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NEWSPAPER

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Price of 1964 football rights jumps to \$29 million. p27
Alberto-Culver to bypass 'piggyback-rates' stations. p42
NAB names 10-man group to search for new president. p62
Broadcasters warm to CATV, but still cold on pay TV. p66

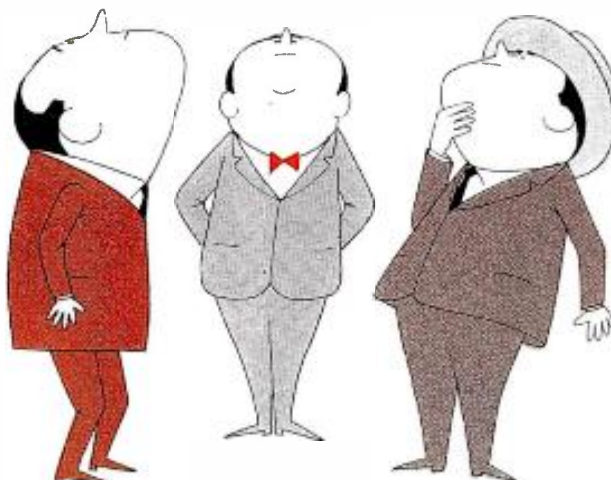
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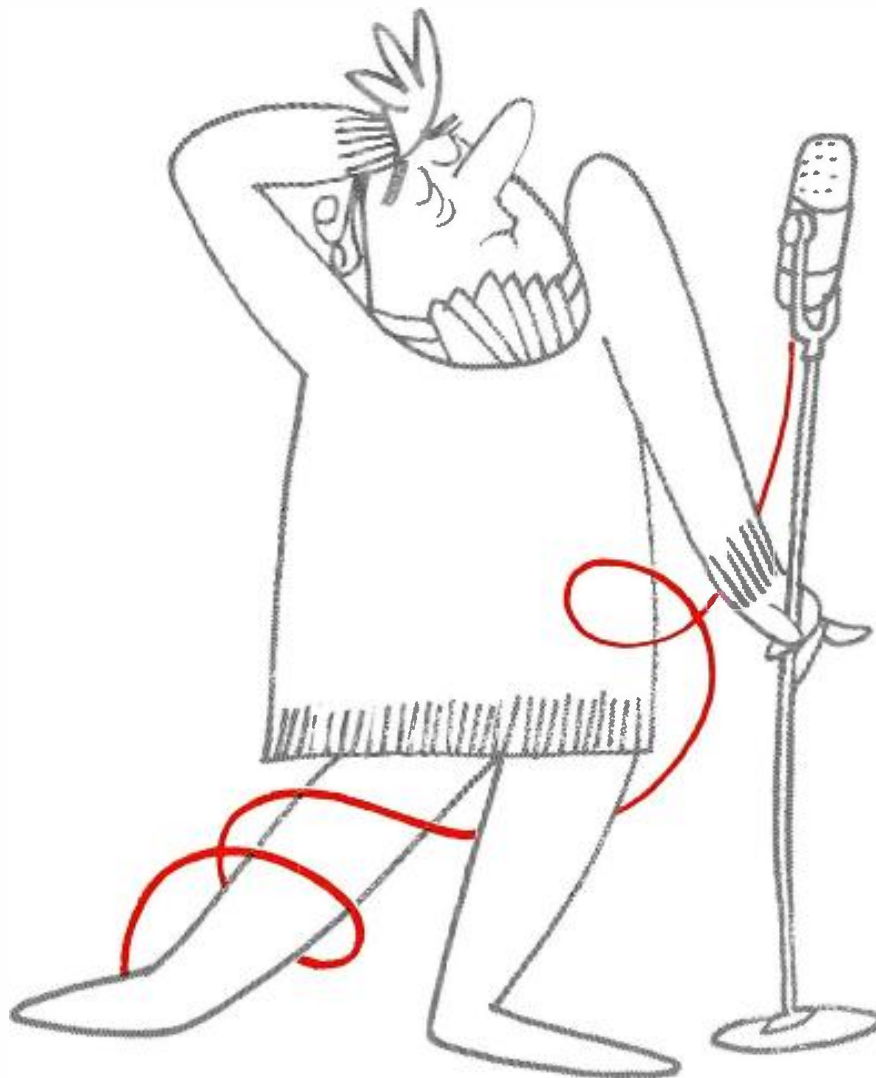
WE CLIMBED 1,549 FEET TO IMPROVE OUR IMAGE

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

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

KPRC-TV • KHOU-TV / HOUSTON, TEXAS





“Method” Broadcasting

Method broadcasting is the kind that zealous broadcasters throw themselves into, heart and soul.

Method broadcasters are the kind that don't believe in doing things half way. Never reveal news from just one side of the Berlin Wall, for example. And always give Brubeck and Brahms equal time. And never forget that farmers are pretty wrapped up in hogs, business magnates in stocks, and home-makers in kids. And always remember that no adult can get very wrapped up in broadcasting that has no vitality or character.

Need we add that method broadcasters beget method

listeners? (We have 2,183,000 in our school.) As you might expect, method listeners, too, are intense and responsive.

We have an official name for this vital kind of WJR broadcasting and listening: *Foreground Radio*.

We have a name for WJR advertising messages, too: *Foreground Commercials*. Because our commercials also enjoy the fruits of method broadcasting and listening: namely, *results*.

Sales auditions are handled through Henry I. Christal representatives.

WJR
760 KC. 50,000 WATTS
DETROIT

YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR
 YEAR AFTER YEAR AFTER YEAR



A LEADER

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

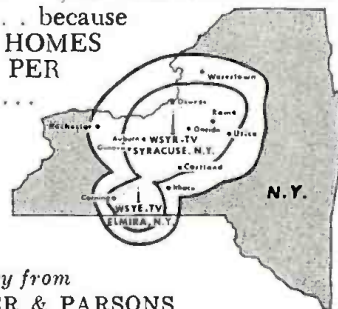
- Population of 2,508,700
- Buying Power—\$5,434,133,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—\$3,273,465,000
- Food Sales—\$789,846,000
- Drug Sales—\$94,327,000

• (Market Data Source—SRDS, Jan/64)

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in both the ARB and NIELSON REPORTS ... because it is NUMBER ONE in HOMES DELIVERED ... *20 PER CENT over Station No. 2 ... *65 PER CENT over Station No. 3.

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



Get the Full Story from
 HARRINGTON, RIGHTER & PARSONS

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

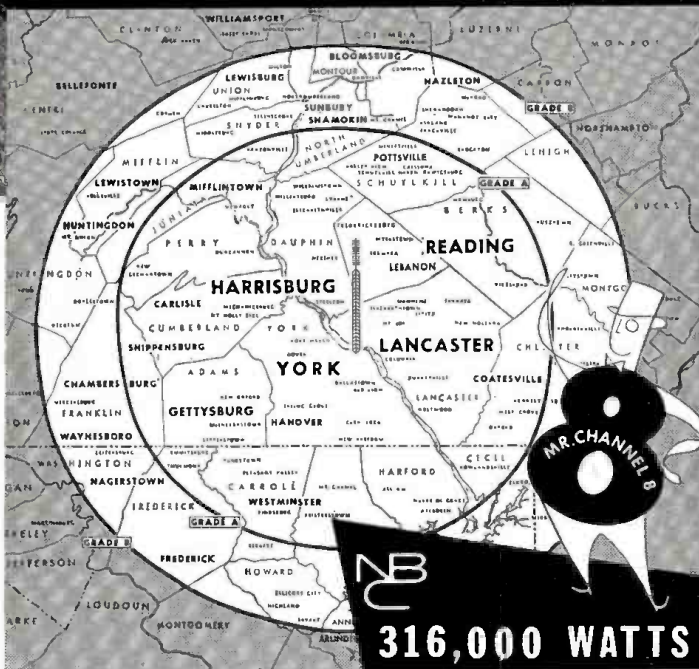
Plus WSYE-TV channel 18 ELMIRA, N. Y.

RELAX

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



MULTI-CITY TV MARKET



WGAL-TV

Channel 8

Lancaster, Pa.

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

STV next step

What's next big step for Subscription Television? Unconfirmed report on Wall Street has it that coast pay-TV company plans new stock offering—perhaps \$50 million worth—if California voters give their approval to wired-pay concept in November referendum. Most Wall Streeters agree that tremendous initial expenses involved in wiring homes for STV service and drain on funds caused by fight against anti-pay forces may make additional financing mandatory. Initial stock offering brought in more than \$21 million in 1963.

First TV cartoonist

WDSU-TV New Orleans, which pioneered editorializing, becomes first independently owned station to initiate daily editorial cartooning. It has appointed John Chase, editorial cartoonist of *New Orleans States-Item*, as staff cartoonist. Mr. Chase, nationally known, is immediate past president of American Association of Editorial Cartoonists and will be first to offer daily editorial cartoons on air.

According to A. Louis Read, executive vice president-general manager of WDSU-TV, Mr. Chase's daily single panel will appear in its 5-6 p.m. news, while detailed animated showing will appear in 10-10:30 p.m. late news, running minute to minute and a half. It will show artist at his drawing board from start to completion. Mr. Chase, 30-year veteran in field, also is author, lecturer and public speaker and presumably will perform other duties for Edgar Stern stations.

Opportunity in Africa

There's big opportunity for U. S. broadcaster experienced in both radio and TV, as advisor to new government-owned Voice of Kenya headquartered in Nairobi. Voice succeeded Kenya Broadcasting Corp., quasi-government like BBC, and had been financed by private British and American capital. Position, covering training of personnel and liaison with staff as well as with government ministers, will pay in range between \$15,000 and \$20,000 per year.

Quest for private broadcaster is being undertaken by newly formed Committee on International Broadcasting of NAB, headed by John S. Hayes, president of Post-Newsweek Stations. In effect, man would succeed George Cahan, ex-NBC, who is leaving soon, and Kenya authorities would prefer

CLOSED CIRCUIT®

American replacement, if he can be found quickly. Interested broadcasters should contact Mr. Hayes at Broadcast House (WTOP) Washington.

BMI tops ASCAP

Researchers keeping tabs on music sources for programs making up this fall's new television season say it's Broadcast Music Inc. over American Society of Composers, Authors and Publishers by more than two to one. Of 92 regularly scheduled prime-time programs, sources of theme and original score for all but three are now known, and they're said to break down this way: theme and original score of 36 are licensed by BMI, 16 by ASCAP, 37 by both BMI and ASCAP. Among new shows, aside from three not yet set, 20 are BMI, 9 ASCAP, 7 both. And of 53 shows returning from last season, 16 are said to be BMI, 6 ASCAP, 31 both.

CATV accommodation?

Negotiations on CATV legislation that were so hot this winter but cooled off in spring should heat up again in fall. National Association of Broadcasters and National Community Television Association have each other's measure and seem ready to resume serious effort to reach agreement on legislation in 1965.

One concession expected from CATV's—and this is in addition to surprise revelation in Atlanta that they'll agree not to originate any commercials (see page 67)—is willingness to prohibit all program originations. Except for time and weather services, it's thought they may concede this point to broadcasters to show good faith. They've been saying they don't want to compete with broadcasters, and this could prove it—but good.

Newhouse enters CATV

Latest of multiple owners to enter CATV is Newhouse Broadcasting Corp.—for Syracuse and contiguous areas. Newhouse last week applied for franchise for Syracuse, coincident with application of Onondaga Video Inc., headed by W. Bradford Harrison. Applications are now pending before Common Council. Newhouse also has contract for acquisition of control of Cabletron Co.'s CATV system authorized for Rome, N. Y., 40 miles from Syracuse, which will provide 8 chan-

nels including educational.

E. R. Vadeboncoeur, Newhouse Broadcasting president, said entry into CATV has been approached reluctantly but that company is determined to protect its interests. He pointed out WSYR has been serving Syracuse broadcast community for 42 years through both radio and television. No specific plans for Syracuse system have been detailed but will be projected at expected hearing on applications.

Meyner smoke rings

New cigarette advertising code office is expected to be in operation by fall, but probably on slow-start, gradually accelerate basis. Code Administrator Robert B. Meyner, former governor of New Jersey, expects to have office in New York picked and open in September, but says he's going slow on staffing for two reasons: (1) he wants to get best people he can, and (2) it's vacation time and some he wants to talk to have been away. Governor Meyner is currently working out of his Newark law office, has already started round of get-acquainted visits with network and National Association of Broadcasters code officials.

Philadelphia front quiet

Lawyers for companies are continuing to study FCC decision in Philadelphia channel 3 case—directing NBC to re-exchange its Philadelphia properties with Westinghouse's Cleveland outlets (BROADCASTING, Aug. 3)—and only one has word to say about what they are going to do. Westinghouse sources respond to inquiries with: "We have no objections. . . ." All parties have 30 days from issuance of commission ruling to make next move.

It's expensive

One of sidelights to dedication last week by President Johnson of new Samuel I. Newhouse Communications Center of Syracuse U. is high cost of construction these days. S. I. Newhouse, publisher and station owner, who had originally donated \$2 million for new journalism building on campus, which was structure dedicated, but building ran \$3.9 million. Overall Newhouse Foundation gift is \$15 million for three buildings. There's no time table on radio-television building and on audio-visual structure because foundation must build up sufficient earnings to underwrite these higher construction costs (story page 64).

THE FACES BEHIND WNBC'S FAMOUS VOICES: (FRONT ROW) BRAD CRANDALL AND BIG WILSON; (BACK ROW) MIMI BENZELL, BILL MAZER AND EDITH WALTON.



THE TALK IS STIRRING UP TALK

Said the fellow who crossed a myna bird with a tiger: "I don't know what I've got now, but when it talks, I listen."

When WNBC Radio talks, *New York* listens, but we know what we've got.

For it was this Spring's changeover to "talk" and "talk back" programming that has caused radio's biggest stir in years. And the stars of the current week-day line-up have done more than win multitudes of new listeners. They've also drawn the excited attention of the

New York press and national magazines.

A few sample comments:

(About Brad Crandall, whose "talk back" telephone show runs from 7:45 pm to midnight):

"(He has) courage and forthrightness . . . uncanny wide-spread knowledge . . . commands respect and authority."—*Time*

(About Bill Mazer, whose two-way sports show is on from 4:30 to 6:00 pm):

"Mazer is well and widely versed in all areas of sports and does a highly capable job

handling the questions and answers."—*Billboard*

(About Edith Walton, whose discussion program runs from 7:05 to 7:30 PM):

"WNBC Radio's new talk policy, which is giving (the) audience a lot of listening, has uncovered a find in Edith Walton."—*New York Herald Tribune*

(About Mimi Benzell, whose interview show is on from noon to 2:00 pm):

"—One of the most versatile artists in the entertainment field today."—*Radio Television Daily*

(About Big Wilson, who charms the people from 6:00 to 10:00 am six days a week): "Wilson is tonic for those 'gotta-get-up' big-city blues."

—*Pageant*

Even at WNBC Radio we had no idea that the impact of our "talk" and "talk back" programming would be so immediately apparent. But it is. And the coming months should bring even further evidence of the new policy's eager reception by New York audiences.

For, one thing is now certain: When WNBC Radio talks, they listen.

WNBC RADIO



660 ON YOUR DIAL

WEEK IN BRIEF

Football is still king of broadcast sports. This year, BROADCASTING survey shows, networks and stations will pay \$29 million for pigskin rights, plan to reap \$90 million crop of advertising in return. See . . .

\$29 MILLION FOR FOOTBALL . . . 27

Polk pokes piggyback premium prices, warns that Alberto-Culver would rather fight than switch. Firm's monthly \$1 million-plus in spot TV, he vows, will skip stations with hiked piggyback charges. See . . .

ALBERTO-CULVER BUCKS PREMIUM . . . 42

NAB's hither-and-yon search for new president is put in hands of 10-man committee. Joint board is being polled on type of leader majority of members wants, but initial findings are inconclusive. See . . .

BEATING THE BUSH . . . 62

Subscription Television Inc. comes to San Francisco Friday. Right to show baseball games just won by STV on ruling by city attorney, though legal ax still threatens Giants-STV pact if game attendance drops. See . . .

SAN FRANCISCO, HERE COMES STV . . . 46

Broadcaster arguments that CATV systems hack away at TV stations' revenues are wobbly, National Community Television Association tells FCC. NCTA plugs for case-by-case restrictions only on CATV's. See . . .

NCTA REBUTS BROADCASTERS . . . 70

Giant seminar run by Georgia Association of Broadcasters indicates broadcasters are slowly accepting CATV, but are firmly entrenched against pay TV. All sides have chance to air their diverse views. See . . .

CATV, YES—BUT PAY TV, NO! . . . 66

All radio is divided into two parts in new split of McGavren-Guild. Rep firm now handles limited station list in major markets separately from outlets in markets with less than one million in population. See . . .

M'GAVREN-GUILD REORGANIZED . . . 44

Commercials on pay TV? Some have said "never," but new system in Atlanta may prove them wrong. Telemeter franchise, not yet under construction, won't have ads during shows, may fit them in between. See . . .

ADS ON ATLANTA PAY TV? . . . 67

NBC-TV is getting more colorful. In coming season it will add college football, golf, "That Was the Week That Was," "Mr. Magoo" and other shows. Color hours per week will jump from 42¼ to 44¾. See . . .

MORE COLOR AT NBC-TV . . . 55

Oscar Katz, new Desilu executive, coolly looks at coming trend in TV programming and forecasts return of escapism in 1965-66 season. Realistic shows have about run their course, he says. See . . .

KATZ SEES ESCAPISM COMING . . . 48

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Broadcasting

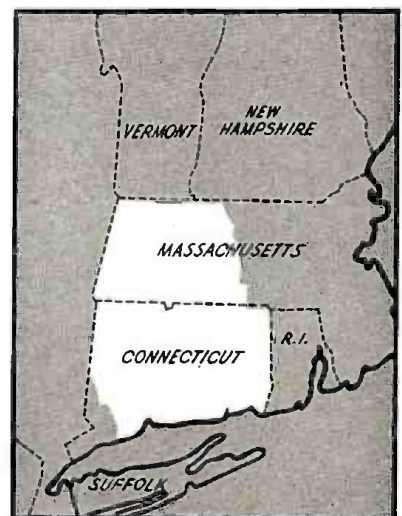
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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**WTIC MEANS
GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

BBDO will operate Channel One in West

Without fanfare, BBDO has set up Channel One, West operations in Eugene, Ore., utilizing local TV station to test effectiveness of commercials of clients from agency's San Francisco office. Project is extension of BBDO's Channel One undertaking in East since 1961, currently using WKTV(TV) Utica, N. Y. (BROADCASTING, March 30). Channel One has tested more than 400 commercials.

In related development, Arthur Bellaire, longtime BBDO vice president and associate creative director in charge of broadcast production, is reported to be moving to agency's San Francisco office as vice president and creative director. Mr. Bellaire has played key role in Channel One operation in East.

SAG-STV 18-month pact sets minimum rates

Interim contract for actors employed in production of motion pictures for pay television, signed by Subscription Television Inc. and Screen Actors Guild, sets minimum rates at \$100 a day and \$350 a week, with minimum of \$150 per program. Rates apply only to film, video tape rates will be set in continuing negotiations.

Agreement, to run 18 months, limits showing of programs to STV operations in Los Angeles and San Francisco areas. Still to be negotiated is formula for additional compensation for continued use and reuse, to be based on specified periods of use and progressive increase in number of subscribers to STV.

STV recognizes SAG as exclusive collective bargaining agent for "all actors directly or indirectly employed" by STV in producing pay-TV programs recorded by motion picture cameras or electronic devices, with stipulation as to video tape programs that agreement applies only to such programs made by companies which have signed SAG's collective bargaining agreement, excluding TV networks and stations (see page 61).

KOKA sale approved

FCC approval of sale of KOKA Shreveport, La., by John M. McLendon (McLendon Ebony Stations) to Stuart J. Hepburn, Century Life Insurance Co.

Monday-night baseball package set

Joint committee representing 20 major league baseball clubs has adopted *Monday Night Baseball Spectacular* television package plan to start in 1965 season, it was learned late Friday (Aug. 7) and specifications for offer of package to networks and advertisers has been completed.

Package of 26 Monday-night games will be offered within 30 to 60 days

and will be reported to American and National League meetings in Chicago today and tomorrow (Aug. 10-11).

All 20 clubs of both leagues authorized joint committee to arrange package details. Package specifications are similar to those in football.

It is expected that network bids for package rights will involve "substantial" figure (BROADCASTING, Feb. 24).

and others for \$250,000 was announced Friday (Aug. 7).

Mr. Hepburn has interest in KNOK Fort Worth. Other McLendon Ebony stations are WOKJ Jackson, Miss., and WENN Birmingham, Ala.; recently sold was WOKY Little Rock, Ark., and in process of being sold is WYOU Tampa, Fla.

KOKA operates fulltime on 1550 kc with 10 kw day and 500 w night.

polls in country are closed. He said there is no historical indication that early reporting of results in one part of country may affect election outcome in areas where polls are still open.

White House starts 'Register and Vote'

Group of broadcast executives will be among business, civic and labor officials meeting with President Johnson Tuesday (Aug. 11) at White House to kick off "Register and Vote" campaign being sponsored by American Heritage Foundation and Advertising Council.

At meeting in Washington at 1 p.m. will be these broadcasters representing radio-TV: Frank Stanton, CBS; General David Sarnoff, NBC; Don McGannon, Westinghouse Broadcasting; George B. Storer Jr., Storer Broadcasting. ABC President Leonard H. Goldenson also has been invited but has not yet replied.

In addition to President, group will be addressed by Alfred E. Perlman, New York Central, chairman, and Thomas D'Arcy Brophy, president of American Heritage, and chairmen of both major political parties, John M. Bailey, Democratic, and Dean Burch, Republican.

NAB may help hew plank of Democratic platform

National Association of Broadcasters will ask Democratic convention to adopt platform plank pledging freedom of broadcasting, it was learned Friday.

Democrats' platform committee has tentatively scheduled afternoon of Aug. 19 for NAB's appearance before panel that also will hear requests from educational and scientific groups. Session

Bar and broadcasters urged to cooperate

Dr. Frank Stanton, CBS president, Friday (Aug. 7) called for closer cooperation between lawyers and broadcasters. Dr. Stanton asked for alteration of attitudes of mutual suspicion under which communications media have seemed "undisciplined, reckless and impulsive" to members of bar and bar has seemed "antediluvian, moribund and obdurate" to communications media.

CBS president, speaking at luncheon of National Institute on Bar Public Relations prior to American Bar Association convention, noted CBS is now planning steps to implement suggestion of Harvard Law School's Dean Erwin Griswold that selected electronic journalists receive special legal training with cooperation of law schools. He praised ABA for its cooperation with current Brookings Institution project—which he had proposed—to study problems of coverage of court and police activity by various media.

He also suggested legal profession could help push for more uniform voting procedures in national elections among various states to clear up "almost unbelievable" differences. He attacked proposal that news media be banned from reporting election news until all

will be in Washington and Vincent T. Wasilewski, NAB executive vice president, is to testify.

Plank NAB will seek is expected to be similar to, but stronger than, one adopted by Republicans in San Francisco last month at request of Dr. Frank Stanton, CBS Inc. president (BROADCASTING, July 20).

Representative Carl Albert (D-Okla.), House majority leader and chairman of convention platform committee, invited NAB to testify.

Frigidaire's claims called misleading

Federal Trade Commission Saturday (Aug. 8) was to announce consent order forcing General Motors Corp., Detroit, to halt advertising, some of which has been on radio and TV, that FTC says makes misleading testing claims for its Frigidaire washing machines and other household products.

Order also cites Dancer-Fitzgerald-Sample, New York, Frigidaire's agency, and U. S. Testing Co., Hoboken, N. J. FTC action was sparked by Frigidaire automatic washer ads using results of tests by Hoboken firm to claim superiority over other washers, FTC said.

Ads falsely claim tests were made independently, complaint charged, and quoted "typical" ad to back assertions made in order. FTC said tests "did not establish that the Frigidaire washers on the market are superior in overall performance to washers . . . made by other manufacturers because they did not provide a fair or accurate comparison. . . ."

Frigidaire spent gross of \$473,400 for automatic washers in network television time in 1963—not counting its program expenditures. Washers also shared in \$438,300 spent by Frigidaire to promote all of its household appliances on spot TV.

FTC said GM must halt inaccurate reports on tests, but stressed that creditable test claims are not banned and that true general performance claims are not prohibited. GM's agreement, FTC said, is "for settlement purposes only" and isn't admission of law violation.

Ike won't name newsmen he slammed in speech

Former President Eisenhower declined, in letter made public Friday (Aug. 7), to name "sensation-seeking columnists and commentators" he attacked at Republican convention, but stated he regards press as vital "defender of our freedom and our free institutions."

General Eisenhower stressed his "re-

WEEK'S HEADLINERS

Joseph P. Cuff, VP in charge of sales at Robert E. Eastman & Co., New York-based radio sales representation firm, elected executive VP. Mr. Cuff joined company when it was formed in 1958, was appointed eastern sales manager following year, national sales manager in 1960 and VP in charge of sales in 1963. Previously, he was associated with national sales division of Hearst Advertising Service and was salesman with *New York Journal American*.



Mr. Cuff

For other personnel changes see FATES & FORTUNES

spect and admiration for the bulk of the American press" in letter to Boyd Lewis, president of Newspaper Enterprise Association. Mr. Lewis had requested clarification of former president's convention speech. General Eisenhower linked press and American school system, calling them "two indispensable factors in a self-governing society."

Dual-programming rule will hurt FM—CBS

If FM stations are limited to only 50% duplication of programming of commonly owned AM stations it will reduce diversity of FM programming and decrease quantity of quality nonmusical programs, CBS told FCC last Friday (Aug. 7).

Network made prediction in filing asking commission to stay Aug. 1, 1965, effective date of newly adopted rule. CBS urged commission to start new proceeding to consider nontechnical questions in relationship of AM to FM radio service.

Duplication limit rule was part of rulemaking on AM allocations and engineering standards and future of AM-FM radio. Rule applies only to FM stations in cities of 100,000 or more population (BROADCASTING, July 6).

National Association of Broadcasters also is opposed to 50% rule and has challenged technical requirements for allocation of nighttime AM operations (see page 62).

CBS told commission that argument by National Association of FM Broad-

casters that economic status of FM service is sound enough to benefit from 50% rule lacks factual basis. Network said examples NAFMB used to demonstrate success of independent FM in Chicago and New York were actually based on average of total revenues, not average of net revenues as described by FM association.

Interstate Broadcasting Co., licensee of WQXR-AM-FM New York, and Kaiser Industries Corp., licensee of KFOG-FM San Francisco and KHVH Honolulu, also asked commission to delete 50% rule from larger proceeding.

Music license group retains new counsel

There has been quiet change of legal counsel by All-Industry TV Stations Music License Committee. After U. S. Supreme Court's ruling that consent decree governing American Society of Composers, Authors and Publishers does not require ASCAP to issue limited licenses such as committee wants (BROADCASTING, June 29), committee reportedly concluded that with one phase of litigation over and another about to start, this would be appropriate time to change.

New York firm of Root, Barrett, Cohen, Knapp & Smith has been chosen to take over a counsel from Donovan, Leisure, Newton & Irvine. Don Shapiro is expected to head team working directly on committee's case.

Change of counsel does not mean committee has abandoned hope of getting limited license for use of ASCAP music by TV stations. Supreme Court decision closed off one access route, but committee reportedly feels other approaches to same goal are still available.

Earlier moves to negotiate settlement between committee and ASCAP (BROADCASTING, July 20) appear to have bogged down.

RKO: no steamrolling

Hathaway Watson, RKO General Broadcasting president, in memo to all news personnel at RKO stations, has emphasized importance of objectivity in reporting news.

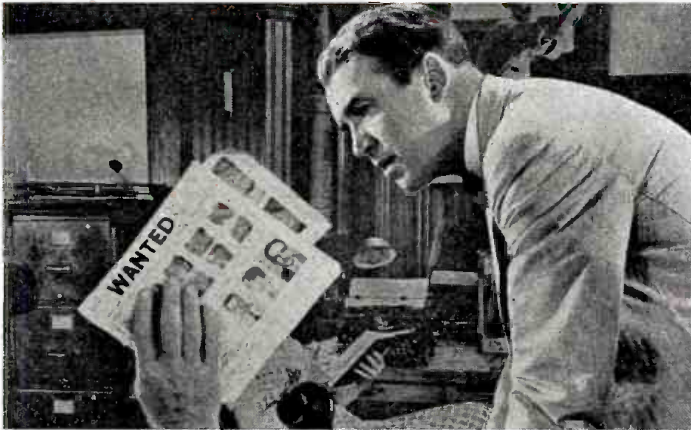
He warned newsmen to avoid such terms as "slick," "juggernaut," "steamrolled" and others which have unfavorable political connotations. RKO said its coverage of Democratic convention would be based on theme of "what does it mean?"



TELEVISION TIMES

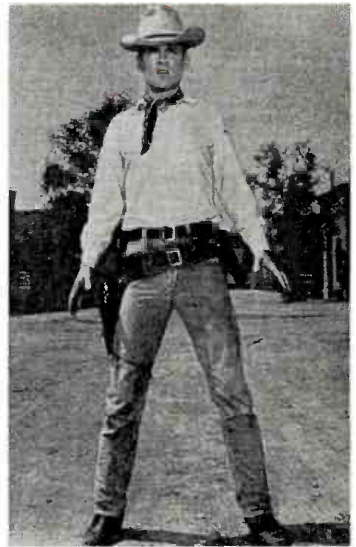
PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

August 1964



"FBI STORY" CAPTURES 60% SHARE ON WCBS-TV. For the second time in a row Schaefer Award Theatre selected "one of the big ones from WARNER BROS. ONE" for its holiday week-end feature presentation. On WCBS-TV, New York, starting at 11:20 pm, July 3, "The FBI Story," starring James Stewart, won a 60% average Arbitron share.

"SUGARFOOT" DRAWS. Lanky Will Hutchins, star of Warner Bros. SUGARFOOT series, draws big audiences virtually everywhere he plays. For example, ARB Reports for March 1964 show SUGARFOOT winning 34% share of audience in Cincinnati, 42% in Louisville, 45% in Shreveport-Texas, 40% in Mobile-Pensacola, 55% in Bristol-Johnson City. New markets for SUGARFOOT (69 hour-long episodes) include: Houston, Steubenville-Wheeling, Davenport-Rock Island-Moline, Decatur, Monroe-El Dorado, Peoria, Corpus Christi and others.



25% PLAN LATE-EVENING STRIPS FOR "77." Recent survey among stations that have bought 77 SUNSET STRIP for fall start shows 25% plan to schedule series as a late-evening strip, following 11 pm news. Thinking is that Monday-to-Friday continuity of characters and story lines is effective way to compete against movies and/or variety programs. 77 SUNSET STRIP, 149 hours, stars Ephraim Zimbalist, Jr. (shown above), Roger Smith and "Kookie" Byrnes.



"LAWMAN" ORDERED TO KEEP PEACE IN 7 NEW MARKETS. (L to r) John Russell as Marshal Dan Troop, Peggie Castle as Lily Merrill, and Peter Brown as Deputy Johnny McKay, co-star in LAWMAN (156 half-hour episodes). In recent weeks, series has been ordered in seven more markets: Miami, Steubenville, Greensboro, Oklahoma City, Chattanooga, Columbus, Ga., Fresno.

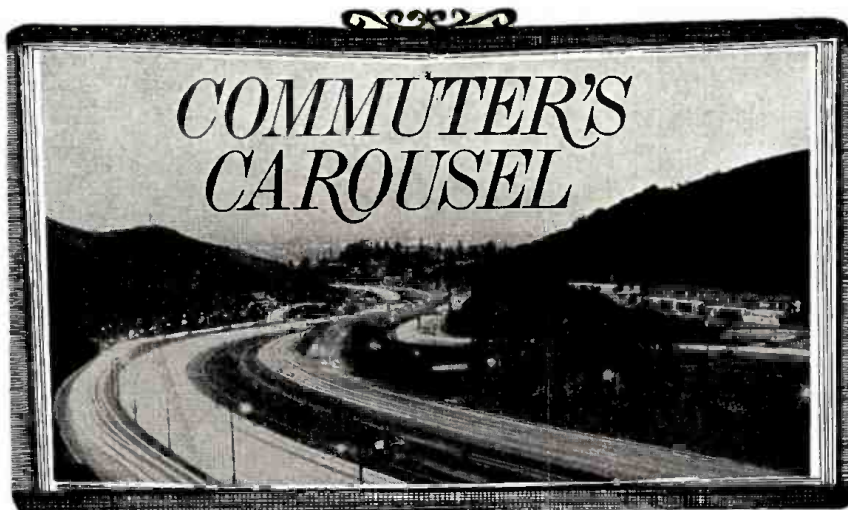
KPRC-TV GOES WESTERN. Bill Seiler (left), WB-TV Southwestern Manager, shows performance records to Jack Harris, Vice President and General Manager of KPRC-TV, Houston, who purchased Warner Bros. highly successful block of westerns. Contract covers four series—MAVERICK, 124 hours; CHEYENNE, 107 hours; SUGARFOOT, 69 hours; and BRONCO, 68 hours—a total of 368 western episodes. Monday-Friday strip at 4-5 pm is scheduled to start September 21.



NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE
LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT
FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"

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

BROADCASTING, August 10, 1964



At day's end, some 3 million Angelenos journey home . . . to the mountains, beaches, valleys, cities, and suburbs. Their regular companion in these hurried hours is radio. And regularly most listeners who are affluent, responsive adults relax along the way to the always beautiful music and penetrating news commentary of 50,000-watt KPOL, AM & FM. Pulse, and/or your own good judgment, will show 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.

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

KPOL

*Distinguished Radio - Los Angeles
Represented National's by Paul H. Raymer Co.*

in Bridge . . .



it's Goren

in TV and Radio . . .

**IT'S
BROADCASTING
YEARBOOK!**

Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK**, ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's

top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay your cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity—in spades—to reach over 20,000 subscribers. Publication date: December. Deadline for proofs: Sept. 21. Final closing: Oct. 1. Still time to play your hand—**BUT HURRY!**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

DATEBOOK

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

■Indicates first or revised listing.

AUGUST

Aug. 11—Panel on "The Right of Fair Trial: Responsibility of the Public, Legal Profession and the News Media," annual meeting of the American Bar Association. Dean Erwin Griswold, Harvard Law School; Circuit Judge J. Skelly Wright, U. S. Court of Appeals for the District of Columbia; Harry Ashmore, director of editorial research and development, *Encyclopedia Britannica* (and former editor of the *Arkansas Gazette*); Felix R. McKnight, executive vice president and editor of *Dallas Times Herald* (KRLD-AM-FM-TV Dallas). Waldorf Astoria hotel, New York.

■Aug. 12—Senate Small Business Committee hearing on cooperative advertising, to hear witnesses from Department of Justice and National Federation of Small Business Inc.

Aug. 12-14—Meeting of full national awards committee of the National Academy of Television Arts & Sciences for review of work of prior meetings and recommendation for the conduct of the Emmy awards to be devised for approval of the board of trustees. Savoy Plaza hotel, New York.

Aug. 16-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach.

Aug. 16-22—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Stanford University, Stanford, Calif.

■Aug. 17—Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, addresses Amarillo (Tex.) Advertising Club on challenge of government regulation.

Aug. 18—Annual stockholders meeting of Desilu Inc., Hollywood.

Aug. 20-23—Tenth annual convention, National Association of Radio Announcers, Ascot House, Chicago.

■Aug. 21—George A. Heinemann, manager of public affairs for NBC News, New York, speaks on "Children's Theater in Television" at the 20th anniversary of the Children's Theater Conference of the American Educational Theatre Association. University of Kansas, Lawrence.

Aug. 21-22—Meeting of New Mexico Broadcasters Association, Kachina Lodge, Taos. Keynote speaker will be Andrew Bahlay of the FCC's Denver office.

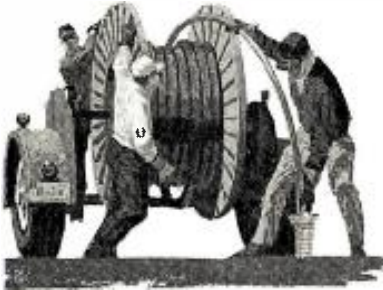
Aug. 21-22—Meeting of Oklahoma Broadcasters Association, Lawton. Speakers include Dick Osburn, KXOL Fort Worth; Alan Carter, U. S. Information Agency, and Charles N. Stone, director of radio code authority of National Association of Broadcasters.

Aug. 23-25—Wyoming CATV Association annual meeting at IXL Ranch, Dayton, Wyo. Utah, Idaho, Montana, Colorado, Nebraska and South Dakota systems invited to discuss formation of regional organization. Contact Don Tannehill, Clouds Peak Radio & TV Corp., Box 727, Sheridan, Wyo.

Aug. 23-29—Sales management seminar sponsored by the National Association of Broadcasters in cooperation with the Radio Advertising Bureau and the Television Bureau of Advertising. Harvard University, Cambridge, Mass.

Aug. 24-Sept. 5—Major British manufacturers in the field of broadcast communications will be displaying their products (radio-TV receivers, tape recorders, components and record players) at the 1964 National Radio and Television Exhibition, under the auspices of the British Radio Equip-

Here are some of the ways we handle your telephone calls today



A buried coaxial cable may carry as many as 9300 phone conversations at the same time.



Radio relay systems can handle more than 17,000 simultaneous phone conversations.



Submarine cables whisk your words under-seas as clearly as when you talk across town.

These developments will speed your telephone conversations tomorrow



A worldwide system, pioneered by Telstar® satellites, may speed your calls via space.



Electronic Switching will connect you faster and provide many useful new phone services.



Directly-dialed Collect and Person calls will speed to completion with Operator aid.

And all are planned to meet an expanding nation's need for service

As the population grows and households multiply and business machines devour greater mountains of data, the Bell System must constantly find and develop new com-

munications techniques to stay ahead of new demands. We're working hard to do that today. And we can promise you finer, faster, more versatile services tomorrow.



Bell System

American Telephone & Telegraph Co. and Associated Companies

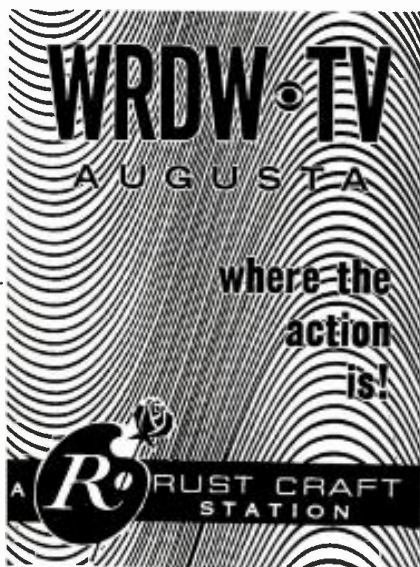
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COX BROADCASTING CORP.
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WRDW-TV
AUGUSTA
where the action is!
RUST CRAFT STATION



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

ment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

Aug. 25-28—Institute of Electrical and Electronics Engineers summer general meeting, Biltmore hotel, Los Angeles.

Aug. 25-28—Western Electronic Show and Convention, Los Angeles. Twenty technical morning sessions at Statler-Hilton; 1,200 exhibits at Sports Arena and Hollywood Park, where visitors can attend five special afternoon sessions via closed-circuit TV.

Aug. 27-29—Western Association of Broadcasters and British Columbia Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta.

Aug. 27-30—Fall meeting of West Virginia Broadcasters Association. Speakers include FCC Commissioner Rosel H. Hyde; Ed Bunker, president of Radio Advertising Bureau; Pete Cash, president of Television Bureau of Advertising; Vic Diehm, president, WAZL Hazleton, Pa. The Greenbrier, White Sulphur Springs.

Aug. 28-29—Meeting of Arkansas Broadcasters Association, Coachman's Inn, Little Rock.

SEPTEMBER

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

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

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

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

■Sept. 11-12—Mid-Atlantic and West Virginia CATV associations meet at Greenbrier hotel, W. Va.

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

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

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

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

Sept. 18—Deadline for comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

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

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

Sept. 18-20—Southwest area conference of American Women in Radio & Television, Tropicana hotel, San Antonio.

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

■Indicates first or revised listing.

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

Sept. 20-22—Meeting of Nebraska Broadcasters Association, Holiday Inn, Grand Island.

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

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

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

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

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

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

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

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

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

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

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

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

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

OCTOBER

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

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

RAB CONFERENCE SCHEDULE

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

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

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

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

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

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

■ Oct. 12-13—Hotel Moraine, Chicago.

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

what's in the middle makes the big difference :



...and, in Pennsylvania, it's **WJAC-TV**

To charm big markets in your direction, you want the station most people turn to and tune to! In 35 major counties in Pennsylvania--that's WJAC-TV! Through WJAC-TV--you can toot your client's horn to the million dollar market-in-the middle! America's 27th largest!



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Just released and already **SOLD** in
San Francisco - KPIX (CBS)... Houston - KPRC-TV (NBC)...
Sacramento - KXTV (CBS)... Providence - WJAR-TV (NBC)...

Kick off Your Fall Season with
a High-Scoring **NEW** Series...

13 HALF HOURS FOR LOCAL TELECAST

Each Week, A New Squad of
1964 Football Heroes Led by

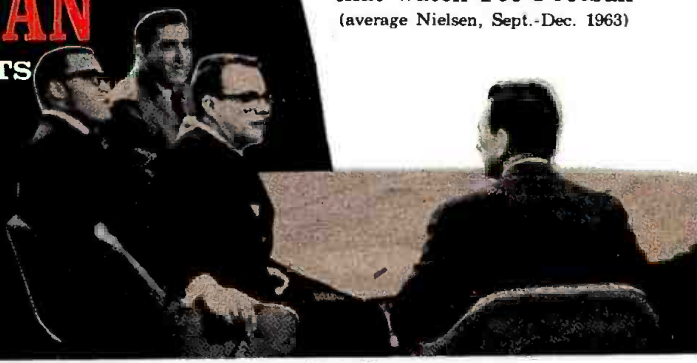
ALLIE SHERMAN

HEAD COACH/N. Y. GIANTS

Especially designed
for the

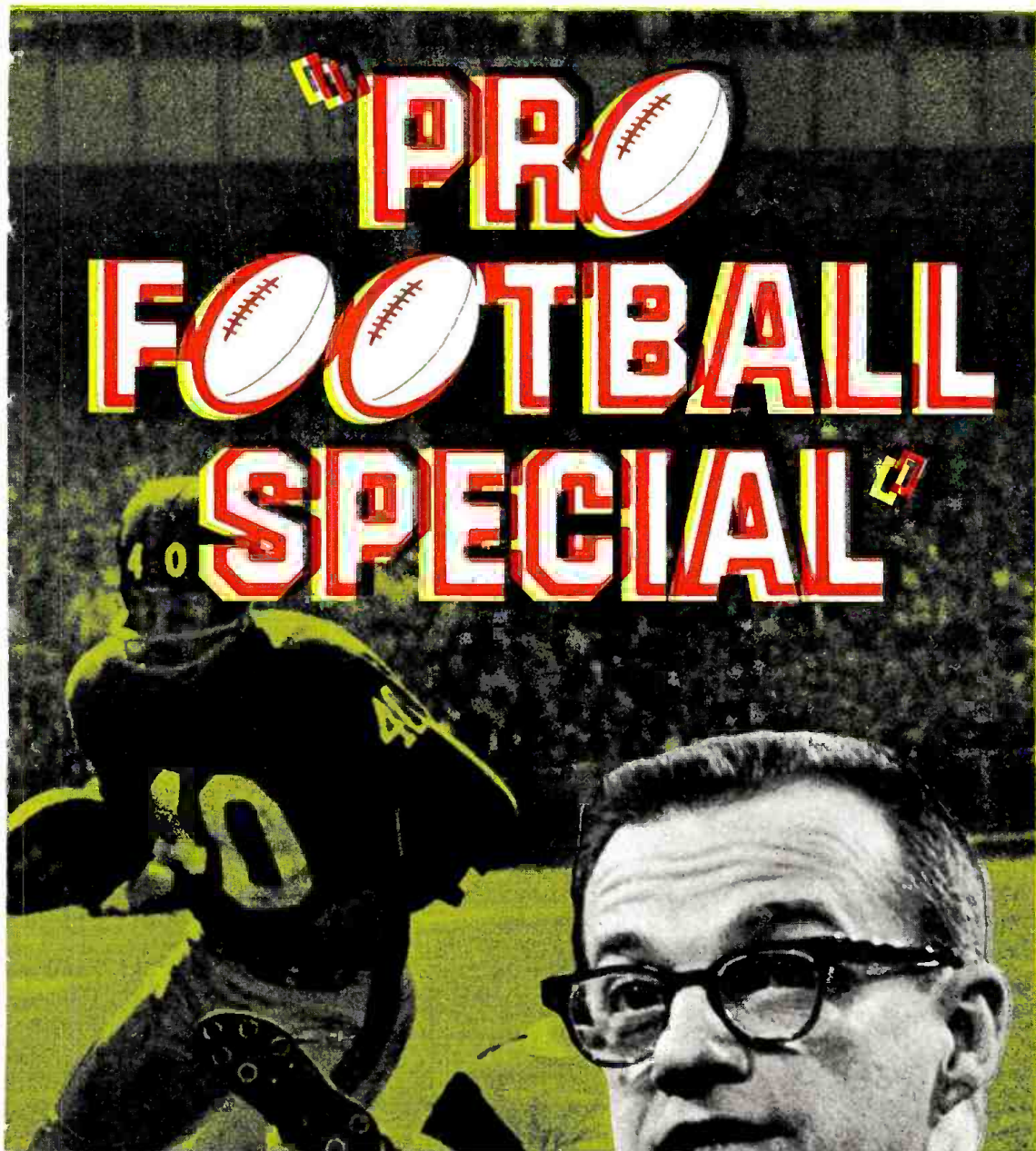
8,600,000
TV HOMES

that watch Pro Football
(average Nielsen, Sept.-Dec. 1963)



Tulsa - KVOO-TV (NBC) ... Denver - KBTU (ABC) ...
 Portland, Me. - WGAN-TV (CBS) ... and others

**FOOTBALL'S
 FINEST PROS**
 from **EVERY
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Here's the perfect ACTION series to open your 1964-65 season: Top pro stars in specially-filmed stop-action and slow motion, demonstrating and dramatizing the "inside" of this most engrossing of spectator sports.




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 - JERRY KRAMER
 - RON KRAMER
 - JOE KUCHARICH
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 - YALE LARY
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 - GINO MARCHETTI
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 - DICK MODZEWSKI
 - LARRY MORRIS
 - JACK PARDEE
 - JIM PARKER
 - JIM PATTON
 - JIM PETTIBON
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 - NICK PIETROSANTE
 - MIKE POTTIOS
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CALL NBC FILMS

WTRF-TV STORY BOARD

7
Rep Petry?*

GREETINGS! When submitting his bill to a client, the lawyer attached a note saying "This bill is one year old." He got a quick response, a Happy Birthday card!

wtrf-tv Wheeling
AGE LIMITS! If in spring a young man's fancy lightly turns to thoughts of lawns, he's in the wrong age group.

wtrf-tv Wheeling
SCINTILLATE: Transgress 'til past midnight!

wtrf-tv Wheeling
GRATEFULLY we acknowledge that if it weren't for venetian blinds, it would be curtains for all of us.

wtrf-tv Wheeling
DIET! If it melts in your mouth, it generally bulges in front of a mirror.

wtrf-tv Wheeling
CURED? As the confused gentleman left the State Mental Hospital, he stared at his "release papers" and said, "Chee, for three years I was Napoleon, now I'm a nobody!"

wtrf-tv Wheeling
GETTING YOUR COAT? Two goats found a can of film. The hungriest devoured the film, and then licked his chops. His companion asked, "How was it?" "Frankly," he recalled, "I thought the book was better!"

wtrf-tv Wheeling
GALS TO GUYS! Gentlemen, we urge you to respect woman's intuition, it's the result of millions of years of not thinking.

wtrf-tv Wheeling
***YOUR PETRY MAN HAS ALL THE ANSWERS!** Ask our rep why alert advertisers buy WTRF-TV. Ask him about the buying folks who watch TV 7 from the 529,300 TV homes in the Wheeling/Stuebenville Industrial Ohio Valley.

CHANNEL SEVEN **NB** WHEELING, WEST VIRGINIA

OPEN MIKE®

Selling aid for KRYT

EDITOR: Please send 10 reprints of the July 27 article about Foote, Cone & Belding's buying yardstick. As the only station in a seven-station market devoting itself entirely to the quality sound of great albums of music, we have found ourselves with something less than the highest rating but with an audience that supports our sponsors with a truly gratifying loyalty.

The fact that one of the largest agencies recognizes the import of programing over that of audience size justifies our broadcast philosophy, and we would like to show this article to our current and potential advertisers.

In the same issue in the FCC's TV market revenue list, you show Colorado Springs-Pueblo with \$1,568,000 revenues and \$1,624,000 expenses, but showing an income of \$56,000. Should not this have been shown as a loss?

Thank you for the superb reporting job you do. We at KRYT find your magazine invaluable as a guide and idea source.—*Robert B. Knoles, manager KRYT Colorado Springs.*

(A minus sign, denoting the \$56,000 as a loss, was inadvertently omitted.)

On the 'Crest' of a success

EDITOR: Your great [Sid Hix] cartoon in BROADCASTING Aug. 3 gave us all a good laugh. We are wondering whether



"Photographs from Ranger 7 show the other side of the moon has 34% fewer cavities!"

the original might be available. If so, we'd be mighty pleased to have it.—*O. S. Lloyd Jr., director, public information, National Aeronautics and Space Administration, Washington.*
(Original is being sent.)

Can anyone help?

EDITOR: Do you know of any company that buys old transcriptions? If you do please send us their address.—*C. L. Graham, WANA Anniston, Ala.*

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HARRISBURG'S NO 1 STATION

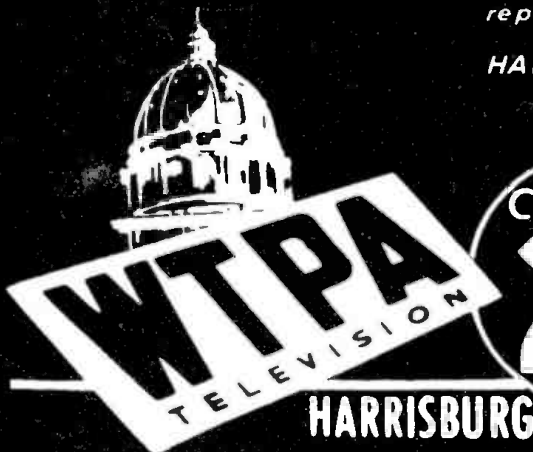
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(IN THE HARRISBURG ARB METRO AREA)

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HARRINGTON, RIGHTER & PARSONS



* ARB MARCH 1964





HAVE YOU SEEN WHO'S CHECKING IN AT ABC?

Bing Crosby, Mickey Rooney, George Burns, Connie Stevens, Dorothy Malone, Richard Basehart, Kathleen Nolan, Walter Brennan, Tony Franciosa and Elizabeth Montgomery are all going to unpack great new shows this Fall on the ABC Television Network. Here's what to look for.

Bing will be a family man. Mickey will own a marina. George will own an apartment house, with Connie his favorite tenant. Dorothy will live in Peyton Place. Richard will live in a submarine. Kathleen will be a Wave. Walter will be a tycoon. Tony will be a playboy. Elizabeth will be a witch. Carolyn Jones will be a not-so-typical housewife in "The Addams Family." Robert Lansing will fly B-17's in "12 O'Clock High." And ABC will be the better for *all* of them.

Not to mention John McIntire, Vincent Edwards, Vic Morrow, Rick Jason, Ernest Borgnine, Patty Duke, Gene Barry, Jimmy Dean, and the two stars viewers chose as their favorite new television performers, David Janssen and Inger Stevens.

But the "regularly scheduled" stars are only part of the story. ABC is also going to present a number of big stars in special programs. Dinah Shore will do seven—four in prime time and three, especially for the ladies, in daytime. Sophia Loren will conduct a tour of Rome with Vittorio de Sica and

Marcello Mastroianni. Gordon and Sheila MacRae will do three 60-minute variety specials. "Hollywood Palace" will continue to book a glittering array of emcees like Borge and Chevalier.

Of course, you're also going to see some people on ABC this Fall who aren't so well known—yet. Like Sammy Jackson, who'll star in "No Time for Sergeants," and Mia Farrow, who'll play Allison MacKenzie in "Peyton Place."

But if ABC has a way of helping make new stars, it has a way of keeping its established stars happy, too. Ozzie and Harriet Nelson have raised their family on ABC. Lawrence Welk has been with us for nine years. Donna Reed for six. Fred MacMurray for four. And they'll all be part of ABC's lineup again this Fall, a diversified schedule that includes comedy, drama, adventure, variety—and lots and lots of stars.

ABC Television Network 

MONDAY MEMO

from GEORGE McCONNELL, Anderson-McConnell, Los Angeles

Radio gives pear-shaped sales as well as tones

An avocado is a tropical fruit, a taste treat of luscious, creamy texture, which grows wondrously well in certain nature-blessed areas of Southern California, provided that, during any given crop year, there is not too much wind, or cold, or rain, or heat or, on the other hand, too little rain or heat.

And just as growing of the fruit is subject to a wide range of vagaries so, too, is its marketing—and the advertising that must create the urge to buy at that very instant when the highly perishable gustatory delight is available at the market place.

A Special Problem ■ When Calavo Growers of California—the state's avocado growers' cooperative—came to Anderson-McConnell five years ago seeking a means of making flash markets for their produce they presented an unusual problem: spot-sell their brand-name fruit in a campaign that would augment the national print advertising embracing all California avocados, a campaign to which they contributed heavily but without identity. Their budget, under these conditions must perforce be modest, yet they had to sell hard and, on occasion, by the very nature of their product, fast. Also, the sales problem could be further complicated by a natural peccadillo of the fruit: more or less in alternate years the trees bear large to small crops—but this cycle does not always necessarily occur.

The marketing of California avocados, we learned, was not without other unusual features. Some years ago, for diverse reasons, independent produce merchants began to obtain a larger share of the business and the resultant fractionalizing of the market created a sales and promotion picture so chaotic and ineffectual that growers voted into being a state marketing order under which a 14-man advisory board framed policy on advertising and promotion and supervised administration of the order—the program financed by assessment, on the growers, of all avocados produced in California.

Calavo was a leader in the campaign to establish the marketing order and by virtue of its size—it embraces about 2,700 individual growers—pays a large portion of the total annual assessments. This was money that Calavo once had invested in national advertising for its own brand name. Under the marketing order the funds simply went into the national campaign for all California-grown avocados. Yet, Calavo, with

sales offices throughout the country, still had to support its primary reason for being—to sell the fruit of its grower-members, all they could deliver, in a manner to achieve the highest return.

Get Them to Try It ■ Research turned up other interesting facets—that because the Calavo name had been, at one time, so highly nationally advertised there were consumers who believed that "Calavo" was a different kind of avocado, a better kind. Conversely, despite all the advertising and the fact that California avocados had been marketed for 40 years, we discovered that many a housewife—particularly in the Midwest and the East—had never used them on her table, nor was she aware of the myriad appetizing ways they could be prepared and served. Then the Anderson-McConnell staff delved into recipes that could be used at home.

Processing, in our handy shoulder computers, all we learned, we presented Calavo with our recommendation: Radio! Spot radio to open new markets, move heavy loads in established markets, and aim to make "Calavo" again a special kind of avocado, a better kind, an asked-for kind. A tall order to deliver in sound.

With the client's blessing we themed our ideas to a trio of sales-inspiring objectives: establish the Calavo brand as special avocados; luscious ways to best enjoy them; and an actual mouth-watering recipe for a particular use. Then wrap the whole thing in a musical accompaniment that would intrigue and serve as a signature.

Not without travail, we shaped these themes and targets to 60-second spots. Music was a semi-calypso—a rhythmic hint of the tropics. In a rhyming jingle we established "Calavo-land" whence, alone, come Calavo avocados. And, still

in rhyme, we hit hard on three fine ways to use them—sandwich spreads, salads and dips—and detailed a recipe for one of these uses in each commercial. Various tapes detailed various recipes, and all spots were open-end for live-announcer market tie-ins.

Here's the text of one of them:

"Do your guests have you pegged as a hostess who always serves the same old dip? Here's a new, fun dip from California—the California avocado dip. Start with two Calavo summer avocados—they're the ones with the pebbly dark skin—ripe and ready to serve when they feel slightly soft to a gentle squeeze. Cut the two Calavo dark-skinned avocados lengthwise in half—remove the seeds—peel—and mash the avocados well with a fork. Blend with a half pint of sour cream and the juice of half a fresh lemon. Add salt to taste and mix well. If you wish, crumble in several slices of crisp bacon. And remember the word C-a-l-a-v-o. It's your assurance of top-quality avocados from the California groves of Calavo-land."

Radio Does It ■ Used in flights of several hundred exposures in three-to-six-week periods in market areas selected by the client for special pushes, they moved Calavo avocados. Our first year they were geared entirely to the pear-shaped green-skinned varieties of the fruit—the kind that mature and are ready for sale in the fall and winter. In subsequent years they have been keyed to dark-skinned fruit, which mature in the spring and summer. In every program Calavo Growers, through their regional sales offices, have tied in-store displays and promotions and give-away of recipes.

Radio, we feel, has never better demonstrated its remarkable versatility and its ability to do a job for the advertiser.

George McConnell co-founded, with Douglas Anderson, the Anderson-McConnell Advertising Agency in Los Angeles in 1946. A one-time commercial artist he served as art director of the agency its first six years. Supervision of the graphic departments is still his domain as well as creative development for all major accounts. Mr. McConnell attended the University of California, Los Angeles, for three years before going to the U. S. Naval Academy at Annapolis in 1941.



Long Island

The Sound of New Haven

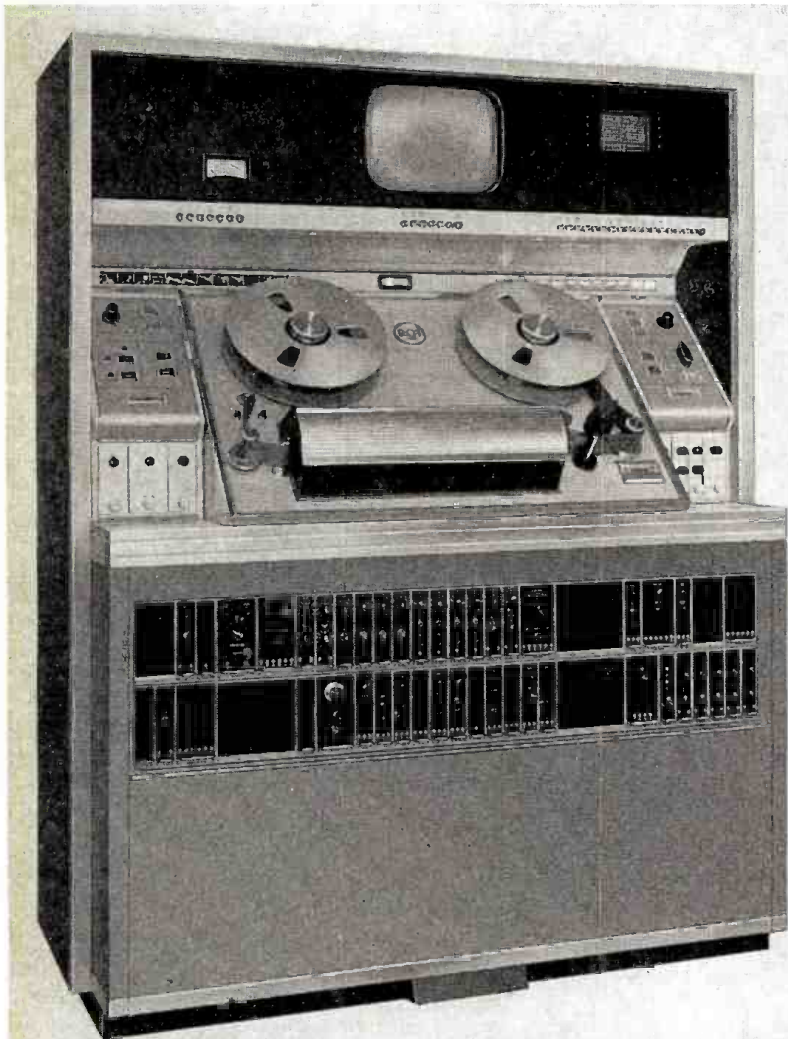
SUMMER ON THE SOUND! WELI RADIO'S IN THE PICTURE* WITH REGULAR MARINE BROADCASTS, WEATHER ADVISORIES, FISHING NEWS, TIDES, REGATTAS, BATHING CONDITIONS. PEOPLE RELY ON ELI! GOOD MUSIC, GOOD NEWS, AND GOOD TASTE.

WELI•960•THE SOUND OF NEW HAVEN•5000 WATTS
NATIONAL: H-R REPRESENTATIVES, INC.:
BOSTON: ECKELS & CO.

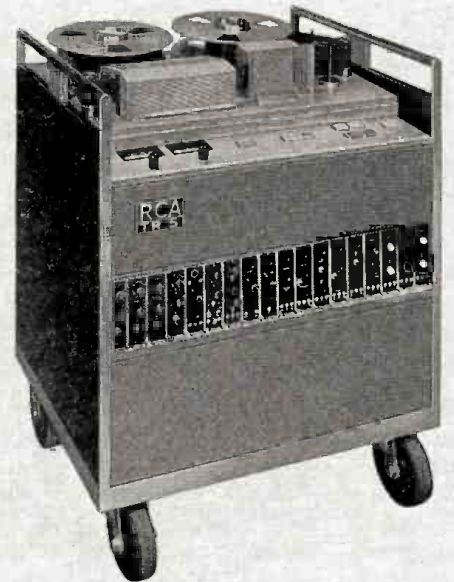


Interchangeable modules in

...assure high quality, easy maintenance



Modular layout of the deluxe TR-22. Many of these same modules are used in the TR-5, TR-4 and TR-3.



Modules of the TR-5 Mobile Recorder are basically the "record" type. Facility for high quality closed circuit playback is provided.

All four RCA TV tape recorders pictured here have something in common: *They can all use each other's modules!* Even modules of the deluxe TR-22 can be used in the lower priced models. Making modules the common denominator of all these units has important implications. It means the quality is the same in all. It means maintenance is simplified. And it means accessories are modular for easy addition. • Standardizing modules saves time and reduces spare parts requirements where two or more RCA TV tape recorders are

See the entire RCA line before you buy any TV Tape Recorder.

*RCA Broadcast and Television Equipment,
Building 15-5, Camden, New Jersey*

all these RCA TV tape recorders

and simplicity in adding accessories!



Modular layout of the TR-4 showing "record" group at left and "play" group at right.



"Play" group of modules in the TR-3 Playback Special are the same as those shown in the TR-4.

installed. Standardization also makes quick replacement easy, and operating a group of recorders is a lot simpler. • Accessories, such as color and electronic editing, can be added to any model largely by plugging in necessary modules. • Tapes made on any of these quadruplex units can be played on any other—as well as on all standard broadcast quadruplex recorders. They are all fully transistorized—all capable of producing the highest standards of professional broadcast-quality tapes.



The Most Trusted Name in Television



CG can get things cooking in Indiana. If you want a steady diet of hot appliance sales, bring things to a boil through ATS.

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: The Elkhart Truth (Eve.); The Mishawaka Times (Morn.)



John F. Dille, Jr., President



\$29 million for 1964 football

That's what networks, stations pay; advertisers eager to spend over \$90 million to bring their products to the attention of pro and college fans

On June 27 the 1964-65 football season began with a game between graduated collegians telecast by ABC-TV from Buffalo. By current broadcasting standards, the \$50,000 the network paid for rights to the coaches All-America game was modest. But it stands as an excellent example of the power of the pigskin.

For the current season, the radio-TV networks will spend \$27,309,000 for rights to football games: collegiate, professional and the championship Canadian game. In addition, BROADCASTING's annual survey shows that the 22 teams of the American and National football leagues will get \$935,000 in radio rights, and 156 colleges will get \$1,175,650 in rights from the 1,748 stations carrying their games this fall. The total broadcasting rights are \$29,419,650—exclusive of televised professional exhibition games. Last year rights sold for less than \$15 million (BROADCASTING, Aug. 19, 1963).

There appears to be no lack of sponsors to foot the mammoth bill. There are 49 sponsors already on network account books and only a few isolated games remain to be sold. These sponsors and the hundreds of local and regional accounts buying the college and pro radio broadcasts plus those advertisers who have signed contracts for pregame, post-game, half-time shows and spot adjacencies, are expected to spend more than \$90 million this year.

Big Buys ■ This was the year of big contracts in football with CBS-TV's purchase of NFL rights for \$28.2 million for two years leading the list. Then came NBC-TV with its \$36 million purchase of AFL games. But that five-year contract doesn't begin until 1965. NBC-TV had the third high figure with its \$13,044,000 bid for two years of National Collegiate Athletic Association games. CBS-TV got the NFL Championship game for \$1.8 million on a two-year contract.

Once the professional and collegiate conference games were taken care of,

the networks did some switching of bowl games through the magic medium of money.

