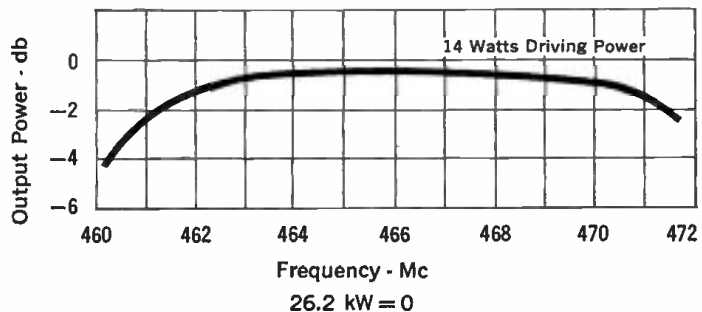
The tube at left is the country's first vapor cooled power klystron: Eimac's 4KMV100LA. It produces an output power of 25 kw peak sync and cuts the cooling apparatus needed by half. There's no pump, no rotating parts. The vapor cooling system operates on its own steam. That means operating noise is reduced—by the tens of decibels. And maintenance cost is cut by as much as one-fifth. This new Eimac vapor phased cooled UHF-TV series offers all this—plus excellent linearity characteristics, high gain and an ample 1 db bandwidth. For details about this new series of vapor-cooled klystrons and our new application Bulletin Number 11, "The Care and Feeding of Vapor-Phase Cooling," wire collect today: High Power Microwave Marketing, Eitel-McCullough, Inc., San Carlos, Calif. Subsidiaries: Nat'l Electronics, Geneva, Ill.; Eitel-McCullough, S. A., Geneva, Switz.



EIMAC 4KMV100LA CHARACTERISTICS
Eimac Vapor Phase Cooled UHF-TV Power Klystrons

	Frequency	Power Output	Beam Voltage	Beam Current	Eimac Vapor-Phase Cooling Circuit Assembly
4KMV100LA	470-610 Mc	25 kW	16 kV	3.8 A	H-183
4KMV100LF	590-720 Mc	25 kW	16 kV	3.8 A	H-184
4KMV100LH	720-890 Mc	25 kW	16 kV	3.8 A	H-185

4KMV100LA
BANDWIDTH DATA



Haven, Conn. Besides argument on exceptions and briefs to initial decision, parties may also address themselves to petition to reopen record filed by Connecticut Television Inc. (WEINB-TV), New Britain, Conn., and Springfield Television Broadcasting Corp. (WWLP-TV), Springfield, Mass.; and Central Wisconsin Television Inc. for additional time to construct WCWT-TV, Wausau, Wis., and assignment of CP to Midcontinent Broadcasting Co., June 5; Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM), Elmwood Park, Ill., and applications for new FM's of Blue Island Community Broadcasting Inc., Blue Island, Ill., and Elmwood Park Broadcasting Corp., Elmwood Park. Besides argument on exceptions and briefs to initial decision, parties may also address themselves to motion to reopen record filed by WXFM(FM), and Charles W. Stone to change facilities and renewal of license of KCHY Cheyenne, Wyo., and Charles W. Stone and Josephine R. Stone, d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif. Action April 1.

■ Although CP has been issued by FCC for new UHF-TV on channel 47 in New York area, it is not yet on air. FCC has therefore concurred in further temporary use of channel 47 by U. S. Coast Guard to permit proposed final phase of its RATAN test program. Commission's concurrence is for six-month period or until use of channel 47 for TV broadcasting begins in area, whichever period is shorter, and is predicated on understanding that signal will continue to be "scrambled" to make it unintelligible without specially modified television receiver. Scrambling is considered necessary to discourage investment in TV receivers by boating public specifically for use in conjunction with this experimental program prior to necessary decisions relating to future of program. Action March 26.

■ By reports and orders, commission amended its TV allocations table to (1) assign and reserve for noncommercial educational use TV channel *2 in Columbia, N. C., and (2) reserve channel 8 in Waycross, Ga., to enable Georgia State Board of Education, which operates *WXGA-TV

on that presently unreserved channel, to apply for federal aid from Department of Health, Education and Welfare. Action March 25.

■ By decision, commission granted applications of Howard W. Davis, tr/as Walmac Co., for renewal of licenses of KMCA and KISS(FM) San Antonio, Tex. Chairman Henry dissented and issued statement; Commissioners Cox and Loevinger not participating. Feb. 18, 1963, initial decision looked toward action. Action March 25.

■ Commission renewed license of WMLP Inc. for WMLP Milton, Pa., for period of

(KVKKM-TV) Monahans, Tex., for leave to intervene in proceeding on application of Grayson Enterprises Inc. to change trans. site of KWAB(TV) (ch. 4) Big Spring, Tex., increase vis. ERP and ant. height. Action March 31.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Dockets 14977-8, granted petition by Mid-Ocean to extend time to April 7 to file responses to WRAI's petition to add "suburban" and legal qualifications issues. Action March 31.

■ Granted petition by Charles L. Hamilton Sr. and Mildred B. Hamilton (KBAB), Indianola, Iowa, for waiver of Sect. 1.594 (b) of rules insofar as that section requires local notice of hearing to be broadcast in week immediately following release of designation order in proceeding on their AM application. Action March 31.

■ Granted motion by Bay Shore Broadcasting Co. to extend time to April 3 to file appeal from March 13 adverse ruling by examiner in proceeding on Bay Shore's application for new AM in Hayward, Calif. Action March 31.

■ On own motion, set aside March 26 decision which granted application of Billy Walker for new daytime AM on 1330 kc, 500 w, in Prattville, Ala., conditions and presunrise operation with daytime facilities precluded pending final decision in Docket 14419, and which denied application of Prattville Broadcasting Co. for new daytime AM on same frequency with 1 kw, DA, in Prattville; scheduled oral argument for April 20. (Due to inadvertence, request by Prattville Broadcasting Co. for oral argument had not been considered previously.) Member Slone abstained from voting. Action March 31.

■ By memorandum opinion and order in consolidated proceeding on applications of Community Broadcasting Service Inc. and Mortimer Hendrickson and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., granted (1) petition by Community to enlarge issues to determine whether Mortimer and Vivian Eliza Hendrickson are financially qualified to construct and operate FM as proposed; and (2) petition by broadcast bureau for acceptance of its late filing in support of Community's petition. Member Nelson dissented. Action March 27.

■ In consolidated proceeding on AM applications of Marietta Broadcasting Inc. (WBIE), and Cobb County Broadcasting Co., both Marietta, Georgia, granted petition by Cobb to extend time to April 3 to file responses to WBIE's petition to enlarge issues. Action March 27.

■ Granted petition by broadcast bureau to extend to April 9 time to file responses to Cleveland Telecasting Corp. appeal to review board from ruling of presiding examiner in Cleveland TV channel 65 proceeding. Action March 27.

■ In consolidated AM proceeding in Dockets 8716 et al., granted motions by WPD Inc. Danbury, Milford Broadcasting Co., Milford, and Berkshire Broadcasting Corp., Stratford, all Connecticut, and corrected transcript of Feb. 25 oral argument. Action March 28.

■ Members Berkemeyer, Slone and Nelson (latter concurred in result), adopted decision granting application of Bartell Broadcasters Inc. to increase daytime power of WOKY Milwaukee from 1 kw to 5 kw and change from DA-1 to DA-2, continued operation on 920 kc with 1 kw night, and denying application of Don L. Huber for new AM on 920 kc, 1 kw, DA, D, in Madison, Wis. April 4, 1963, initial decision looked toward grant of Huber and denial of Bartell. Action March 26.

■ Members Berkemeyer, Nelson and Pincock adopted decision granting application of Billy Walker for new daytime AM on 1330 kc, 500 w, in Prattville, Ala., conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Docket 14419, and denying applica-

ETV fund grant

Following grant for matching federal funds for educational television has been announced by the Department of Health, Education and Welfare:

■ Fargo, N. D.—North Central Educational Television Association Inc.; \$130,173 for new TV station on channel 13 (KPHE-TV); total project cost \$205,270.

■ one year. Short-term license was prompted by certain violations in station's operations under Victor A. Michael, president and general manager and one-third owner. Commissioner Bartley abstained from voting. Action March 25.

■ Golden Rule Translator Inc., Mill City, Ore.—Waived Sec. 74.702(c) of rules and granted application for new UHF TV translator on channel 80 to rebroadcast programs of KOAP-TV (ch. 10) Portland; condition. Action March 25.

■ By order, commission denied application by Cleveland Broadcasting Inc. for review of Jan. 24 memorandum opinion and order of review board which, on latter's own motion, enlarged issues in Cleveland TV channel 19 comparative proceeding. Action March 25.

■ By memorandum opinion and order in proceeding on applications of Robert C. Whiteley Jr. and Katharine Whiteley, d/b as Tipton County Broadcasters, and Shelby County Broadcasters Inc. for renewal of licenses of WKBL Covington and WHEY Millington Tenn., respectively, commission (1) denied motion by Fred E. Jones, trustee in bankruptcy, that he be substituted for Shelby County Broadcasters as party, but accepted for filing his tendered exceptions; (2) denied petition of Tipton County for immediate grant of WKBL license renewal application; (3) refused to accept various filings by Katharine Whiteley; and (4) scheduled oral argument on April 27 on exceptions by Shelby County, Tipton County and Fred E. Jones, with latter to have limited standing for participation. Chairman Henry and Commissioner Cox not participating. Action March 25.

■ Commission issued decision which: (1) denies application of WWIZ Inc. for renewal of license of WWIZ Lorain, Ohio, and for transfer of control from Sanford A. Schaftz to Lorain Journal Co.; (2) denies applications of Sanford A. Schaftz and Guy W. Gully, d/b as Community Telecasting Co., for mod. of CP of WXTV(TV) (ch. 45) Youngstown, Ohio, and for assignment of CP to WXTV Inc. and for license to cover CP of that station; and (3) grants applications of Sanford A. Schaftz for renewal of license, mod. of license, and licenses to cover CP's of WFAF Farrel, Pa. March 6, 1963 initial decision looked toward granting WWIZ and WFAF and denying WXTV applications. Action March 25.

■ By memorandum opinion and order, commission denied petition by WDUL Television Corp. for reconsideration of May 29, 1963, decision which denied, on disqualification grounds, its application for additional time to complete construction of WHYZ-TV (ch. 10) Duluth, Minn., and of June 25, 1963, action which deleted call letters of WHYZ-TV and dismissed as moot application for transfer of control of WDUL Television Corp. from estate of Louis E. Caster, L. F. Gran, Bruce Gran, Ashley Robison and Joseph Balsch to Producers Inc. Commissioner Cox not participating; Commissioner Loevinger dissented. Action March 25.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, granted petition by Tri-Cities Broadcasters



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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 1

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,865	77	102	295
FM	1,117	40	159	273
TV	521 ¹	61	80	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 1

	VHF	UHF	TV
Commercial	477	95*	572 ¹
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 29

	AM	FM	TV
Licensed (all on air)	3,866	1,119	521 ¹
CP's on air (new stations)	77	40	61
CP's not on air (new stations)	102	127	79
Total authorized stations	4,045	1,286	661
Applications for new stations (not in hearing)	189	240	58
Applications for new stations (in hearing)	100	21	66
Total applications for new stations	289	261	124
Applications for major changes (not in hearing)	201	55	48
Applications for major changes (in hearing)	43	1	6
Total applications for major changes	244	56	54
Licenses deleted	1	0	0
CP's deleted	0	0	0

¹ Does not include six licensed stations off air.

* Includes three noncommercial stations operating on commercial channels.

tion of Prattville Broadcasting Co. for new daytime AM on same frequency with 1 kw, DA, in Prattville. June 21, 1963 initial decision looked toward action. Action March 26.

■ Members Berkemeyer, Pincok and Slone adopted decision waiving Section 73.24 (g) of rules and granting application of O. K. Broadcasting Corp. to increase daytime power of WEEL Fairfax, Va., on 1310 kc from 1 kw to 5 kw and change from DA-N to DA-2, continued nighttime operation with 500 w; conditions include precluding pre-sunrise operation with daytime facilities pending final decision in Docket 14419. Jan. 15 initial decision looked toward action. Action March 25.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted joint motion by Thomas B. Friedman, t/as Calhio Broadcasters, and Tele-Sonics Inc. to extent of dismissing, but with prejudice, their applications for new AM's in Seven Hills and Parma, Ohio, respectively and retained in hearing status application of Salem Broadcasting Co. for new AM in Salem, Ohio. Action March 25.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at March 25 prehearing conference in proceeding on AM application of WXXX Inc. (WXXX), Hattiesburg, Miss., continued April 20 evidentiary hearing to date to be decided at conclusion of further hearing conference to be held on May 18. Action March 25.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., granted their joint request to extend time from March 30 to April 3 for prehearing exchange of applicants' exhibits, with no change in April 14 hearing date. Action March 26.