The Orange Bowl from Miami, which spent three years on ABC-TV, after a long tenure with CBS-TV, went to

NBC-TV in January for a reported \$300,000 a year on a three-year contract. The switch gave NBC-TV a three-bowl line-up on Jan. 1 and the network announced that the Orange Bowl would become a night game dur-

What networks pay for radio-television rights

ABC Radio	Notre Dame football	\$ 75,000	Sept. 26
ABC-TV	Coaches All-America game	50,000	June 27
	College All-Star game	175,000	Aug. 7
	American Football League	2,600,000	Sept. 13
	Grey Cup game (Canada)	25,000	Nov. 28
	Liberty Bowl	100,000	Dec. 19
	Bluebonnet Bowl	125,000	Dec. 19
	North-South game	50,000	Dec. 25
	AFL Championship game	(1)	Dec. 26 (tent.)
	Gator Bowl	125,000	Jan. 2
	AFL All-Star game	(1)	Jan. 3 (tent.)
	Hula Bowl	25,000	Jan. 9 (tape)
ABC-TV Total		\$3,275,000	
CBS-TV	Hall of Fame game	\$ 25,000	Sept. 6
	National Football League	14,100,000	Sept. 13
	NFL Championship game	1,800,000	Dec. 27
	Cotton Bowl	225,000	Jan. 1
	NFL Playoff Bowl	200,000	Jan. 3
CBS-TV Total		\$16,350,000	
MBS	Army-Navy game	\$ 25,000	Nov. 28
NBC-TV	NCAA college games	\$6,522,000	Sept. 12
	Blue-Gray game	17,000	(2)
	Jr. Rose Bowl	20,000	Dec. 12
	Sun Bowl	50,000	Dec. 26
	Sugar Bowl	175,000	Jan. 1
	Rose Bowl	275,000	Jan. 1
	Orange Bowl	300,000	Jan. 1
	East-West Shrine game	100,000	Jan. 2
	Senior Bowl	50,000	Jan. 9
	NFL Pro Bowl	75,000	Jan. 10
NBC-TV Total		\$7,584,000	
Networks total		\$27,309,000	

(1) The AFL championship and all-star games are part of a package including the AFL regular season games.

(2) Although NBC-TV will not carry the game, it is fulfilling contractual obligation.

\$29 MILLION FOR 1964 FOOTBALL continued

ing its stay on NBC-TV.

The Liberty Bowl, which had been playing to slim, cold December crowds in Philadelphia during its first five seasons on NBC-TV, went over to ABC-TV and the warm interior of Atlantic City's Convention Hall for \$100,000 on a one-year contract with options.

ABC-TV also got two bowl games from CBS-TV: the Gator Bowl from Jacksonville, Fla., for \$125,000 on a three-year contract, and the Bluebonnet Bowl from Houston for \$125,000 on a three-year contract. The network also contracted for the Hula Bowl from Honolulu for \$25,000. The game will

to four sponsors.

Although there are some openings in some of the network schedules, only the Hula Bowl and Grey Cup game on ABC-TV and Junior Rose Bowl on NBC-TV have no one on the dotted lines.

The big network buys have again come from Ford through J. Walter Thompson and Philip Morris through Leo Burnett. Each has one-quarter of the NFL season (including the Playoff Bowl) and NFL Championship on CBS-TV, and NFL Pro Bowl on NBC-TV.

Chrysler and General Cigar through Young & Rubicam, Gillette through



The rising importance of the games of the American Football League as television entertainment focused attention on the 1963 league champion San Diego Chargers. They were led

by All-AFL quarterback Tobin Rote (18), protected here by Pat Shea (64) USC guard, Keith Lincoln (22) Washington State fullback and Ron Mix (74) USC tackle.

be played and taped on Jan. 8 and seen on the mainland the following day.

NBC-TV also added the Sun Bowl from El Paso to its line-up, signing a three-year contract at \$50,000 annually. Although the network will not show the Blue-Gray game from Mobile, Ala., again this year, it's \$17,000 yearly contract runs through 1966 (BROADCASTING, Nov. 18, 1963).

Anxious Advertisers ■ All the switching around and higher purchase prices apparently has not been a deterrent in the marketplace. CBS-TV sought \$60,000 a minute for NFL sponsorship and has had little difficulty in bringing back the account line-up it had in 1962-63.

Within 48-hours after announcing its NCAA purchase, NBC-TV reported the season schedule had been sold out

Maxon and Texaco through Benton & Bowles each have one-quarter of NBC-TV's NCAA schedule. In addition Chrysler is on NBC-TV's Rose Bowl, General Cigar was with ABC-TV's Coaches All-America game, Gillette had last Friday's (Aug. 7) College All-Star game on ABC-TV and will be on the Rose Bowl.

Although there are no tri-network purchases this year, several accounts are on two networks: Bristol-Myers through Doherty, Clifford, Steers & Shenfield; Carter Products through Sullivan, Stauffer, Colwell & Bayles; Colgate-Palmolive through Ted Bates; Georgia-Pacific through McCann-Erickson; Goodyear through Young & Rubicam; Hartford Insurance through McCann-Marschalk; Mennen Co. through Grey Advertising; Pabst Brewing

through Kenyon & Eckhardt; R. J. Reynolds through William Esty; Schick Safety Razor through Compton; Sun Oil through Esty, and United Motors Division of General Motors through Campbell-Ewald.

What's Ahead? ■ Even though the pros and collegians are enjoying their financial boom from broadcasting, 1964 may prove to be a harbinger of theater and pay TV to come.

In May the Chicago Bears announced that National General Corp. of Los Angeles would feed six home games, blacked-out by the network, to two theaters with a combined seating capacity of 9,400 (BROADCASTING, May 18). The move by the Bears was the first instance of a team taking advantage of the clause in the new NFL-CBS-TV contract, which allows a team to put its home games on theater TV if they are sell-outs. The Bears play in Wrigley Field with a capacity of 45,800 and are sold-out in virtually every game.

Last Thursday (Aug. 6) it was announced that NGC and the Detroit Lions had contracted for four home games to be shown in three theaters with a seating capacity of 7,511. The Lions play in Tiger Stadium with a football capacity of about 60,000.

Although the two Midwest clubs are the only ones to sign for theater TV to date this year, NGC, Theater Network Television and Teleprompter all say they have made overtures to NFL clubs.

Allen V. Martini, vice president sports programs for NGC, said last week that besides the Bears and Lions another team will "definitely" be presented by NGC this year. He said there could be others. In all cases the teams will get a percentage of the theater take with theater tickets priced the same as the stadium. The home team gets 60% and the visitors 40% after 2% is taken out for the league.

Nathan Halpern, president of TNT, said he has "talked to a few NFL teams," but isn't ready for any announcement yet. He said the early announcement of the Bears-NGC agreement was necessitated by need for early publicity since the seats are being sold on subscription basis. He added that there appears to be only "a few teams" in the NFL that would consider a full schedule or substantial commitments with theater TV, but there may be numerous instances of "foot-wetting" by teams who want to see how it works.

The Eidophor system, which is distributed by TNT, he said, is the system NGC will use for the Bears. It is the same system used in Chicago for last season's NFL championship game.

Teleprompter said it has made presentations to several teams but has not signed any.

The New York Giants, Green Bay Packers and Baltimore Colts are all

These sponsors pay for the football on radio-TV

American Oil Co. (D'Arcy)	CBS	NFL	Hartford Ins. (M-M)	ABC	Coaches All-America Cotton Bowl
Aetna Casualty (Remington)	NBC	Sun, Sugar bowls	Heritage House (Wermen & Schorr)	CBS	Hall of Fame
P. Ballantine (Esty)	CBS	NFL, Hall of Fame, NFL Championship	P. Lorillard (Grey)	CBS	Cotton Bowl
Black & Decker (Van Sant, Dugdale)	CBS	Hall of Fame	Marathon Oil (C-E)	CBS	NFL
Bristol-Myers (DCSS)	ABC	Coaches All-America, AFL Scoreboard, Liberty, Bluebonnet, Gator bowls, North-South Game.	Mennen Co. (Grey)	ABC	Bluebonnet, Gator bowls, North-South Game
	CBS	Cotton Bowl		CBS	NFL post game
Carter Products (SSC&B)	ABC	Liberty, Bluebonnet, Gator bowls, North-South game.	National Brew. (Doner)	CBS	NFL, NFL Championship, Hall of Fame
	CBS	NFL pregame, Cotton Bowl	Norelco (LaRoche)	CBS	NFL
Champion Spark Plugs (JWT)	ABC	AFL	Pabst Brewing (K&E)	ABC	College All Star Senior Bowl
Chrysler (Y&R)	NBC	NCAA, Rose Bowl	Pearl Brewing (Tracey-Locke)	ABC	AFL
Colgate-Palmolive (Bates)	CBS	Hall of Fame	Philip Morris (Burnett)	CBS	NFL, NFL Championship
	NBC	Senior, Sugar bowls		NBC	NFL Pro Bowl
Consolidated Cigar (PKL)	CBS	NFL post game	Polaroid (DDB)	CBS	NFL
Dodge (BBDO)	NBC	Orange Bowl	R. J. Reynolds (Esty)	ABC	AFL, College All Star
Falstaff Brewing (D-F-S)	CBS	NFL, NFL Championship, Hall of Fame		NBC	East-West Shrine
Firestone (C-E)	CBS	NFL, NFL pregame	Savings & Loan Foundation (M-E)	NBC	East-West Shrine
Ford (JWT)	CBS	NFL, NFL Championship	Schick Safety Razor (Compton)	ABC	Radio MBS
	NBC	NFL Pro Bowl	Schlitz Brewing (Burnett)	ABC	Coaches All-America
General Cigar (Y&R)	ABC	Coaches All-America	Schmidt Brewing (B&B)	CBS	NFL, NFL Championship, Hall of Fame
	NBC	NCAA	Skil Corp. (F&S&R)	ABC	AFL Scoreboard
General Mills (Knox-Reeves)	ABC	AFL scoreboard	Socony Mobile (Bates)	CBS	NFL Championship
General Motors (C-E)	CBS	Cotton Bowl	Std. Oil Calif. (BBDO)	CBS	NFL
Georgia-Pacific (M-E)	ABC	Coaches All-America	Sun Oil (Esty)	ABC	AFL
	NBC	Sugar Bowl		CBS	NFL
Gillette (Maxon)	ABC	College All Star	Texaco (B&B)	NBC	NCAA
	NBC	NCAA, Rose Bowl	Union Carbide (Esty)	CBS	NFL, NFL Championship
B. F. Goodrich (BBDO)	ABC	Radio	United Air Lines (Ayer)	CBS	NFL pregame
	Radio	Notre Dame	United Motors Div. GM (C-E)	ABC	Liberty, Bluebonnet, Gator bowls, North-South Game
Goodyear (Y&R)	ABC	AFL, Coaches All-America, College All Star		NBC	Sugar Bowl
	CBS	NFL, Cotton Bowl	Wiedmann Brew. (DCSS)	CBS	NFL, NFL Championship
Hamilton Watch (Grey)	CBS	NFL pregame	J. B. Williams (Parkson)	ABC	AFL
Hamm's Brew. (C-M)	CBS	NFL, NFL Championship		CBS	NFL pregame

considered prime prospects for theater TV testing, if not full use. Their stadiums are sold out more often than most other NFL clubs. Don Kellett of the Colts told BROADCASTING last week that his team has been approached by "a half dozen" theater-TV people and has turned them all down. He said if

the Colts do anything this season it might be a one-game test. Although, Mr. Kellett said, this appears unlikely now, the Colts will take another look when the season opens.

The theater-TV movement appears confined to the East and Midwest currently. But on the West Coast Sub-

scription Television Inc. is attempting to do home games of the four California member schools of the Athletic Association of Western Universities (BROADCASTING, May 18).

The negotiations between STV and the four schools have been approved by the NCAA whose two-year contract

\$29 MILLION FOR 1964 FOOTBALL continued

with NBC-TV allows experimental televising of college games on pay TV. Talks have been restricted to the University of California at Los Angeles, the University of Southern California, the University of California at Berkeley and Stanford University because these schools are in proximity to Los Angeles and San Francisco, the only cities that STV is wiring at present.

Although it will take a couple of weeks before loose ends are tied up, STV expects to get the go-ahead and will show 13 or 14 games, with some carried in both cities. Approval is necessary from the other four AAWU members since they will be playing in some of the games.

Miami Contract ■ In Miami last

game in a nonleague city.

No matter where the games are played the networks this year anticipate record production and line costs. The combined tri-network costs for all football scheduled between now and mid-January will be about \$7.5 million.

Much of the production increase is tied into more equipment, more shows and more personnel. ABC-TV, which will show 37 AFL games to a 165-live station network (three get a delayed feed), will have seven cameras at most games with six in other games. One of the cameras will be the end-zone orthicon suspended from a crane and another will be isolated and follow a play for possible video tape replay. The camera was first used nationally on the

Football successful for General Cigar

General Cigar Co.'s one-quarter sponsorship of NCAA college football for the past two years—and renewed this year on NBC-TV with option for next year—has proved "very successful," the company's vice president-director of advertising, George Reichart, said Thursday.

The major cigar firm was heavy in print media early this year to describe new packaging details but will wind up this fall with a heavy commitment in television, including spot. The company has increased its advertising budget to about \$11 million and 65% of this will go into TV.

In addition to NCAA football General Cigar has bought two units of the NBC-TV Huntley-Brinkley show to sell its prestige Corina cigar,

handled by Edward H. Weiss agency, Chicago, as well as its White Owl cigar, long identified with sports broadcast sponsorship and handled by Young & Rubicam, New York.

TV spot in 19 major markets will be used also for Corina, which for the first time undertakes sports sponsorship via participations in pre-season games of the St. Louis Cardinals football on KMOX-TV there.

General Cigar pioneered in radio over 30 years ago and still uses it, especially for its Wm. Penn cigars through Young & Rubicam.

"We especially like to sponsor sports programs," Mr. Reichart said, "because the caliber of programing is consistent. We're not gambling with sports."

week, WTVJ(TV) signed a five-year, \$10,000 contract with the University of Miami to show the team's road games. Subject to NCAA approval, the contract follows by two weeks the announcement of plans for Telemeter-wired pay-TV systems in Miami, Atlanta, Dallas and Houston (BROADCASTING, July 27).

Atlanta is also considered a prime candidate for AFL expansion. The NBC-TV-AFL contract calls for an additional \$2 million to the basic \$36 million contract, if and when expansion occurs. It's anticipated that a two-team expansion will take place around 1968, the fourth year of the contract.

New Orleans, also being considered for an AFL team, will get a chance to show how it turns out for a nationally televised pro game when the AFL holds its All-Star game there in January. It marks the first time in the league's five-year history that it will play a scheduled

Coaches All-America game.

Video tapes of highlights will also be shown during time-outs and at half-time. Quarterbacks and referees will be wired, where possible, for live pickup from huddles and on penalties.

Announcers for AFL games will be teams of Curt Gowdy and Paul Christman, and Charlie Jones and George Ratterman.

CBS-TV's innovations this year include NFL doubleheaders on five dates, although no more than three doubleheaders will be seen in any league city. Other additions are two live, 15-minute shows done from each station. The pregame show will be live and taped and will include field activity, interviews, schedule and standings. The post-game show will include interviews, taped highlights of the second-half, other scores and standings.

There will be seven cameras in use at each stadium (there were four last sea-

son) and one of these will be isolated and feed one of two video tape recorders (one video tape recorder was used last year).

The network is setting up a TV room in each stadium for origination of the pre and post-game shows. It may also be used for supers during the game and as an announce position to report on other league games.

The change of which viewers will be most aware involves new talent arrangements by CBS-TV. The home-team announcers will handle the pre and post-game shows. During the first half the visiting team announcers will do the play-by-play and color and the home-team's play-by-play man will be in the TV room on an interlink connecting all stadiums in the NFL. The color man for the home team will be on the field, giving sideline information. At half-time, the on-air teams switch positions.

The innovations, CBS-TV reports, will triple its production costs over 1963. The network feeds 211 stations on 12 regional networks.

NBC-TV said it planned pre and post-game shows around its NCAA schedule and planned to show 14 collegiate games in color this season. The 14 include the three bowl games on Jan. 1. The network will feed NCAA national games on nine dates and four regional games on each of five dates. Announcers and other production plans were not reported by last week.

In addition to the network telecasts, John Vrba, president of The Fourth Network, said last week that he would supply 2½-hour tapes of 11 Canadian professional football games to U. S. TV stations on a co-op basis. The games will be taped by the CTV network in Canada with a special audio track. The games will start Sept. 12 and run to Nov. 21. Already signed are WGN-TV Chicago and WTCN-TV Minneapolis-St. Paul. Mr. Vrba said he expects to sign two New England stations shortly.

Domestic TV rights to Canadian football games were purchased by Bouchard, Champagne and Pelletier, a Montreal agency, for \$950,000 for two years. The price is \$54,000 more than paid under the previous two-year contract owned by Glen Warren Productions Ltd. and CFTO-TV, both Toronto.

NATIONAL LEAGUE

Baltimore Colts ■ A 30-station radio network covering Maryland, Pennsylvania, Virginia, Delaware, West Virginia, North Carolina and Washington, D. C., will be fed the Colts' preseason and regular games by WBAL Baltimore. National Beer through W. B. Doner will be one-half sponsor on the network. The second half will be sold locally. For the 11th year WBAL will carry its

Mack and Myer for Hire



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Television Corp.

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ALL-LIVE, SLAPSTICK COMEDY SERIES.**

Produced by SANDY HOWARD
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**200 PROGRAMS...11½ MINUTES EACH
IN SPARKLING BLACK AND WHITE**

RECIPE FOR SUCCESS Take 370 pounds of nuts (Mickey Deems & Joey Faye); add 2,162 sight gags, 1,078 prat-falls & 296 custard pies. Mix well with a dash of hysteria, stir in plenty of comedy guest stars & add a case of showmanship. Spread generously across the board & enjoy 200 comedy shows for kids . . . for adults . . . for anybody who likes to laugh.

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\$29 MILLION FOR 1964 FOOTBALL continued

5-minute *Monday Morning Quarterback* with Keith Moseleff, Colts' chief scout. Pre and post-game shows are not yet set. Chuck Thompson, Frank Messer and Joe Croghan will announce the games.

WMAR-TV Baltimore will carry two exhibition games with one-half sold to National Beer and the other half sold locally. The station has two 15-minute pregame shows set: *Inside Football* with Bob Williams, sponsored by Coca-Cola through McCann-Erickson and *Football Preview* with Jim Mutscheller, Colts' end coach, sponsored by Norelco through C. J. LaRoche. Mr. Thompson and Billy Vessels will do the play-by-play and color on TV.

Chicago Bears ■ The Bears will again be without a radio network but will be heard on WGN Chicago in three preseason and 14 league games. American Oil Co.'s Standard Oil of Indiana division owns the basic rights which they have held for 18 years and will sponsor one-half through D'Arcy. The other half will again be sponsored by Heilman Brewing Co. for Old Style Beer through McCann-Erickson. Fairfield Savings & Loan through Charles Elwen Hayes Advertising returns as sponsor to the warmup show and Household Finance through Needham, Louis & Brorby will again sponsor the post-game *Scoreboard*. Jack Brickhouse will handle the radio play-by-play.

WBVM-TV will telecast four of the five preseason games. The games will be fed live and taped for showing later the same day. The four games will be sponsored by Heilman Brewing, one half; and a quarter each by Honda motorcycles through Tobias & Olendoerf and Allstate Insurance through Leo Burnett. George Connor and Billy Wells will cover the preseason games, and Jack Buck and Mr. Connor will do the play-by-play and color for the network games.

Cleveland Browns ■ WERE Cleveland will again originate Browns' games to a 55-station radio network in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, New York and Massachusetts. This is the final year of the station's current three-year contract, although it holds an option for three more years. In addition to the Browns' 14 league games, WERE will originate six preseason contests including a Sept. 5 doubleheader that will be played in Cleveland. Sponsors on the network include Carling Brewing Co. through Lang, Fisher & Stashower, Standard Oil of Ohio through McCann-Marschalk, General Cigar through Young & Rubicam, Midwest Volkswagen through Kite Advertising, and Household Finance placed direct. The sponsorship combinations vary on the network. Due to the conflict of certain

Browns' games with Cleveland Indians' games, WGAR Cleveland will handle live coverage of four preseason and three regular games and WERE will air them on a delayed basis. WERE will air pregame sideline interviews sponsored by Weintraub Clothiers through Cohn & Canfield Advertising and the post-game scoreboard is sold to Exide and Willard Batteries through Charles Getz & Associates. Exide and Willard are also sponsoring the *Blanton Collier Show* as a pregame Sunday feature. Mr. Collier, head coach of the Browns, also will have a five-minute daily program on

Antitrust exemptions

The Senate Judiciary Committee approved a bill to give new exemptions from the antitrust laws to professional team sports including football, Tuesday (Aug. 4) and added a warning that it would watch to see whether televised games hurt amateur contests on Friday nights and Saturdays.

Two amendments to bar professional football telecasts at those times have been urged by high schools and colleges. The committee said it felt "great concern" but believed action now would be "premature."

However, it said in a report accompanying the sports bill, "if abuses occur in the future, then the Congress will be asked to reconsider these amendments."

None of the provisions of the bill, S. 2391, would affect sports broadcasts.

WERE sponsored by Union Commerce Bank through Meldrum & Fewsmith. Gib Shanley and Jim Graner will announce the games.

WEWS(TV) Cleveland will cover two of the preseason games. One-quarter sponsors for these games are Superior Provisions through Marcus Advertising, Rzepka Builders through Jack Sharp Advertising, Lawson Milk through Mark Weiss Advertising and C. Schmidt & Sons through Linc Allen Advertising. The regular season road games will be seen on WJW-TV where a pregame *Best of the Browns* show has been sold to J. P. Stevens through McCann-Erickson, Shaker Motors through Bud Wendell Advertising and Painting Decorating Institute through Joe Manak Advertising. Ken Coleman and Warren Lahr will handle the play-by-play and color for the TV games.

Dallas Cowboys ■ KLIF Dallas will originate the Cowboys' 19-game pre and regular season schedule for a 15-

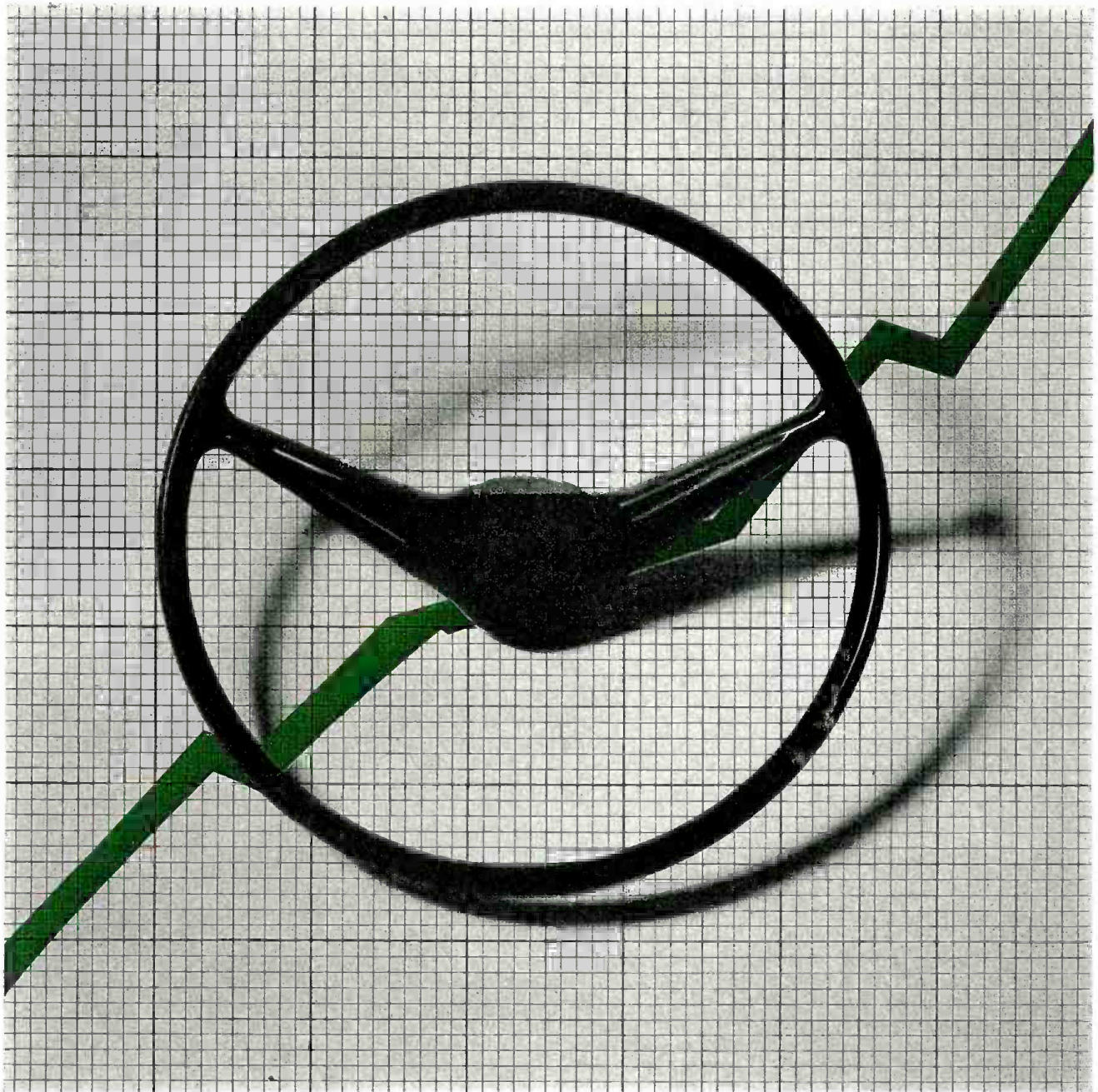
station network. Household Finance Corp. placed direct will again sponsor one half on the network and General Cigar Co. through Young & Rubicam has signed for a quarter with a quarter still open. Hamm's Beer through Campbell-Mithun may again pick up some of the open availabilities on the network stations as it did last year. Pre and post-game shows will be on KLIF only, but these have not been set yet. Jay Randolph and Gary Delaune will do the play-by-play and color.

KRLD-TV Dallas will show the Cowboys' exhibition games on tape the following day. Associated Grocers through Sam Bloom Advertising will sponsor one-half of the games and one-quarter sponsors will be Lion Oil Co. through Ridgway Hirsch & French, and Delta Steel Buildings through Glenn Advertising. Frank Clieber and Don Paul will announce and do color for the TV games.

Detroit Lions ■ WJR Detroit will feed the Lions' games to a statewide radio network of about 35 stations. The five preseason and 14 league games will go to the full network but WJR will not take two preseason games which conflict with the Detroit Tigers' schedule. Returning sponsors are Marathon Oil Co. through Campbell-Ewald for a half and National Brewing Co. for its Altes Beer through W. B. Doner for a quarter. General Cigar Co. through Young & Rubicam has the other quarter. On WJR the pregame *Lions Press Box* will again be sponsored by the Detroit Region Plymouth Dealers Advertising Association through N. W. Ayer and the post-game *Scores and Highlights* program also has been renewed by Packer Pontiac through MacManus, John & Adams. Bob Reynolds and Bruce Martyn will do the games.

WJBC-TV Detroit, which covered three preseason games last year, is covering all five this year on a one-day tape delay. The games, which are sold locally, also are being fed to WKZO-TV Kalamazoo and WWT(TV) Cadillac, both Michigan. The sponsors on WJBC-TV are Marathon Oil for a quarter, and three Doner accounts: R. G. Dun Cigars for a quarter; Food Fair Supermarkets and Faygo Beverages, each an eighth. During the regular season, WJBC-TV has two pregame shows: *Pro Press Box* is sold for the fourth year to Hughes-Hatcher-Suffrin through Reilly Bird Associates, and *Voice of the Fans* is co-sponsored by Tennessee Sausage Co. through Wines-Dewitt Advertising and Squirt Detroit Bottlers through Ross Roy Advertising. The post-game scoreboard is sold to Household Finance placed direct. Van Patrick and Jim Morse will do play-by-play and color.

Green Bay Packers ■ WTMJ Milwaukee will feed a seven-station radio network the five-game exhibition series and



Steering with the strongest

Folks driving about Atlanta streets at a clip of 671,515 trips daily spend lots of time behind the wheel. Stand on a curb—you'll hear most passing cars taking WSB along for the ride. Understandable. The South's first station produces original, newsy and entertaining sounds expressly for Georgians. Some drivers pull off the road to phone thanks. We appreciate that. They pull off to buy products WSB advertises, too. Our clients appreciate that. Get the idea? Ask Petry for an Atlanta Factbook for Advertisers. It'll steer you right.

WSB RADIO/ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.



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

\$29 MILLION FOR 1964 FOOTBALL continued

the 14 regular season games. Thorp Finance Corp. through Klau-Van Pieter-som Dunlap has renewed for one-half sponsorship on the network and La Palina cigars through Compton and Employers Mutuals of Wausau through J. Walter Thompson have each renewed for one-quarter network sponsorship. On WTMJ, Humble Oil through McCann-Erickson has renewed the pregame *Packers Preview*. John Ernst Cafe through Naercklein Advertising will sponsor the post-game *Packers Scoreboard*. Ted Moore will do the radio play-by-play.

For the second year WBAY-TV Green Bay, Wis., has organized a tape network for the five exhibition games. The Saturday games will be taped and replayed Sunday afternoons. Other stations in the network are WKBT(TV) LaCrosse, WISC-TV Madison, WSAU-TV Wausau, WISN-TV Milwaukee, all Wisconsin, and WLUC-TV Marquette, Mich. The games will be sold locally. On WBAY-TV the sponsors are Ford Dealers Association placed direct; Wisconsin Telephone Co. through Cramer-Krasselt; Hamm's Beer through Campbell-Mithun, and Ferron's Clothing Chain placed direct. WBAY-TV is also taping the *Vince Lombardi Show* each Thursday evening through the season and providing it for replay on WSAU-TV, WISC-TV, WLUC-TV and WTMJ-TV Milwaukee. The program with the Packers head coach is one-half sponsored by Schlitz for Old Milwaukee Beer through Post-Keyes-Gardner. The other half is sold locally. The pregame show to the Packers' road games will be sponsored by International Harvester Dealers placed direct on WBAY-TV. The station's Saturday evening 30-minute *Packer Highlights* is sponsored by P. Lorillard and Mennen, both through Grey Advertising. The Sunday evening 10-minute *Packer Highlights* has been sold to Fairmont Foods through Tatham-Laird. The Sunday show is also fed to WLUC-TV. A one-hour special *Packer Rookie—Lambeau to Lombardi* is set for Sept. 11 and has been sold to Wisconsin Telephone Co. Earl Gillespie and Tony Canadeo will do the play-by-play and color for the Packers on TV.

Los Angeles Rams ■ KMPC Los Angeles will feed the Rams' 14 league and four preseason games to an 18-station radio network in California, Nevada and Arizona. Bob Kelley, Bill Brundige and Steve Bailey will announce the games, which are sponsored by Standard Oil of California and E&J Gallo Winery, both through BBDO; Household Finance Corp. through Needham, Louis & Brorby, and Southern California Chrysler-Plymouth Dealers through N. W. Ayer, each one quarter. The pregame *Rams Warmup* and post-game

Rams Report are fed to the network for local sponsorship. On KMPC, *Warmup* is sponsored by Alpha Beta Markets through McManus, John & Adams and *Report* by Bonanza Air Lines through Hal Stebbins.

KTLA(TV) Los Angeles will cover the five Rams' preseason games, showing the four home contests in color on tape the following day. The fifth game to be played in Portland, Ore., will be shown live in black-and-white. Allstate Insurance through Leo Burnett and Seaboard Finance through Grey will take one-quarter of these games. Other sponsors are John Morrell & Co. through Anderson-McConnell; Lever Bros. for Lifebuoy through BBDO, and United Air Lines through Ayer. The pre and post-game shows on KTLA featuring Fred Hessler and Rams coaches will be one-third sponsored by P. Lorillard for Erik cigars through Grey Advertising. Other sponsors are not set. On KNXT(TV) Los Angeles, where Mr. Kelley and Gil Stratton will announce the road games from the network, the pregame *Pro Football Review* with Bill Keene and Don Paul will be two-thirds sponsored by J. P. Stevens through Campbell-Ewald. The remaining third is still open and definite plans for the post-game show aren't set.

Minnesota Vikings ■ WCCO Minneapolis has a new three-year contract with the Vikings and will feed the five exhibition and 14 league games this year to a 28-station regional radio network. North Star Features of Minneapolis will line up and provide services for the network. The games are sold locally. On WCCO, the co-sponsors are Federal Savings & Loan through M. R. Balin and Northwest Ford Dealers Association through J. Walter Thompson. The pregame show on WCCO is sold to H-A Hair Arranger through R. Jack Scott Advertising and the post-game is available. Ray Christiansen will do play-by-play and Paul Giel the color.

WCCO-TV Minneapolis-St. Paul will have a pregame show sponsored by T. B. Allen Associates through Fyten Advertising and Bach Millwork placed direct. Herb Carneal and Clayton Tonne-maker will do the television air work.