■ Formalized by order certain agreements reached at March 26 prehearing conference in proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPLB), Greenville, both Michigan, in Dockets 15348-9, and scheduled certain pro-

cedural dates and continued April 27 hearing to June 9. Action March 26.

By Hearing Examiner Jay A. Kyle

■ Scheduled further prehearing conference, in lieu of hearing, for March 30 in proceeding on application of Salem Broadcasting Co. for new AM in Salem, Ohio. Action March 27.

■ Granted petition by Pepino Broadcasters Inc. to continue April 2 hearing to April 16 in proceeding on application for new AM in San Sebastian, P. R. Action March 25.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted request by Denver Area Broadcasters (KDAB), Arvada, Colo., to extend time to April 10 to file proposed findings and to April 30 for replies in proceeding on its AM application. Action March 27.

By Hearing Examiner Sol Schildhouse

■ Issued order following March 19 prehearing conference concerning applications of United Artists Broadcasting Inc. in Houston, Cleveland, and Boston TV proceedings and rescheduled further course of Houston proceeding with hearing to commence on June 15. Action March 25.

By Hearing Examiner Herbert Sharfman

■ Granted request by Victoria Television to extend time from April 1 to May 1 for exchange of direct affirmative written case and from May 1 to June 1 for hearing in proceeding on its application and that of Guadalupe Valley Telecasting Inc. for new TV's on channel 19 in Victoria, Tex. Action March 27.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 31

WPLM Plymouth, Mass.—Granted license covering changes in nighttime DA pattern.
WIZE Springfield, Ohio—Granted license covering installation of former main trans. for auxiliary purposes.

WHCO Sparta, Ill.—Granted license covering use of old main trans. at main trans. site for auxiliary purposes.

WIFM Elkin, N. C.—Granted license covering increase in power, installation new trans. and specify type trans.

WWOM New Orleans—Granted license covering change in ant.-trans. location, type

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trans., ground and ant. system (decrease height).

■ Granted licenses for following: WKZI Casey, Ill.; WVOC Battle Creek, Mich., and specify main studio site same as trans., conditions; WINU Highland, Ill., conditions

■ Granted licenses covering increase in daytime power for WAMV East St. Louis, Ill.; and power of WSIV Pekin, Ill., installation of new trans. and specify type trans.

■ Granted renewal of licenses for following: KFHA Lakewood, Wash.; WMUU Greenville, S. C.; WSBB New Smyrna Beach, Fla.; WSCR Scranton, Pa.; WABR Winter Park, Fla.; WCOA Pensacola, Fla.; WEAM Arlington Co., Va.; WINQ Tampa, Fla.; *KFJC(FM) Los Altos, Calif.; WJES Johnston, S. C.; WAVU-AM-FM Albertville, Ala.; WIFM Elkin, N. C.; WVOE Chadbourn, N. C.; WJEM Valdosta, Ga.; WMLT Dublin, Ga.; WOWL Florence, Ala.; WVLD Valdosta, Ga.; WCNU Crestview, Fla.; WQOK Greenville, S. C.; WSVB, Harrisonburg, Va.; WTLB Utica, N. Y.; K12BF, K10BB, K08AX, K12BE, K10BA, K08BA, K13BI, K11BI, K09BJ, E. A. O.-T. V., Ardenvoir, Orondo and Entiat, Wash.; K72BM, C & C Electronics Co., Olympia, Wash.

Actions of March 30

■ Following were granted SCA on sub-carrier frequency of 67 kc: WMAI-FM Panama City, Fla.; WEND-FM Ebersburg, Pa.; WTAW-FM College Station, Texas.

K08CU, K10DF, K12CS Coulee City, Wash.—Granted renewal of licenses.

WCBG Chambersburg, Pa.—Granted transfer of control to Molly Darr and Norman E. Messner (latter now 50% shareholder) through purchase of remaining stock from Samuel R. Youse and Lester J. Grenewalt for \$120,000.

KLGN Logan, Utah—Granted license covering change in hours of operation on 1390 kc, 500 kw DA-N, 1 kw-D, and installation of nighttime directional ant.

WBRE Wilkes-Barre, Pa.—Granted license covering use of old alternate main trans. as auxiliary-daytime and alternate main nighttime trans. at main trans. site.

KIMM Rapid City, S. D.—Granted CP to make changes in ant. system (increase height).

■ Granted licenses for following: W03AC, Atlantic Telecasting Corp., Fayetteville, N. C.; K03BJ, K07EM, K10EG, Spray Community Television Inc., Richmond, Spray and Twickenham, all Oregon.

Actions of March 27

WQIK-FM Jacksonville, Fla.—Granted mod. of CP to change type trans. and type ant., increase ERP to 50 kw, and decrease ant. height to 310 feet.

WBCO-FM Bucyrus, Ohio—Granted mod. of CP to change type trans. and type ant., specify ERP as 3 kw (horizontally polarized) and 890 w (vertically polarized), and decrease ant. height to 135 feet.

WASK-FM Lafayette, Ind.—Granted mod. of CP to change type trans. and type ant., specify ERP as 42 kw (horizontally polarized) and 4.4 kw (vertically polarized), and decrease ant. height to 310 feet.

WMVR-FM Sidney, Ohio—Granted mod. of CP to change type trans. and type ant.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WRMT Rocky Mount, N. C.; KXIV Phoenix, Ariz.

Actions of March 26

KAAA Kingman, Ariz.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WABC-FM New York—Granted renewal of license without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report on network study staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

■ Granted renewal of licenses for following: WBNB Charlotte Amalie, V. I.; WDX Orangeburg, S. C.; WGAS South Gastonia, N. C.; WMNZ Montezuma, Ga.; WYZE Atlanta, Ga.; WGEA Geneva, Ala.; K10DX, Conrad T. V. Club, Conrad, Mont.; K70BA, Orchards Community Television, Assn., Inc., Lewiston, Idaho; WBRE Wilkes-Barre, Pa.; WFJD(FM) and SCA, Rio Piedras, P. R.; WMJM Cordele, Ga.; WRCK Tuscumbia, Ala.; WDIG Dothan, Ala.; WRLD Lanett, Ala.—West Point, Ga.; K10CW, Carmen Creek & Big Flat TV Assn., Carmen, Idaho; K75AU, K78AU, Maupin Television Corp.,

Maupin, Ore.; K74AB, Jefferson County Television, Inc., Madras, Ore.

KTVT(TV) Fort Worth, Tex.—Granted CP to change ERP to 288 kw vis., and 144 kw aur.; trans. location to Cedar Hill, Tex.; type trans. and type ant.; make changes in ant. system, and increase ant. height to 1670 feet.

WQXT Palm Beach, Fla.—Granted CP to make changes in ant. system (increase height).

WHLF-AM-FM South Boston, Va.—Granted CP to change ant.-trans. and studio locations.

KPRC-TV Houston—Granted mod. of CP to change type ant., and make changes in ant. system and other equipment (main trans. and ant.).

■ Granted licenses covering changes for following: WSYE-TV (main trans. and ant.) Elmira, N. Y.; WSJS-TV (main trans. and ant.) Winston-Salem, N. C.

Actions of March 25

KFH-FM Wichita, Kan.—Granted CP to change facilities from 100.3 mc. ERP 11 kw, ant. height 410 feet, to 97.9 mc; ERP 31 kw; ant. height 370 feet; and change type ant.; conditions.

■ Granted renewal of licenses for following: WMBR Jacksonville, Fla.; WPNC Plymouth, N. C.; WMFR High Point, N. C.; WLSC Loris, S. C.

KKKW Lafayette, La.—Granted license covering increase in daytime power, installation of DA-2 (critical hours, employing directional ant. daytime), and new trans. (specify two main trans.).

K73AA Bishop and Big Pine, Calif.—Granted license covering changes for UHF TV translator.

WCHK-FM Canton, Ga.—Granted mod. of CP to install new ant.

■ Granted licenses for following: K02DP, Robert A. Neish, Grants Pass, Ore.; K07FB, Winner Junior Chamber of Commerce, Rural area northeast of Winner, S. D.; W08AL, WIIC Inc., Vandergrift, Pa.; K03CE, Leavenworth Non-Profit TV Assn. Inc., Leavenworth, Peshastin and vicinity, Wash.

Actions of March 24

■ Granted renewal of licenses for following: WHBG Harrisonburg, Va.; WSTS Masena, N. Y.; WTLK Taylorsville, N. C.

Rulemakings

PROPOSED

■ Commission invited comments to notice of proposed rulemaking looking toward amending its TV table of assignments to add VHF channel *9 to Grandview, W. Va., for noncommercial educational use. Board of Governors of University of West Virginia petitioned for assignment and stated that it hopes to serve 11 counties in southeastern sector of state. Action March 25.

■ Commission took these additional steps to prevent "double billing" practices: 1. Proposed rules to prohibit these practices on which comments are invited by May 4, and reply comments by May 19, and; 2. By separate public notice, explained applicability of proposed rules with interpretations of fraudulent billing methods. Action March 25.

PETITION FOR RULEMAKING FILED

■ By memorandum opinion and order, commission denied petition for rulemaking by WLOD Inc. to amend FM table of assignments in Florida by assigning channel 274 to Pompano Beach by substituting 300 for 274 at Delray Beach and 221A for 300 in West Palm Beach. Commission feels that addition of first FM assignment at Pompano Beach at cost of replacing wide coverage assignment at West Palm Beach with limited coverage channel was not warranted. Action March 25.

PETITION FOR RULEMAKING FILED

■ Olean, N. Y.—Olean Broadcasting Corp. Requests institution of rulemaking looking toward assignment of channel 265A or 269A to Olean, N. Y.



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What rating firms must live up to

TEXT OF GENERAL AND SPECIFIC RATING COUNCIL STANDARDS

The "minimum standards" for broadcast rating research, developed by the Broadcast Rating Council, were made known last week, along with the procedures by which rating firms may secure accreditation by the council (see story this issue). Here, in full text, are the minimum standards as announced by the council:

INTRODUCTION

The Broadcast Rating Council Inc. believes that adherence to the following minimum standards is necessary to meet the basic objective of valid, reliable and effective broadcast audience measurement research.

In this document, all references to "rating services" are intended to mean "broadcast rating services."

Acceptance of these minimum standards by a rating service is one of the conditions of accreditation by the Broadcast Rating Council Inc.

In final form, these minimum standards will be in two sections: I. General; II. Specific.

I. GENERAL STANDARDS

These are the standards that are generally considered basic to all social research. They apply to all rating services regardless of methodology. Included are such aspects as training of interviewers, instructions to respondents, instructions to editors, tabulators, etc.

The general standards which are listed herein are divided into two groups:

a) *Ethical and operational standards.*—These are standards governing the quality and integrity of the entire activity.

b) *Disclosure standards.*—These standards specify the detailed information about a rating service which must be made available to users, to the Broadcast Rating Council Inc. and its audit agent as well as the form in which the information should be made available.

A. Ethical and Operational Standards

1. It should be the aim of each rating service to try constantly to control to reasonable levels the possibilities of bias, distortion, and human error in all phases of its activities.

2. Each rating service shall open such areas of its operation to the Broadcast Rating Council Inc., and/or such CPA firms designated for the purpose of auditing to permit reviews and audits of those procedures and operations that bear upon the ultimate reporting of audience measurements.

3. The anonymity of all interviewers, supervisors and servicemen should be preserved. The audit firm, however, would have the right to check with these and any other appropriate persons as part of the auditing process, but with the same requirements as to anonymity in the audit reports.

4. If a respondent has been led to believe, directly or indirectly, that he is participating in an audience measurement survey and that his anonymity will be protected, his name, address or such other identifying information shall not be made known to anyone outside the rating service organization, with the following exceptions:

(a) The audit firm of the Broadcast Rating Council Inc., in the performance of an audit, or such disclosures as required in a hearing before the Broadcast Rating Council Inc.

(b) The broadcast rating service at its discretion may permit other reputable research organizations to reinterview respondents in the conduct of special research studies.

5. The sample design for each rating report should be so constructed to represent, to a reasonable degree, the universe being measured (households, individuals, sets, etc.).

Where significant deviations are considered, by the rating service, to be desirable and/or unavoidable, such deviations shall be described clearly in each rating report.

6. The sampling plan used by each rating

service for each survey shall be clearly described and shall explicitly cover such aspects of sampling as the selection of the desired samples, callback procedures, substitution procedures, etc.

7. Each rating service shall maintain, for 12 months, records of:

(a) All attempts to place diaries or meters, or to obtain interviews or whatever other form of cooperation is required for execution of the research technique used.

(b) All cases in which the said attempts were unsuccessful, including but not limited to refusals, not-at-home, cases requiring further discussion and/or correspondence (e.g., with another member of the household), busy signals (phone), don't-answers (phone or mail), disconnects (phone) and returns from postal authorities.

(c) Actual or apparent reasons for non-cooperation—if known to and considered reasonably reliable by the field worker.

(d) Which households (or individuals) represent original sample selections, and which are first, second, third, etc., substitutions.

(e) For all replacements: the information required by sections (a), (b), (c) and (d) above.

8. Appropriate quality control procedures shall be maintained with respect to all external and internal operations which may reasonably be assumed to exert significant effects on the final results.

Quality control shall be applied, but not necessarily limited, to data collection, editing, collating, tabulating and printing.

9. All field personnel (including supervisors) shall be thoroughly trained in their work. Such training should provide assurance that:

(a) They know the responsibilities of their positions.

(b) They understand all instructions governing their work, that they will deviate from such instructions only when apparently justified by unusual conditions and that such deviations will be reported in writing.

(c) They recognize and will avoid any act which might tend to prejudice, condition, misrepresent or bias the information obtained from respondents.

10. The field work of each rating service should be verified by spot checks or other procedures appropriate to the techniques used to verify or inspect the work of interviewers, supervisors and other field personnel.

11. To assure high quality of performance, interviewers and other field workers shall be informed that their work will be checked at appropriate intervals.

Every effort will be made to avoid divulgence, to such persons, of the checking procedures and the times and places to be selected for checking.

12. Interviewer and supervisor records shall be maintained at least 12 months by each rating service to show: name, date of work, time, type of work, location of work, manner of payment (Payroll—part-time—hourly—per interview, etc. Bonus system, if any).

13. Interviewers shall be asked to verify their work performance by signing a certificate covering the specific work performed as specified in the instructions. This statement may be in a form such as the following: "I, . . . , personally have conducted the above interview, Number . . . to . . . as specified in the instructions." The certificate may also provide for the noting of any exceptions.

14. Employees shall be instructed to make written or other notations of cases which appear to represent erroneous recording or reporting of viewing or listening, (e.g., continuous usage of TV or radio set for abnormally long periods of time, diaries on which beginning of programs is noted and not the ending; or when there is a conflict among program titles, station call letters or channel number.)

Except where such cases are disposed of in accordance with a specific operating policy or procedure known to the Rating Council (such cases being retained in a manner which would make it feasible for the CPA to locate, study and tabulate the material), records shall be made showing the disposition of all such cases.

B. Disclosure

1. Concise descriptions of the survey methodologies used by each rating service shall be included in each rating report. These shall include definitions of sample, technique used, delineation of area or areas for which ratings are reported, periods to which the viewing or listening data are applicable and a statement as to whether weighting and/or adjustment factors have been used.

2. Each report shall mention all omissions, errors and biases known to the rating service which may exert a significant effect on the findings shown in the report.

3. Each rating report should point out known deviations, from standard operating procedures of the rating service, which may exert a material effect on the reported results.

4. As evidence of rate of cooperation achieved, each rating report shall show the number of different households (or individuals or other interview designations) initially selected and designated for attempts to get rating information and the number among these that provided usable rating data utilized for that specific rating report. If any of the usable interviews or responses is not included in the final rating report, that fact and the selection procedure will be noted in the report.

5. To show the degree to which the sample of usable interviews does represent the universe it is purportedly measuring, each rating service shall show in a prominent place in each report a comparison of sample data with comparable universe data (such as households or individuals) as published by acknowledged primary sources, and according to counties or reasonable county groupings. In the case of services using continuing samples, the above information shall be published in each report but need be updated only semi-annually.

6. Geographic areas surveyed should be clearly defined in each rating report. In each case, the criteria and/or source used

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in the selection of the survey area shall be given.

(Thus, if the area surveyed is the metro area as defined by the U. S. Census, it should be so recorded in the report.)

7. Surveys executed by a rating service for a specific client or clients shall clearly show that the report is of a special nature and not part of the regular syndicated rating service. Such report should show the name of the client or clients and shall have an appearance which clearly distinguishes it from the regular rating report.

8. The samples used in audience measurement surveys are subject to many kinds of error. Some of these are nonsampling errors, which may be due in part to the manner in which the survey is conducted, the methodology used in the survey, and noncooperation or nonresponse on the part of designated respondents.

However, even a true probability sample is likely to include errors due to the operation of chance in the selection of the sample. The size of this chance variation depends among other things on sample size. In essence, the degree to which the average of a sample tends to vary from the average of the whole body of data (universe being measured) depends, other things being equal, on the size of the sample.

Thus, the variation of the sample from the universe being measured due to size of sample alone may be expressed as statistical tolerances or standard error based on the appropriate formula for the specific sample selected by the rating service.

Since the sampling process used in all audience measurement research is subject to "sampling error," each rating service should include in a prominent position in the rating report, preferably in the front of the book, the standard error, the formula

used, and a chart or table listing for one and/or two standard errors, the statistical tolerances for representative rating estimates and for typical sample breakdowns in the report.

It should be stated in the report that tolerance of two standard errors can be obtained by doubling the standard error. The reader of the report shall be advised by the rating service that the publication of estimates of sampling error does not imply that a probability sample design has been achieved.

In addition, each rating report should illustrate and explain the use of standard error with typical rating data and breakdowns.

9. All weighting or data adjustment procedures utilized by a rating service in the process of converting basic raw data to rating reports shall be clearly stated in the records of that rating service, and made available to all users of the rating reports along with the reasons for such adjustments or weighting procedures.

10. Each rating service shall indicate the minimum number of sample returns required according to its standards for the issuance of a rating report.

This minimum may be different for each rating service in view of differences in:

- (a) Methodologies employed by the services;
- (b) The number of broadcast services (stations) being measured;
- (c) The percentage of homes using radio, homes using television or the appropriate equivalent.

11. Each rating service shall indicate the normal sample return for each survey and shall indicate in a prominent position when the return is below normal but not below

the minimum required for issuance of a report.

12. Each rating service should indicate the minimum sample base required for the reporting of cross tabulation data (demographic and consumer information).

In the event that the sample in one survey period is inadequate for proper reporting of this type of information, it may be necessary to combine the samples of two or more successive comparable survey periods.

13. If a rating service has established that any station has employed special nonregular promotional techniques that may distort or "hypo" ratings, then said rating service will publish in the appropriate report a notice to this effect.

14. If a rating service has knowledge of apparent rating distorting influences such as unusual weather, catastrophes, political or social events, pre-emptions such as World Series, elections, congressional hearings, station failures, etc., the rating service will indicate in its reports the existence of such conditions during the survey period.

II: SPECIFIC STANDARDS

In addition to the general standards applicable to all rating services, specific standards would be established for each research methodology used by a rating service.

Since these standards must be developed for each specific research technique, they will have to evolve over a period of time from the questionnaires, audits and methodology studies which will be conducted by the council or related industry groups such as the NAB Research Committee. This being a voluntary effort, such enacted changes will be forwarded to and discussed with the affected rating service or services.

ON THE TV NETWORKS THIS SPRING

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Ab-

brevisions: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Published first issue in each quarter.

CBS-TV 5-5:30 *Alumni Fun*, Am. Cyanimid; 5:30-6 *Amateur Hour*, J. B. Williams. NBC-TV 5-5:30 *Sunday*, cont.; 5:30-6 *GE College Bowl* (C), General Electric.



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SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service. CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service. NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV *Challenge Golf*, part. CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust. NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Discovery '64*, part.; 1:30-2 *Issues and Answers*, Nationwide Insurance. CBS-TV 1-1:45 No network service; 1:45-4:45 *Baseball Game of the Week* (starts 4/19), part. NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & Public Affairs, part.

2-5 p.m.

ABC-TV 2-2:30 *Directions '64*, sust.; 2:30-5 No network service. CBS-TV 2-2:30 No network service; 2:30-4 *CBS Sports Spectacular*, Ford, Schlitz, P. Lorillard, Bristol-Myers, Carter; 4-5 *One of a Kind*, sust.; *Baseball Game of the Week*, cont. (starts 4/19). NBC-TV 2-4:30 *Baseball* (starts 4/19) part.; 4:30-5:30 *Sunday*, part.

5-6 p.m.

ABC-TV *Trailmaster*, part.

6-7 p.m.

ABC-TV No network service. CBS-TV 6-6:30 *Twentieth Century*, Prudential; Mr. Ed, part. NBC-TV 6-6:30 *Meet the Press* (C), co-op. part.; 6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *Empire*, part. CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *My Favorite Martian*, Kellogg, Toni. NBC-TV 7-7:30 *Bill Dana Show*, S. C. Johnson, Vicks; 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), RCA, Eastman Kodak.

8-9 p.m.

ABC-TV *Empire*, cont.; 8:30-10 *Arrest and Trial*, part. CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever. NBC-TV *Walt Disney*, cont.; 8:30-9 *Grndt*, P&G.

9-10 p.m.

ABC-TV *Arrest and Trial*, cont. CBS-TV 9-9:30 *Made in America*, part.; 9:30-10 *Celebrity Game*, part. NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV No network service. CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg. NBC-TV *duPont Show of the Week*, duPont, and *NBC News Specials*.

11-11:15 p.m.

ABC-TV No network service. CBS-TV *CBS News with Harry Reasoner*,

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Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *Price Is Right*, part.
CBS-TV 10-10:30 *CBS News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-11 *Word for Word* (C), part.

11 a.m.-Noon

ABC-TV 11-11:30 *Get the Message*, part.; 11:30-12 *Missing Links*, part.
CBS-TV 11-11:30 *The McCoy's*, part.; 11:30-12 *Pete & Gladys*, part.
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Jeopardy*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Father Knows Best*, part.; 12:30-1 *Tennessee Ernie Ford*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression* (C), part.; 12:30-12:55 *Truth or Consequences* (C), part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, part. and P&G.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-2:55 *Day in Court*, part.; 2:55-3 *Lisa Howard News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:25 *Let's Make a Deal* (C), part.; 2:25-2:30 *News*, S. C. Johnson; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Queen For a Day*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Loretta Young Theatre*,

part., *Another World* (starts 5/4), 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV *Trailmaster*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 *Make Room for Daddy*, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran with the News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite*, part.; 7-7:30 No network service.
NBC-TV 6-7 No network service; 7-7:30 *Huntley-Brinkley Report*, part.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Bob Young with the News*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Outer Limits*, part.; 8:30-10 *Wagon Train* (C), part.
CBS-TV 7:30-8 *To Tell the Truth*, Whitehall Pharmacal, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *The Lucy Show*, Gen. Foods, Lever.
NBC-TV 7:30-9:30 *Monday Night at the Movies*, part.

9-10 p.m.

ABC-TV *Wagon Train*, cont., part.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV 9-9:30 *Monday Night at the Movies*, cont., 9:30-10 *Hollywood and the Stars*, Timex, Purex.

10-11 p.m.

ABC-TV *Breaking Point*, Brown & Williamson, Alberto-Culver, Armour, Colgate, part.
CBS-TV *East Side/West Side*, Philip Morris, Gen. Foods, part.
NBC-TV *Sing Along with Mitch* (C), part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, Am. Tobacco, Miles, Armour, part.; 8:30-9 *McHale's Navy*,

R. J. Reynolds, Gillette, part.
CBS-TV 7:30-8 *Marshall Dillon*, co-op.; 8-9 *The Red Skelton Hour*, Whitehall, Lever, Philip Morris, S. C. Johnson.
NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-9 *You Don't Say* (C), Brown & Williamson, Colgate.

9-10 p.m.

ABC-TV *The Greatest Show on Earth* (C), Am. Tobacco, Alberto-Culver, Kaiser, part.
CBS-TV 9-9:30 *Petticoat Junction*, P&G; 9:30-10 *The Jack Benny Show*, Gen. Foods, State Farm Mutual.
NBC-TV *Richard Boone Show*, Reynolds Metals, Volkswagen, P. Lorillard, Pharmacrast.

10-11 p.m.