New York Giants ■ WNEW New York and Ivy Broadcasting Co. have new three-year contracts with the Giants, and for 1964 the 19 preseason and league games will be fed to a radio network of about 100 stations in the eastern U. S. More than 90 stations are now signed in New York, Pennsylvania, New Jersey, Massachusetts, Vermont, Maine, Connecticut, New Hampshire, Virginia, Alabama, Georgia, Mississippi, Louisiana and Florida, giving the Giants the largest network in pro football. There will actually be two feeds of the

games, one on WNEW and the other for the network. On WNEW the games will be sponsored by A&P through Gardner Advertising, Ballantine Beer through William Esty, Howard Clothes through Mogul, Williams & Saylor and Liggett & Myers through J. Walter Thompson, each one-quarter. The *Pro Football Preview* with Kyle Rote is sold to Schick Electric Shavers through Norman, Craig & Kummel and Schrafft's through McCann-Marschalk. The *Locker Room Report*, under the same sponsorship, will feature Joe Hasel, Al De Rogatis and Mr. Rote. The post-game show is the only simulcast to WNEW and the network with Ballantine buying it for 40 stations on the northern loop. Elsewhere on the network the package is being sold locally. Ivy's pregame show will be handled by Don Smith and Woody Erman. Marty Glickman will again do play-by-play of the games with Messrs. Rote, Hasel and De Rogatis on color.

WPIX(TV) New York will feed the Giants' five preseason games to a five-station TV network of WTEN(TV) Vail Mills-Albany, WHEN-TV Syracuse, WINR-TV Binghamton, all New York; WDAU-TV Scranton-Wilkes-Barre, Pa., and WHNB-TV New Britain, Conn. Three of the games will be live and two will be taped for delayed broadcast. Alberto-Culver through JWT and Ballantine are one-quarter sponsors on the network; other sponsors are Lever Bros. through BBDO, Chase Manhattan Bank through Ted Bates and Swank Jewelry through Shaller-Rubin. One-fifth sponsorship is still open. Chris Schenkel and Pat Summerall will do play-by-play and color for the preseason games and the league road games that will be shown on WCBS-TV.

Philadelphia Eagles ■ WCAU Philadelphia will feed the Eagles' games to 14 radio stations in three states this year, compared with a 12-station network last year. In the first year of a new five-year contract WCAU will cover the five preseason and 14 league games. Carling Beer through Lang, Fisher & Stashower, Tastykake through Aitken-Kynett and Philadelphia Dodge Dealers Association through BBDO will each sponsor a quarter on the network. A quarter is sold locally and Household Finance through Needham, Louis & Brorby has picked up this segment on WCAU. A 10-minute pregame show with Bill Campbell is sold to Admiral Dealers. A 10-minute pregame *Eagles Football Preview* with Tom Brookshire and a 10-minute post-game show will be sponsored alternately by Howard Hill Furniture and Fidelity-Philadelphia Trust Co. Messrs. Campbell, Brookshire and Fred Cusick will do the broadcasts.

WCAU-TV Philadelphia will present taped broadcasts of three exhibition games and taped highlights of a fourth. The games are sold to Ballantine Beer



Wherever you find great sport, you'll find Chrysler Corporation

World Series. NCAA football every Saturday. Rose Bowl Championship. Baseball's annual All-Star Game. Chrysler Corporation brings you, on N.B.C., the widest possible radio and/or TV coverage of America's greatest sports events.

We do it, of course, to reach the right people with the latest news about Chrysler Corporation cars—the action-minded men (and women) of America.

But there's another reason: we think sports help make Americans the kind of people we are—and Chrysler Corporation the kind of company it is. Vigorous. Competitive. On the move.

So we try to cover as many sports events for you as possible. What it boils down to is, if you like sports, we're your kind of people.

PLYMOUTH · DODGE · CHRYSLER · IMPERIAL



\$29 MILLION FOR 1964 FOOTBALL *continued*

through William Esty, General Cigar through Young & Rubicam and Alberto-Culver through JWT. Jack Whitaker and Al Pollard will do the play-by-play and color for all the televised games.

Pittsburgh Steelers • KDKA Pittsburgh gets the Steelers' games this season in the first year of a two-year contract, and will feed a 35-station network in three states. Carling Brewing Co. through Lang, Fisher & Stashower is buying one-quarter on the full network, with the remaining three-quarters to be sold locally. Household Finance through Needham, Louis & Brorby has purchased one-quarter on KDKA and selected markets on the networks. An eighth on KDKA has been sold to Misco department stores through Carlton Advertising. Four exhibition games plus the 14-game regular season schedule will be carried on the full network with Tom Bender and Jack Fleming doing the play-by-play and color. Fifteen-minute pre and post-game shows will be carried on the network with local sponsorship. The Lincoln-Mercury Dealer Association through Kenyon & Eckhardt is sponsoring the pregame show on KDKA, and the post-game program will be co-sponsored by Busy Beaver Inc. through Marc & Co. and Howard Johnson through Farnol Advertising. A 15-minute Saturday evening program will also be carried on the network under local sponsorship. The *Buddy Parker Show* will feature the Steelers' head coach and Bob Prince, Pittsburgh Pirates announcer, with coach Parker answering listeners' questions. The show is sold on KDKA to Brookline Savings through Louis J. Sautel.

On KDKA-TV, which will carry the Steelers' road games from CBS-TV, a pregame show with Mr. Prince will be sponsored by J. P. Stevens for its NFL Slacks through McCann-Erickson and Brookline Savings. Joe Tucker and John Sauer will do play-by-play and color for the Steelers on TV.

St. Louis Cardinals • KMOX St. Louis again is originating a regional network feed of the Cardinals' games to about 40 stations. The radio rights are owned by Falstaff Beer which will sponsor one-half through Dancer-Fitzgerald-Sample. Bayuk Cigars through Modern Merchandising will sponsor one-quarter with the St. Louis Region Chrysler-Imperial Dealers through Young & Rubicam picking up a quarter. The pregame show on KMOX is still open and the post-game *Star of the Game* has been sold to Goddard Motors placed direct. Gene Kelly and Jim Butler will do play-by-play and color.

KMOX-TV will cover four of the pre-season games on tape and one live. Falstaff will sponsor a half with the remainder participating. During the regu-

lar season, the network games will be preceded by the *Big Red Huddle*, a 15-minute show sponsored by J. P. Stevens through McCann-Erickson and Roosevelt Federal Savings & Loan through Judd Advertising. Jack Drees and Bill Fischer will handle the play-by-play and color.

San Francisco 49ers • Ksfo San Francisco will feed the five exhibition and 14 regular-season games to 14 other radio stations in California, Nevada and Hawaii. Standard Oil of California through BBDO and Chrysler-Plymouth through Young & Rubicam and N. W. Ayer have renewed for one-quarter sponsorship each. Other one-quarter sponsors are United Vintners for Italian Swiss Colony Wine through Honig-Cooper & Harrington and Household Finance Corp. through Needham, Louis & Brorby. Bob Fouts and Lon Simmons will do the play-by-play and Russ Hodges will do color. On Ksfo the pregame *Clubhouse* with Mr. Hodges will be sponsored by the Bay Area Chrysler Dealers through Y&R and the post-game *Press Box Review* with Mr. Simmons by Armour & Co., also through Y&R.

Three of the 49ers' exhibition games will be shown on KTVU(TV) Oakland-San Francisco. These games, the first televised exhibition games since 1961, will also be sponsored by Standard Oil of California and United Vintners. The pregame show will be sponsored by Jenkel-Davidson Optical Co. through L. C. Cole and the post-game program by Bob Sykes Dodge through R. Bender & Co. Mr. Fouts and Gordy Soltau will do the announcing for the exhibition games and the network road games that will be shown on KPX(TV) San Francisco. The pregame warmup on KPX by Frank Dill will be co-sponsored by California Insurance Agents through Doremus & Co. and J. P. Stevens through Campbell-Ewald. Sponsors and plans for the post-game show are not yet set.

Washington Redskins • WMAL Washington takes over radio rights to the Redskins in 1964 and 1965. Steve Gilmartin will do the play-by-play and Chuck Drazenovich will do color for the 19-game schedule, which includes five exhibitions. The Redskins radio network has 50 stations. National Beer through W. B. Doner is one-quarter sponsor on the network, with the remaining three-quarters for local sale. On WMAL the other sponsors are Dodge Dealers through BBDO, Washington Gas Light Co. through Kal, Erlich & Merrick and Tastykake through Aitken-Kynett. WMAL will also have locally a 10-minute pregame show with Bobby Mitchell of the Redskins sponsored by Pepsi-Cola through KE&M, and 10-

minute pre and post-game shows from the field with Mr. Gilmartin. The pregame show is sponsored by Herson's Insurance through Dennenberg & Himmelarf and the post-game show by Household Finance Corp. through Needham, Louis & Brorby. During the training season Sam Huff of the Redskins is giving a daily 15-minute report from the Carlisle, Pa., camp. A half-hour Monday night fan-participation program with Redskins head coach Bill McPeak will be heard during the season.

WTOP-TV Washington is carrying three of the five exhibition games and will carry the Redskins' road games from the network. In addition the station will carry a Friday night game between the Redskins and New York Giants from New York. Sponsors for that game are General Cigar through Young & Rubicam; National Brewing and Coca-Cola through McCann-Erickson, all one-quarter; Norelco through C. J. LaRoche and Colgate-Palmolive, Ted Bates, each one-eighth. Jim Gibbons and Eddie Galaher will announce the games on TV. A 15-minute *Pregame News Conference* with coach McPeak will precede each game on WTOP-TV and be sponsored by J. P. Stevens Co. through McCann-Erickson.

AMERICAN LEAGUE

Boston Patriots • WEEI Boston will originate the Patriots' 19-game exhibition and regular schedule for a nine-station New England radio network. The Lincoln-Mercury Dealers Association of New England through Kenyon & Eckhardt has one-quarter network sponsorship and Ballantine Beer through William Esty has one-quarter on WEEI. The remaining sponsorship is pending. Bob Gallagher and Fred Cusick will broadcast the games and Mr. Gallagher also will do the 10-minute pre and post-game shows.

WNAC-TV Boston may do one exhibition game and will take 14 from ABC-TV and feed two games to the network.

Buffalo Bills • WBEN Buffalo will originate the Bills' games to a 10-station radio network in New York and Pennsylvania. International Breweries through Marcus Advertising has bought one-quarter on WBEN; one-half on the network. The other half of the network will be sold locally. Other sponsors on WBEN are Western Savings Bank of Buffalo and Oil Heat Institute of Western New York, each one-quarter; F&W Oldsmobile and Milk for Health on the Niagara Frontier, each one-eighth. Pre and post-game shows with Van Miller will be on WBEN only. The 10-minute pregame show is sold to National Lead Co. for Dutch Boy Paints through McCann-Marschalk and the five-minute post-game scoreboard will be sponsored by Tobin Packaging Co. through Storm

One of a series

(Quote)

*A*fter just a short
time of advertising
Mash's Semi-Boneless
Hams on WBAL-TV, sales
have increased over 50%.

(Unquote)

Nathan Mash, President
NATHAN MASH, INC.

Maximum Response—that's advertising efficiency.

WBAL-TV^{NB} BALTIMORE
"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

Nationally Represented by Edward Petry & Co., Inc.

**Mr. Advertiser,
Do you know
a good thing
when you
see it?**



**Like
availabilities
in MGM Post '48
feature films,
now on their
way to
schedules on
these stations:**

KTBC ... Austin, Texas
KGMB ... Honolulu, Hawaii
WJXT ... Jacksonville, Florida
KORK ... Las Vegas, Nevada
KOCO ... Oklahoma City, Okla.
KOLO ... Reno, Nevada
WDBJ ... Roanoke, Va.
WTVO ... Rockford, Illinois
KOTV ... Tulsa, Okla.
KMVT ... Twin Falls, Idaho
WFMJ ... Youngstown, Ohio



Advertising. Ralph Hubbell and Mr. Miller will do the broadcasts.

WKBW-TV Buffalo will show at least two exhibition games co-sponsored by Genesee Beer through McCann-Marschalk and Marine Trust Co. through BBDO. Charley Jones and Rick Azar will do the play-by-play and color on these games. A weekly 30-minute show of game highlights with Mr. Azar also will be sponsored by Genesee and Marine Trust. A 30-minute pregame show with Mr. Azar during the regular season is under the same sponsorship. WKBW-TV will feed four games to and take 12 games from the network.

Denver Broncos ■ KTLN Denver will carry the five exhibition and 14 league games of the Broncos, and will feed the games to stations of the Intermountain Network. About a dozen stations are expected to join the feed. Bob Martin will do play-by-play and Joe Finan the color. Sponsorship on KTLN is not fully set.

KBTV(TV) Denver will feed six Broncos' games to ABC-TV and take nine games from the network.

Houston Oilers ■ KXYZ Houston will feed the 19-game exhibition and regular Oilers' schedule to a 10-station radio network. Hamm's Beer through Campbell-Mithun had previously exercised full sponsorship. However, this year it holds the basic rights and will sponsor one-half on the network. Ben Gordon Finance through Aylin Advertising will sponsor one-quarter on the network with the remaining one-fourth open. The pre and post-game shows with Al Jamieson will be sold locally. On KXYZ the pregame show is sold to Jacobe Pearson Lincoln-Mercury through Aylin and the post-game program to College Inn Restaurant direct. Frank Fallon will do play-by-play and Mr. Jamieson the color.

KTRK-TV Houston will take 11 games from ABC-TV and feed five games to the network.

Kansas City Chiefs ■ KCMO Kansas City, Mo., will feed the Chiefs' games this year to a network expected to be about 25 stations (11 stations now signed in Kansas and Missouri). The 19 games, including five exhibitions, will be sponsored for one quarter on the network by Interstate Securities through Rogers & Smith Advertising. Schlitz Beer through Mace Advertising will sponsor one quarter on KCMO and may take the network. Sponsorship of the remaining half is pending. Businessmen's Assurance Co. through Potts-Woodbury has renewed the 15-minute pregame *Pow Wow*, and the five-minute post-game *Scoreboard* will be sponsored by the Golden Ox Restaurant through Fermerman Papin Advertising. Tom Hedrick and Bill Grigsby will handle the play-by-play and color.

KMBC-TV Kansas City, Mo., will take

nine games and feed seven to ABC-TV. The pregame 15-minute feature, *Petticoat Quarterback*, featuring interviews with wives of players is not yet sold. A 15-minute pregame *AFL Kickoff*, is two-thirds sponsored by Interstate Securities through Rogers & Smith, with one-third open. The post-game *All Pro Scoreboard* is also sponsored one-half by Interstate Securities with one-half open.

New York Jets ■ WABC New York begins a five-year contract this season with the Jets. There is no network. One-quarter has been sold to the Lincoln-Mercury Dealers of New York through Lennen & Newell; one-quarter to Hess Oil placed direct and one-quarter to Carling Beer through Lang, Fisher and Stashower. The remaining quarter sale is pending. Howard Cosell will do a 10-minute pregame show and Otto Graham a 10-minute post-game program. Mr. Graham will do color on the games and Merle Harmon will handle the play-by-play.

WOR-TV New York will carry the Jets' five preseason games with Clure Mosher and Benny Friedman doing the play-by-play and color. Schaefer Beer through BBDO and Chrysler Dealers of New York through Young & Rubicam each have one-quarter, and R. J. Reynolds through William Esty has one-eighth. Other sponsors are Chesebrough Pond's through Norman, Craig & Kummel, Lever Bros. through BBDO, Revlon through Grey Advertising, Armstrong Rubber through L&N, Chase Manhattan Bank through Ted Bates and Castro Convertibles through Teledio Advertising. WABC-TV New York will feed two games to ABC-TV and take 14 games from the network.

Oakland Raiders ■ For the second year Raiders' games will be heard on KDIA Oakland, with Bob Blum and Dan Galvin doing the play-by-play and color. KDIA will feed 13 other California radio stations the 19-game schedule, including five exhibitions. Anheuser-Busch for Busch Bavarian Beer through Gardner Advertising has purchased a quarter of the network with a quarter to be sold. The other half is sponsored locally. Sheet Metal Contractors Industry and Educational Fund, both direct, will sponsor the local half on KDIA. Quarter-hour pre and post-game shows will be done by Mr. Blum. One-half sponsorship of these shows has been sold to Galileo Salami through Rice-Reichenbach, and Cobble-dick-Kibbe Glass Co. through Louis Landau.

KGO-TV San Francisco will feed five games to the network and take nine.

San Diego Chargers ■ KFMB San Diego will carry the Chargers this season in the last year of a three-year contract. There are no definite plans for a network. Union Oil through Smock, Debnam & Waddell and Home Federal

Savings & Loan Association, through Lane & Huff, will again co-sponsor the five exhibition and 14 league games. The pre and post-game shows will be sponsored by the San Diego County Plymouth Dealers Association, through N. W. Ayer, and Anheuser Busch,

through Gardner Advertising. Lyle Bond will do play-by-play and Rod Page the color. XETV(TV) Tijuana-San Diego will feed six games to the network and take 10 games from ABC-TV. Pre and post-game shows are planned but not yet set.

University of Mississippi (13); University of South Carolina (7); University of Tennessee (6) and Tulane University (7).

The Continental Oil Co., Houston, has been sponsoring the games of the U. S. Air Force Academy for several years. For 1964, Conoco will present a 10-game schedule, starting Sept. 19, on 12 radio stations in Colorado.

The Union Oil Co. of California, Los Angeles, begins its fourth year of sponsorship of Oregon State University football games this fall on a regional network of 25 stations, primarily in Oregon and, to a lesser extent, in the state of Washington. Ten games will be broadcast. The agency for Union Oil is Smock, Debnam & Waddell, Los Angeles.

Philips Petroleum had, in the past, sponsored Brigham Young University and Boston College schedules on regional hookups, but a spokesman reported last week it had no plans for radio coverage this year.

Similarly, the Atlantic Refining Co., which for many years was the big gun in radio sponsorship of college football games, has no plans for radio coverage this year. A spokesman said that Atlantic's present approach is to utilize year-round sponsorship of news and weather programs on radio-TV plus sponsorship of major league baseball games on both media in the summer.

Gulf has 150 games - Gulf Oil Corp., Pittsburgh, has been an extensive advertiser of college grid games on radio for the past several years, and this fall

Oil companies buy radio hook-up

Loyal fans follow their college teams on aural medium in spite of television's glamour and appeal of the pros

The dramatic rise of television, luring both audience and sponsors, has reduced radio's role in football coverage, but the medium is far from a "grid-iron corpse." It is being used extensively by oil companies in particular.

A sampling by BROADCASTING of radio stations throughout the country indicates there is still a healthy respect for the power of the aural medium by many advertisers, especially oil companies, and by listeners for the broadcasts of college football games.

An executive at one of the leading advertising agencies in New York, whose clients had been active for years in sponsorship of college football on network and regional radio, offered this evaluation:

"With the advent of television, some advertisers could no longer afford to continue with radio. TV had attracted much of the audience and it no longer made sense to stick with radio. This was particularly true in the northeast part of the country, which is saturated with TV football.

State Hook-Ups - "Today, in some parts of the country, such as certain areas of the South, Southwest and Far West, there is still a healthy interest in college football and various state radio hook-ups have been arranged. This is particularly true in areas away from the large metropolitan centers where pro football games on TV attract huge audiences."

The regional distribution patterns of oil companies are conducive to the establishment of state and regional radio networks covering the games of outstanding teams in these areas. For a comparatively modest investment, oil sponsors attract substantial and loyal audiences, one petroleum company official noted.

A summary of oil company activity in radio coverage of college football follows:

Humble Oil Co., Houston, is believed to be the most extensive purchaser of college football games on radio, sponsoring the entire Southwest Conference teams each week on a regional hookup of stations in Texas as well as con-

tests in the Midwest and Far West. Robert Gray, director of advertising and promotion for Humble, declined to provide details, however, because of competitive considerations. He noted that Humble has been active in the college football radio area for a number of years. Humble's agency is McCann-Erickson, Houston.

Texaco Likes Radio - Texaco Inc., New York, has been participating in the sponsorship of college games on radio since 1954 and begins its 11th year with half sponsorship of the contests of seven schools, each playing 10 games. In each case, a lineup of stations in the home states of the college has been set up. Through last year, Texaco had full sponsorship of these games.

The schools and the number of stations Texaco has bought are: University of Alabama (8); University of Georgia (9); Miami University (6);

Radio revenues of major college conferences

Conference	Schools	Stations	Rights
Atlantic Coast	8	230	\$ 55,500
AAWU	8	100	240,000
Big 8	8	110	74,000
Big 10	10	270	200,500
Big Sky	6	21	1,300
California CAA	5	10	1,000
Far West IAC	6	6	2,500
Ivy League	8	42	44,000
Mid-America	7	17	2,700
Missouri Valley	8	12	19,000
Ohio Valley	8	15
South Eastern	11	300	215,000
Southern	9	77	52,250
South West	8	150	80,000
Western Athletic	6	51	20,000
WCAC	8	10	18,000
Yankee	6	27	5,000
Independents*	26	300	144,900
Total	156	1,748	\$1,175,650

*Does not include Notre Dame and stations on ABC Radio network which carry the games.

will invest in more than 150 games in the East, South and Midwest. Gulf's agency is Young & Rubicam, New York.

In New England, Gulf is half sponsor of the Dartmouth games on a network in that area, with the number of stations not yet decided. Similarly, it is a one-half sponsor of the University of Michigan games on a state network, also with the number of stations still to be arranged.

Gulf is a full sponsor of the Penn State schedule on KDKA Pittsburgh. The company is half-sponsor of the following contests: Navy over WBAL Baltimore; Ohio State over WTOL Toledo, WERE Cleveland and WEFB Columbus, all in Ohio; University of Oklahoma over KVOO Tulsa; Texas Southern over KYOK Houston; Lamar Tech over KAYC Beaumont, Tex.; University of Florida over WWL Fort Lauderdale and Duke University over WBJG Greensboro, N. C. It also is a 50% advertiser in selected games of the South called *Pick o' Dixie*

(10 contests) over WSun St. Petersburg, Fla. and WGST Atlanta.

Wilshire Oil, Los Angeles, a subsidiary of Gulf Oil, is also active on the West Coast through Y & R. Wilshire's schools and number of stations: Imperial Valley Junior College (1); Arizona State (13); San Jose (1); University of California at Berkeley (13); California State Polytechnic (1); Santa Rosa Junior College (1); University of California at Santa Barbara (1); University of the Pacific (1); Shasta College (1); Bakersfield Junior College (1); University of Nevada (1), and Ventura Junior College (1).

Business briefly . . .

Mrs. Smith's Pie Co., Pottstown, Pa., through J. M. Korn & Son, Philadelphia, is starting a promotion of its line of frozen pies in New England with one-minute television announcements on WHDH-TV and WHAC-TV Boston; WPRO-

TV Providence, R. I.; WGAN-TV Portland, Me., and WTIC-TV Hartford, Conn. The campaign will start Aug. 17 and run for 18 weeks.

R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston-Salem, N. C., through the William Esty Co., New York, and the Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, were to sponsor the final two rounds of the Western Open golf tournament on 187 stations over the past weekend, Aug. 8-9.

The Purex Corp., New York, through Edward Weiss Co., New York, will sponsor "Letters from Vietnam" (Sept. 10, 9:30-10:30 p.m., EDT) on ABC-TV. The program, a documentary about American helicopter pilots in Saigon, is the first of two specials in a series called *The Daring American*, to be sponsored by Purex.

Scholl Manufacturing Co., through West, Weir & Bartel, New York, will conduct its third successive advertising campaign on ABC-TV daytime programs this fall, starting Sept. 14. Commercials for Dr. Scholl's Zino-pads and Dr. Scholl's Foot Powder will be broadcast.

Procter & Gamble Co., Cincinnati, through Leo Burnett Co., Chicago, will sponsor a comedy series, *Myrnalene*, on NBC starting Sept. 20 (Sunday 7-7:30 p.m., EDT). It will be seen in the time spot previously filled by *Bill Dana Show* which starts its 1964-65 season on Sept. 20 in its new Sunday time of 8:30-9 p.m.

Aetna Casualty and Surety Co., Hartford, Conn., through Remington Advertising Inc., Springfield, Mass., will sponsor the semi-final and final rounds of the National Singles Tennis Championships on NBC-TV Saturday and Sunday, Sept. 12 and 13. The program, broadcast from the West Side Tennis Club in Forest Hills, N. Y., will consist of a taped broadcast on Sept. 12 of one of the men's semi-final matches from approximately 3:45 p.m. to 4:30 p.m. EDT, and a live broadcast on Sept. 13 of the men's finals from 2 to 4:30 p.m. EDT, with taped coverage of part of the women's finals if time permits.

Humble Oil & Refining Co., Houston, through McCann-Erickson, that city, has signed for two programs in NBC-TV's 1964-65 schedule, *The Virginian* (Wednesday 7:30-9 p.m. NYT) and *International Showtime*, (Friday, 7:30-8:30 p.m. NYT).

Speidel Corp., Providence, R. I., through McCann-Marschalk, New York, has signed for *The Alfred Hitchcock Hour* (Monday, 10-11 p.m. NYT) on NBC-TV during the 1964-65 season.

Travel advertising increasing on radio-TV

Newspapers "are gradually being eased out of their dominant position as the major vehicle for travel advertising," according to Roger C. Bumstead, vice president and director of media for Kelly, Nason Inc., New York newspaper rep.

While the amount of travel advertising in newspapers has "remained comparatively unchanged since 1961," the use of magazines and television by the travel industry has increased considerably, and radio is finding good customers in the travel field, he said.

Writing in the August issue of *Travel Report*, prepared for Kelly, Nason clients and the travel industry generally, Mr. Bumstead called attention to a "startling" growth in the use of television by travel advertisers.

Spot and network TV advertising increased 170% from 1958 to 1963. "The figure is only \$16 million but the trend is there," Mr. Bumstead said.

Although complete records on radio advertising are unavailable, he continued, seven travel organizations appear on the Radio Advertising Bureau's list of the top 50 spot radio advertisers of 1963. The seven companies spent a total of \$12 million. One of them, American Express, spent more than \$1,250,000.

Travel advertising in magazines, he said, totalled nearly \$40 million last year, a 73% increase over 1958. Although newspapers were still the leading medium with travel advertising revenues of nearly \$80 million,

the five-year growth rate was only 25%.

Mr. Bumstead said that the newspaper industry must take "bold and positive action" to maintain its position as the leading medium in the field. Newspapers' "interest and support of the travel industry must be allocated more in direct proportion to our advertising expenditures," he said.



Mr. Bumstead



It takes a lot of people to make a five-time winner

For an unprecedented *fifth year*, WGN Radio has won the annual Alfred P. Sloan Award for "distinguished public service in highway safety."



WGN Radio is grateful for the generous and continuous cooperation on the part of hundreds of people in the following organizations that made this award possible.

Chicago Fire Department • Chicago Police Department • Citizens Traffic Safety Board of Metropolitan Chicago • Cook County Sheriff's Police • Illinois Highway Traffic Engineering Center • Illinois State Patrol • Indiana State Police • Michigan State Police • National Safety Council • Northwestern University • Toll Road Minutemen • Wisconsin State Patrol

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting

Alberto-Culver bucks on piggyback charge

Polk avows TV's \$40-million customer will bypass stations with extra charges

Alberto-Culver Co. stood firm in the piggyback fight last week and let it be known the hair products firm that TV built will not pay premium rates for its double-product commercials.

George Polk, Alberto-Culver's new advertising director, said the firm's \$1 million-plus monthly in spot TV money will be spent only on stations which do not have premium rate policies and only in markets where there is sufficient alternative coverage available on non-premium rate stations.

Already placed on Alberto-Culver's "no-buy" list are Indianapolis and Grand Rapids-Kalamazoo, Mich., Mr. Polk said, and there may be others. He felt, however, that the trend might be moving toward Alberto-Culver's position since some stations which earlier had planned to charge premium rates for piggybacks have since told him they have changed their mind.

Mr. Polk, formerly vice president in charge of television programming and planning at BBDO, New York, felt that stations which are charging extra for piggybacks—in some cases double rate—are simply taking financial advantage of the changes in the television code of the National Association of Broadcasters which become effective Sept. 1. The code changes are designed to help cure TV's commercial clutter problem by more strictly defining piggybacks and the way they are counted as commercial units.

Nearly all of Alberto-Culver's spot commercials are double-product vehicles. The company now spends over \$40 million in TV on an annual basis, the principal part in network. The spot buys supplement the network exposure. Some radio also is being used.

Mr. Polk pointed out that if the public doesn't like the piggybacks and they are no longer efficient or effective advertising vehicles, his firm would be the one to lose and thus would be the first to stop using them. He said people are attracted much more to the crowded restaurant than the one that is empty and this is why stations with lots of commercials are more popular too.

In the case of both Indianapolis and

Grand Rapids-Kalamazoo, Mr. Polk said, the CBS-TV and NBC-TV affiliates either have a premium rate policy or refuse any piggyback business at all as a station group policy (Corinthian's



A-C's George Polk
Wary of opportunists

WISH-TV Indianapolis). Although the other stations have no premium rate, he said, there simply isn't enough of them to adequately saturate the market with the frequency, cost efficiency and total market coverage which the sponsor requires.

Alberto-Culver's agencies are Compton, BBDO and J. Walter Thompson Co., all Chicago.

Mutual adds 13 new sponsors to roster

Thirteen national advertisers have signed sponsorship agreements with the Mutual Broadcasting System during the past 10 days, Raymond H. Smith, the network's general sales manager, announced last week.

The new clients are: American Express Co. (through Ogilvy, Benson &

Mather); American Motors for Rambler (Geyer, Morey, Ballard); Bristol-Myers for Excedrin (Young & Rubicam); Campbell Beans (Needham, Louis & Brorby); Curtis Publishing Co. (BBDO); duPont for Zerex (BBDO); General Motors for Frigidaire Division (Dancer-Fitzgerald-Sample); Hartford Insurance (McCann-Marschalk); Monroe Auto Equipment Co. (Aitkin-Kynett, Philadelphia); P. Lorillard for Kent (Lennen & Newell); Pepsi-Cola Co. (BBDO); Quaker State Oil Co. (Kenyon & Eckhardt), and Schick Safety Razor Co. (Compton, Los Angeles).

The sponsors will advertise on Mutual's newscasts, sports programs and *World Today*.

The Schick Safety Razor Co. will again sponsor the Army-Navy football game on Mutual in December, and the Curtis Publishing Co. is sponsoring Mutual's coverage of the national political conventions, the presidential election and the inauguration in behalf of the *Saturday Evening Post*.

The signing of the new sponsors and the renewal of contracts by other advertisers brings to 48 the number of sponsors with Mutual campaigns since the beginning of 1964, officials said. This represents an 11% increase over the same period in 1963.

Agency appointments . . .

■ J. C. Best Carpet Stores, Boston, has appointed Ralph Schiff and Partners, that city, to launch new advertising campaign. New England radio, television and newspaper advertising will be started soon.

■ The Quaker City Chocolate & Confectionery Co., Philadelphia, names Helitzer, Waring & Wayne. New advertising campaign to reach the children's market includes use of broadcast media in major markets.

■ Grand Taste Packing Co., Los Angeles, has appointed Safyan & Reisman Inc., Los Angeles, to handle advertising for its meat products.

■ Paulin Chambers Ltd., Winnipeg, Man., has appointed McCartney & Fritz, Studio City, Calif. as agency for the company's biscuits, cookies and crackers in the U. S. with a first-year budget of \$750,000. Jimmy Fritz is account supervisor and Clary Allen McCartney account executive.

■ American Security and Trust Co., Washington, has appointed Ketchum, MacLeod & Grove, same city, to handle the bank's advertising in all media.

■ Nesbitt's Fruit Products, Los Angeles, to Grey Advertising, Los Angeles.

GET YOUR PITTSBURGHERS HERE!

Bristol-Myers does—for Softique beauty bath oil. They buy WIIC exclusively in the big Pittsburgh market. There's just no better spot TV buy around. For some great availabilities and impressive figures (especially cost-per-thousand), check with WIIC's General Sales Manager Roger Rice or your Blair-TV man.

CHANNEL 11 **WIIC** NBC IN PITTSBURGH



McGavren-Guild reorganized

Rep firm is split in two; one to handle only major radio markets, second to specialize below top 25

A concept of in-depth servicing to a limited radio station list in major markets has been introduced by Daren F. McGavren, board chairman of McGavren-Guild Co., New York.

To achieve what Mr. McGavren describes as a trend toward specialization in radio station representation, particularly in the major markets, he has completed a major reorganization encompassing the following changes effective immediately.

- The formation of a new company, Daren F. McGavren Co., New York, which will maintain a limited station list in major markets.

- The reorganization of McGavren-Guild Co., New York, which will concentrate on representation of radio stations "in metropolitan markets below the one million mark in population."

- The acquisition of the Robert L. Williams Co., adding its stations to McGavren-Guild.

Mr. McGavren becomes president of



Mr. Guild

Mr. McGavren

Daren F. McGavren Co. and board chairman of McGavren-Guild Co. Ralph Guild, who has been executive vice president of McGavren-Guild, becomes president and national sales manager of that firm and national sales manager of Daren F. McGavren Co.

Other principal officers:

Edward Argow, who has been vice president, becomes executive vice president for new business at Daren F. McGavren Co.; Harvey Glor, research director, is made research vice president of both companies; Ralph Conner, formerly assistant sales manager, becomes vice president and New York sales manager for Daren F. McGavren Co.; Robert Mahlman, who has been Chicago sales manager, becomes vice president of Daren F. McGavren Co. in Chicago, and Mr. Williams, who handled sales development for McGavren-Guild before forming his own company, becomes vice president of McGavren-Guild.

McGavren-Guild up to the time of

the remaking of the companies had a list of 28 radio stations. This has been divided into about 14 stations for each of the new companies, while McGavren-Guild will add about six stations from the Williams list.

Daren F. McGavren will maintain offices in Chicago and Detroit and at New York headquarters, Mr. McGavren explained, a staff of six salesmen will service the 14 stations. Mr. McGavren said the company had a limited objective of "not more than 20 stations in the top 25 markets." The "major markets" are roughly defined by population and dollar expenditure.

Special Service ■ Mr. McGavren said the new approach for his station representation firms—of separate organizations to concentrate on major or regional size markets—also permits them to offer special services.

Dick McCauley has been appointed director of sports programming for Daren F. McGavren Co. and will handle all specific sales for sports specials. He also will lend help on technical details of sports production and programming for the McGavren stations. A creative programming department will also be available to help stations in their individual programming.

Mr. McCauley's sports background includes sports coordinator and play-by-play announcer. He is a former college athlete.

Mr. McGavren said the change in the company's handling of sales representation in radio had been effected in the interest of a growing trend of owned-and-operated radio sales companies, particularly in the larger market areas of the country.

He said specialization will mean his salesmen can spend more of their time with an agency's buyer, account executive and supervisor on a station's market story.

The separation of the rep firm into two companies also will enhance regional market station repping through McGavren-Guild, according to Mr. Guild, its president.

He said that it has become more apparent that in most sales organizations, the "major efforts are instinctively directed toward major markets. Regional stations are frequently lost in a long list of represented stations. Yet stations in regional markets often require more specialized selling."

Mr. Guild pointed out the need for selling regional markets to agencies on an appeal based on detailed market data

Biggest TV campaign

D. L. Clark Co., Pittsburgh, announced last week it has scheduled the largest television campaign in its history for the fall-winter quarter and plans a saturation schedule of one-minute and 20-second spots in 65 major markets. Placed through Don Kemper Co., Chicago, the campaign will stress Clark candy bars and most spots will run during after-school hours and Saturdays. Spots were made by Cascade Productions, Hollywood.

and information on a station's image (management, stature in the market, sales results and station personalities).

It was noted that both companies plan to keep the same commission formula now in effect—salesmen are offered an incentive based on the percent of closes made on presentations offered, percent of budget obtained and the increase in budget over previous campaigns. Commissions are on a pool basis.

The New York headquarters of both companies is at 270 Park Ave.

GE dealers to buy radio, TV in promotion

A joint advertising and sales promotion campaign is being implemented throughout the country by the General Electric Co.'s Home Care Comfort Products Division and the American Machine & Foundry's Bowling Products Group from Sept. 8 through Oct. 31, including the use of local spot radio and television by GE dealers.

The tie-in program stresses that the use of GE appliances creates leisure time for women and points out the value of bowling to them. A key phase of the campaign provides women who visit their local GE dealers with three free lessons at a local bowling center.

The promotion was conceived by CCM Inc., Stamford, Conn., and will be coordinated and administered by Peter Theg, vice president of CCM.

ABC Radio West has its biggest sales period

Over \$300,000 in new repeat business was signed by ABC Radio West in five weeks ending July 31, more than in any previous billing period, Jack H. Mann, vice president of ABC Radio's Western Division, said last week. New adver-



SATURDAYS, 11 PM
 "FROM HERE TO ETERNITY"
 Burt Lancaster, Deborah Kerr
 "DAMN YANKEES"
 Tab Hunter, Gwen Verdon
 "THE OLD MAN AND THE SEA"
 Spencer Tracy, Felipe Pazos
 "AUNTIE MAME"
 Rosalind Russell, Forrest Tucker
 "ALL THE YOUNG MEN"
 Sidney Poitier, Alan Ladd
 "THEY CAME TO CORDURA"
 Gary Cooper, Rita Hayworth
 "BELL, BOOK AND CANDLE"
 James Stewart, Kim Novak



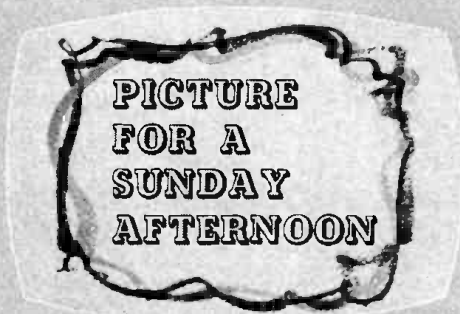
FRIDAYS, 11:20 PM
 "THE EDDY DUCHIN STORY"
 Kim Novak, Tyrone Power
 "JUBAL"
 Glenn Ford, Ernest Borgnine
 "THE KEY"
 William Holden, Sophia Loren
 "THE LAST ANGRY MAN"
 Paul Muni, David Wayne



**MONDAYS THROUGH THURSDAYS,
 11:20 PM**
 Drama, mystery, adventure, romance
 selected from the same great packages



**MONDAYS THROUGH FRIDAYS
 4:30 — 5:55 PM**
 Featuring the best of
**ACTION! SUSPENSE!
 COMEDY! DRAMA!**



12 NOON
 "GARDEN OF EVIL"
 Gary Cooper, Susan Hayward
 "TROPIC ZONE"
 Ronald Reagan, Rhonda Fleming
 "LADIES IN LOVE"
 Loretta Young, Tyrone Power
 AND SUNDAY NIGHTS 11:25 PM IT'S
 "THE CHANNEL 2 SUNDAY THEATRE"

MOVIES ARE BIG ON CHANNEL 2

**EXCLUSIVE — 7 NIGHTS A WEEK
 FEATURING MANY FIRST-RUNS!**

Top stars — top films! Over 700 titles including such famous packages as 7 Arts, Screen Gems, 20th Century and others. Channel 2 features a continuous parade of audience builders, backed by a continuous campaign of daily newspaper advertising and on-air promotion. Now is the time to buy — and let films sell for you in the WMAR-TV 43-county market!

In Maryland Most People Watch

WMAR-TV 

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

Coming in September: Baltimore's new
 1000 foot tower (1319 feet above sea level)

tisers include the Bristol-Myers Co., through Young & Rubicam, New York, using three spots a week for 13 weeks; S&W Fine Foods (coffee), through Foote, Cone & Belding, San Francisco, with five spots a week for 13 weeks; Fisher Flouring Mills Co., through Pacific National Advertising, Seattle, for 26 weeks and Uncle Sam's Breakfast Food Co., through Allen & Reynolds Advertising, Omaha, for 26 weeks.

Renewal business on ABC Radio includes: Campbell Soup Co. (Bounty Chili Con Carne), through Needham, Louis & Brorby, Chicago, using 20 spots a week for 26 weeks; Chrysler Corp. (Plymouth Div.), through N. W. Ayer & Son, Philadelphia, starting Sept. 23; Sterling Drug Co., through Dancer-Fitzgerald-Sample, New York, a 15-week repeat campaign starting Sept. 7 with eight spots a week.

Philco to sponsor convention

Philco Corp., Philadelphia, announced last week it would be co-sponsor of international radio broadcasts of the Democratic National Convention and November elections on Radio New York Worldwide.

The firm said the broadcasts would be beamed in English to Europe and Africa and in Spanish and English to Latin America on the 19, 25 and 31-meter bands over the station's five short-wave transmitters. Philco co-sponsored similar broadcasts of the Republican convention from San Francisco.

Gardner gets Montclair, SSC&B gets Half & Half

The American Tobacco Co. last week appointed Gardner Advertising Co., St. Louis and New York, as agency for Montclair cigarettes, replacing Sullivan, Stauffer, Colwell & Bayles, New York.

Montclair's billing is about \$8 million, of which an estimated \$6 million is spent in TV-radio. No reason was given for the change.

Softening the blow from the loss of Montclair, American Tobacco designated SSC&B as agency for its new Half and Half cigarettes (pipe tobacco in a filter cigarette) which have been in test marketing and are now moving toward national distribution. Spot and network TV will be used, but the size of the budget was not disclosed. SSC&B continues to handle export advertising for American Tobacco products.

Gardner also handles Carlton cigarettes and the cigar brands of American Tobacco Co. and its wholly owned subsidiary, American Cigar Corp. BBDO is the agency for Tareyton and Lucky Strike cigarettes.

Also in advertising . . .

Do it yourself ■ The 3M Co. will open a mail campaign this week to encourage the production of local TV commercials on video tape. Advertisers and agency representatives will receive the first in a series of "News Close-Ups," bulletins

designed to show how local stations with tape facilities can produce commercials comparable in quality to those made at production centers.

Marketing data ■ KIXI-AM-FM Seattle is offering advertisers more audience information, faster, as a result of putting extensive listener-study data into form for computer use. Gilbert L. Bond, general sales manager, said the computer can supply cross-referenced data on listeners by age, income, occupation and other details and on their hard-goods buying habits as well as their listening habits, thus helping advertisers determine what their best market is and where it may be found in the KIXI audience.

Co-op advertising hearing ■ The Department of Justice and the National Federation of Small Business Inc. are scheduled by the Senate Small Business Committee to appear Wednesday (Aug. 12) at a hearing on co-operative advertising. The committee conducted a hearing last year but failed to hear these two agencies then.

Rep appointments . . .

■ WVOX-AM-FM New Rochelle, N. Y.: Grant Webb & Co., New York, as national sales representative.

■ WHAT-AM-FM Philadelphia: Gill-Perna Inc., New York, as national sales representative.

■ WHCQ Spartanburg, S. C.: Vic Piano Associates Inc., New York, as national sales representative.

PROGRAMING

STV to start in San Francisco Friday

CITY ATTORNEY SAYS GIANTS CAN SHOW BASEBALL GAMES

Subscription Television Inc. will start program service in San Francisco on Friday (Aug. 14) with a color play-by-play report of the San Francisco Giants-Milwaukee Braves game as one of the main attractions.

That is a statement that STV could not make positively until Thursday (Aug. 6), when San Francisco's city attorney, Thomas M. O'Connor, informed the finance committee of the board of supervisors that the Giants have every right to put their games on STV's system of pay television if they do desire.

That right had been questioned by the city, whose contract with the Giants calls for payment of a percentage of the gate receipts at Candlestick Park (where the Giants' home games are played) and of the fees collected in the

parking lot adjoining the baseball stadium. The city had financed the construction of the park with a \$15-million bond issue, which is being retired by the payments from the Giants. The question has been raised as to the effect of STV's coverage of the games on attendance at the park.

"Obviously, the paid televising of baseball games should not be permitted to endanger the park income the city needs to retire Candlestick's bonded debt," the *San Francisco Chronicle* said in an editorial published July 22. "The Giants pay a minimum annual rent of \$125,000," the editorial states, and "scoreboard advertising provides the city with another \$50,000. But the largest city income, averaging \$225,000 a year, comes from the huge parking areas around the stadium that the city built

at the specific insistence of the baseball club. This is the income that would be reduced if pay TV lowered stadium attendance. . ."

Overlooks Clause ■ The editorial ignores the fact that the California act permitting pay TV to operate in the state calls for a payment of 2% of gross revenue, 1% to go to the state, the other 1% to go to the local authority, in this case the city of San Francisco.

In a letter to the mayor, STV's president, Sylvester L. (Pat) Weaver, said that an economic study made for STV indicates that within 18 months of the start of service, tax revenue to the city from STV would be \$180,000 a year more.

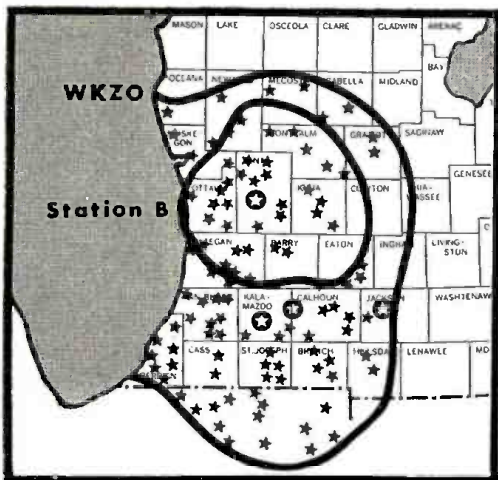
Furthermore, Mr. Weaver states: "We are confident that instead of revenue to the San Francisco stadium de-



YOU MAY NEVER ROPE A CALF IN 10 SECONDS* —

WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next largest station.

BUT... WKZO Radio Lassos More Auto Buyers and Dealers in Greater Western Michigan!



In Greater Western Michigan, WKZO Radio's primary service area loops around 156 Ford, Chevrolet, and Plymouth dealers. That's 102 more than the hog-tied next-biggest station has within its primary coverage area.

The map at left shows who's tall in the saddle in the radio rodeo in Greater Western Michigan. As you can see, our corral is bigger by far.

Let your good guy at Avery-Knodel help you make your brand the most famous on the whole Greater Western Michigan spread!

*Marlin Stephenson, Mobridge, S. D., did it in 1955.

The Felzyer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV 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

Desilu's Katz sees return of TV escapism in '65-66

Ask a television producer what he needs most and he may say better writing, acting or directing. But if he's completely honest his answer may well be a good reliable crystal ball. At least, that's the impression one gets after talking to Oscar Katz, executive vice president of Desilu Productions.

Mr. Katz joined Desilu April 1. He came from CBS-TV, where he had been vice president for program administration, climaxing a career of 26 years with CBS, where he started as a research specialist in 1938.

Since his move to Hollywood, he has started some 20 programs along the road. Six of the twenty are far enough along to have been exposed to network program chiefs and four have already been tabbed as worthy of pilot production for the 1965-66 season. For the uninitiated, that means that the network will finance the cost of producing a pilot in exchange for an interest in the program including first right to broadcast the series.

That gives Mr. Katz a score of two "firsts" in four months: It is the first time in Desilu history that so many new programs have been put into development. In fact, it's twice as many as ever were before. And it is the first time the studio has ever had deals with all three TV networks.

Of the four Desilu pilots that the networks are underwriting, NBC-TV has two: *Star Trek*, an hour science-fiction program created by Gene Roddenberry, and a half-hour com-

edy, *The Good Old Days*, created by Hal Goodman and Larry Kline. ABC-TV has its brand on *Vacation with Pay*, a story about a prisoner of war camp, created by Robert Brees, who will write and produce the pilot and will probably be the pro-



Desilu's Katz

ducer of the series. The CBS-TV selection from the Desilu offerings is a half-hour comedy, *My Son, the Doctor*, another Goodman-Kline creation.

18 Months Ahead ■ Mr. Katz observes that in preparing programs, the TV producer has to start work

a year-and-a-half ahead of the time the series will be seen by the TV audience. "Someone comes in with an idea and it looks pretty good, so you tell him to turn out a pilot script and for the next three or four months you read scripts and suggest revisions. Say the deal is set in May. It's September before the pilot is ready to go before the cameras. Filming, editing, scoring and all the rest of the production chores mean it's late November or even early December before you have a film completed and ready for showing.

"The selling season starts right after New Year's, nine months after you told the writer to go ahead. And, if you're lucky and it gets sold and the network gives it a good time slot, it will go on the air in September or October with the start of the fall season. That's 18 months, give or take a few weeks, from the time you first saw the idea and decided it was worth developing. So, to have a successful series on the air, a producer has to be able to sense the trend correctly 18 months in advance."

How does Mr. Katz sense the trend for 1965-66? He thinks it's strongly toward the escapist type of entertainment. The school of the realistic drama, such as *The Defenders*, which he put on CBS-TV in 1961, has about run its course, he believes, and viewers now want TV programs that will take them away from the problems of the real world and into a world of pure entertainment unadulterated with realism of social significance. One or two of the bet-

clining—it may well increase. . . The closed-circuit color STV service remarkably improves the TV picture image . . . we predict that with the establishment of our service, more people will follow the Giants' progress, watch the games on our service and, in addition, from time to time will go to see the games in person. . ."

Although Mr. O'Connor upheld the legality of the Giants' contract with STV, he pointed out that "if the broadcasts result in a loss of patronage at Candlestick Park, it would be a breach of contract and the city would take legal action against the Giants to recover damages."

When STV makes its San Francisco debut, in addition to the baseball game, which will cost subscribers \$1.50, the other channels will present a classical

drama (Maxim Gorki's "The Lower Depths," \$2) and a surfing film (\$1) followed by "The Second City Revue," (\$1.50). On all three STV channels, Mr. Weaver will make a preliminary welcoming talk that will also preview some of the programs STV will present in the weeks to come. This talk will be presented with no charge. In short, STV's opening night in San Francisco will be a reasonably close copy of its Los Angeles debut four weeks earlier (BROADCASTING, July 29).

The remainder of the first 10 days' STV San Francisco schedule, according to the STV *Subscribers Guide* for that city, will include educational programs ("The Ancient Egyptian," 75 cents), cultural programs (the Scapino Ballet of Amsterdam, \$1.50), more classic

theatre ("Uncle Vanya, \$2," "Oedipus Rex," \$1.50), instruction (Bridge With Sheinwold, 50 cents, The New Math, 50 cents), more baseball and some foreign movies.

Movies, too ■ The initial San Francisco programs also include something that was missing from Los Angeles until last Thursday (Aug. 6), recent American-made feature motion pictures. That night STV put a double-showing of "Love Is a Ball" on one channel in Los Angeles, the first show starting at 7:30 p.m. and the second at 9:25 p.m., each presenting the full 110 minutes of the film with no deletions or interruptions. On Friday STV had "A Child is Waiting," on Saturday, "Dr. No" and on Sunday, "The Great Escape." Each was shown twice; with a \$1.50 price tag.

These four pictures are part of a

ter realistic programs may continue, as *Gunsmoke* kept on after TV emerged from its Western epidemic, and Mr. Katz feels that *The Defenders* might be the exception to prove the rule.

"The entertainment pendulum swings back and forth," he comments. "Someone comes up with a fresh idea; it catches on and the next year there are several imitations, trying to capitalize on the success of the original. Then the floodgates open and everyone wants to get in on a good thing. And the pendulum starts to swing the other way. The public gets fed up with too much of a good thing and wants a change of fare. All but the best of the old favorite type of show fade away and a new trend is in the making."

Possible Situations ■ Mr. Katz points out that at the time *The Defenders* started the TV air was full of such escapist shows as *77 Sunset Strip*, *Hawaiian Eye*, *Bourbon Street Beat* and the audience was ready for a series dealing with real life problems. So along came *Dr. Kildare*, *Ben Casey*, *11th Hour* and all the others. Now the pendulum has started swinging back, he believes and he points to the success of *Burke's Law* and *The Fugitive* this past season as indications that the public is now ready and anxious for the kind of story that "is possible but not likely." He looks for the trend to be in full swing for the 1965-66 season.

But for the half-hour comedy shows the situation is reversed, the Desilu executive vice president believes. Here, he thinks, the pendu-

lum is going to swing away from the fantastic type of show, like *Mr. Ed* and *My Favorite Martian*, which in the season just ahead will be joined by *Bewitched*, *The Munsters*, *The Addams Family* and *Living Doll*. "This season may see these programs succeed," he says, "but by the following year they'll have passed their zenith and be on the way down and out. There are too many this fall and too many being dreamed up for 1965-66. I've had four different programs involving leprechauns submitted by four different creators already, just to give you an idea of the way things are going."

The way things are going to go in 1965-66, if Mr. Katz is right, is for programs like *My Son*, *the Doctor*. The hero is a pediatrician, young and just getting started in his profession, so he's short of funds and his mother is helping out by serving as his secretary, receptionist and assistant. The conflict of attitudes of the mother and son (two generations, two sexes, instinct versus science, experience versus theory) give it the comedic touch that is essential to success in this field, but it's believable; it's likely.

The same creators have applied much the same formula to another Desilu entry for 1965-66, *Mother Is the Law*, dealing with a family in which the mother is a policewoman.

So, in Mr. Katz's crystal ball, the season after next will see escapism replacing realism in the hour TV dramas, while the half-hour comedies will become more believable than in 1964-65.

group acquired by STV from United Artists (BROADCASTING, July 27) and their use on the pay-TV service was their first TV showing in Los Angeles. They were priced at \$1.50. Originally, STV had planned to start programming the UA films on July 31, but decided to delay the debut date to Aug. 6 as the program schedule for the earlier week had already been printed when the contract for the films was signed.

Five features are in the first 10-days of closed-circuit programming for San Francisco, along with nine baseball programs, including a Sunday double-header (both games for \$1.50), as well as the cultural and educational programs.

STV last week acquired 20 more motion pictures of recent vintage. These are the product of independent pro-

ducers, released theatrically through Paramount Film Distributing Corp., which has now made them available to STV. These pictures which will be shown on a two-shows-an-evening basis, beginning in a few weeks.

Tennessee election network

Six Tennessee television stations had live coverage of the state's last Thursday (Aug. 8) primary election results.

Former Governor Buford Ellington served the network as a political consultant and analyst.

The member stations were WRCB-TV Chattanooga, WDXI-TV Jackson, WJHL-TV Johnson City, WBIR-TV Knoxville, WLAC-TV Nashville and WMCT-TV Memphis.

L. A. TV gets bad report card

NAFBRAT survey charges

excessive violence;

FCC complaint possible

Daytime is crime time on Los Angeles TV, according to the National Association for Better Radio and Television. The latest NAFBRAT survey of violence purveyed by the seven VHF TV stations in Los Angeles (the all-Spanish UHF station was not included in the survey) counted a total of 192 hours of crime programming during the week of June 21-27, of which more than two-thirds (132 hours) were broadcast before 9 p.m.

On weekdays, "the greatest concentration of crime shows was televised (first) between 10 and 11:30 in the morning and (second) between 5 and 6:30 in the evening," NAFBRAT reports. "The Saturday schedules were substantially higher in crime programs than any other day of the week. Sunday was the next highest."

In reporting "what we believe to be the greatest amount of crime and brutality ever covered in a single week's study of any mass medium of communication in any city in the world," NAFBRAT states it "does not condemn crime programming per se" but the organization does "vigorously oppose TV's saturation by violence."

NAFBRAT says that "crime program" means "a program in which the commission of a crime is a major theme." War pictures and some "spy" pictures were not included, nor were cartoons dealing with crime.

Sources of Programs ■ NAFBRAT found that none of the crime shows were live or taped. They were all on film, and 121 of the program hours were originally produced for theatrical exhibition. Seventy-one other hours were TV films.

The survey calls attention to repeated use of filmed crime programs by non-network stations after their first run on network outlets. "Of more than 70 such episodes broadcast by these four stations [the independents]. . . . Almost all had been broadcast one or more times by network stations."

NAFBRAT is understood to be preparing a complaint to the FCC against KHJ-TV Los Angeles and charges the station showed two offensive films; both originally produced for theaters during the week of July 6.

"Jack the Ripper" was broadcast

eight times and "Pretty Boy Floyd" was shown Sunday, July 12 at 7:30 p.m. "Jack" was scheduled at 8 p.m. throughout the week and was featured on a double showing Sunday at 11 a.m. and 1:30 p.m.

The complaint to the FCC urges it to consider these broadcasts "in the light of the commission's obligation to ascertain that each station operate within the public interest."

Although war themes were omitted in the tabulation, NAFBRAT found 501 killings and 394 attempted killings, plus more than 100 other violent deeds such as robberies, kidnappings, suicides and nonfatal shootings. A footnote points out that the list does not include "thefts, jailbreaks, extortions, bribes, attempted lynchings, cases of arson, murder, conspiracies or the innumerable vicious assaults, brawls and other assorted varieties of criminal and/or brutal incidents. It does not indicate the corruption, callousness and sadism which saturate many of the programs."

In summation, NAFBRAT says many things cannot be easily tabulated, such as the way westerns divide women into two categories: "the good ones who are drab and who plow and scrub and the beautiful ones who live as happy prostitutes amid the warmth and comfort of the gambling-hall saloons."

Another crime show lesson not covered by the figures is "the illustrated weakness of society in its conflict with criminal violence," the report states. The "destruction of confidence in constituted authority caused by TV's constant portrayal of stupid and dishonest judges, community officials, sheriffs and other law enforcement authorities" is impossible to measure.

"The biggest of all lessons to be learned from the bulk of crime shows is that our safest and most secure method of combatting crime is to find a benevolent superman to whom we can delegate our individual responsibilities to participate in community and national affairs. The good guy wins, but he wins through physical power and incredible luck—and usually in spite of interference by constituted authority. It is impossible not to wonder how far the acceptances of these totalitarian doctrines has infiltrated our society. Were the 35 spectators who watched the brutal murder of the woman in Queens Gardens waiting for Superman, Roy Rogers, or Mike Hammer?"

No move in his plans, says Walter Cronkite

CBS News correspondent Walter Cronkite told a news conference in New York last Monday (Aug. 3) that he had no plans to leave CBS as a result of the network's decision to replace him as

television anchor man at the Democratic National Convention by the team of Bob Trout and Roger Mudd. (BROADCASTING, Aug. 3).

He said he had no plans to resign and added that his CBS contract had nine more years to run. He acknowledged that he was "unhappy" about the move but was "not bitter or resentful," and could understand that the network might want to try another approach. He noted that the ratings for NBC-TV's coverage of the Republican Convention, anchored by Chet Huntley and David Brinkley, were twice as high as CBS-TV's, which Mr. Cronkite handled as a solo effort.

Mr. Cronkite said he had not been informed whether he would be the anchor man for coverage of the Nov. 3 elections. He said it was his "guess" that no decision has been made, but he indicated that if ratings soared for the Trout-Mudd anchor effort, the network would continue with the team during the election.

He said he had received "fifth-person feelers" for other jobs but was not entertaining them at present.

Gobel to help ABC cover convention

George Gobel has been assigned to add a touch of comedy to ABC News' coverage of the Democratic National Convention in Atlantic City this month.

Mr. Gobel will be host and narrator of a preconvention special called *George Gobel, a Man Who . . .* on the Thursday before the convention. He will also appear in a one-hour *Politics '64* special report on Sunday, Aug. 23, and will appear several times each day during the convention to offer humorous comments on the proceedings.

The comedian did several "news" spots during the Republican convention. His "news" appearances are not to be related to his role as "commercial commentator" for Xerox Corp., partial sponsor of ABC's convention coverage.

Sound changes at WJBK Detroit

WJBK-AM-FM Detroit will inaugurate "the sound of beautiful music and total information news" on Aug. 17, vice president and general manager Harry R. Lipson announced last week.

The new format, he explained, is based on studies of community needs and desires, and will follow a pattern used by some of the other Storer Broadcasting Co. stations (WGBS-AM-FM Miami, WHN New York, WJW-AM-FM Cleveland and KGBS Los Angeles). It is a prelude to increasing power from

10 kw to 50 kw, a change scheduled for the end of the year.

Mr. Lipson said that the new programming will not result in major staff changes, although the news staff will be increased. Premiere audience promotion activities are to be underway by Labor Day.

Middleweight bout goes to theater TV

TV rights to the middleweight championship fight between Joey Giardello and Rubin (Hurricane) Carter, to be fought Oct. 23 in Las Vegas Convention Center, have been acquired by Telescript-CSP Inc. for pay-TV theater showing. A hookup with 400,000 seats will be available.

In announcing acquisition of ancillary rights to the title match, Curtis Howard, president of Telescript-CSP, said that the theater coverage will be expanded to include local TV stations in markets where theater or arena coverage is not booked.

The fight is being offered to TV stations in cities not on the telephone circuit that will connect the theaters in the major markets for the event, it was explained by Paul Carroll, vice president of Telescript. Lines are already installed connecting these stations to the main telephone circuits, so they can be tied in without the heavy installation charges for connecting theaters in these secondary markets.

In addition to the TV stations, discussions are under way with a number of CATV operators who have expressed interest in the fight, Mr. Carroll said. He expressed the opinion that in some markets it would be seen on CATV rather than in theaters or on home TV. Asked about radio, he said that at present there are no plans for any radio broadcast of the fight.

NBC Films first-half sales ahead of '63

NBC Films sales for the first six months of 1964 were substantially greater than sales in the first half of 1963, according to Morris Rittenberg, president of NBC Films. More than 7,500 hours of programming have been sold.

Sixteen programs totaling 2,800 hours were sold to 40 stations during the second quarter. Final sales figures for the first half of 1964 are expected to be 15% greater than sales during the corresponding period in 1963.

The best seller for NBC is the half-hour comedy series, *Car 54, Where Are You?* The program went into syndication last January and has been sold in 27 markets.



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Vietnam delays Section 315 debate

REPUBLICANS DELAY PLANNED ACTION IN THE SENATE

The Vietnam crisis last week postponed plans of Republicans to needle the Democratic Senate leadership for failing to bring up a resolution to suspend Section 315's equal-time provisions for presidential and vice presidential candidates this fall.

It was thought that partisan prodding would not be in keeping with the Senate's consideration of a resolution pledging national unity.

During a closed-door meeting of the Senate Commerce Committee on Tuesday (Aug. 4)—before the crisis unfolded—Republican members asked what had become of HJ Res 247—the suspension measure. House and Senate conferees agreed on the resolution May 7 (BROADCASTING, May 11). Both houses already had passed their own slightly differing versions of it before, and there seemed to be no obstacle to final passage. No voice has been raised against the resolution since, but neither has the Democratic leadership lifted a

finger to pass it.

Inside the commerce committee Senator Norris Cotton (R-N.H.), ranking Republican, was told that the timing was up to the Senate Democratic Policy Committee and that it was believed the panel would discuss it sometime in the future.

Noting announced Democratic plans to adjourn Congress by Aug. 22, Senator Cotton said he would have to bring the matter up on the floor himself.

That would be all right with them, said Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), chairmen of the commerce committee and its communications subcommittee, respectively. They would be "delighted" to discuss the issue on the floor, they said, and looked forward to quoting some Republicans during the debate.

(Although no format for broadcast appearances by either presidential or vice presidential candidates has been

agreed to by either President Johnson or Senator Goldwater, the senator is on record as thinking it would not be a good idea to require an incumbent President to debate an opponent [BROADCASTING, July 20]. However, nothing in the resolution as written says anything about a format, a matter expected to be up to the candidates.)

L.A. AFTRA has record claims kitty

The Los Angeles local of the American Federation of Television and Radio Artists has collected claims for \$2,344,000 for its members in the past year, an increase of more than 20% over the previous 12-month period, according to Claude McCue, executive secretary of the local.

The bulk of the claims, \$712,437, was for transcribed commercials, Mr. McCue said. Then came phonograph session fees, \$586,325; television programs, \$559,536, and video tape commercials, \$276,218. Next were radio programs, \$156,049; live TV commer-

ABC newsman's role in Cuban missile crisis

John Scali, ABC's top diplomatic affairs reporter, suffered one of the cruelest fates any newsman can undergo—he was scooped on his own story—but he's quite resigned about it now.

Mr. Scali, for 15 years the State Department expert for the Associated Press before joining ABC News in 1961, served as the intermediary between a top intelligence official in the Russian Embassy in Washington and Secretary of State Dean Rusk during the fateful days of the Cuban missile crisis in 1962. The proposals transmitted to the American government by Mr. Scali became the basis for the settlement of the Cuban crisis between the United States and Russia.

For months he has been unsuccessfully petitioning the State Department to permit him to release the story. Last week, former State Department director of intelligence and research Roger Hilsman Jr., told the real story in an article published in *Look Magazine*.