ABC-TV *The Fugitive*, Standard Brands, Procter & Gamble, Brown & Williamson, Beecham, 3M, part.
CBS-TV *The Garry Moore Show*, Oldsmobile, R. J. Reynolds, S. C. Johnson.
NBC-TV *Bell Telephone Hour*, Bell (C), alternating with *Andy Williams Show*, S&H Green Stamps, and news specials.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Adventures of Ozzie & Harriet*, American Dairy, American Gas, Nalley's part.; 8-8:30 *The Patty Duke Show*, Gen. Mills, Breck, Sterling Drug, part.; 8:30-9 *Farmer's Daughter*, Bristol-Myers, L&M.
CBS-TV 7:30-8:30 *CBS Reports*, part.; 8:30-9 *Suspense*, part.
NBC-TV *The Virginian* (C), part.

9-10 p.m.

ABC-TV *Ben Casey*, Alberto-Culver, P&G, Brown & Williamson, Noxzema, Bristol-Myers, part.
CBS-TV 9-9:30 *Beverly Hillsbillies*, Kellogg, R. J. Reynolds; 9:30-10 *Dick Van Dyke Show*, P&G, P. Lorillard.
NBC-TV *Espionage*, part.

10-11 p.m.

ABC-TV *77 Sunset Strip*, part.
CBS-TV *The Danny Kaye Show*, American Motors, Armstrong, Ralston Purina.
NBC-TV *Eleventh Hour*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Flintstones* (C), Best Foods, Welch, part.; 8-8:30 *The Donna Reed Show*, Nabisco, Campbell; 8:30-9 *My Three Sons*, Hunt Foods, Quaker Oats.
CBS-TV 7:30-8 *Password*, R. J. Reynolds, Bristol-Myers; 8-9 *Ruuhide*, part.
NBC-TV 7:30-8:30 *Temple Houston*, part.; 8:30-9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV 9-9:30 *Ensign O'Toole*, part.; 9:30-10:30 *The Jimmy Dean Show*, part.
CBS-TV *Perry Mason*, part.
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel* (C), Ford.

10-11 p.m.

ABC-TV 10-10:30 *Jimmy Dean*, cont.; 10:30-11 *ABC News Report*, sust.
CBS-TV *The Nurses*, part.
NBC-TV *Kraft Suspense Theatre* or *Perry Como Specials* (C), Kraft.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Destry*, R. J. Reynolds, part.; 8:30-9:30 *Burke's Law*, Liggett & Myers, Lever, Breck, part.
CBS-TV 7:30-8:30 *The Great Adventure*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, P&G.
NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Bob Hope's Chrysler Show* (C), Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Burke's Law*, cont.; 9:30-10 *The Price Is Right*, Block, L&M, Chevrolet, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Tw-*

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TV specials in second quarter

ABC-TV

April 12: 12-1 p.m.
The Saga of Western Man "1964," (C), Upjohn.
 April 13: 10 p.m.—conclusion
Academy Awards, P&G, American Honda.
 June 7: 5-6 p.m.
Thunderbird Open Golf Tournament.
 June 13: 4-5 p.m.
Buick Open Golf Tournament, Buick.
 June 14: 4:30-6 p.m.
Buick Open Golf Tournament, Buick.
 June 27: 9:30 p.m.—conclusion
AFL Coaches All-Star Football Game, Georgia-Pacific, Hartford Ins., Gen. Cigar, Goodyear, Schlitz, Bristol-Myers.

CBS-TV

April 5: 4-4:30 p.m.
CBS Match Play Classic.
 April 11: 5-6 p.m.
Masters Golf Tournament, Travelers Ins., Cluett Peabody.
 April 12: 4-5:30 p.m.
Masters Golf Tournament, Travelers Ins., Cluett Peabody.
 April 19: 8-9 p.m.
Mr. & Mrs. (Bob Hope & Lucille Ball), Lipton, Chemstrand.
 May 2: 5-6 p.m.
The Kentucky Derby, Pabst, R. J. Reynolds, Norelco.
 May 16: 5:30-6 p.m.
The Preakness, Pabst, R. J. Reynolds, Norelco.
 May 17: 10-11 a.m.
Whitsunday Special Program.
 June 3: 9:30-11 p.m.
Once Upon a Mattress, Lipton, Scott.
 June 6: 4:30-5 p.m.
The Belmont Stakes, Pabst, R. J. Rey-

nolds, Norelco.

NBC-TV

April 10: 8:30-9:30 p.m.
Variety Special (Jack Benny, Andy Williams, Tennessee Ernie) (C), Colgate.
 April 10: 10-11 p.m.
Actuality, Humble Oil.
 April 12: 6-7 p.m.
Petey and the Pogo Stick.
 April 12: 10-11 p.m.
Carny, Humble Oil.
 April 22: 7:30-9 p.m.
World's Fair Special (C), U. S. Steel.
 April 26: 10-11 p.m.
Shakespeare, Humble Oil.
 April 28: 10-11 p.m.
Brinkley on Boxing, Xerox.
 May 10: 10-11 p.m.
Jawan: The Defense of India, Humble Oil.
 May 12: 8:30-9 p.m.
West Virginia and Nebraska Election Returns.
 May 24: 10-11 p.m.
The River Nile, Humble Oil.
 May 25: 10-11:30 p.m.
Emmy Awards, Libby, McNeil & Libby, Timex.
 May 26: 10-11 p.m.
1964 Political Candidates, Xerox.
 May 31: 7-7:30 p.m.
Pre-California Primary Special.
 June 9: 9-10 p.m.
Red, White & Blue, Savings & Loan Association.
 June 9: 10-11 p.m.
French Army, Humble Oil.
 June 17: 9-10 p.m.
Actuality, Humble Oil.
 June 23: 10-11 p.m.
Polaris Submarine, Humble Oil.

light Zone, American Tobacco, P&G.
 NBC-TV 9-9:30 Bob Hope, cont.; 9:30-10
 That Was the Week That Was, part.

10-11 p.m.

ABC-TV 10-10:45 *The Fight of the Week*, Gillette, Con. Cigar; 10:45-11 *Make That Spare*, Brown & Williamson, Millers.
 CBS-TV *Alfred Hitchcock Hour*, part.
 NBC-TV *Jack Paar* (C), part.

SATURDAY MORNING, AFTERNOON & EVENING

8-10 a.m.

ABC-TV No network service.
 CBS-TV 8-9 *Captain Kangaroo*, part.; 9-9:30 *The Alvin Show*, part.; 9:30-10 *Tennessee Tuxedo*, part.
 NBC-TV 8-9:30 No network service; 9:30-10 *Ruff 'n' Reddy* (C), part.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *Magic Land of Allakazam*, part.
 CBS-TV 10-10:30 *Quick Draw McGraw*, part.; 10:30-11 *Mighty Mouse*, part.
 NBC-TV 10-10:30 *Hector Heathcote* (C), part.; 10:30-11 *Fireball XL-5*; part.

11 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon Show*, Mattel, Sweets, part.; 11:30-12 *Beany & Cecil*, Mattel, Gen. Mills, Goodrich, part.
 CBS-TV 11-11:30 *Rin Tin Tin*, part.; 11:30-12 *Roy Rogers*, part.
 NBC-TV 11-11:30 *Dennis the Menace*, part.; 11:30-12 *Fury*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods, Deluxe Reading, part.; 12:30-1:30 *American Bandstand*, part.
 CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1 *Do You Know?*, sust.
 NBC-TV 12-12:30 *Sgt. Preston of the Yukon*, part. (*Bullwinkle* (C) starts 4/18); 12:30-1 *Bullwinkle* (C), part. (*Mr. Wizard* starts 4/18).

1-2 p.m.

ABC-TV 1:30-2 No network service.

BROADCASTING, April 6, 1964

CBS-TV 1-1:30 *CBS Saturday News with Robert Trout*, Westinghouse; 1:30-1:45 No network service; 1:45-4 *Baseball Game of the Week* (starts 4/18), part.
 NBC-TV 1-5:30 *Baseball*, part.

2-5 p.m.

ABC-TV 2-2:30 No network service; 2:30-3:30 *Challenge Golf*, part.; 3:30-5 *Pro Bowlers' Tour*, part.
 CBS-TV 2-4 No network service; 4-5 *CBS Golf Classic*, part.; 2-4:45 *Baseball Game of the Week*, cont. (starts 4/18).
 NBC-TV *Baseball*, cont.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, Bristol-Myers, Gillette, Kaiser, P. Lorillard, part.; 6:30-7:30 No network service.
 CBS-TV No network service.
 NBC-TV 5-5:30 *Baseball*, cont.; 5:30-6 *NBC Sports Special*, part.; 6-6:15 *Saturday News Report*, sust.; 6:15-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 *Hootenanny*, part.; 8:30-9:30 *The Lawrence Welk Show*, J. E. Williams, Whitehall, Block, part.
 CBS-TV 7:30-8:30 *Jackie Gleason Show*, Colgate, Drackett, Phillip Morris, Ralston; 8:30-9:30 *The Defenders*, Brown & Williamson, Bristol-Myers, Lever, Allstate, part.
 NBC-TV 7:30-8:30 *The Lieutenant*, part.; 8:30-9 *The Joey Bishop Show* (C), P. Lorillard, Pharmacraft.

9-10 p.m.

ABC-TV 9-9:30 *The Lawrence Welk Show*, cont.; 9:30-10:30 *Hollywood Palace*, part.
 CBS-TV 9-9:30 *The Defenders*, cont.; 9:30-10 *The Phil Silvers Show*, Gen. Foods.
 NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.
 CBS-TV *Gunsmoke*, Whitehall, P&G, Am. Tobacco, J&J.
 NBC-TV *Movies*, cont.



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RADIO—Help Wanted

Management

Medium market. Willing and able to invest in minority ownership. Box C-435, BROADCASTING.

Wanted: Manager who can sell and operate with small staff in competitive Carolina market. Prefer experienced family man active in community affairs. Good salary commission arrangement. Replies held confidential. Box D-13, BROADCASTING.

Program manager radio station—station manager New England city is seeking an alert "take charge" program manager to handle all phases of programing and coordination of activities on air and promotion. Must be management caliber, have ability to organize busy work schedule and supervise personnel. Write in confidence stating all details. Box D-21, BROADCASTING.

Manager Midwestern single station market billing in six figures. Excellent opportunity for man with strong sales background. Must be able to stand thorough business and financial investigation. Box D-23, BROADCASTING.

Daytimer in pleasant small college town in mid Atlantic area losing manager to another field. Only station in area. If you like pleasant living and want to manage and sell, write immediately to Box D-33, BROADCASTING.

Sales/management trainee for Western Penna. college, market station. Good economy. Growing Penna. chain. Salary open. Send resume and picture to Larry Garrett, Manager, WDAD, Indiana, Penna.

Manager—Must have successful background of sales, sales training, sales supervision. Same ownership 18 yrs. Expanding group operation. Complete details and requirements first letter. Unique opportunity. WEAW, Evanston, Illinois.

Station manager—strong sales background to manage FM station currently well under potential for growing chain in major Michigan cities. Contact: M. Dow, Mid-states Broadcasting, East Lansing, Mich. 517-337-1318.

Sales

Opening for announcer salesman. Mid Atlantic states. Prove you have sales ability and complete management will be turned over in 6 months. Send complete resume, strictly confidential. Box C-448, BROADCASTING.

5000 watt fulltime Florida station has opening for experienced salesman. Good account list. Excellent opportunity to grow into management with 4 station group. Send photo resume to Box C-450, BROADCASTING.

Experienced combo salesman-news announcer for Western Pennsylvania medium market. Guaranteed earnings. Immediate opening. Box C-465, BROADCASTING.

Radio sales manager, Midwest major market. Experience necessary. Friendly, capable personnel. Rapidly growing city. Colleges and University. Send details. Box D-55, BROADCASTING.

Sales—(Cont'd)

Sales manager trainee wanted by Western N. Y. good music station. If you have proven sales record, are civic minded and interested in raising family in growing University community. Call me immediately. Good air voice can help. Don Novelli, WBUZ, 716-672-2157.

Salesmen wanted: Have room for live-wire men who love money. WWOW, Conneaut, Ohio.

Experienced salesman. Limited board work. Must be devout Evangelical. Box 13535, Orlando, Fla.

Announcers

Have you worked for a top 40 station without top 40 music? It will be the most challenging and stimulating experience of your life if you are truly talented and are prepared to pay the price of success. Midwestern kilowatt. Box C-209, BROADCASTING.

Announcer with morning show experience and good news background needed immediately for opening at Pennsylvania radio station. Excellent opportunity for good man. Send tape, references, background and salary expected first letter. Box C-403, BROADCASTING.

Versatile announcer for broadcasting plus outside shows, news, South-southwest. Box C-415, BROADCASTING.

Immediate opening for experienced announcer with station of bright happy modern sound. Send tape resume and references to Box C-449, BROADCASTING.