When Mr. Scali joined ABC in February three years ago—part of Jim Hagerty's beefing up of the network's news staff—he already was



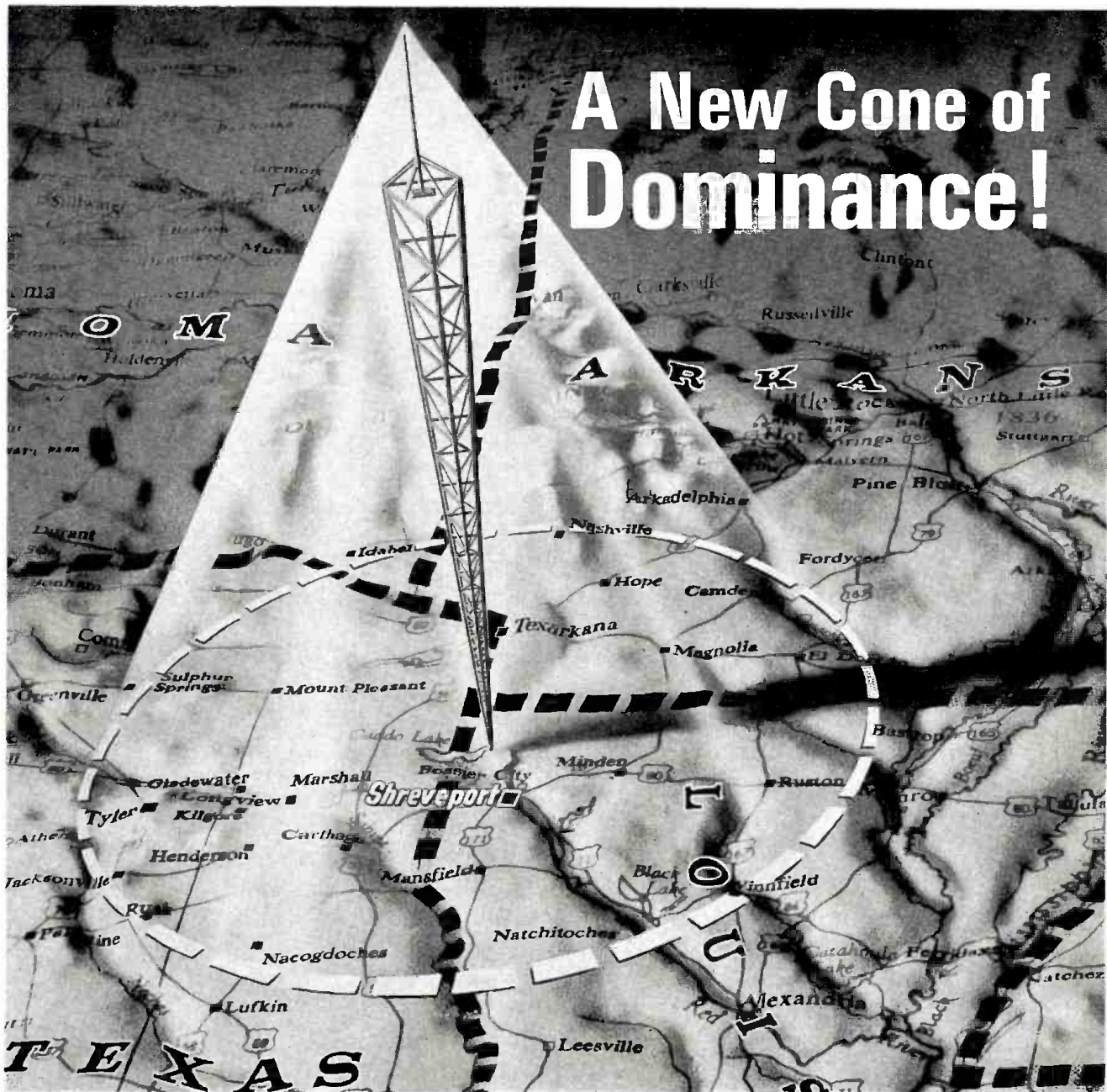
ABC's Mr. Scali

the AP's ranking diplomatic reporter. He covered President Eisenhower's historic visits to Asia, the Middle East and the Far East. He covered both visits to the United States by Soviet Premier Khrushchev and was on hand during Vice President Nixon's visits to Russia and Poland. He was at Mr. Nixon's elbow during the famed "kitchen debate" in Moscow.

A native of Canton, Ohio, he has been a reporter since his graduation from Boston University in 1942. He worked for the *Boston Herald*, the United Press (where for one year he wrote for the radio wire), and the AP, where he was a war correspondent for two years in Italy and France. After the war, the AP assigned him to its Washington staff.

Since becoming a broadcaster ("There was no problem," he says, "a good reporter is a good reporter whether he's on the air or in print."), he has accompanied Secretary Rusk on all important trips overseas; 14 of them in the last three years to 18 countries. He's a regular contributor to ABC's 6 p.m. and 11 p.m. news, participates in the network's *Issues and Answers* (Sundays, 1:30-2 p.m., EDT) when foreign affairs is a subject, and on ABC specials when foreign dignitaries appear. He was also the anchorman on the network's special report on *Brazil in Revolt*.

On Aug. 13, a special program (*John Scali, ABC News*) detailing his role in the negotiations between the U. S. and USSR, will be shown on ABC-TV network (10:30-11 p.m., EDT).



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cial, \$32,201; live radio commercials, \$14,057 and slide film sessions, \$7,131.

The record \$2.3 million does not represent total earnings of AFTRA members in Los Angeles, but only the amount paid as claims through AFTRA, Mr. McCue pointed out. The unprecedented sum was distributed to 19,916 members.

Opposition expressed to copyright bill

The copyright legislation recently introduced in the U. S. House of Representatives and Senate met opposition last week from representatives of educational broadcasting and further scrutiny and criticism from the National Association of Broadcasters.

The National Association of Educational Broadcasters was among 25 educational groups who attacked the proposed bill as restrictive of their efforts to further their educational purposes.

William G. Harley, president of NAEB, at a meeting of educators for discussion of the bill's potential effects, declared it would seriously inhibit the work of educational broadcasters.

He said he felt there was no reason to place tighter restrictions on the use of nondramatic copyright material by ETV stations than on closed-circuit educational TV systems, or, for that matter, than on any other educational medium.

Harold E. Wigren, ETV consultant to the National Education Association, declared that educators would prefer the existing copyright legislation—a law whose last major revision was made in 1909—to the proposed bill.

NAB Stand ■ Douglas A. Anello, general counsel of the NAB, said he continued to differ with certain sections of the suggested legislation, though he has revised some of his thinking on it (BROADCASTING, July 27).

He offered opinion on the proposed law at a session Thursday (Aug. 6) held by the panel of consultants of the Office of the Register of Copyrights for section-by-section discussion of the bill. Also attending were representatives of networks, broadcast groups, music licensing organizations, educational broadcasters and others.

Mr. Anello took issue with a part of Section 4 of the bill which would permit the head of a government agency to copyright material when he thought it appropriate to do so. He said this could result in a form of censorship and would be contrary to the broadcasters' fight to make more government information available to news media.

Mr. Anello indicated that he had revised his thinking on Section 13 of the



Mr. Anello



Mr. Harley

bill. After explanation by the register's office and further consideration, he feels that this section adequately includes copyright protection against CATV. He felt, however, that a subsection of Section 5 of the legislation needs further clarification since it could exempt CATV as a "performer."

He expressed strong NAB disagreement with extension of copyright prohibition to records unless it is limited to making copies for the purpose of resale. "We must insist," he said, "on the fight to put a record on tape with out securing permission or payment for the purpose of facilitating the broadcast of that record."

One proposal of the NAB with regard to the legislation was that damages for copyright infringement should be left to the discretion of the court. The new bill would make \$250 in damages mandatory.

The NAB will convene an ad hoc committee after Labor Day to prepare recommendations for submission to the register prior to submission of a new copyright bill to Congress.

Only one taker for Democrats' films

ABC-TV appeared last week to be the sole network with firm plans to telecast four films, running between 25 and 30 minutes, which the Democratic National Committee tentatively has scheduled for showing during the Democratic National Convention, opening in Atlantic City on Aug. 24.

A spokesman for ABC News said the films "definitely" will be shown on ABC-TV, but representatives of CBS-TV and NBC-TV, though not closing the door to the presentation of the special programs, indicated that final plans had not been made (BROADCASTING, Aug. 3).

A CBS News official said the convention is "being treated as a news story, and if there's something newsworthy developing or if one of our correspondents obtains a special interview, we will go with that." On the other hand, he added, one or more of the films may be shown if things slow up." His opinion

was that at least one of the films and possibly others would be telecast.

An NBC News spokesman said "final plans have not been made." He raised the question that from a technical viewpoint, the telecasting of the films from a screen in the convention hall might provide an unsatisfactory picture.

The four films, each planned for one night of the convention, have these working titles: "The People Speak," a review of domestic issues; "The Road to Leadership," a biography of President Johnson; "The Quest for Peace," on foreign policy, and "A Thousand Days: a Tribute to President John F. Kennedy."

In 1956 a controversy developed when CBS-TV carried only six minutes of a 28-minute documentary film, "Pursuit to Happiness," which was shown at the convention (BROADCASTING, Aug. 20, 1956). Democratic National Chairman Paul Butler criticized the CBS-TV move, but the network insisted it had the right to exercise its editorial judgment in coverage of events. NBC-TV and ABC-TV carried the film, narrated by the then Senator John F. Kennedy, in its entirety.

In a follow-up development to the replacement of Walter Cronkite by Bob Trout and Roger Mudd as anchor men for CBS-TV's coverage of the Democratic Convention (BROADCASTING, Aug. 3), CBS-TV news announced that Vern Diamond, a veteran news production staffer, has been named director of CBS-TV's coverage of the political event. He succeeds Don Hewitt, who said he had asked to be relieved from his convention assignment to devote full time to *CBS News with Walter Cronkite* (Mon.-Fri., 6:30-7 p.m.), of which he is executive producer.

The Cronkite program will originate from Washington, Aug. 17-19, to cover the Democratic platform committee hearings and from Atlantic City Aug. 20-21 for pre-convention coverage and Aug. 24-27 for the convention itself.

ABA proposes ban on lawyer comment

A much stricter attitude against lawyers discussing their criminal cases on radio and television and in print media will be proposed to the American Bar Association this week.

The ABA Committee on Professional Ethics is scheduled to offer the proposal as an amendment to the association's Canons of Ethics. ABA authorities said the amendment would not condemn all out-of-court discussion of cases by prosecution and defense lawyers, but acknowledged it would leave them much

less leeway than they have now.

The proposal is an outgrowth of criticism directed against officials, lawyers and the news media after the arrest of Lee Harvey Oswald, accused assassin of President Kennedy, and Oswald's shooting—on TV—by Jack Ruby. Dallas officials at the time made clear their belief that both men were guilty, and Ruby's lawyer subsequently contended he could not get a fair trial because the shooting took place on TV.

The ABA amendment, to be offered this week at the association's convention in New York, would provide:

"It is the duty of a lawyer engaged either in the prosecution or the defense of a person accused of a crime to refrain from any action which might interfere with the right of either the accused or the prosecuting governmental entity to a fair trial. To that end it is improper and professionally reprehensible for a lawyer so engaged to express to the public or in any manner extrajudicially any opinion or prediction as to the guilt or innocence of the accused, the weight of the evidence against him or the likelihood that he will be either convicted or acquitted."

The Association's House of Delegates is expected to consider—and approve—the amendment today or Tuesday (Aug. 10-11).

More color planned at NBC-TV

Fall schedule includes tint coverage of college football and increase in prime-time programing

NBC's color television schedule for the 1964-65 season will encompass 44¾ hours a week, compared to 42¼ hours during the 1963-64 season, NBC authorities estimated last week.

Sports coverage includes, on a regular color basis: college football, golf, and three consecutive bowl games on New Year's Day.

Comedy and color will combine as *That Was the Week That Was*, a satire on current events, returns to NBC Tuesday nights (9:30-10, NYT). The program was broadcast in black-and-white last season. Other comedy in color will include *Mr. Magoo* (Saturday, 8-8:30 p.m.) and several specials starring Jonathan Winters.

NBC's sports season in color will open the weekend of Sept. 12-13, with the broadcast of the *World Series of Golf*, involving the 1964 winners of the Masters (Arnold Palmer), the U. S. Open (Ken Venturi), the PGA (Bobby Nichols), and the British Open (Tony Lema). The baseball World Series will

be broadcast in color beginning Oct. 7, and will be followed by coverage of the opening ceremony of the summer Olympics in Tokyo. Fourteen college football games, climaxed by the Sugar, Rose and Orange bowls on Jan. 1, will be televised. The Pro Bowl game will be televised in color on Jan. 10.

A series of one-hour documentaries will be presented in color by NBC News. The team of Chet Huntley and David Brinkley will narrate several of the documentaries, for broadcast in the 10-11 p.m. NYT time slot on Tuesday.

The evening color schedule follows:

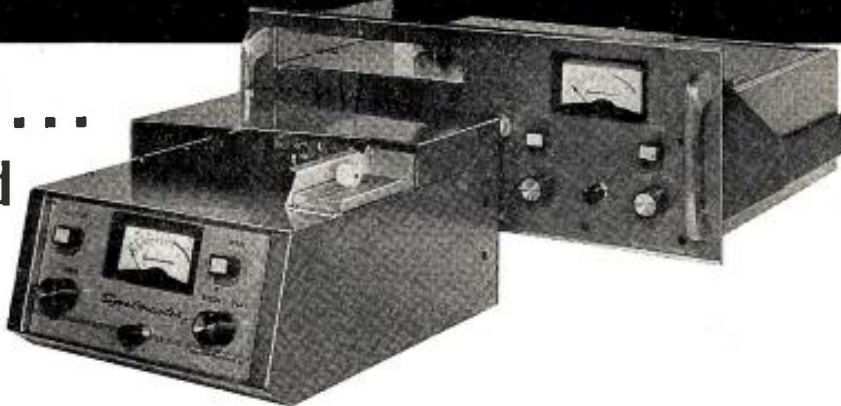
Sunday: *Mutual of Omaha's Wild Kingdom* (5-5:30 p.m., NYT); *GE College Bowl* (5:30-6 p.m.); *Meet the Press* (6-6:30 p.m.); *Walt Disney's Wonderful World of Color* (7:30-8:30 p.m.); *Bonanza* (9-10 p.m.).

Monday: *Andy Williams Show* plus Jonathan Winters' six specials (9-10 p.m.)

Tuesday: *That Was the Week That Was* (9:30-10 p.m.) and *Bell Tele-*

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phone Hour and several specials (10-11 p.m.).

Wednesday: *The Virginian* (7:30-9 p.m.) and *Wednesday Night at the Movies* (9-11 p.m.).

Thursday: *Hazel* (9:30-10 p.m.) and *Kraft Suspense Theatre* (10-11 p.m.).

Friday: *Bob Hope Presents the Chrysler Theater* (8:30-9:30 p.m.) and *Jack Paar* (10-11 p.m.).

Saturday: *Flipper* (7:30-8 p.m.), *Mr. Magoo* (8-8:30 p.m.) and *Saturday Night at the Movies* (9-11 p.m., mostly color).

Monday through Friday: *The Tonight Show Starring Johnny Carson* (11:15 p.m.-1 a.m.).

Program notes . . .

Emphasis on Emphasis ■ NBC radio is revamping its *Emphasis* five-minute segments, starting Sept. 7, and will feature such newsmen and personalities as Chet Huntley, Frank McGee, Frank Blair, Nancy Dickerson, Arlene Francis, Lindsey Nelson and Howard Whitman. One key change is to schedule *Emphasis* for five minutes each weekday on half-hour starting at 9:30 a.m. and ending at 4:35 p.m., instead of broadcasting segments at varying times during day.

Easter special ■ Special 90-minute colorcast, *Mary Martin Presents: Easter at the Radio City Music Hall*, will be carried by NBC-TV during 1965 Easter season, network announced. Program also will spotlight Rockettes, Radio City Ballet and Chorus and NBC Orchestra.

Hard days work ■ The community service aspect of labor unions is the theme of a new film *When the Day's Work is Done*, produced by the AFL-CIO for the use of television stations in conjunction with Labor Day, Sept. 7. Similar Labor Day films were made in 1962 and 1963, and last year some 100 stations carried the show, a number aimed at this year although only about 40 stations are now on the list.

Nicklaus on golf ■ Mutual Broadcasting System will broadcast a series of weekend programs starring golf pro Jack Nicklaus from the site of major tournaments in which he participates. Mr. Nicklaus will join Al Wester in a 15-minute program of interviews with tournament leaders, predictions and golfing tips. The schedule for the broadcast is: Saturdays, 1:45-2 p.m. and 6:45-7 p.m., NYT; Sundays 2:45-3 p.m. and 7:15-7:30 p.m., NYT. The series started last Saturday (Aug. 8) at the Western Open at Tam O'Shanter Country Club, Niles, Ill.

Abandons photo ban ■ A proposed rule banning news photographers from its meetings has been abandoned by the Nebraska Board of Education, following

protests by the Nebraska Broadcasters Association and other interested parties (BROADCASTING, July 27). W. Ray Hill, chairman of the board of education, said "the proposed new rule should not have been included as part of our operating procedure" and "will be removed." NBA President A. James Ebel commended the board and termed the action "a tribute to the good judgment of those who serve conscientiously in influential government positions."

Mayor Kangaroo ■ CBS-TV will present a new one-hour Saturday morning program, *Mister Mayor*, starting Sept. 26 (Sat. 8-9 a.m. NYT). The series, created and produced by the staff of *Captain Kangaroo*, will star Bob Keeshan, who portrays Captain Kangaroo. *Captain Kangaroo*, now seen six days a week, will be a Monday-through-Friday series (8-9 a.m. NYT), starting Sept. 21.

Question of succession ■ RKO General TV stations have prepared a special program dealing with the problems of presidential succession and disability. Nineteen experts on government, including eight senators, will discuss solutions to the issues of succession and disability on the program, which will be broadcast a week before the start of the Democratic convention. The stations that will carry the program are WOR-TV New York, WNAC-TV Boston, WHBQ-TV Memphis, KHJ-TV Los Angeles, and CKLW-TV Detroit-Windsor.

Presidential special ■ CBS-TV network will telecast a news special, *The Presidency: A Splendid Misery*, on Sept. 23 (7:30-8:30 p.m. EDT). The broadcast will present a portrait of the office of the Presidency as described in the words of some of the 35 Presidents.

'Space' package ■ Official Films Inc. will place a package of 12 feature films into television distribution on Jan. 1, 1965, Seymour Reed, president, an-

nounced last week. The films, representing Official's first release of features, are in the "space" category and include such titles as "The Forbidden Moon," "Blast Off," "Menace From Outer Space" and "The Renegade Satellite."

More choices ■ WEAM Arlington, Va.'s *Voice Your Choice* lets listeners help determine the top tunes in the market. Five of the daily new releases are played from 8-8:30 p.m. weekdays and the listeners call from 9-9:30 p.m. The station has had to increase its telephone lines from seven to eleven to handle all the calls. May calls averaged 539 per night while June and July showed increases of 649 and 1,245 per night calls, respectively.

Cherry festival ■ Bonsib Inc., Fort Wayne, Ind., produced a television film of the National Cherry Festival held at Traverse City, Mich., for broadcast throughout the four state marketing area of Peter Eckrich & Sons, midwest specialty house. Bonsib is the advertising agency for Eckrich.

Radio series sales . . .

Premier (IGM): KBRO-FM Breerton, Wash.; WTOT-FM Marianna, Fla., and KHAR Anchorage.

Sovereign (IGM): KUTI Yakima, Wash., and KTOT Big Bear Lake, Calif.

Star Stereo (IGM): WIFE-FM Indianapolis.

The Green Hornet and *The Shadow* (Charles Michelson): WCAU Philadelphia.

Film sales . . .

Man of the World (ITC): WKY-TV Oklahoma City; WAVE-TV Louisville, Ky.; KPRC-TV Houston; WTAP-TV Parkersburg, W. Va.-Marietta, Ohio; WHIZ-TV Zanesville, Ohio, and XETV(TV) Tijuana-San Diego.

Rifleman (Four Star): KTVI(TV) St. Louis; WDAF-TV Kansas City, Mo.; KONO-TV San Antonio, Tex.; WLOS-TV Asheville, N. C.; KNTV(TV) San Jose, Calif.; KVOO-TV Tulsa, Okla.; WCSH-TV Portland, Me.; KATV(TV) Little Rock, Ark.; KPTV(TV) Portland, Ore.; WHTN-TV Huntington, W. Va.; WZZM-TV Grand Rapids, Mich.; WNYS(TV) Syracuse, N. Y., and WFMV-TV Greensboro, N. C.

Tarzan Features (Banner Films): WHEN-TV Syracuse, N. Y. and KATV(TV) Little Rock, Ark.

The Untouchables (Desilu Sales): All-Ore Construction Co. through the AOA Advertising agency, Portland, Ore., for broadcast in Portland, Eugene and Medford, all Oregon. Also to WLBZ-TV Bangor, Me.; WHNB-TV New Britain, Conn.; WSIL-TV Harrisburg, Ill.; XETV

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



Foam-crested Capsnapper

You can recognize this bird by his big bill at the beverage counters. He wets his whistle with oceans of beer, ale, as well as pop, and low-calorie cola, too. Beverage sales for the 227,590 Louisville-area households vividly attest to this fact. (Household figure from SRDS.)

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- WAVE-TV leads in audience appeal—with six out of the area's ten favorite nighttime network TV shows (according to a reader-poll by the *Louisville Courier-Journal*, December 22-31, 1963 viewing period).

° Source: ARB Market Coverage Information.:

WAVE-TV

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(TV) Tijuana-San Diego; KLYD-TV Bak-ersfield, Calif., and KPLR-TV St. Louis.

Greatest Show on Earth (Desilu Sales): WREX-TV Rockford, Ill.; WJXT (TV) Jacksonville, Fla.; KONA (TV) Honolulu; KPLR-TV St. Louis; WSJV (TV) Elkhart-South Bend, Ind.

Fractured Flickers (Desilu Sales): WCSH-TV Portland, Me.; WFRV (TV) Green Bay, Wis.; WNEM-TV Bay City-Saginaw, Mich.

Desilu Playhouse (Desilu Sales): XETV (TV) Tijuana-San Diego; KXLY-TV Spokane, Wash., and KTHI-TV Fargo, N. D.

The Texan (Desilu Sales): WOI-TV Ames, Iowa.

Three for the Money (Desilu Sales): WBKB (TV) Chicago; WPRO-TV Providence, R. I.; WMTW-TV Poland Spring, Me.; KSLA-TV Shreveport, La.; WFLA-TV Tampa, Fla.; WTAE (TV) Pittsburgh; WTVW (TV) Evansville, Ind., and KORK-TV Las Vegas.

Jazz Scene, USA (Desilu Sales): KONA (TV) Honolulu.

Mahalia Jackson Sings the Story of

Christmas (Seven Arts): KVIQ-TV Eureka, Calif.; KOLO-TV Reno; and KLAS-TV Las Vegas.

Volumes 2, 3 and 9 (Seven Arts): WFGA-TV Jacksonville, Fla.

Volumes 1, 2 and 3 (Seven Arts): WCAX-TV Burlington, Vt.

Volumes 4 and 5 (Seven Arts): WMT-TV Cedar Rapids-Waterloo, Iowa, and WANE-TV Fort Wayne, Ind.

Special Features (Seven Arts): KHVH-TV Honolulu; KEZT Eugene, Ore., and KSHO-TV Las Vegas.

Everglades (UA-TV): WSPD-TV Toledo, Ohio.

I Led Three Lives (UA-TV): WTVK (TV) Knoxville, Tenn.

MacKenzie's Raiders (UA-TV): WAST (TV) Albany, N. Y.

Man and the Challenge (UA-TV): WJHG-TV Panama City, Fla.

National Velvet (MGM-TV): CKVR-TV Barrie, Ont.

MGM Cartoons (MGM-TV): KVOO-TV Tulsa, Okla.; WDBJ-TV Roanoke, Va.,

and WATV (TV) Atlanta.

Pete Smith Specialties (MGM-TV): WLAC-TV Nashville.

30/61's (MGM-TV): KMVT (TV) Twin Falls, Idaho.

30/62's (MGM-TV): WDBJ-TV Roanoke, Va., and KMVT (TV) Twin Falls, Idaho.

30/63's (MGM-TV): KOCO-TV Oklahoma City; KOLO-TV Reno; WTVO (TV) Rockford, Ill., and WFMJ-TV Youngstown, Ohio.

40/64's (MGM-TV): KORK-TV Las Vegas; KOTV (TV) Tulsa, Okla.; KGMB-TV Honolulu; KTBC (TV) Austin, Tex.; and KOCO-TV Oklahoma City.

Zero One (MGM-TV): KOIN-TV Portland, Ore., and WFMJ-TV Youngstown, Ohio.

Pre-48 Feature Films (MGM-TV): WOLO-TV Columbia, S. C.; WDBJ-TV Roanoke, Va.; CKVR-TV Barrie, Ont., and WFMJ-TV Youngstown, Ohio.

Universe (Desilu Sales): WHAS-TV Louisville, Ky.; KVOS-TV Bellingham, Wash.; KINY-TV Juneau, Alaska.

Guestward Ho (Desilu Sales): WATE-TV Knoxville, Tenn.

Nation at War (Desilu Sales): KTRG (TV) Honolulu.

Debbie Drake (Banner Films): WKBT (TV) La Crosse, Wis., and KVAL-TV Eugene, Ore.

Survival (Official Films): WFMJ-TV Youngstown, Ohio; WKRQ-TV Mobile, Ala.; WESH-TV Daytona Beach-Orlando, Fla.; WCTV (TV) Thomasville, Ga.-Tallahassee, Fla.; KRCR-TV Redding, Calif.; WCBI-TV Columbus, Miss.; KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore. Now in 33 markets.

Expansion plans at Embassy

Reported: \$6 million gross in 18 months of operation, even more programs in offing, bid for Long Island UHF

Embassy Pictures Corp. has grossed more than \$6 million from its television operations in the 18 months it has been in this field and is involved in expanded TV program activities aggregating \$20 million, Joseph E. Levine, Embassy president, announced last week.

He told a news conference in New York that a minimum of \$20 million will be spent on new programming by Embassy and by other organizations associated with it in the production of five film series, an animated cartoon series and a group of one-hour specials.

The series are: *Hercules*, one-hour color programs produced for showing on ABC-TV during 1965-66 and filmed in Italy and Yugoslavia; *Steptoe and Son*, a half-hour, American version of England's top situation comedy, designed for showing on NBC-TV in 1965-66; *Casanova*, a series of one-hour color programs, aimed for 1965-66 and filmed on various European locations; *D'Artagnan*, scheduled for 1966-67 as a one-hour color series, and *The Adventures*, scheduled for 1965-66, a one-hour color adventure series with "James Bond overtones." A series of six-minute animated cartoons in color, *Dodo*, will be produced for Embassy



Mr. Levine

Mr. Graff

in England by Halas and Batchelor Cartoon Films Ltd., London.

E. Jonny Graff, vice president in charge of television for Embassy, revealed that the company plans to file shortly for a UHF channel in Riverhead, Long Island, N. Y.

He reported that Embassy's television division has placed 80 feature films into TV distribution in the past 18 months. The \$6-million gross over that period, he said, has come from the sale of the features to 98 stations. He noted that 58 of the features are available in color. By early 1966, he said, Embassy hopes to have at least 115 features in television release.

WDKD case appealed to Supreme Court

The United States Supreme Court was asked last week to rule that the FCC has no right to look at program-

ing. In a petition for review, filed by E. G. Robinson, licensee of WDKD Kingstree, S. C., the court was asked to consider the FCC's 1962 decision denying the license renewal of the Kingstree station because of the Charlie Walker broadcasts and the ruling of the federal appeals court in Washington last March upholding the FCC.

The FCC denied the WDKD license renewal because, it claimed, Mr. Rob-

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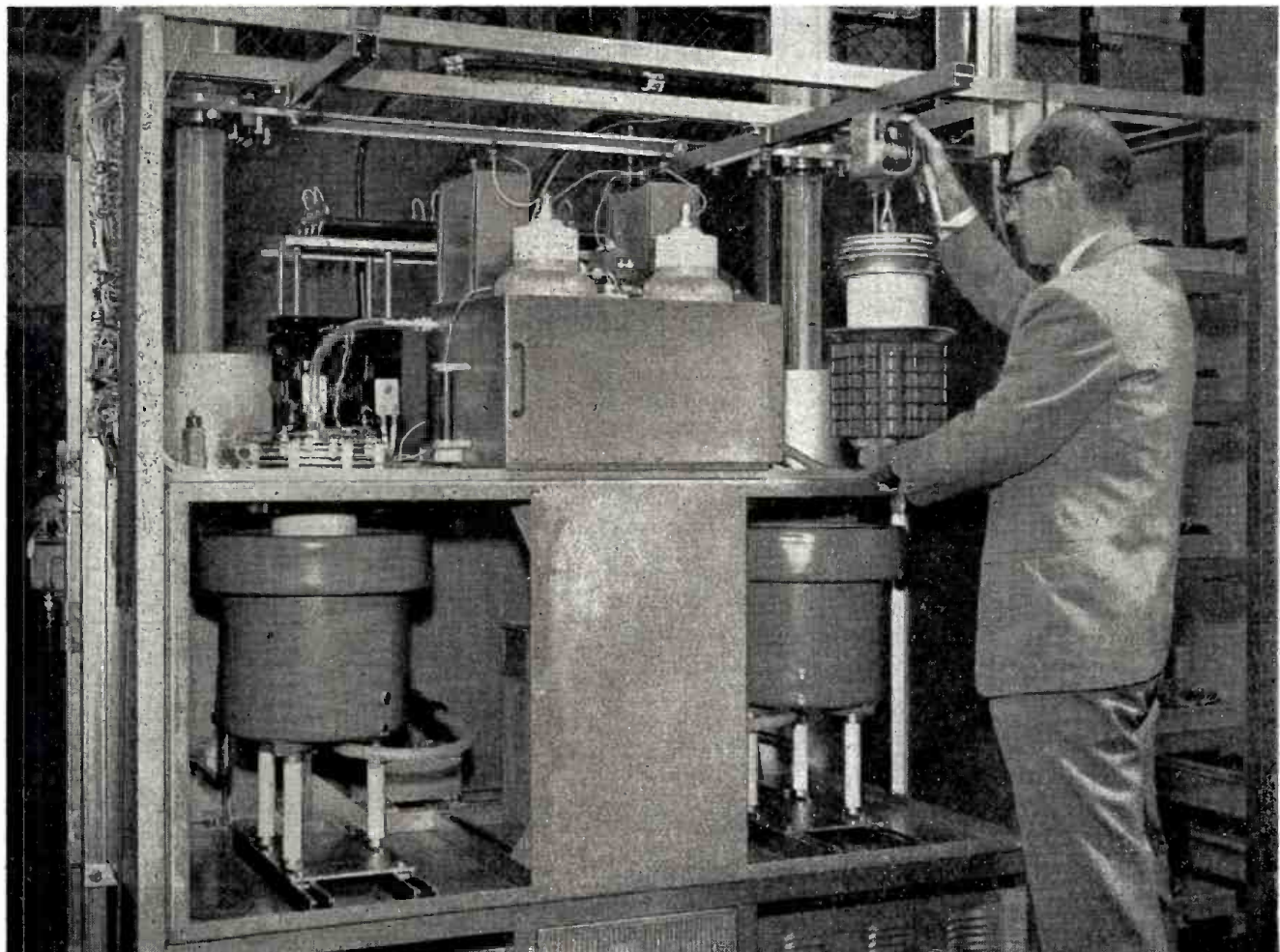
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inson permitted disk jockey Charlie Walker to broadcast programs that were "coarse, vulgar and suggestive of indecent double meanings." It also ruled that Mr. Robinson was guilty of misrepresentation when he swore that he was not aware of the off-color jokes and that he had received no complaints.

In a unanimous three-judge decision in March (BROADCASTING, March 23), the U. S. Court of Appeals for the District of Columbia upheld the FCC's decision on the misrepresentation issue alone. One judge added that the FCC had the right to deny the license on the program issue, too. A petition for rehearing by the nine-judge appellate court was denied last May.

In the petition for writ of certiorari, filed by Vernon K. Wilkinson, Washington attorney for Mr. Robinson, the constitutional question was presented in these words:

"Whether action by the Federal Communications Commission delving into program content and terminating a broadcast station's operating authority because of broadcasts which that agency found to be 'offensive', and 'thus contrary to the public interest', impinges upon the free speech guarantees of the First Amendment and the non-censorship prohibitions of Section 326 of the Communications Act—in those situations where the commission can point to no statutory standard more specific or substantive than 'public interest, convenience and necessity.'"

If granted, the Kingtree case would be heard by the Supreme Court during its fall term which opens in October.

Brechner asks for editorial freedom

Joseph L. Brechner, president and general manager of WFTV(TV) Orlando, Fla., has urged the removal of "all editorial fairness restraints upon editorialists." He also declared that the "ultimate judgment of fairness be left to the intuition, the judgment and reaction of the American public, the broadcasters' customers, sponsors and viewers in whose disdain, admiration and attention the success or failure of a broadcast facility may depend."

Mr. Brechner offered six "resolutions" to alleviate deficiencies in the FCC's fairness doctrine.

Mr. Brechner would lend "a broader scope of interpretation" to the doctrine, eliminating commission concern with "day-to-day issues." There should be a distinction, he believes, between fairness complaints to the commission that

merely disagree with an editorial's point of view and those alleging a station is unwilling to provide time for the opposing opinion.

The commission should handle in the same manner complaints of "attacks" on individuals and groups and those lodged against a position on issues, Mr. Brechner states. He also feels that a "greater responsibility" should be placed on the opposing point of view in securing rebuttal time, ". . . including demands upon broadcasters for an opportunity for fairness response."

Mr. Brechner would have the commission ". . . remove itself as far as possible from attempting to judge fairness on a qualitative or quantitative basis." And in Mr. Brechner's opinion the FCC should allow broadcasters a full freedom of expression without "fear of external judgment or reprisal," realizing that they face the laws against obscenity, slander, etc.

Mr. Brechner's comments on the fairness doctrine have been distributed to all the delegates who attended the National Broadcast Editorial Conference, held July 6-8 at Arden House, near Harriman, N. Y. (BROADCASTING, July 13). FCC Chairman E. William Henry was a member of the conference.