Do you have at least 1½ years experience? Are you anxious to advance into programing, production, play-by-play, traffic, etc? Our expanding Eastern group has announcer opportunity that will lead to advancement in these fields when you learn our adult format and policies. You must have a car and a good reputation. Salary start at \$100 week. Send air check and history to Box C-463, BROADCASTING.

KBUD Athens, Texas, seeking experienced, mature announcer. Adult programing.

Canada—top fight station—top market . . . looking for Canadians or Americans wanting to work. Top talents only—rush tape to Box D-1 BROADCASTING.

Combination announcer engineer, capable stable, age no barrier. Small station. Box D-29, BROADCASTING.

Capable dj-newsman. Illinois adult music kilowatt offers fine opportunity for qualified announcer who can gather, write and deliver news, news mobile reports, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume, telephone number. Box D-34, BROADCASTING.

Combination announcer-salesman wanted. Liberal salary plus great commission setup. Experienced fast paced announcing. Will train sales. Extensive credit and references check. Box D-43, BROADCASTING.

Vacation relief announcer needed for full-time work May 4, August 30, with possibility of employment beyond that date. Radio shift, with some TV booth. No news, commercial broadcast experience necessary. Send tape and photo with application. Box D-56, BROADCASTING.

Announcers—(Cont'd)

Wanted—5 lively-swinging experienced men for exciting revamped tight good-music format. Tape, resume, salary. Box D-65, BROADCASTING.

Versatile first class engineer-musicaster, morning man or newscaster. Opening August, North Jersey. Send resume KERRadio, 41 W 53rd St. New York, 10019.

Exceptional opportunity for mature, reliable, first-ticket announcer for permanent position with top-notch adult-music station. Excellent working conditions, fine studio equipment, production facilities, many company benefits. Real job security is yours if you are the right man. No maintenance required. We want a man strong on announcing ability. Salary open. Send tape and resume to Larry Graham, Program Director, KNOE Radio, Monroe, Louisiana.

Experienced announcer. AM & FM stereo. Pleasant climate. Scenic wonderland. Apartments available for single or couple. No family housing. \$85 and Blue Cross. If now in New Mexico or adjacent state call mgr. KRSN, Los Alamos, N. M.

Announcers—Staffing new FM. Send tape, photo, resume. K SIS, Sedalia, Missouri.

Opening for announcer-engineer with 1st ticket. KSMN, Mason City, Iowa.

Looking for opportunity—security—permanency? 1st phone modified top 40 dj—must be experienced all phases—have big voice—capable becoming p.d.—lots of hard work—medium pay with opportunity for good future in fast growing market—most ideal living conditions in America's climatic wonderland—no drifters. Call or write mgr. Lyle Richardson, KUDE, Oceanside, California 714-722-8294.

Announcer with first phone, no maintenance, WAMD, Aberdeen, Md.

Gotta good voice? First phone license? Golden opportunity in daytimer going 5000 watts if you can take instructions, praise and criticism in equal doses! Experience is not too important, enthusiasm is! WBUX, 215-348-3583, Doylestown, Penna. David Ross. P. D.

Experienced, creative announcers: Good position, smooth music station, fine community, scenic Central Virginia. Excellent recreation, fishing, AA baseball, Fine Arts Center, Little Theatre, Broadway Shows, Four Colleges, Atomic plant, diversified industry. Send tape and resume. WDMS, Lynchburg, Virginia.

Negro dj for rhythm blues/top 40. Contact manager, radio station WELE, Daytona Beach, Florida.

Immediate opening for morning man, who will also do news afternoons. Contact Nick Rawlins, Program Director, WFIN, Findlay, Ohio.

Radio WGKV, Charleston, West Virginia. Needs announcer for modern street level display studio. Rush tape.

Immediate opening, 5 kw daytimer. Experienced announcer. Send tape, photo, resume. WHAK, Rogers City, Michigan.

Announcers—(Cont'd)

Experienced announcer, 3 years minimum with 1st phone. \$100 per week. WHMC, Gaithersburg, Md. 301-948-9400

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Have immediate opportunity for announcer with good personable voice. No rock, adult music station. Good opportunity to move up to program director here or at one of our other stations. Send photo resume and tape to: WLAK, Box 827, Lakeland, Fla.

Announcer wanted. 2 years minimum experience. Send tape and references to Barry Medlin, WLCM, Lancaster, S. C.

Announcer needed with 1st phone license. No maintenance. Modern well equipped station playing up tempo big band music. Send tape, and resume to: E. D. Baydush, WLPM, Suffolk, Virginia.

Opening now for strong morning man with news ability for Western Pennsylvania daytimer. Need steady, reliable, mature, broadcaster with checkable references. Audition, resume, photo, recent earnings to Program Director, WPIC, Box 211, Sharon, Pa.

Immediate opening for experienced, mature-voiced announcer. Must be strong on commercials, better than average salary, five day week, vacation, sick leave, pension plan. Some TV audio. New Gates console. Send photo and complete resume to Hal Barton, Program Director WTAD, Quincy, Ill.

Two top 40 men for progressive, swinging station! Send resume immediately: WWOW, Conneaut, Ohio.

Need immediately, mature sounding personality interested in settling down with good music adult sounding station in Western N. Y. If you're polished with good news delivery, have at least 3rd class w/endorsement and can sell on and off air call now. Don Novelli, 716-672-2157.

Need three men who can move a show for new Midwest metro market station. Experience not as important as imagination and ability. Send tape, pic and resume to DE 7721 Nall, Prairie Village, Kansas.

Technical

First class, competent, young man wanted. No announcing. Eastern Pennsylvania. Box C-467, BROADCASTING.

North Carolina daytimer has opening for chief engineer who can sell or handle announcing shift. Replies confidential. Send complete resume . . . no tapes. Box D-14, BROADCASTING.

Wanted: Chief engineer position, 30 years in radio, 20 as chief, 1 to 50 kw directional, West or Northwest only. Box D-17, BROADCASTING.

Washington, D. C. area. Competent, experienced commercial radio 1st class man willing to undertake any assignment. Grow with company. Clean AM, FM news operation. Interview required. Send resume, and photograph to Burgreen, WAVA, Arlington 7, Va.

Immediate opening for experienced chief engineer, 1,000 watts daytime station. Primary duties maintenance with some announcing. Good salary and working conditions. Send resume to WATS, P.O. Box #189 Sayre, Pennsylvania.

Chief engineer. Kilowatt daytimer with FM. No announcing or shift work. Well-equipped station in college community. Must be experienced in maintenance and able to supervise complete operation. WLDS, Jacksonville, Illinois.

Sales engineers to represent a complete new line of superior, modern engineered, AM & FM broadcast transmitter and accessories. Commission basis only. State qualifications and desired territory. Contact Bernard Wise, President, CCA Electronics Corporation, Yeadon, Penna., or stop by CCA exhibit at NAB.

Production—Programing, Others

Young newsman: Earn a Master's degree and \$3,000 a year. Graduate assistantships in broadcast news open in professional school of journalism at a major university. Graduate study includes work in newsrooms of large commercial stations in the nation's biggest cities. If you have some professional experience, a bachelor's degree, and a "B" average in college, you're eligible. Box C-354, BROADCASTING.

Wanted experienced radio program director for major Ohio market. Must be creative. No air work, no top 40. Send snapshot and all details 1st letter. Box D-22, BROADCASTING.

Top flight newsman, wanted by top rated independent in metropolitan market. Must be hard worker and know news. Mobile unit, beeper phones, tape recorders available to enable top man to do top job. Emphasis on local news, writing and airing. Send full particulars including tape, background, salary and references in first reply to Box D-31, BROADCASTING.

Newsman—Opportunity to move from small market to top 100 market. Join news staff of CBS radio & television station in Midwest. No previous TV experience necessary. Minimum of 1 year radio experience. Send brief resume, picture and audio tape Box D-68, BROADCASTING.

News director for gathering, writing, and broadcasting news. Good salary. Write KTOE, Mankato, Minnesota.

Hard-hitting newsman with mobile news experience wanted for expanding medium market, Midwest station. Send tape, complete resume and photo to David Baum, News Director, WDZ, Decatur, Ill.

RADIO—Situations Wanted

Management

Young, aggressive executive left comfortable corporation to assume managerial duties at rundown, unprofitable daytimer. Changed operation is now efficient, smooth, profitable in highly competitive medium-major market situation. Ready for bigger opportunity in executive capacity. Personal background includes sales, promotion, programing. Family man, college grad., active in community. Personal interview will confirm qualifications. Will relocate anywhere, but prefer Midwest. Box D-2, BROADCASTING.

If you are on the lookout for a radio station manager or sales manager for either radio or television, we have an excellent man in our organization who is looking for an advancement. We can give him the highest recommendation. He will be with our organization at the NAB convention. Write Box D-15, BROADCASTING.

Eight years successful sales, executive ability, college, veteran, 33, family, best references. Only offers with a future considered. Box D-27, BROADCASTING.

Consistent top record in local and regional sales. Excellent media and personal history. Seek sales management opportunity. Box D-30, BROADCASTING.

Desire job station without preachers, rock, irritants, 28, single, degree, experienced, aloof conscientious. Unemployed year. News, writing, segue, voices, third. Box D-36, BROADCASTING.

Stop! Don't jump from the window just because your ratings are down and the agencies have stopped calling you. As manager I can transform your operation into Money Inc. Box D-38, BROADCASTING.

Professional broadcaster, 39, family. Eighteen years radio, last ten in management. Started as announcer, worked up through program director, assistant manager, sales manager, general manager in small and medium, single station and competitive markets. Successful record local and national sales. Complete references. Box D-44, BROADCASTING.

Double threat! Two man team, young, aggressive, enterprising. Between us: Sales management, program management, all phases radio. Families. Box D-53, BROADCASTING.

Sales

College graduate with 2 years announcing experience seeking sales trainee position with reputable, adult radio-TV station. Available immediately. Box D-42, BROADCASTING.

Announcers

DJ—wants to swing with top 40. One year middle of road experience. Single. Box C-256, BROADCASTING.

Southeastern University broadcasting school junior desires summer replacement work. Good music, top forty experience. Resume and tape on request. Box C-380, BROADCASTING.

Women love me for what I am. Humorous friendly personality. Prefer middle of road or good music station in medium-major market. Box C-429, BROADCASTING.

Top 40 dj with 1st phone that wants to swing now! Currently employed—but wants to rock—anywhere. Box C-439, BROADCASTING.

Major market announcer wants security solid operation, in good market. Box C-455, BROADCASTING.

Announcer DJ combo—4 years experience, cut all shows—good board. Married veteran, reliable and have excellent references—will consider all offers—now available. Box C-464, BROADCASTING.

Announcer morning man, first phone, bright delivery—warm personality—married, sober, dependable. Presently employed—desire location 50 miles radius N.Y.C. \$125.00 week. Box D-4, BROADCASTING.

Professional attitude and five years experience in large markets as staff announcer and news director. Thorough knowledge of good music. Experience in traffic continuity. Prefer work in news programing as staff announcer. Contact Box D-5, BROADCASTING.

Listen . . . to my tape. Highly rated metro market personality, bright happy pro sound. Box D-8, BROADCASTING.

Announcer. Experience as DJ & PD. Family, vet. Prefer good music station in the Southeast. Box D-9, BROADCASTING.

Top 40 program director personality, first phone, family. Wants progressive medium to major market. Box D-11, BROADCASTING.

Announcer with 1st phone: 21 yrs. old—8 mo. experience—grad. Announcers Training Studio—college—leaving present station for adequate reasons—\$115 week to start. No maintenance preferred. Box D-16, BROADCASTING.

Summer sit-in DJ/newsman. Young swinger, major market experienced, college, ticket, references. Box D-25, BROADCASTING.

DJ/Announcer experienced/cooperative/authoritative/airnews/personality-fast production, no floater. Box D-26, BROADCASTING.

To try to state my qualifications here would be inviting financial disaster. If you're remotely interested in combo live-wire, let's start talking at \$125. Box D-39, BROADCASTING.

Announcer: 17 years broadcasting, all phases. Currently employed and looking for larger operation with a chance for television. Family man, three children and eight years at present station. Interested in news, production and administrative work. Tape and references available on request. Box D-40, BROADCASTING.

Top 40 Negro Dee-jay, an aggressive air salesman. Brisk authoritative news. Excellent character. Box D-45, BROADCASTING.

Announcer, dj seeks Nevada, Kentucky, light experience, other locations considered, mature, have 3rd phone—1st by June. Box D-46, BROADCASTING.

Announcers—(Cont'd)

6 years announcing experience—good voice—personality—currently employed—married. Box D-49, BROADCASTING.