The WFTV chief executive has had his station's license renewal held up by the commission because of alleged unfairness in its editorial policy (BROADCASTING, April 6). Mr. Brechner has indicated that he is not alarmed over the delayed renewal and that he believes the commission is simply making a study aimed at developing information that might be used to formulate fairness policy.

Another station, WRAL-TV Raleigh, N. C., similarly had its license renewal withheld. But two weeks ago the Raleigh station received its renewal, although the commission issued a strong caveat that WRAL-TV comply with the requirements of the fairness doctrine (BROADCASTING, Aug. 3).

The WFTV renewal is expected after the FCC's August recess.

New film service opens

Partners Doris Dashiell and Mary Hawkins have announced the opening of the Dashiell Film Library in Hollywood "to provide a variety of new services to motion picture, television, commercial and industrial film makers, as well as advertising agencies."

Stock library material, a custom film service to secure new material anywhere in the world, film production and research, and the cataloguing and handling of production negatives for independent producers will be offered by the company. Address in 725 North Seward.

SAG, film studios agree on TV tape

Now that tape has been added to film as a means of recording TV programs by the major producers of Hollywood, a new union contract to cover this activity is a natural sequitor. Last week, the Screen Actors Guild announced that an interim tape agreement had been negotiated with Universal Pictures for its taped series, *Celebrity Room*, and with Loew's Inc. for the MGM-TV taped series, *The Ken Murray Program*.

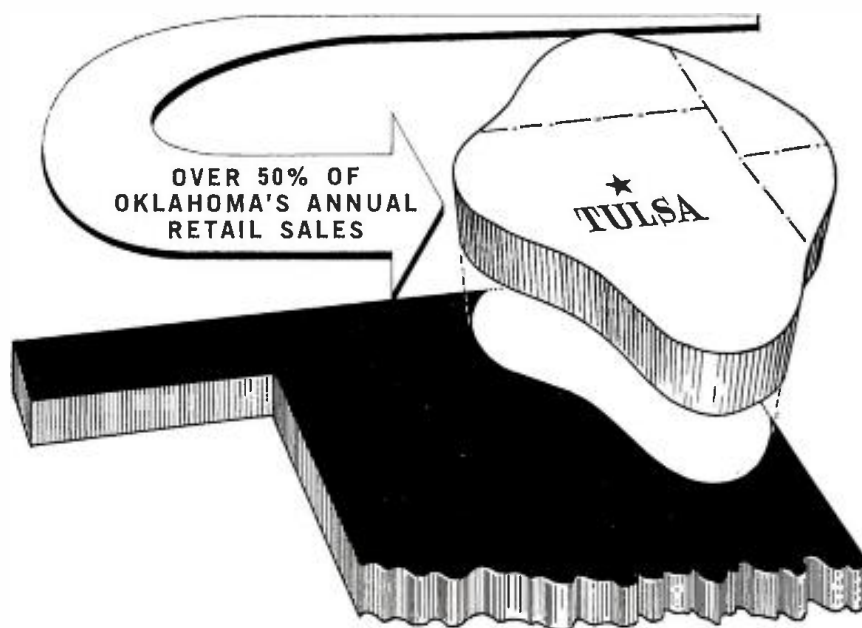
The new contract calls for a minimum of \$150 for programs of up to 30 minutes in length and a minimum of \$210 for programs up to 60 minutes, with a minimum daily rate of \$100. (As an example, SAG says that if an actor works one day on a half-hour program, he will receive \$150. If he works one day on a 45-minute program, he will receive \$210.)

If the taped shows are rerun, the rerun fees are to be negotiated with SAG. If no agreement is reached within 30 days, the minimum fees are to be: 75% each for the first and second rerun; 50% each for the third, fourth and fifth rerun; 10% for the sixth, 5% for the seventh and one payment of 5% for all runs after the seventh rerun.

The work day is to be eight hours, except that the day on which the program is recorded may be a nine-hour day. Overtime scale is to be the same as provided for day players in the 1964 agreement of SAG and the producers of filmed television programs. That agreement calls for a day player minimum rate of \$100 a day and rerun fees that start at 50% of minimum and scale down to 25% each for the third, fourth and fifth reruns, for a total rerun fee of 165% of the original minimum scale if the show gets six or more showings. The tape rerun fees add up to 320% for eight or more.

Taping by the Hollywood motion picture studios began this summer after an agreement had been reached with the International Alliance of Theatrical Stage Employees to permit the members of the various IATSE unions—stagehands, cameramen, scenic designers, hair dressers and others who work behind the cameras—to work on taped as well as film programs (BROADCASTING, Dec. 23, 1963). That agreement, negotiated for the union by its international president, Richard F. Walsh, was protested by some Hollywood locals, but last month's IATSE national convention overwhelmingly supported Mr. Walsh and the tape contract (BROADCASTING, July 27).

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Beating the bush for an NAB president

10-man search party formed; first returns in poll
of board fails to find consensus on type wanted

A 10-man committee of broadcasters has been established to search for a new president for the National Association of Broadcasters, and the entire 44-member joint radio and TV board has been asked for suggestions on the type of man who should be chosen for the job.

The selection committee was named last week by Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the joint board. The committee comprises the NAB's five-man executive committee and five other members, some incumbent board members.

Besides Mr. Schroeder, other members of the executive committee are Mike Shapiro, WFAA-AM-FM-TV Dallas, chairman, and John F. Dille Jr., Communicana Stations, vice chairman of the TV board, and Rex Howell, KREX Grand Junction, Colo., chairman, and Jack W. Lee, WPRO-AM-FM Providence, R. I., vice chairman, radio board.

The five new members are F. Van Konynenburg, WCCO-AM-TV Minneapolis-St. Paul, Otto P. Brandt, KING stations; Carleton D. Brown, WTVL Waterville, Me.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., and

A. Louis Read, WDSU-AM-FM-TV New Orleans.

The first meeting of the committee, Mr. Schroeder said last week, would be early in September. Meanwhile, he added, each member of the radio and TV boards has been queried on the specifications he thinks should be drawn for the NAB presidency.

No Consensus ■ Mr. Schroeder said the first 25 replies to his letter of inquiry had disclosed no strong feeling one way or the other as to whether the NAB chief should be a broadcaster or a public figure.

Some respondents call for a man "like LeRoy Collins"; others strongly proposed someone "not like LeRoy Collins."

A large number suggest that the man chosen should clearly understand that his primary responsibility is to advance commercial broadcasting.

Some recommend that whomever is chosen should have some political "savvy," not necessarily a Democrat or Republican, or liberal or conservative, but someone who "knows his way around Washington."

Eager Beavers ■ Meanwhile, it became known that some enthusiastic

broadcasters, acting on their own, had begun sounding out public figures on their availability for the NAB presidency. Without the knowledge of the NAB executive committee, approaches were understood to have been made to Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee.

Mr. Rogers's reactions were not disclosed. Presumably he was aware that the representations were wholly unofficial. He has given no indication of abandoning his intention of running for re-election to the House.

Members of the NAB executive committee, apprised of the unauthorized contacts that some broadcasters had made, emphasized that talk about any candidate was premature. The first step, they said, would be an agreement among members of the selection committee on the type of man to be sought.

Mr. Schroeder said last week that the 10-man selection committee might be augmented by other members if circumstances warranted.

Pending the appointment of a new NAB president to succeed LeRoy Collins, who resigned to become director of the Community Relations Service under the Civil Rights Act (BROADCASTING, June 29 et seq.), the five-man executive committee is furnishing policy guidance to the NAB staff. The association is being run by Vincent T. Wasilewski, executive vice president.

NAB attacks FCC radio rules

Two aspects of the FCC's new radio rules last week were attacked by the National Association of Broadcasters, although the NAB expressed "general agreement with the assignment principles" adopted by the commission. The association's radio board had adopted a resolution that sparked the filing.

The two regulations deal with nighttime AM assignments and with the duplication of AM programming by FM stations. They take effect Thursday (Aug. 13) and August 1965, respectively.

The NAB also called for a joint industry-government engineering conference to reassess the M-3 ground conductivity map now used to determine signal distances and interference.

The new rules were adopted recently (BROADCASTING, July 6), ending the AM freeze. The looming rule for nighttime allocations would require, in part, that applicants have a minimum of 25% of



Mr. Shapiro



Mr. Lee



Mr. Dille



Mr. Schroeder



Mr. Howell



Van Konynenburg



Mr. Read



Mr. Essex



Mr. Brown



Mr. Brandt

their coverage in "white areas"—places that do not now receive a radio signal. In its filing at the FCC, the NAB said "we believe this nighttime rule will hamper unnecessarily the future improvement of facilities by existing day-time-only stations."

The NAB argued that the white-area restriction ignored the commission's policy of encouraging diversification in the public interest. "The rule would preclude a substantial number of communities with one fulltime and one or more daytime-only stations from receiving additional nighttime service," the NAB said, and added that the requirement "will preserve single, one-service monopolies at the expense of the public interest."

In adopting the AM-FM duplication rule, the NAB said, the commission is "usurping a vital business and programming determination of dual owners."

The rule forbids FM stations in cities with a population of more than 100,000 from duplication the programming of AM sister stations more than 50% of the time.

Many dual operations have already started separate programming, the NAB pointed out, but on their own, not at the prompting of the FCC. "From a practical standpoint," the association said, "the licensee alone must make the determination as to when such an operation can attract sufficient advertising revenue to support separate programming." The NAB asserted that "we view as a primary function of the licensee to program in a manner he believes to be best suited to the needs of his particular community. This decision should not be taken from the hands of the licensee by the commission rule."

Federal pay raise bill passed by Congress

Higher salaries, retroactive to July 1, were approved for federal employees last week as the House and Senate agreed to a \$556 million pay-increase bill.

Commissioners of regulatory agencies, such as the FCC and Federal Trade Commission, are to receive \$28,000, up from \$20,000; chairman are up to \$29,000 from \$20,500.

Congressman are getting \$7,500 more than their present \$22,500; federal district judges go up to \$30,000, appeals judges get \$33,000, U.S. Supreme Court associate justices get \$39,500 and the Chief Justice \$40,000.

One-million, 100-thousand classified federal workers, including FCC employees, get hikes averaging 4.3% (a range of 2.7% to 22.5%).

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LBJ dedicates Newhouse unit

Radio-TV use by opponents
of Wagner's halt-rioting
appeal hit by Rockefeller

Samuel I. Newhouse, group owner of one of largest newspaper-broadcasting station complexes in the country, heard praise from the chief executives of his country and his state at the dedication last week of the first building in the \$15 million Communications Center he and his wife have endowed at Syracuse University.

President Johnson expressed his great admiration for the Newhouse generosity and dedicated the center to "better understanding among all men."

New York state Governor Nelson Rockefeller called the center "an investment in the future of democracy in the preservation of individual freedom." Then he used his platform to cite the need for editorial responsibility on the air as well as in print.

Mr. Newhouse, in what was said to have been the first full-dress speech of his illustrious career, underscored the importance and influence of the mass media. "They affect human judgment, shape our desires and influence our choices. They can lull a community into complacency or charge the atmosphere with reforming zeal. They can appeal to the grossest urges or cultivate the highest aspirations. They can subvert an entire nation or they can enhance an open society."

Governor Rockefeller questioned the

recent action of radio and television in permitting civil rights leaders to make "sensational and negative comments" following New York Mayor Robert Wagner's appeal to halt rioting during the city's civil rights strife.

"Unfortunately," Governor Rockefeller said, "immediately following the mayor's broadcast and before the people even had a chance to digest what he had said, time also was made available for sensational and negative reactions to the mayor's speech—thereby undermining the effectiveness of the mayor's appeal."

"The irresponsible and the demagogic cannot be totally ignored by the media when they are involved in news events," he added. "But a real question of editorial judgment arises as to whether their role is truly significant or merely self-seeking, as to what credence and prominence they should be given in fulfillment of the media obligation to present the news responsibly, and as to how the media can avoid irresponsible sensationalism while meeting the competition for public attention."

"A case in point relates to Malcolm X. He was relatively unknown and had but a small following when newspapers, magazines, television and radio discovered that his extremism produced attention-getting stories and broadcasts. By the time of the Harlem and Bedford-Stuyvesant riots, however, the media were treating him as a folk hero and he was held up as the standard of behavior for the less responsible elements of the population involved. This provides an interesting and important subject for consideration by this center."

Governor Rockefeller said a collateral problem for the broadcast media is the very speed of communications. The computer-projection of the out-



President Johnson talks with newspaper publisher-broadcaster Samuel I. Newhouse and his wife just before the dedication ceremonies for the Samuel I. Newhouse Communications Center at Syracuse University.

come of an election based on partial returns in one area—but broadcast into other areas where the polls are still open—is a problem to be coped with, he said.

He asked whether the projection can influence the vote through bandwagon psychology and whether it discourages people from going to the polls after learning of the expected outcome in a national election—thus materially reducing the vote in the local elections of the area affected.

These and related questions, Governor Rockefeller said, are legitimate subjects for study in depth at the new Newhouse Communications Center.

"A most successful publisher and one of our truly great independent universities have joined forces to assure the fullest and most beneficial use of communications for the preservation and enhancement of our democratic sources," he said. "Our society, our world, and generations to come will benefit from this inspired collaboration."

Radio methodology study gets new name

The joint radio methodology study of the Radio Advertising Bureau and the National Association of Broadcasters got a new, shorter name last week. Ward Dorrell, executive director of the project's steering committee, said the name had been shortened to "All Radio Methodology Study," which may

TV pool covered Syracuse activity

Syracuse and particularly WSYR-AM-TV became a national broadcasting hub last Wednesday. President Lyndon B. Johnson, visiting Syracuse to participate in the dedication of the first building in the \$15 million Samuel I. Newhouse Communications Center at Syracuse University, used the occasion to deliver his major speech on U.S. retaliation against North Vietnamese aggression. WSYR-AM-TV, owned by Newhouse Broadcasting Corp., had already set up for the dedication ceremony. When the President at the last minute decided to use the platform for a major address, the Newhouse stations deliv-

ered coverage to NBC, CBS and ABC. WSYR-AM-TV picked up the entire Johnson ceremonies and address and was joined in an unprecedented TV pool which included the city's other two television stations, WHEN-TV and WNYS-TV. Coverage included the movements of the President during this entire two-and-one-half hour stay in the city.

The three-TV station pool used 10 TV cameras and more than 40 engineers and technicians for the live coverage. E. James McDonald, WSYR-TV program director, was pool coordinator.

be shortened further to "ARMS."

He said the change was for simplicity and to avoid the possibility of confusion with other research projects. He also reported that important findings would be released later this month in connection with a validation study that is part of ARMS.

Overall aims of ARMS, he explained, are "to determine one or more methods of accurately measuring the full and complete radio audience—by times of day and by stations—in terms of unduplicated coverage and individual and cumulative periods as well as accurate description of the demographic characteristics of the radio audiences."

NCTA seeks tax relief for CATV systems

The National Community Television Association asked Congress last week to provide relief from a communications tax imposed from 1959-62 on "wire mileage service" given some CATVs served by microwaves.

Unless relief is given, Robert G. L'Heureux, NCTA general counsel, told the House Ways & Means Committee Monday (Aug. 3), "several small CATV systems may well be in economic difficulties as a result."

The problem comes from a court ruling that the CATV's are liable for the tax which applies from 1959 but not after 1962 when communications tax laws were amended, Mr. L'Heureux explained. Determining the precise amount of the levy may be such a complicated task that it may result in a net loss for the government in addition to being a burden on the CATV's, he said.

Mr. L'Heureux also testified on the NCTA's position that the 10% federal manufacturers excise tax on all-channel television receivers should be either repealed or greatly reduced.

If this should be done, he said, "it can be expected that NCTA's efforts at encouraging its members to build UHF TV stations when and where this is feasible will be still more fruitful." Previously the National Association of Broadcasters, the Electronics Industries Association and other groups urged tax relief on all-channel sets (BROADCASTING, Aug. 3).

Rep. Bennett may retire

Representative John B. Bennett (Mich.), ranking Republican on the House Commerce Committee, announced Wednesday (Aug. 5) that he was considering withdrawing as a candidate for re-election because of ill health.

Representative Bennett was thrown into a primary fight by redistricting. He recently underwent an operation.

Appeals court upholds WIXI license denial

The U. S. Court of Appeals in Washington has backed a 1963 FCC decision to refuse a license to WIXI Irondale, Ala., and put the station off the air.

W. D. Frink, WIXI owner, had also filed an application to transfer the station to a company owned jointly by himself and Dorsey E. Newman, who controlled the firm that competed with Mr. Frink in seeking the new station grant from the FCC in 1956. At that time they agreed to merge. The applica-

tion to merge was filed, but before ruling on the merger the FCC decided Mr. Frink was unqualified to be a licensee and ordered WIXI to cease operations.

Mr. Frink wanted to amend the transfer agreement to drop his name and sell the station, but the FCC again refused. The appeal to the court argued that the commission erred in killing the station without first considering the transfer and in refusing the attempt at amending the assignment application. "We are of the opinion, however," the court said, "that the commission's decisions were fully warranted." WIXI is a 5 kw daytimer on 1480 kc.

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CATV, yes—but not pay TV!

That seems general attitude as broadcasters and their competitors discuss these subjects at one-day GAB session

A Georgia Association of Broadcasters' Southeast CATV and pay-TV seminar showed last week that broadcasters are learning to live with CATV. But pay TV is still Enemy No. 1.

Much of the discussion in Atlanta Tuesday (Aug. 4) echoed what has been heard at scattered broadcaster gatherings for some time, but the GAB's seminar put it together in one place and provided a chance for practically all sides of all arguments to be heard in one forum.

The opportunity, according to participants and guests alike, was well worth the trip. They came—175 of them—from 20 states and the District of Columbia.

Almost everybody with something to say about CATV or pay TV had a chance to say it—except for the viewers—and there was even one panelist who said he spoke for them.

Among highlights:

- A promise that CATV operators will propose that legislation governing their systems include a provision that they may not originate commercials.

- Advice from broadcasters who've been wrestling with CATV proposals in their areas that CATV can't be fought without facts and a suggestion that rather than fight, broadcasters should in some instances seriously consider trying CATV themselves.

- A plea for broadcasters to unite and oppose wired pay TV (as differentiated from CATV) and seek government approval of on-air pay TV so that broadcasters can move into it.

- Agreement that getting the courts to require CATV's to obtain permission to rebroadcast TV station-originated motion pictures and other copyrighted programs could backfire because CATV's would turn around and compete with stations for program sources.

CATV's Welcome Broadcasters ■ Bruce Merrill and Robert D. L'Heureux, respectively president and general counsel of the National Community Television Association, urged broadcasters to come in to CATV.

Mr. Merrill drew a distinction between CATV ("a one-way pipeline") and pay TV ("a two-way pipeline") and said "CATV is removing the inequities created by the government's inade-

quate allocation tables."

Mr. L'Heureux called on broadcasters "to reason together" with the NCTA and the FCC to obtain good legislation to provide commission regulation of CATV.

"I am convinced from speaking to our operators that they will be willing to write into the proposed legislation a provision prohibiting CATV's from originating advertising," he said. "We do not want to compete with you for the advertising dollar."

Dwight Martin, chairman of the NAB's Future of Television in America Committee, which has been helping the association formulate CATV and pay-TV policy, said broadcasters should accept CATV "with a minimum of regulation" and get into it "as we individually desire . . . [and] if pay TV is not going to detract more than it gives" to the public, "we should get into it."

CATV 'Here to Stay' ■ "We are ostriches if we don't accept the fact that CATV is here to stay" and "fooling ourselves" by saying it gives nothing, Mr. Martin added.

Fred Fletcher, vice president and

Raymond E. Carow, general manager of WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla., warned broadcasters that fighting CATV's could bring on more government regulation that could restrict broadcasting as well. He suggested the proper arena was a courtroom, where, for example, his Florida station has been opposing a CATV on a program copyright issue (BROADCASTING, April 6).

The People's Voice ■ Herb Jacobs, founder and president of TV Stations Inc., New York, said the broadcaster's division on CATV "damages the effectiveness of his own associations. . . . And his double standard is confusing Congress and the commission." Mr. Jacobs sounded similar warnings at the NAB convention (BROADCASTING, April 13). Saying he spoke for "the people," he said broadcasters must ask Congress to "put all broadcasting, free and pay, under one roof."

Mr. Jacobs said "the end of pay-TV's programming troubles are in sight" and the "tip-off" was International Telemeter Corp.'s entry in Atlanta, Miami, Houston and Dallas last month, follow-



Mr. Haley



Mr. Putnam



Mr. Carow



Mr. L'Heureux

general manager, WRAL-TV Raleigh, N.C., reviewed a recent surge of CATV interest in North Carolina and said he was concerned about "the way . . . we are saying 'they [CATV's] can't do this to us.' They can and are."

Also president of the North Carolina Association of Broadcasters, Mr. Fletcher said. "We ought to get serious. . . . If they want to risk their capital [and] people want service, they ought to have a chance." If a station finds a CATV application filed in its area, it may do well to file a competing application, he said.

ing Subscription TV Inc. in California into wired pay TV.

"If cable pay TV succeeds you're out of it and so are your major attractions," he said. "Why not change your stand and advocate that over-the-air pay TV be given full approval to develop instead of its present experimental status." Broadcasters, he said, "would be the natural recipients" of on-air pay-TV's rewards.

Following several discussions of court cases that are seeking to require CATV's to pay for use of copyrighted broadcasts, Mr. L'Heureux warned that a

decision against CATV's could work against broadcasters. CATV's would then be forced to bid for films against broadcasters and originate their own programs in direct competition with stations. To prevent this, he said, broadcasters should sit down with the NCTA to work out such problems in CATV regulatory legislation.

The KLIX Case ■ Andrew G. Haley, Washington attorney, discussed "The 'KLIX Case'—an Objective Analysis," and said the appeals court "was too copyright oriented" when it reversed a lower court's injunction to protect KUTV(TV) Salt Lake City's exclusive first-run rights (BROADCASTING, July 20). He said the case raised a question whether, for example, football teams "are not entitled to protections simply because they cannot secure copyrights on the sporting events."

John H. Pinto of RKO General's experimental pay-TV enterprise in Hartford, Conn., and William Carlisle, NAB vice president for station services, in the main repeated what they said on pay TV and CATV a week earlier at a conference in Cooperstown, N. Y. (BROADCASTING, Aug. 3).

Mr. Carlisle, however, also defended NAB's activity in opposition to pay TV. In explaining that the association does everything it can to assist broadcasters, he said the NAB has had to caution licensees about use of their own facilities to fight pay TV. The fairness doctrine is involved, he said, and presents significant problems.

Mort Leslie, acting chairman of the Television Accessory Manufacturers Institute, however, called on broadcasters to use all means, including their facili-

ties, Washington lawyer, sought to dispell "the emotion-packed myth" that pay TV would kill advertising-supported broadcasting. "All things considered," he said, "I believe that broadcasters not only should, but must, embrace subscription TV and CATV as supplementary sources of programming revenue." If they don't, he said, "I am certain that the wire proponents and closed-circuit theater interests will."

Max D. Paglin, former FCC general counsel now in Washington law practice, conveyed a message similar to FCC Commissioner Frederick W. Ford's address to the NCTA convention in June (BROADCASTING, June 22). Mr. Paglin said "CATV will soon develop as an integral part of the overall broadcast structure of the U. S." and the industry's entire future lies in "cross-fertilization." The spectrum, Mr. Paglin said, cannot meet "the growing demand for improved television service." He also urged CATV operators to undertake lighting up UHF channels.

William L. Putnam, New England UHF operator, called for strict CATV regulation. Then in remarks that led to a vigorous debate with Mr. L'Heureux, Mr. Putnam said "deceit" has confused the CATV issue.

"The wrong thing is the persistent lies that are told," Mr. Putnam said, "like community antennas have not driven broadcasters off the air. This is the greatest lie." I have been "lied about and lied to by almost every cable operator of consequence I have ever met," Mr. Putnam added. The debate that ensued was based in the main on Messrs. Putnam and L'Heureux's filings with the FCC on a rulemaking

Commercials on Atlanta pay TV?

System's president says

there will be room for them between programs only

The president of Atlanta's newly franchised wired pay-television system lifted the curtain a little last week to reveal some details of the new enterprise.

W. H. Murray said he expects the system will carry some commercials, that it can operate in the black with 25,000 subscribers and, as in California's Subscription Television Inc., telephone companies will build, install and own most of the hardware.

Mr. Murray, president of Atlanta Telemeter Inc., was an "interested observer" at the Georgia Association of Broadcasters pay-TV and CATV seminar last week (see page 66) and he revealed some of Atlanta Telemeter's plans during an interview.

His firm is tied to International Telemeter Corp., which last month announced it had franchised its wired pay-TV system to Home Theaters of Georgia Inc. (of which the Atlanta firm is a sub-franchise), Home Theaters Corp., which will serve Miami, and Home Theaters Inc., to serve Houston and Dallas (BROADCASTING, July 27). Mr. Murray and Jack M. Rice, who are in a coal production venture in Tennessee and Kentucky, are the principals in the Georgia operation. Mr. Rice is president of Home Theaters of Georgia and chairman of Atlanta Telemeter's finance committee.

Atlanta Telemeter would offer three program channels at night, Mr. Murray explained, and there would be room for commercials. They can't interrupt programs, he said, because International Telemeter prohibits that through its franchise agreements. But there'd be no reason why commercials couldn't be sold around programs or offered during the day when, as he put it, "there'll be nothing else on the system." He also intends to sell advertising in a weekly program guide his firm will publish.

(A spokesman for RKO General Phonevision Co., which is conducting an on-air pay-TV system on WHCT[TV] Hartford, Conn., told the Atlanta seminar he thought commercials would never be a part of pay TV.

(Commercial broadcasters get "about a penny a home for a commercial," said John H. Pinto, RKO vice president. "A pay-TV operation gets closer to a dollar



Mr. Pinto



Mr. Fletcher



Mr. Paglin



Mr. Martin

ties, to fight pay TV—and CATV, too. Mr. Leslie said that "CATV is not compatible with the growth of UHF" and cannot exist without the broadcaster.

He said TAME would propose amendments to the Communications Act to treat CATV's as broadcast stations. This would subject cable systems to licensing and ownership rules, for example. He also declared broadcasters who file CATV applications "defensively" would be better off fighting directly, and he labeled CATV as "closely related" to any pay-TV "master plan."

Pay-TV 'Myths' ■ Vernon C. Kohl-

hass, Washington lawyer, sought to affecting microwaves serving CATV's (see page 70).

In a further comment, Mr. Putnam said if broadcasters are required to pay fees to the American Society of Composers, Authors and Publishers, CATV's should, too. His stations, he said, "don't pay ASCAP any more," and he challenged them "to do something" about it. Later he said he wanted to remove any doubts about two other music rights organizations, Broadcast Music Inc. and SESAC. His stations, he said, would no longer pay music rights fees to any of the three.

a home per program. . . . The small added commercial income provided by tacking commercials on pay-TV programs would not be worth the anger it might arouse in pay-TV customers who when buying pay TV make great to-do about the absence of commercials," Mr. Pinto said.)

Atlanta Telemeter can "go into the black" with 25,000 customers, but its ultimate goal is 75,000 for the entire metropolitan area, Mr. Murray explained.

Not only does the Atlanta firm think it can make money with as few as 25,000 customers, but it believes it can conduct a profitable operation if its customers put as little as \$1 a week in its meters on the average. "Projections we have made were based on \$1," Mr. Murray said.

The International Telemeter franchise is for seven years and has renewal options that extend "almost for life," Mr. Murray said. The licensing corporation will be paid a percentage of its franchises' gross receipts, "but I am not at liberty to say what that is," Mr. Murray said.

He did say, however, that Atlanta Telemeter plans to charge \$10 for installation and \$24 yearly for service. The latter includes maintenance of receivers and meters in subscribers'

homes.

Negotiations are underway with Southern Bell Telephone Co. to handle most of the technical work. Mr. Murray doesn't expect Atlanta Telemeter to have problems in obtaining authority from any public body, such as CATV's have had in obtaining city franchises. Atlanta Telemeter will be a customer of the telephone company, he said, and it is expected the Miami, Houston and Dallas systems will operate the same way. International Telemeter already has announced that the Dallas and Houston firms have signed contracts with Southwestern Bell Telephone Co.

Similarly, STV is putting up the money and Pacific Telephone & Telegraph is constructing its wired pay-TV system in California (BROADCASTING, July 20).

Tucker, Wayne & Co., Atlanta advertising agency, has been retained and will begin a market survey to locate Atlanta's potential pay-TV customers later this month, Mr. Murray said. Interviews will be conducted at meetings, door to door and by telephone, he said. Construction was expected to begin in four to six months.

Since the Atlanta franchise grant was announced, Mr. Murray says, he and Mr. Rice have had many inquiries from

"substantial investors" interested in their venture. He expects a \$15 million capitalization may be needed to install the first 100 miles of cable that are planned. But so far he and Mr. Rice have had no reason to seek other money, he said.

Contacts with Atlanta and other Georgia broadcasters have been most cordial, he said, and he and Mr. Rice have appeared on several interview programs on Atlanta TV stations. As for the GAB seminar, Mr. Murray added, this was really his first contact with broadcasters in such a setting and he found it "exciting."

NLRB rules in WOKY case

The National Labor Relations Board last week released a decision by Trial Examiner Thomas S. Wilson finding Bartell Broadcasters Inc. guilty of engaging in unfair labor practices.

Examiner Wilson ordered Conrad Mangrum, an engineer Bartell claimed to have discharged for cause, reinstated at WOKY Milwaukee and compensated for his losses, and ordered the company to bargain in good faith with Local No. 715, Radio & Television Broadcast Engineers.

Bartell is a subsidiary of Macfadden-Bartell Stations, which also owns KCBQ San Diego and WADO New York.

Changing hands

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

- WYTV(TV) Youngstown, Ohio: Sold by Communications Industries Corp. to Adam Young Inc. for \$1.5 million (CLOSED CIRCUIT, July 27). Buyer is station representative firm. CIC, headed by Lazar Emanuel, owns WJRZ Newark, N. J. is selling WFME(FM) that city to United Broadcasting Co. (Richard Eaton) for \$450,000 (BROADCASTING, July 13), and WKST-AM-FM New Castle, Pa., to Herbert Scott for \$450,000 (BROADCASTING, June 22). WYTV, founded in 1957, is on channel 33, and is affiliated with ABC. Broker: Edwin Tornberg & Co.

- WALA Mobile, Ala.: Sold to Stone Representatives Inc. for \$250,000. Contingent on FCC approval of the sale of WALA-AM-TV by W. O. Pape to Roywood Corp. (principally owned by Edgar B. Stern Jr. and family, which already owns WDSU-AM-FM-TV New Orleans) for \$2.6 million (BROADCASTING, June 8). Sale of WALA by WDSU principals is due to overlap question between two radio stations. Stone Representatives, (Peggy Stone president), is station representative firm with headquarters in New York. WALA, founded in 1930, operates fulltime on 1410 kc with 5 kw

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This time the fanfare was muted, the drums muffled

It is doubtful if many in the audience of KRLA Pasadena-Los Angeles are aware that the station's license changed hands on Aug. 1. Certainly, there has been no change in the station's sound, the sound that has kept KRLA high on the rating tables. And the change was handled with an absence of promotion and publicity that would call it to anyone's attention.

Things were different in the open-days of September 1959, when what had been a country-and-western music station with the call letters of KXLA became KRLA with a top-40 format. For three days before the new call was announced the only thing heard on 1110 kc in Southern California was a continuous stream of promotional announcements, delivered loudly, rapidly and unceasingly. At the end of the third day, the new call, KRLA, was introduced, along with the new type of programming. To emphasize the entrance of the new sound to Los Angeles, KRLA instituted a number of contests, including one asking listeners to locate

Don Allen, a disc jockey.

Broadcasting clues as to Mr. Allen's appearance, KRLA offered \$10,000 to anyone who approached him with the message "KRLA, 1110 L. A." That was the first day. The reward was to be reduced a thousand dollars each day until he was found.

Unfortunately for KRLA, Mr. Allen was found early in the contest period, and he was found not in Los Angeles but in Buffalo, N. Y., where he was completing his work at WKBW before leaving to join KRLA. Moreover, he was found by representatives of another Los Angeles station, KFVB, which itself had been negotiating with Mr. Allen and knew exactly where he was. After some protesting, KRLA paid the award to KFVB. But the affair did not end there. A year later, the KRLA management was summoned to explain the details of the contest to the FCC at a formal hearing. KRLA's explanation of this and other unorthodox events failed to satisfy the commission and in the end the station's

owner, Donald R. Cooke, lost his license.

Five years ago, Mr. Cooke wanted everyone within earshot to know that a change had been made. Today, things are different. The new licensee, Oak Knoll Broadcasting Corp., is a temporary group, organized to operate KRLA only until a new permanent licensee has been selected by the FCC from the 19 applicants for the 1110 kc frequency. The KRLA sound, by and large, will remain the same. But the station's profits will go, not to a private owner, but to help Los Angeles' new educational TV station, KCET(TV) get established. KCET will get 80% of whatever profits KRLA shows during the interim period, the other 20% will go to charity (BROADCASTING, July 27).