Combination dj-music director, great knowledge of pop music. Music—sports combo also considered. 5 years experience—reliable, dependable, asset to any station. Box D-50, BROADCASTING.

Polished pro; announcer, dj, newsman, plus first phone. Mature, married. Now tops, major market. Replies, let's talk business. Write Box D-51, BROADCASTING.

Interested in mature family man? Experienced all phases radio, news, sports, AM show. With same operation 10½ years. Excellent references. Debt free. Resume upon request. Interview arranged. Prefer Midwest. Box D-59, BROADCASTING

Top country dj—ten years experience. EMCEE-musician—best references. Box D-60, BROADCASTING.

Announcer—Good music or news. Excellent radio voice and warm friendly approach to music show, authoritative news delivery. Will consider TV. Presently employed in major market, must have 30 days notice. Box D-63, BROADCASTING.

We're swamped! Well-rounded morning man (complete with experience) wants a position on modern progressive station. Jolly, mayor-of-the-morning type will sell to, not scream at, your market. Strong on news and promos too. Please keep letters brief, as we are already working overtime to deal with your responses! Box D-66, BROADCASTING.

Experienced DJ, news, sports, willing to learn sales. Reliable, family man, age 28, address: John Truscetti, 1113 Fairlawn Drive, Rantoul, Illinois, 61866.

First phone, chief, and/or D.J. Tight programming, any format, know good music, 34, sober, dependable, Northerner, family, relocate, Ray, 1416 Floral, Ft. Myers, Florida, ED 4-5245.

First-phone announcer-dj, sober, family man, solid in community. Phone 614-286-1668. P. O. Box 285, Jackson, Ohio.

Veteran, degree accounting, single, 30, sincere, wants start Western States, details tape, Box 1334, Denver, Colorado, 80201.

Technical

High power experienced first class phone seeking position. Chief engineer or assistant. No announcing. \$135 week. Box C-232, BROADCASTING.

Engineer. Have ticket. Seeks experience. Willing to relocate. Will answer all replies. Box C-397, BROADCASTING.

First phone—inexperienced. Eager to learn, desires job in Southeast. Box D-41, BROADCASTING.

Chief-combo some announcing, newsman, DJ, prefer West. Bill Taylor, 14814 S. Raymond Ave., Los Angeles, 323-2673.

Production—Programing, Others

Fulltime summer job in radio news. Will cover conventions if you pay. Strong with on the scene reporting. Have convention experience. Will consider any summer news job. Salary and all details with first letter, please. Box C-376, BROADCASTING.

Stable young man with proven creative abilities, seeks position as film editor. Background includes production and laboratory. Resume on request. Box C-393, BROADCASTING.

Girl wishes radio, television work, please call 212-JE 8-5657 or Box D-52, BROADCASTING.

Production—Programing, Others Continued

Double threat! Two man team, young, enterprising, aggressive. Between us: Announcing, all sports, sales and program management. Families. Box D-54, BROADCASTING.

Experienced newsman seeking opportunity to perform. Well trained in all phases of broadcast news with imagination. Will apply references, audition tape and background upon request. Box D-61, BROADCASTING.

Experienced sportscaster desires relocation, smooth, authoritative style, strong sports knowledge, college graduate (Journalism and Physical Education, athletic scholarship), complete radio background, all phases, prefers Midwest. Box D-64, BROADCASTING.

News and sports director—7 years experience—play by play all sports—mobile news or news room. 36 Osceola, Denver, Colorado.

TELEVISION—Help Wanted

Announcers

News director—announcer wanted by medium market VHF, Mid-Atlantic region. Mature experienced, stable, family man, able to shoot, edit, 16mm, write and air cast. Send complete resume, references, salary requirements, audio tape, late picture and availability. Box C-458, BROADCASTING.

Experienced announcers needed for on air selling, booth and news. Send photo resume and tape perr. Video to operations director, P.O. Box 6159 Corpus Christi, Texas.

Technical

Southwestern VHF has interesting and challenging position now available for engineer qualified in use and maintenance of all types of television broadcast and test equipment. First phone required. Stable progressive company offering many benefits and excellent opportunity for advancement. Send resume and references plus present and desired salary to Chief Engineer KOAT-TV 1377 University Blvd., N.E. Albuquerque, New Mexico.

Transmitter supervisor, immediate opening, full power station, new GE 35 kw transmitter, world's tallest tower. Must be capable of assuming complete responsibility of transmitter maintenance and supervising. Contact Dave Chumley, KTHI-TV, Fargo, North Dakota. 237-5211

Video switcher. Mainly operations. Requires 1st class. Permanent position. Well equipped max power VHF in "God's country." Apply KULR-TV, Billings, Montana.

Need two first phone engineers immediately. One permanent and one vacation relief. Permanent man must be experienced. Will consider recent technical school graduate for vacation relief job. Send full information first letter. Contact R. Truscott, WITI-TV, 5445 N. 27th St., Milwaukee, Wis.

New college Audio-Visual installation requires experienced technician to operate and maintain A-V system including closed circuit TV. Skills in production and use of photographic materials and equipment also desired. Salary range \$8,000-\$10,000. Contact Wm. Dempsey at Essex during NAB or write director of personnel, Grand Valley State College, Allendale, Michigan.

Production—Programing, Others

Southeastern VHF seeking good beat and on camera newsman capable of filming, editing, writing, and gathering news. Send resume, photo and audio or video tape to Box C-342,

Production—Programing, Others Continued

Young newsman: Earn a Master's degree and \$3,000 a year. Graduate assistantships in broadcast news open in professional school of journalism at a major university. Graduate study includes work in newsrooms of large commercial stations in the nation's biggest cities. If you have some professional experience, a bachelor's degree, and a "B" average in college, you're eligible. Box C-355, BROADCASTING.

Director-announcer with dependability and originality. Must be able to handle board with accuracy and judgment. Box C-419, BROADCASTING.

Program, traffic manager sought by leading NE VHF. Salary depends on experience and ability. Box D-32, BROADCASTING.

Newsman—Opportunity to move from small market to top 100 market. Join news staff of CBS radio and television station in Midwest. No previous TV experience necessary. Minimum of 1 year radio experience. Send brief resume, picture and audio tape Box D-67, BROADCASTING.

Program director—leading VHF has opening for PD with proven administration ability or who is ready to move up to such a position. The man we are seeking must be well grounded in all phases of TV program operation and capable of doing limited performing including a daily news or weather show. Send complete information, photo, SOF and/or tape to WSAV-TV, Savannah, Georgia. All replies confidential.

A-V administrator—An opportunity at a new state supported college exists for an energetic and creative person interested in the use of audio and visual systems for educational purposes. Skills and experience in A-V utilization, materials production, personnel administration required. College degree is essential and facility in one or more foreign languages is desired. Salary range \$10,000-\$13,000. Contact Wm. Dempsey at Essex during NAB or write director of personnel, Grand Valley State College, Allendale, Michigan.

TELEVISION—Situations Wanted

Management

TV manager or assistant: 45, sixteen years successful AM dual general manager/sales mgr., anxious to move to TV, flawless record, license. Box C-64, BROADCASTING.

Program manager with exceptional television experience available in May. Medium size market in Southwest preferred. Box D-19, BROADCASTING.

Management potential—You bet! 26-year old TV station manager. Experienced also in selling and station promotion. MA, marketing-personnel administration, BS liberal arts. Let's talk concerning any possibility. Resume furnished. Box D-47, BROADCASTING.

Announcers

Children's personality (who likes children) mimic, comic, artist, presently employed. Box C-358, BROADCASTING.

Twelve years radio/TV sales experience. Last six in TV. Presently VHF sales manager. Good record. Available in June. Box D-35, BROADCASTING.

Technical

Aggressive engineer, experienced in TV station design, construction, operation and management, seeks position as chief or assistant. Looking for new station to build and grow with, UHF or VHF. Complete overall background. For resume, write Box C-385, BROADCASTING.

First class engineer desires position in metropolitan East Coast or California area. Experience in all phases of TV. Ten years experience includes installation of radio and TV stations. Will consider summer replacement work. Box C-386, BROADCASTING.

TELEVISION—Situations Wanted

Technical—(Cont'd)

Engineer. Have ticket. Seeks experience. Willing to relocate. Will answer all replies. Box C-398, BROADCASTING.

Presently employed transmitter 5 kw AM directional looking for opening TV transmitter, 3 years RCA transmitter and TV service experience, familiar with TV transmitter installations. Box D-8, BROADCASTING.

Transmitter engineer: Heavy on construction and maintenance, TV and radio. Manufacturing experience with RCA. 30 years electronic background. Box D-7, BROADCASTING.

Production—Programing, Others

News director: Experienced investigative reporter seeks news-in-depth opportunity. 13 years. excellent airwork, references. Box C-103, BROADCASTING.

News director—TV/AM. Track record of skilled news reporting. High caliber person and performance. No personal problems. Start \$700. Box D-3, BROADCASTING.

Aggressive newsman, proficient in gathering, writing and filming, college degree. Desires strong news market, position with airwork. Audition film available. Try me. Box D-37, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: Used 3½ inch transmission line. Reply Box C-234, BROADCASTING.

Wanted: One 200' self supporting tower capable of supporting 10' microwave dish. Also need a complete 2000 mc. 10 watt microwave system in good condition. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

VHF TV transmitters, cameras, all studio equipment, test equipment, relay xmtrs, antennas. Technical Systems Corp., 42 W. 15th St., N.Y. 11, N.Y. CH 2-1949.

Will buy or trade used tape and disc recording equipment—Ampex Concentone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

One 5 kw video amplifier/UHF in good working condition. Write Box D-24, BROADCASTING.

Two PT-6 series Magnecord tape recorders in A-1 condition. Box C-422, BROADCASTING.

FOR SALE

Equipment

UHF 1 kw Continental transmitter modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—\$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Tempebar 2-3527.

Heliac coaxial cable, HJ5-50 type, new, 85¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

For sale: RCA type TTU1B UHF 1 kilowatt transmitter, excellent condition—\$15,000. Box C-308, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

For Sale: 2 ea. 343 tubes. Brand end with only 1000 hours service. \$150 ea. Also sockets for same. Contact R. E. Owens, 421-1750, Cincinnati, 1906 Highland Ave.

Gates FM 10A 10 kw transmitter with stereo generator operating 98.7 mc, utility type 480 guyed 300 ft. tower complete with 8 Bay Jampro, antenna system and coaxial line, yard console. All equipment less than 3 yrs. old and currently in operation. \$19,500 FOB Detroit area site and subject to prior sale. Box C-432, BROADCASTING.

B-W and Gates, proof of performance package like new—\$450, Bogen 4 channel remote amplifier—very good, \$100, 5 GE antenna rings, \$50 each, GE micro-wave transmitter, 946 mc, \$250, micro-wave dish, 946 mc \$50, 160 ft. 1 5/8 transmission line, make offer. P.O. Box 7, Atlanta, Ga.

Two Blaw-Knox type CK self-supporting tapered, square cross section towers. One 399 feet, one 325 feet. Write Box C-451, BROADCASTING.

7½ & 15 ips. 2 channel Ampex PR 10-2 in-portable case. Used less than 8 hours as demonstrator. Still has warranty card. Net users price \$1255. Goes for 1st \$1000 check. Also demonstrator RCA BK-5B microphone for \$112. Box C-466, BROADCASTING.

Remember us? We are back. Visit our new store located mid Manhattan. TV, AM-FM xmtrs, test equipment, studio equip., tubes, components. The best in used equipment. Communication and short wave a specialty. We like to export. Technical Systems Corp., 42 W. 15th St., N.Y. 11, N.Y. CH 2-1949.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrounding, repair, etc. EC-604 crystals, also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electronic Company, Box 96, Temple, Texas.

Thermometer, remote electrical: used by over 1000 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure. Electro-Temp Co., Box 6111, San Diego 6, Calif.

Microwave audio sub-carrier unit. Raytheon TMA-75. Like new. Contact Mr. Frost, WHYN-TV Springfield, Mass. 413-785-1911

Available immediately—1st come first serve: 440 ft. one and five eighth inch Andrews Heliac Cable, 5 years old, \$450.00 FOB, San Antonio, plus spool \$50.00 or send yours. 470 ft. three-and-one-eighth inch Andrews Heliac Cable, 5 years old, \$450.00 FOB, San Antonio, plus \$50 for spool or send your own. Radio station KEEZ, Tower Life Bldg., San Antonio, CA 6-7001.

Eight new 833-A's \$50 each. Factory sealed cartons. Los Angeles, 213-786-1214.

Ampex 601 tape recorder, 620 playback. Both \$450. Kravitz, 13734 Judah, Hawthorne, California.

Ampex parts: Service parts available for all models, contact Mr. Cook, Shrader Sound Inc., 2803 M St., N.W., Washington, D. C. Phone 202-965-1300.

Need immediate cash. Ampex 601-2 stereo recorder, like new including microphone transformers, \$450. Gates Model 52-CS console, good condition. Make offer. ABS, P. O. Box 17127, Tampa, Florida. 33612

New video operating and test equipment—50% off. (Transistorized): Regulated power supply \$425. Pulse distribution amplifier \$465, Sync slave \$460, Video equalizer amplifier \$325. Lang Electronics Inc., 507 5th Avenue, New York, N. Y. 10017 MU 2-7147.

Lehigh Structural Steel Company, special narrow base, 260 foot self supporting tower, 2 feet square at top, 18 feet square at bottom. Excellent condition. On the ground ready to go with lighting accessories. A real buy. Homer Smith, WKOK, Sunbury, Penna.

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.

168 hours—concise, authoritative review of the past 168 hours—providing added depth and prestige with actualities and voice reports from key news centers. Profitable aired by stations from coast to coast, with special delivery for weekend programing. Write Box D-69, Broadcasting.

Antenna space available for communications, microwave, etc., 573' above sea level. 150' of tower space atop 14 St. bldg.; also 10' X 12' transmitter bldg. Power circuits and filtered ventilation. Call MA 5-1641, Mr. Ed Steele, 540 S. Hope St., Los Angeles 17, Calif.

Station breaks—A collection of one-line comedy pauses for breaks, station idents., dead spots, etc.—\$5.00—Show-Biz Comedy Service, (Dept. SB), 65 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, 3123 Gillham Road, Kansas City, Missouri.

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.

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.

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.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure, 259 Geary St.

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.

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 May 13, July 15 & September 23. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st class radio-telephone license in 8 weeks. Complete tuition \$295. Your license is guaranteed or a complete refund. Write Dr. Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1336 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

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.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P. O. B. 53321, New Orleans 50, Louisiana.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

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.

FCC license in six weeks. Total cost \$285.00. Complete combination course, DJ, newscasting, etc. Total cost \$450.00. Train in fabulous Houston. Houston Institute of Electronics and Broadcasting, 804 M and M Building, Houston, Texas. CA-7-0529.

RADIO—Help Wanted

Management

V.P. GEN. MGR.
Absentee group owner of profitable area VHF in a top 100 TV market in south central area seeks manager who can handle all details of management with minimum supervision. Can only consider man with proven management records. Will compensate accordingly. Preferably native of South or Southwest or with compatible environmental experience. Reply in complete confidence. No inquiries made without your approval.

Box C-402, BROADCASTING

Management—(Cont'd)

"Immediate Openings"

- (a) General Sales Manager—WNOR FM
- (b) Production Manager—WNOR AM
- (c) Air Personalities (3)—WNOR AM

Background and talent will determine starting salary. Unlimited advancement. Outstanding plant and working conditions. Production Manager must have creative talent with ideas that sell. Will take complete charge of commercial and station production. Air personalities must be experienced in swinging format, contemporary sound. No time and temperature screenters.

Three of these positions are newly created. Two men are leaving for major career advancement. Contact:

Jack H. Harris
Vice President
WNOR—Norfolk, Virginia

Announcers

MORNING MAN

We DON'T want a formula DJ. We do want a performer, a mature entertainer with style & class, who graduated from small markets a few years ago. Who is currently a successful morning man in a major market. Who is a professional, known and liked by client and agency. This is the station he is looking for. One of the top prestige stations in the east. A promotion minded management which likes and respects talent. Salary above \$20,000 good contract, rush tape.

Box C-281, BROADCASTING

Production—Programing, Others

AM-TV Combination in Virginia EXPANDING STAFF

Need immediately 3 versatile experienced people for the following positions:

SALESMAN—Draw plus commission at start. Future earning dependent upon ability.

CONTINUITY—Mature, experienced **DIRECTOR** person capable of directing busy copy department. Must be creative and energetic.

NEWSMAN—Top rated news department needs man with background in farm news. Good voice and diction required. Opportunity for special features and TV markets.

Anyone of these positions offers good opportunity for future. Send full particulars. Newsmen include tape.

Box D-58, BROADCASTING

Situations Wanted—Management

SOMEWHERE . . .

In Roanoke or Richmond, Charlotte or Atlanta, Charleston (either one), or some other medium to major size middle Atlantic or deep South city, there is a radio station that can use the multiple talents of a young (32), aggressive (and progressive), imaginative, and hard working manager with wide experience in all phases of station operation, and strong desire to return to the South. Presently successfully employed in a part of the country he does not like. If your station is the one, why not write, Box D-20, BROADCASTING. You will receive an answer.

Mort Silverman

veteran manager, sales executive is interested in making a permanent connection either with radio or TV. Available now. Will be at the NAB convention or 910 Royal St., New Orleans, Phone-504-522-3022.

Situation Wanted—Sales

INDEPENDENT RADIO TIME SALES ORGANIZATION, with headquarters in Chicago and serving the Midwest. **PROVEN SALES RECORD. SATISFIED STATION OWNERS OUR ONLY REFERENCE.** See us during the Convention at our office at

2705 W. Howard Street, Chicago
or call us at

743-5056

and we'll come down and visit with you . . .

ROBERTS ADVERTISING INC.

Situations Wanted—Announcers

What's left of the **NATION'S TOP RATED MODERN RADIO STAFF WANTS TO RELOCATE.** Available to major market stations are (A) 4 **TOP RATED JOCKS**, (1 former PD) (B) 3 **AWARD WINNING NEWSMEN**, (2 former news directors). Five figure salary chooses any number from columns A or B.

Box D-28, BROADCASTING

TELEVISION—Help Wanted—Sales

CAN YOU SELL TV PROGRAMMING

Leading TV film distributor seeks to expand its Account Executive force. Broadcast or print media sales experience helpful. If you are young, aggressive, enthusiastic, have the stamina our industry requires, are free to travel and most important of all, demonstrate growth potential, you may fit our bill. Write sufficient details about yourself to warrant an interview.

Box C-228, BROADCASTING

TELEVISION—Help Wanted—Technical

Production—Programing, Others

TV DIRECTOR

Top opportunity with major market East Coast VHF, extensive live schedule. Looking for man with basic, varied, directing background who can grow quickly into responsible position with great deal of creative freedom. Write or wire:

Box D-57, BROADCASTING

Situations Wanted—Announcers

TV Comedy—MC

Long, proven record of top ratings and sponsorship in major market of 2-million where presently employed. Minimum salary: \$20,000.

Box D-12, BROADCASTING

Production—Programing, Others

TV PROGRAM MANAGER AVAILABLE SOON . . .

Young, married, administrative assistant to General Manager is available. Fifteen years experience in Programing, Production, Film Buying, Sales, News & Public Affairs, and NAB Code Affairs. Salary secondary to opportunity. Prefer West or Southwest.

Box D-18, BROADCASTING

EMPLOYMENT SERVICE

MOVE TO THE ROCKIES!!!

We are the only agency in the seven-state Rocky Mountain area specializing in radio and TV personnel. Immediate openings for Managers, Salesmen, Engineers, Traffic, Copy, and other categories. Send inquiry and resume to:

RADIO AND TV DIVISION
COLORADO BUSINESS INSTITUTE
SUITE 641 EQUITABLE BLDG.
DENVER, COLORADO 80202

WANTED TO BUY—Stations

Radio Station

Wanted direct from owners. Please give complete details first letter. Qualified buyer. Reply in confidence to:

Box B-248, BROADCASTING

TV STATION

Wanted direct from owners. Please give complete details first letter. Reply in confidence to:

Box B-247, BROADCASTING

FOR SALE—Stations

TAMPA, FLORIDA

10,000 Watts—Non-directional day—1550 KC. New equipment—building—studios. Florida's largest industrial city. Ideal opportunity for Country—Western—Religious format. Priced at book value for quick sale. contact: John McLendon—Box 197 Jackson, Miss.—601-948-1617.

WEST COAST MAJOR METRO

5,000 watt fulltime station in one of the great growth markets of the West. Well-established and showing steady increases. Asking \$550,000 on terms to reliable broadcaster.

BOX C-213, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Appraisals Management Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

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NAB—Conrad-Hilton Hotel

April 3 thru April 8th

HAWAII. Fulltimer \$97,500 with \$48,750 down exclusive.

CALIFORNIA. Fulltimer asking \$225,000 with \$65,000 down, exclusive.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

CALIFORNIA CLASS-B FM PERMIT

Assigned to San Jose on 106.5 MC. Signal will cover large metro area from San Francisco south. Available for actual out-of-pocket costs of less than \$10,000. Quick action necessary.

Box C-366, BROADCASTING

N.E.	single	daytime	100M	Terms
Miss.	medium	daytime	80M	SOLD
Ky.	medium	fulltime	195M	35M
Fla.	metro	fulltime	240M	29%
South	metro	FM	45M	15M

buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30308

FOR SALE—Stations—(Cont'd)

FLORIDA

Single station small market. Valuable real estate ideal for Owner-manager. \$55,000. Low down payment. Long payout. Write:

Box D-48, BROADCASTING

SMALL MARKET

1 KW day in South Carolina operating in black. Poor health dictates immediate sale. \$48,000 cash or \$55,000 with \$19,000 cash and comfortable terms.

Box D-62, BROADCASTING

ORIGINAL OWNERS

Willing To Sell

500 watt daytime station. Proven money maker. Never before offered for sale. Only station in market of over 60,000 plus excellent coverage in market of half a million. \$300,000. 29% down, balance in three years. No brokers. Write:

Box D-10, BROADCASTING

C. P. FOR SALE AT COST

5 KW 2-tower daytime, 1280 kc. Spokane, Washington. Construction almost completed. Trade area 350,000 . . . rich market. D. Berthoff, 4104 N. "K" St., Spokane Wash. Phone FA 7-1018.

STATIONS FOR SALE

1. WESTERN METROPOLITAN. Daytime. \$150,000. 29% down.
2. PACIFIC NORTHWEST. Daytime on excellent frequency. \$57,500 down.
3. ISLAND STATION. Fulltime. \$75,000. Excellent terms.
4. MIDWEST METROPOLITAN. Daytimer. \$30,000 down.

JACK L. STOLL & ASSOCIATES
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Los Angeles 28, California

For Best Results
IF
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OR
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BUY OR SELL
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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The Music of America 1914-1964



1964 marks the 50th Anniversary of the founding of the American Society of Composers, Authors and Publishers.

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The chairman of the House Communications Subcommittee would much rather spend time with his wife and six children than create legal nightmares for the FCC, but because Representative Walter Rogers (D-Tex.) believes as firmly in the legislative powers of Congress as in the preservation of the home, the FCC has had dreams and Mrs. Rogers and the family have an occasional cold supper.

Mr. Roger's leadership in the recent assault on the FCC's proposal to set time standards for commercials grew quite naturally from his political philosophy, which is unshakably structured on the Constitution and his admitted "jealousy" of congressional powers. When the FCC headed into a rulemaking on commercials last year, Representative Rogers saw the move as a power grab and a challenge to the Congress.

The broadcaster-congressional struggle with the FCC on this point is history—the commission abandoned its rulemaking early this year and the House, by passing the Rogers bill 317-43 (BROADCASTING, March 2), gave the commission a stern warning not to roam again into the legislative pasture. Now he's trying to block the FCC's license application fees.

These conflicts have dramatized this Texan's steadfast belief that the voice of the people is heard clearest from the men they elect to Congress. "These duly elected representatives are responsible to the people," he has said. The "bureaucrats downtown"—in the FCC and all federal agencies in Washington—are insulated from the people, and here, he believes, lies danger. Congress has only delegated to the agencies "the power to implement judgments made by the Congress," not to make policy on its own, and this, he says, "was the basic issue in the commercial fuss."

In Tune with Broadcasters ■ Many broadcasters share Mr. Rogers's philosophy, and they believe that the Communications Subcommittee is safe in the hands of a man who understands their problems with the FCC. Fortunately for Mr. Rogers—and for broadcasters—the voters of the 18th Congressional District of Texas feel much the same way about his handling of their problems.

Mr. Rogers represents one of the most diverse districts in the U. S.—the Texas panhandle is almost the size of Indiana and is so politically mixed that anything the congressman does is sure to upset some group.

There are oilmen and cattle ranchers in the north (mostly conservative), city dwellers in urban Amarillo, which has a large John Birch Society element, and small grain and food farmers, who tend toward the liberal side, in the south.

BROADCASTING, April 6, 1964

The political touch from the panhandle

Mr. Rogers, pretty much of a conservative himself, was forced to take more liberal positions when he ran for re-election in 1962. His opponent, then mayor of Amarillo, took the extreme Birch view, and Mr. Rogers had to race down to the wire. His backers say he clinched victory in a fiery, off-the-cuff speech televised from a Texas-style barbecue rally.

A country editor who has observed and criticized Mr. Rogers's conservatism for years said the other day

WEEK'S PROFILE



Walter Edward Rogers—Representative, Texas's 18th Congressional District, U. S. House of Representatives; elected Nov. 7, 1950 and all succeeding Congresses; member, House Commerce Committee; chairman, Communications Subcommittee (served on former Oversight Committee); member, Interior Committee and chairman, Irrigation and Reclamation Subcommittee; b. July 19, 1908, Texarkana, Ark.; educated, McKinney, Tex.; attended Austin College; admitted Texas bar 1934; completed law school, U. of Texas, 1935; entered law practice in Pampa, Tex., 1937; appointed Pampa city attorney, 1938-39; elected two terms, district attorney, 31st Texas Judicial Circuit, 1940-44; returned to private practice until 1950; m. Catherine Regina Dale of Tulsa, Okla., Nov. 28, 1936; children—John, 25; Walter E. Jr., 24; Susan, 22; Thomas, 21; Robert, 16 and Mary Catherine, 14; hobbies—golf and gardening.

that his political skill is akin to Lyndon Johnson's. H. N. Baggerly, of *The Tulia Herald*, a liberal weekly, said Mr. Rogers "has that same political touch with the people . . . and they keep sending him back every time."

If Mr. Rogers had been a fence-straddler until then, he also had (and retains) a bright sense of humor. He kids himself about a rough question-and-answer period that followed a panhandle speech.

Divided Hatband ■ "One old boy got up," he says, "and drawled, 'Walter Rogers, you've been straddling issues so long you're split all the way up to your hatband'."

Mrs. Rogers recalls how Mr. Rogers wore himself down to 128 pounds campaigning in 1950 through one special, one general and two primary elections. When he returned from a hard speaking tour at about 2 a.m. one day, she said she "really read him out" and asked if it was worth sacrificing his family and himself to be elected. "I don't feel I have the right to sit at home and complain about the way our government is being run if I don't think it's worth it," he replied. Thus Mr. Rogers "gave up one of the best law practices in West Texas to come up to join the battle in Washington," Mrs. Rogers recalls.

Representative Joe Kilgore (D-Tex.) says Mr. Rogers's combination of a good legal mind and sense of humor enables him to be "technically effective" in making a point while holding the attention of whomever he's addressing.

Even before he took over the subcommittee leadership, Mr. Rogers showed a strong sense of what's right for broadcasting. Accepting an award from the Station Representatives Association a few years ago he spoke out against FCC intimidation and urged broadcasters to bring their problems to their elected representatives: "I feel very deeply that the members of Congress will always lend a sympathetic ear to even the remotest possibility of an injustice" (BROADCASTING, May 21, 1962). As chairman, he has shown a good ear for his own counsel.

A broadcaster who has watched Mr. Rogers for several years in Washington considers him "an outgoing political type" who would like to be friends with as many people as possible. Another noted that until Mr. Rogers was named chairman, Representative Harris rode herd on the communications unit. But he's given the Texan considerable rein.

Through the years there has been little on which Mr. Rogers has found himself at odds with broadcasters. One issue was his crusade against smut and sex in the media. But in most other regulatory areas, broadcasters are quite pleased to see Mr. Rogers in the subcommittee saddle.

This week in Chicago

ANOTHER year and another broadcasters' convention. Convention really isn't the word for it. There are several dozen separate conventions that combine to make the 42d annual meeting of the National Association of Broadcasters the biggest yet.

The main assembly doesn't decide anything. There are speeches, panels and forums. There are separate radio and television sessions, combined luncheons and concurrent engineering sessions. There are wonderful equipment and programming displays and exhibits.

Some decisions will be made at the satellite meetings. Affiliates meet with their networks; representatives meet with their stations; syndicators with their customers and prospects; RAB and TvB make their presentations; special interest groups of FM, AM and TV stations confer to further their separate projects. Members and staff of the FCC rub elbows with licensees.

The NAB provides the umbrella. Because of divergent interests of disparate groups in the \$2 billion complex that makes up broadcasting, the NAB's functions are necessarily restricted. Even in the restricted areas there are conflicts.

Since the last convention broadcasters have had an opportunity to contemplate anew their place in the society of arts and professions.

Because the convention itself provides no forums for discussion of issues, broadcasters, at their separate sessions, should consider what can be done to make their trade activities, in which they invest an estimated \$10 million a year, more effective.

Instead of the presently constituted NAB, should there be a federation of trade associations with all of the separate groups supporting a single, unified organization at the top? Should the National Federation of Broadcasters consist of a compact headquarters of highly qualified specialists to act in the fields of public policy, national legislation and national public relations? Should the federation be headed by a broadcaster elected to a relatively short-term presidency, and should it be managed by a permanent executive officer of proven competence? Where should the code apparatus fit into a federation? Should the codes be rewritten into documents providing general guidelines instead of fixing rigid standards like the time standards now in effect? Especially should the time standards be eliminated so that the stations themselves, which hold the ultimate responsibility for what they broadcast, be free to set their own standards to suit their own needs and the dispositions of their own audiences?

These are basic questions that need serious study. They have, to some extent at least, been obscured by issues of personality.

Last January LeRoy Collins, the NAB president, weathered an ouster by a board vote that was big enough to keep him in office for the rest of his current contract but not big enough to solidify his future in his present job. Accordingly, a committee on the presidency is scheduled to be appointed at the NAB board meeting next June. This committee will be given the job of considering Mr. Collins's tenure. The president's contract runs to January 1966 but is subject to renegotiation a year ahead of expiration.

Should not the function of the board's committee on the presidency be broadened to include the job of studying ways to improve the structure of the NAB? If there are to be structural changes, they ought to be made before the reaching of a decision on the personalities to be involved.

We suggest that the boards next June authorize their committee to look into the possibilities of converting to a fed-

eration, and perhaps to enlist the expert advice of an outside management consulting firm.

There's an opportunity in Chicago this week for broadcasters to explore these prospects and give their NAB board representatives the benefit of their views so the boards will have something concrete to go on before their critical meetings next June.

No room for speculators

THE books have been closed on Transcontinent Television Corp. It had a life of less than eight years from corporate sign-on to sign-off with most of its group activity concentrated into its last six years.

When TTC was liquidated last week, it distributed to its stockholders \$38.5 million realized from the sale of 11 radio and television stations to three purchasers. Not one of the stations had been acquired by original grant. From the start it was clear that TTC's Buffalo entrepreneurs planned a build-up for a profitable sale.

The Buffalo principals were not broadcasters. They were investment people. The realization of their ultimate plan to sell out at a handsome capital gain received reluctant approval at the FCC. Several commissioners who had misgivings concluded that under existing rules and policy they had no alternative.

The business of broadcasting was done a disservice, as the record eventually will show. Efforts to tighten the multiple ownership rules will be redoubled. The TTC transaction will be Exhibit A.

This is not to suggest that group owners legally could or should be foreclosed from disposing of their broadcast properties to qualified purchasers. It is to suggest, however, that trafficking in properties should not be condoned.

Old-line multiple owners—and they include the radio and television networks—have contributed importantly to the development of broadcasting. Most group owners began with a single station. It was prudent business for them to acquire firmer footing in the field to which they had committed their future. They do not regard their operations as chattels to be bartered to the highest bidders. They may trade up, but they have no intention of trading out.

Broadcasting—the business of owning and operating radio and television stations—should never be entrusted to speculators. Broadcasting is an art, a profession, a career indispensable to our way of life.



Drawn for BROADCASTING by Sid Hix
 "It's the new pack for smokers who have cut down to three cigarettes a day!"



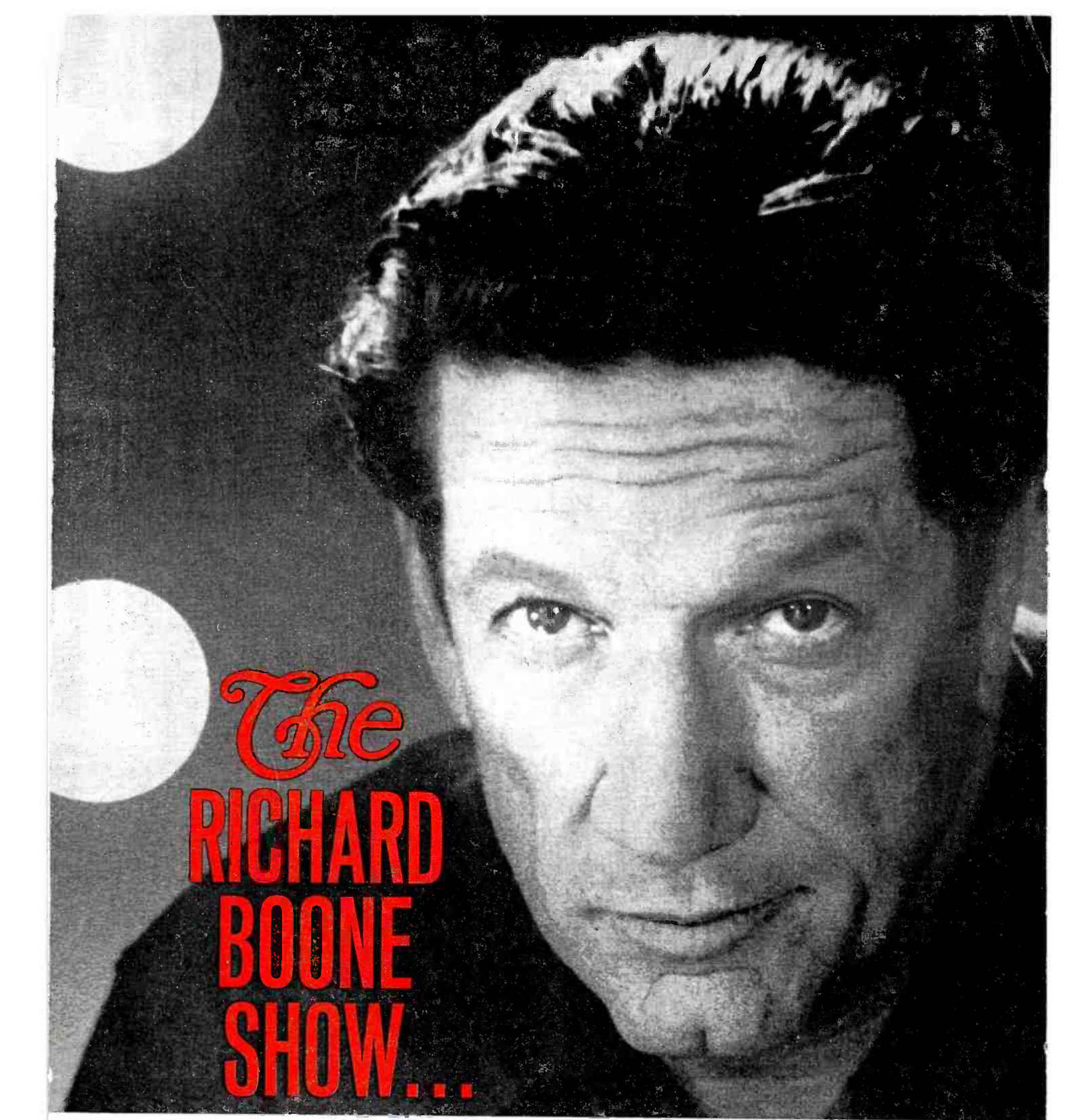
up

...to 1685 feet on the Cedar Hill candelabra, courtesy KRLD-TV and WFAA-TV.



FORT WORTH/DALLAS

TARGET DATE. SEPTEMBER 1. SUBJECT TO FCC APPROVAL

A black and white close-up portrait of actor Richard Boone. He has dark, wavy hair and is looking directly at the camera with a serious expression. The background is dark with two large, bright, out-of-focus circular lights on the left side. Overlaid on the lower-left portion of the image is the text 'The RICHARD BOONE SHOW...' in a red, stylized font.

The
**RICHARD
BOONE
SHOW...**

Spotlights Richard Boone as star/host; supported by a hand-picked repertory company of known performers and talented new faces; appearing in specially commissioned teleplays by a distinguished group of writers. 25 original hours which will add **NBC FILMS** audience, sponsors, and stature to any station lineup. 30 ROCKEFELLER PLAZA NY 20