So the fanfare which seemed so desirable to Mr. Cooke five years ago would serve no purpose for the station's new operators, who see no point in informing KRLA's young listeners that the station is now an educational institution.

and is affiliated with NBC.

▪ **KBRR** Leadville, Colo.: 55% sold by Thomas T. Farley to John H. East, already 45% owner, for \$37,500. Mr. Farley is a Pueblo, Colo., attorney. KBRR is fulltime on 1230 kc with 250 w. Broker: Blackburn & Co.

▪ **WSJR** Madawaska, Me.: Sold by John H. Vondell Jr. and associates to Vaughn Currier, Fort Kent, Me., for \$25,000. WSJR is fulltime on 1230 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 81).*

▪ **KGfJ** Los Angeles: Sold by Ben S. McGlashan to Richard B. Stevens for \$1.5 million. Mr. Stevens is licensee of WFEC Harrisburg, Pa. KGfJ is fulltime on 1230 kc with 1 kw day and 250 w night.

▪ **KBON** Omaha: Sold by M. M. Fleischl and Joe Gratz to Blaustein Industries Inc. (Jacob B. Blaustein and family) for \$255,000 plus \$35,000 for agreement not to compete. Buyer is in shipping, oil, manufacturing, with headquarters in Baltimore. Mr. Fleischl will remain as general manager of station at \$15,000 yearly salary for five years. KBON operates fulltime on 1490 kc with 1 kw day and 250 w night.

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NCTA rebuts broadcasters arguments at FCC

Broadcasters have urged that the FCC place restrictions on community antenna television systems, the National Community Television Association believes, without offering any factual evidence to support the generalization that CATV systems have inflicted economic injury on local television stations. The NCTA said that its study of the FCC's proposed rules to restrict the use of local TV station programming by CATV's has revealed no pattern of "discernible adverse impact (by CATV's) upon local television stations."

The NCTA position was expressed in the association's reply comments on the commission's proposed rules to condition grants in the business radio and common carrier microwave services proposing service to a CATV system. The CATV would have to agree not to duplicate the programming of local stations, within the TV's grade A service area, for 15 days before and after telecasts by local sta-

tions. The commission recently dropped an interim requirement that extended the nonduplication clause to the grade B contour (BROADCASTING, July 6).

A Case at Hand ■ The NCTA strongly criticized comments on the rulemaking by Springfield Television Corp., licensee of five UHF stations, claiming that CATV systems are detrimental to the growth and development of UHF service. The NCTA told the commission that the Springfield comments were "misleading" and contained a double standard. The association said the UHF licensee, for instance, in an advertising brochure claims that its WRLP (TV) Greene, Mass., is carried by 11 CATV's while it presents the commission with a case of economic injury (BROADCASTING, July 20).

Springfield, NCTA concluded, "cannot, on one hand, try to reap the benefits of its enlarged circulation brought about by CATV systems

within its service area and on the other hand, claim CATV systems splinter its audience."

The NCTA also pointed out that WRLP is a semi-satellite of WWLP (TV) Springfield, Mass., a station that over the last several years has shown profit. The association noted that the 1963 television financial report by the FCC showed that only seven other UHF stations, besides WWLP, had revenues over \$1 million. The NCTA concluded that "viewed in the context of its burgeoning prosperity, Springfield's allegations of economic hardship ring quite hollow."

As to the arguments by broadcasters in general, claiming injury from CATV's, the NCTA said, "presumably they just did not make as much profit as they wished to make and they choose to place the blame conveniently upon the CATV system."

NCTA declared, "this is not the type of specific evidence that the

FINANCIAL REPORTS

Teleprompter has best six-month period

A first-half report issued by Teleprompter Corp., New York, last week revealed that about 70% of the company's revenues resulted from community antenna television operations.

The six-month Teleprompter statement showed operating profit following three consecutive years in which first-half losses were reported. Teleprompter said it was the best six-month period

in the company's 14-year history.

Second-quarter revenues reached \$1,388,489, yielding earnings of \$123,373.

Irving B. Kahn, chairman and president, restated an earlier prediction that earnings for the full year would exceed \$400,000.

Teleprompter owns 14 CATV systems in mainland United States which serve an estimated 48,000 subscribers. It is also a co-owner with Kaiser Industries Corp. of a system in Hawaii. Only last week Teleprompter announced

its acquisition of a 2,000-subscriber system in Horseheads, N. Y., from the Chemung Valley TV Corp. Teleprompter is also a supplier of closed-circuit television services through its group communications division.

Six months ended June 30:

	1964	1963
Earned per share	\$0.24	—
Gross income	2,295,218	2,715,040
Net earnings (loss)*	180,489	(73,370)

*No tax provision due to operating loss carry-forward.

Reeves earnings per share rise 500% in first half

A first-half statement by Reeves Broadcasting Corp., New York, shows a five-fold increase in per-share earnings despite a \$90,000 decline in gross revenues. The disparity was largely attributable to a nonrecurring gain from the sale of KBAK-TV (ch. 29) Bakersfield, Calif., which contributed 8 cents a share to earnings for the period.

Reeves achieved a 35% gain in operating profits for the first six months as compared to the similar period a year ago. Profits of the company's broadcasting division were up over 45% and for the studio division over 40%

Stock trading report of SEC

The Securities & Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting and allied companies in its July issue of *Official Summary* (all common stock unless otherwise indicated):

Capital Cities Broadcasting Corp.—Carl D. Hogan disposed of 1,000 shares, now holds 3,000.

CBS—Julius F. Brauner disposed of 500, now holds 4,682; Ralph O. Briscoe disposed of 150, retains 720; Richard A. Forsling disposed of 700, now has 1,470;

Merle S. Jones disposed of 5,000, now holds 13,686.

Metromedia Inc.—John W. Kluge, who owns 130,275 shares individually, bought 1,300 through holding companies he controls; they now have 1,700. Mr. Kluge also bought \$7,900 worth of 6% convertible subordinate debentures, now holds \$179,000 worth.

RCA—Andre Meyer disposed of 1,174 shares, retains 50,000.

Reeves Broadcasting—Dolores J. Russell sold \$5,000 worth of convertible debentures, retains \$32,000 worth.

Rollins Broadcasting Inc.—Class B. common stock: John W. Rollins disposed of 2,400 shares, now holds 181,036; O. Wayne Rollins disposed of 6,500, retains 525,560.

commission requested."

The association said that "a case-by-case approach when proof of injury to the public has been tendered is the only reasonable solution," to CATV-television station controversies.

Copyright and Translators - NBC, in its comments on the rulemaking, asked the commission to insert a clause that would make it clear to CATV systems that the rules do not give them license to use copyrighted material (BROADCASTING, April 27). The NCTA last week said the best course for the commission is to "say nothing about property rights in the proposed rules."

But the association pointed out to the commission that if the CATV operator is forced to pay copyright fees this increase in operational cost will have to be passed on to subscribers. The question of CATV's and copyright is being tested in court, the association further noted (BROAD-

CASTING, July 20).

NBC also said there should be no distinction between television stations, satellites, repeaters or translators in considering copyright questions. The NCTA suggested that, "perhaps NBC meant to say that there should be no distinction between the restrictions placed on CATV systems and those auxiliary services. This would make much more sense, because the economic impact upon a local television station can be more disastrous than that of a CATV system."

The association told the commission that in areas where the federal agency has granted translator stations CATV systems have continued to grow. "This can only mean that large segments of the public are not served adequately by these auxiliary services because the public would not pay for CATV service if satisfactory reception were otherwise available at a lesser cost."

for the half.

The corporation reported all divisions operating profitably after disposition of KBAK-TV and a VHF productions organization. J. Drayton Hastie, president, said a continuing up trend was indicated. He noted Reeves's expanding activities in purchase and construction of CATV systems.

Six months ended June 30:

	1964	1963
Earned per share	\$0.362	\$0.072
Gross revenue	2,664,000	2,754,400
Pretax income	291,300	230,700
Net profit before nonrecurring gain	136,100	100,900
Nonrecurring gain	372,700	-
Net profit	508,800	100,900
Cash flow from operations	393,100	341,800

Cox net up 34%

A 34% increase in net income for the first half of 1964 over the same period last year has been reported by Cox Broadcasting Corp.

The Atlanta-based firm's stock went on the New York Stock Exchange last month (BROADCASTING, July 27).

Six months ended June 30:

	1964	1963
Earned per share*	\$0.67	\$0.55
Revenues	10,112,200	6,685,243
Income before taxes	3,077,140	2,270,495
Net income	1,477,140	1,099,495

*Based on 2,218,000 shares outstanding.

'64 profits off for Disney

Walt Disney Productions, Burbank, Calif., last week reported that profits for the nine months ended July 4 were down 7 cents a share to \$2.51, from the same period a year ago.

Profits were \$4,468,000, on 1,782,119 shares outstanding, compared to last year's \$4,454,000 on 1,725,049 shares. The last three months showed a net of 94 cents per share, although last year's third quarter showed \$1.09. The firm said it expected net profits this year to be about the same as in 1963.

Color boom at Zenith

Zenith Radio Corp., Chicago, last week acknowledged that a boom in sales of color TV sets "contributed substantially" to the company's record first-half revenues.

Net earnings for the period were \$8,895,000, or 96 cents a share, up from \$7,654,000, or 84 cents a share, last year. Sales were \$179,128,000, compared to 1963's first-half total of \$166,289,000.

Three months ended June 30:

	1964	1963
Earned per share*	\$0.33	\$0.28
Sales revenues	76,465,000	74,022,000
Earnings	3,050,000	2,591,000

*Based on 9,269,297 shares outstanding.

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To guard performance of all your equipment... simply telephone one of the following field offices: Atlanta (phone 355-6110), Chicago (WE 9-6117), Phila. (HO 7-3300), Hollywood (OL 4-0880). Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



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Smile, man in the moon, you're on camera

The mates of these TV cameras are scheduled to operate twice more in taking pictures of the moon, as they did in the Ranger 7 success July 31. Two more Ranger launches are scheduled for early next year.

These are the cameras that took the historic pictures, the closest just

1,000 feet above the moon before Ranger 7 crashed into the Sea of Clouds. The middle two transmitted at the rate of one full-scan picture every 2½ seconds; the four outer cameras, at the rate of one partial-scan every 2/10th of a second. The top bank of three cam-

eras used 25mm (1-inch) lenses; the bottom bank 75mm (3-inch) lenses. They were manufactured by RCA for the National Aeronautics & Space Administration.

In 1966, the first of the Surveyor series is scheduled to be launched. This calls for putting a capsule, equipped with TV cameras, on the moon itself, the so-called, soft-landing technique. The cameras, being manufactured by Hughes Aircraft Co., are to send back pictures of the moon from a fixed position on the lunar surface. The Surveyor project also is to analyze the surface of the moon and relay this information back to earth via telemetry.

Also in 1966, a Lunar Orbiter capsule is to be placed in orbit about 22 miles above the lunar surface, with pictures to be relayed back to earth.

Some time this week the first of the Nimbus-A weather satellites is expected to be launched into an orbit 575 miles above the earth. Taking up from the successful Tiros satellites, the Nimbus-A will contain three TV cameras and an attitude-control system that will continuously keep the TV cameras pointed toward earth and earth's cloud cover. The Tiros TV cameras often were not pointed toward earth. RCA is the TV camera maker for both Tiros and Nimbus.

New antenna for WPIX(TV)

The antenna tower atop the Empire State Building in New York will be the scene of an impromptu fireworks display in the next few weeks as construction crews install a new antenna for WPIX(TV).

Specially designed for the channel 11 station by General Electric, the installation is described as the only "zig-zag" VHF transmitter in the country. Its zig-zag units are said to tilt the transmitting beam downward and fan it outward in a circle measuring more than 140 miles across. The installation, re-

portedly the first major change on the Empire State Building TV tower in 13 years, will be accomplished between midnight and dawn over the next few weeks. In the process, officials said, there will be occasional eerie but harmless displays of blue and white lights—but no interference at all to other stations using the tower.

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Tech topics . . .

Closed circuit camera ■ A new transistorized, closed-circuit, TV camera is being offered for sale at \$495 by the GBC America Corp., New York. Manufactured for GBC by Kowa of Japan, the camera includes a built-in sound pick-up and may be attached to the antenna leads of any TV set for complete picture and sound reproduction. It has an automatic light compensator, with a 25 mm, f/1.4 lens, and scans at a rate of 30 frames per second.

New orthicon preamplifier ■ Barton & Marshall Inc., Las Cruces, N. M., an-

nounces model VPA-9 transistorized image orthicon preamplifier, designed for input impedance of 10-15 K ohms, priced at \$175 each. Same company has model VLA-12, fully transistorized video line amplifier with a bandwidth of greater than 13 mc. It will deliver a full 1 volt peak to peak output signal with a noise level of less than 1 mv. The VLA-12 is priced at \$75 each.

Satellite study ■ The FCC announced on July 30 that the Communications

Satellite Corp. filed a proposed engineering and design study contract on July 29 for the synchronous satellites that will be used to make up the basic global communications system.

Follow spotlight ■ Strong Electric Corp., Toledo, Ohio, reports its Trouper carbon arc follow spotlights now can be used as slide projectors by using an optical system that's available as an accessory. Utilized are the arc light, base and power supply. When used as

slide projector, the device projects 7,500 lumens through a 3/4 by 4-inch aperture.

Rohn buys KTV Tower ■ Rohn Manufacturing Co., Peoria, Ill., has purchased all interests in KTV Tower & Communications Co., Sullivan, Ill. KTV Tower, formerly known as Kuehne Tower Co., manufactures home-TV and amateur towers. The line will now be available from all Rohn representatives.

INTERNATIONAL

BBG to hold hearings on changes in rules

Amendments to broadcasting regulations are to be discussed at the September public hearings of the Canadian Board of Broadcast Governors, starting Sept. 1, at the Nova Scotian hotel, Halifax, N. S. The amendments would substitute the words "commercial message" for all parts of the regulations which now read "advertising content." Station-promotion and program-promotion announcements would be listed as commercial messages but public service announcements would not.

Since the BBG recently changed commercial time allowances from 16 to 12 minutes an hour in prime time, the inclusion of station and program-promotion announcements within the 12 minute allowance, may result in some opposition from independent broadcasters. The BBG will be guided by the discussion at the public hearings in its final decision on the amendments.

Ad spending rises in Canada

Radio and television advertising in Canada was up in April, according to estimates of Elliott-Haynes Ltd., Toronto market research firm. Radio advertising for the first four months of this year was \$8,024,569, as against \$6,381,249 in the same period last year. Television advertising in the January-April period totaled \$26,550,757 as compared with \$21,201,851 in the 1963 period. Foods and food product advertisers were the largest group in both media, accounting for \$2,436,441 on radio this year (\$2,149,161 last year), and for \$7,258,833 on television this year (\$5,060,620 last year).

International film sales . . .

Steve Allen Show (Westinghouse): Australia Television Ltd., (ch. 10) Melbourne, Australia.

Outer Limits (UA-TV): Australia,

Japan, Okinawa, Philippines, Thailand, Lebanon, United Kingdom, Argentina, Uruguay, Brazil, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Puerto Rico and Venezuela.

Mexico City Olympics (NBC International): Telesistema Mexicano, Mexico.

Medic (NBC International): Bulgarian TV, Bulgaria, and Televisora de Mexicali, Mexico.

Samurai (NBC International): Televisora de Mexicali, Mexico.

Pow Wow, King Leonardo, Astro Boy (NBC International): Cadina Televisora del Norte, Monterrey, Mexico.

The Richard Boone Show (NBC In-

ternational): Ch. 2, Mexico City.

Michael Shayne (NBC International): Ch. 5, Mexico City and Cadina Televisora del Norte, Monterrey, Mexico.

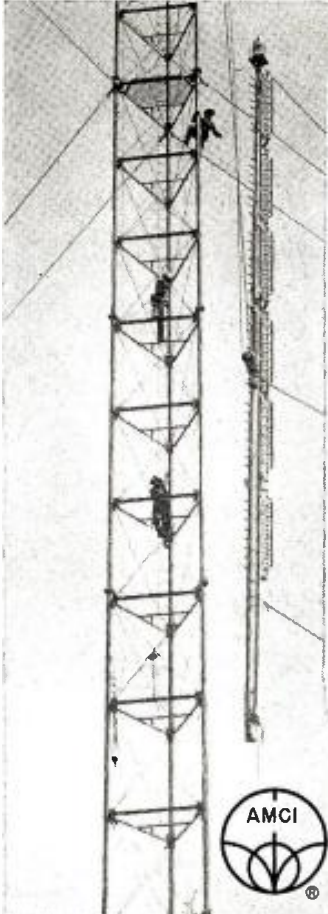
The Coming of Christ (NBC International): Televisora de Nuevo Laredo, Mexico.

David Brinkley special (NBC International): Nederlandse Televisie Stichting, Amsterdam, Netherlands.

Britain: The Changing Guard and Orient Express (NBC International): Norsk Rikskringkasting, Oslo, Norway.

Wild Kingdom (NBC International): Federal Nigerian Television Service, Lagos, Nigeria.

Kentucky Jones (NBC International):




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Broadcasting grows behind the Curtain

Radio and television are developing rapidly in Iron Curtain countries, according to a survey made public by Radio Free Europe.

RFE said there are now nearly 57 million radio sets and more than 17 million TV sets in eastern Europe. The Soviet Union leads in TV expansion, with 11 million sets and 114 stations as against 4 million sets and 94 stations in 1961. There are also 33 million radio sets in the Soviet Union.

Radio is still the dominant broadcast medium in eastern Europe, but its lead over TV is decreasing. Next to USSR, East Germany has the largest number of TV sets, 1.9 mil-

lion, and also the most radio sets, 6.5 million.

Ratios between radio and TV sets vary widely. At one extreme Czechoslovakia has 1.7 TV sets for every 2 radio sets, and at the other extreme Bulgaria has 1 TV set for 18 radio sets.

All radio and TV sets in Iron Curtain countries must be licensed by the governments. Intervision, the Communist TV network, links all European Communist nations except Albania and Yugoslavia. According to the RFE report, only the Polish and Czechoslovak systems have recorded a profit from the sale of radio and TV licenses.

Nippon TV, Tokyo.

Victory at Sea and *Blue Angels* (NBC International): Fuji Telecasting, Tokyo.

The Spread of the Eagle, The Adventures of Tom Sawyer, Lorna Doone, Eric Sykes, Dr. Who, Carmen, The Telegoons (BBC-TV): New Zealand Broadcasting Corp.

The Sky at Night, More Faces of Jim

(BBC-TV): Northern Nigeria Broadcasting Co.

Dr. Finlay's Casebook, Swallows and Amazons, The World of Tim Frazer (BBC-TV): Rhodesian Television.

Maigret, Benny Hill, La Belle Helene (BBC-TV): Singapore Television.

Go to Greece (BBC-TV): Uganda Television.

Life of Riley, The Loretta Young Show (NBC International): Televisora Nacional, Bogota, Colombia.

Boots and Saddles (NBC International): Westward TV, London.

The Deputy (NBC International): TWW Ltd., London.

Boxing's Last Round (NBC International): Associated Television Ltd., London.

Dr. Kildare (NBC International): Radiotelevisao Portuguesa, Portugal; Oy Televisio, Helsinki, Finland; RAI, Rome.

Laramie (NBC International): ARD Network, West Germany and TV Singapore.

Greece: the Golden Age and *Paris: City of Fashion* (NBC International): Schweizerische Radio and Fernsehgesellschaft, Zurich, Switzerland.

The World of Jacqueline Kennedy, The World of Sophia Loren (NBC International): Channel 2 Caracas, Venezuela.

Frontiere, The Bill Dana Show (NBC International): CJCB-TV Sydney, N. S.

Danger Is My Business-dubbed in French (NBC International): CFCM-TV Quebec City, Que.

The Best of Groucho (NBC International): CBVT-TV Cornerbrook Newfoundland.

Car 54, Where Are You? (NBC In-

ternational): Ulster TV Ltd., North Ireland; Westward TV and Associated Television Ltd., both London.

The Dick Powell Show (NBC International): Ch. 4 Panama City; Oesterreichischer Rundfunk-fernsehen, West Germany; Sierra Leone TV; Jamaica TV; Kenya Broadcasting Corp.; TV Singapore, and Arabian-American Oil Co.

87th Precinct (NBC International): Televisora Salvadorena S. A., Mexico; Sveriges Radio, Stockholm, and Jugoslovenska Radiotelevizijo, Belgrade, Yugoslavia.

Felix The Cat (Trans-Lux): Radio-diffusion Television Francaise, Paris.

Fibber McGee and Molly, The Jim Backus Show, Outlaws, Laramie (NBC International): Darling Downs Television Ltd., Toowoomba, Australia.

Bonanza (NBC International): Darling Downs Television Ltd., Toowoomba; Television Broadcasters Ltd., Adelaide, and Television Corp. Ltd., Sydney, all Australia; Cadina Televisora del Norte, Monterrey, Mexico, and RTV, Guatemala.

Abroad in brief . . .

Future planning ■ British businessman Michael Montague has set up a company to operate a radio station in the West Midlands area if the government ever allows local commercial radio. The company, West Midlands Broadcasting Co., would apply for a license to cover an area within a 30-mile radius of Birmingham, Britain's second largest city.

Film purchaser ■ ABC International has been appointed exclusive purchasing agent to obtain films for United Arab Republic Television. ABC International will serve UAR Television through Cinetel International Registered Trust, Geneva. Option arrangements with distributors will give American TV products access to previously closed Arab markets.

New agency ■ The Interpublic Group of Companies has registered a new advertising agency, African Advertising Zambia Ltd., in Northern Rhodesia. H. Wilkinson, an advertising executive with experience in the area, will head the new agency, which will have British and American directors and a staff comprised largely of nationals.

Inaugural due ■ CBVT (TV) Quebec City, Que., channel 9, is expected to go on the air late in August as the first Canadian Broadcasting Corp. television outlet in that city. The station will operate with 173 kw video and 87 kw audio.

1964

AUGUST-SEPTEMBER-OCTOBER

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FANFARE

Tie-ins on 'Munsters'

A record number of contracts for merchandising tie-ins have been signed for Universal TV's new half-hour comedy series, *The Munsters*, which starts on CBS-TV Sept. 24, as a Thursday 7:30-8 p.m., program. A major promotional campaign is being planned for *Munster* items to be ready for distribution at that time, according to David Hammond, head of MCA's merchandising division. He listed model kits, comic books, novelty dolls, tee-shirts, hand puppets, talking dolls, lunch boxes, trading cards, molding sets, puzzles, charms and costumes as *Munster* products already set.

Drumbeats . . .

National winner ■ WEAM Arlington, Va., was the co-sponsor of the Miss District of Columbia beauty contest leading to the Miss U.S.A. contest and the final Miss Universe contest at Miami Beach, Fla. The local contest winner, Bobbi Johnson, 19, from Alexandria,



Va., was selected Miss U.S.A. in Miami Beach, July 29. Miss Greece, however, was named Miss Universe. The station has been selected for the local sponsorship of the contest again next year.

WHAT's fair ■ WHAT Philadelphia's 3d annual carnival brought out about 25,-

000 people to the station's grounds, station reported. The festivities promoted by the outlet, which features all-Negro programming, included a wild animal show, a continuous stage promotion, a record hop and booths.

Briggs fights fat ■ Eddie Briggs, disk jockey for KSON San Diego, is trying to lose some of his 260 pounds, and the result of his efforts will be aired by the station. Listeners are mailing guesses on how many pounds he'll shed, and some are pledged to join in the fat fight. The promotion is being carried out in conjunction with Metrecal, a weight-control product.

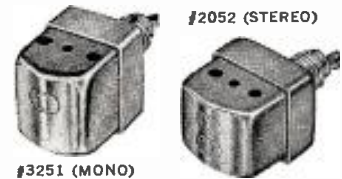
PR firm moves ■ Bernard F. Kamins, public relations and advertising consultant firm in Beverly Hills, Calif., has announced a change of address to The Perpetual Building, Suite 208, 9720 Wilshire Boulevard.

Money changers ■ KDKA's Rege Cordic helped the Western Pennsylvania National Bank open a new branch office by giving away a one-dollar bill in exchange for 95 cents. The new office had a booming business on the first day as it gave away over \$5,000 in bills for the exchange of \$4,785 in copper and silver currency. With a \$25-per-customer limit, the bank was trading the money in order to take up some of the coin shortage in Pittsburgh.

CBS election guide ■ CBS News, in cooperation with the American Bar Association, National Education Association, the League of Women Voters and the National Council for the Social Studies, has published an eight-page guide to American elections, which is being given wide distribution by these groups.

Hi ho Honda ■ KMBC Kansas City, Mo., had morning man Mark Foster ride a Honda motorcycle for an hour a day for five days. Listeners were asked to guess how far he could go in the time period and how much gasoline the Honda would use. Mr. Foster traveled 87 miles on 114 ounces of gasoline. A listener correctly picked the distance and set the amount of gasoline at 105 ounces to win the prize . . . the Honda, slightly used.

Scholarship fund ■ A memorial scholarship fund has been established to honor the late E. Ross Gamble, former vice president, treasurer and director of Leo Burnett Co., Chicago, it was announced last week by F. Strother Cary Jr., vice chairman, executive committee, and treasurer of Burnett.



BROADCAST ENGINEERS ACCLAIM NEW NORTRONICS REPLACEMENT LINE!


Now, for endless loop cartridge players . . . Nortronic offers a new line of rear-mount, all-metal face, replacement heads that deliver true broadcast-quality frequency response! Hyperbolic all-metal face heads provide extremely long life and freedom from oxide loading. Exceptional high frequency response is achieved through laminated cores and extra-fine 100 micro-inch deposited-quartz gaps.

Complete new line available through your Nortronic distributor!

Nortronic head #3251—pictured above—is recommended for replacement on AUTOMATIC TAPE CONTROL, COLLINS, MACARTA, RCA, SPOTMASTER, TAPECASTER, SPARTA and GATES MODEL M5944 machines. Moderately priced, this Premium half-track mono record/playback, rear-mount head is designed for staggered operation on program and cue tracks and is rated at 400 mhy. inductance for either transistor or vacuum-tube circuitry.

Consistent with new NAB Standards, Nortronic head #2052—pictured above—is a Premium two-track stereo head for in-line playback or recording of mono program and cue tracks. These rear-mount heads have 100 mhy. inductance for transistor circuitry and are recommended for replacement on GATES Models M6211 and M6213.

For complete information on Nortronic replacement heads, write for our Form #7177.

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FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Steese



Mr. Masini

William H. Steese, promotion manager of radio division, and **Alfred M. Masini**, group sales manager of TV division of Edward Petry & Co., New York, elected VP's. Mr. Steese, formerly with ABC and CBS, joined Petry in 1950 as research director of radio promotion department. Mr. Masini joined Petry in 1957 as account executive with TV division in New York. Earlier he was with CBS-TV as sales service account executive.

John D. Barnetson, formerly with Young & Rubicam, Los Angeles, and previously copy chief and VP of Fitzgerald Advertising Agency, New Orleans, joins Eisaman, Johns & Laws Advertising, Los Angeles, as vice president and copy director.

Eugene J. McCarthy elected VP and

director of media planning of McCann-Erickson, Los Angeles. He joined agency in 1961 after nine years at Young & Rubicam, New York and Los Angeles.

John R. Wright, who joined Post-Keys-Gardner, Chicago, as account executive in 1962, elected VP.

Walter Kull, formerly with Doherty, Clifford, Steers & Shenfield, New York, elected VP and account supervisor of Norman, Craig & Kummel, that city.

Lewis E. Leeser, formerly advertising director for four divisions of Germain's Inc., Los Angeles seed, plant and garden accessory firm, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

Wendell Eastling, media director of Knox Reeves Advertising, Minneapolis, appointed account manager. He has been with agency for 10 years.



Mr. Sherman

James G. Sherman, formerly art supervisor in Chicago office of Needham, Louis & Brorby, appointed to newly created post of executive art director at MacManus, John & Adams, that city. Earlier he had been with

McCann-Erickson.

W. Raymond Wingfield joins Clinton E. Frank Inc., Chicago, as account executive. Previously he was with Needham Louis & Brorby there and before that was copy chief with Reach, McClinco Co., Chicago.

Thomas E. Wehrle, general accounting supervisor at Gardner Advertising, St. Louis, named controller. He succeeds **J. Robert Webb**, who resigned to join Arthur Andersen & Co., certified public accountants, that city.

Richard A. Trea joins Richard K. Manoff Inc., New York, as director of media and broadcast planning. He was formerly associate research director at Kenyon & Eckhardt, that city.



Mr. Trea

Philip E. Penberthy joins Consolidated Cigar Corp., New York, as assistant marketing director. Mr. Penberthy was previously account supervisor for Muriel Cigars and senior VP at Lennen & Newell, that city.

Herb Shnider joins WING Dayton, Ohio, as account executive.

Carl Epstein, marketing manager of microwave cooking division of Raytheon Co., Lexington, Mass., appointed direc-

tor of marketing for White Rose Products division of Seeman Brothers Inc., Carlstadt, N. J.

Richard M. Delany, spot broadcast buyer at Ogilvy, Benson & Mather, New York, joins radio sales staff of Advertising Time Sales, that city.



Mr. Rehbock

Sig Rehbock elected senior VP and account supervisor of Smith & Dorian Inc., New York. Formerly head of his own New York agency, Rehbock Advertising, Mr. Rehbock joined S&D in 1961.

Sam Tarricone, VP and assistant media director at Doherty, Clifford, Steers & Shenfield, New York, promoted to media director. He succeeds **Sam B. Vitt**, who resigned last month to join Ted Bates & Co., that city (BROADCASTING, July 20).

Ross Holmer appointed sales manager of WHCQ Spartanburg, S. C.

Joseph Goldfarb, for past three years with bureau of institutional research at University of Minnesota, Minneapolis, joins KSTP-AM-TV St. Paul-Minneapolis as market-media research director.



Riemenschneider

Robert R. Riemenschneider, formerly of Campbell - Mithun, Minneapolis, and Gardner Advertising, St. Louis, joins Quaker Oats Co., Chicago, effective Aug. 17, in newly created position of media director. He will work with Quaker's product group managers and agencies in placement of advertising and will analyze and evaluate media.

Hal Meyer, formerly sales manager of WABR Winter Park, Fla., joins WGTO Cypress Gardens, Fla., as account executive.

Garrett Scollard joins Blair Television, Detroit, as account executive. He was formerly at WJBK-TV, that city, and WOOD-TV Grand Rapids, Mich.

Leslie Goldberg joins local sales staff of WVOX-AM-FM New Rochelle, N. Y.

John C. Trindl Jr., VP and associate copy director, promoted to associate creative director of Needham, Louis & Brorby, Chicago. **Keith L. Reinhard**, who joined agency earlier this year as copywriter, has been named copy supervisor. **Ralph J. Delby Jr.**, art director, promoted to art supervisor. Two new art directors at NL&B are **Kenneth**

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K. Kimura, formerly with N. W. Ayer & Son, Philadelphia, and **Eugene C. Mandarino**, formerly with Edward H. Weiss & Co. and Compton Advertising.

Joseph Vaamonde, member of contact department at Young & Rubicam, New York, named account supervisor.

L. Robert Peterson appointed west central region sales manager for household division of Johnson's Wax (S. C. Johnson & Co., Racine, Wis.). He joined Johnson in 1947, replaces **Harold L. Tubman**, who was named household products sales manager.

Herbert P. Field joins Geyer, Morey, Ballard, New York, as business manager in charge of radio-TV business affairs department. He previously was director of broadcast operations at Sullivan, Stauffer, Colwell & Bayles, that city. **Elias B. Baker**, account executive on Lehn & Fink, elected GMB VP. **Raymond V. Dempsey** joins agency as copywriter. He was formerly with McCann-Marschak, that city.

T. Carter (Ted) Gleysteen, marketing supervisor, and **A. E. (Gene) McKeough**, brand supervisor, promoted to account supervisors at Leo Burnett Co., Chicago. **Peter C. O'Neil** and **Victor P. Shaner**, Burnett account executives, named brand supervisors. **Jan E.**

Schultz, formerly assistant advertising manager of Alberto Culver Co., joins Burnett as account executive.

Tom Mulvey, formerly general sales manager of KHOW Denver, joins KGMC Englewood, Colo., in same capacity.

William G. Mulvey, assistant to sales manager of WFIL-TV Philadelphia, appointed general sales manager of KFRE-TV Fresno, Calif. Stations are licensed to radio-TV division of Triangle Publications. Mr. Mulvey replaces **Keith Dare**, who resigned. **Dante F. Longo** named KFRE-TV local sales manager. He has been account executive at station since March 1960.

Ronald B. Kaatz joins CBS-TV, Chicago, as manager of sales development-central sales. Mr. Kaatz was formerly manager of media and program analysis at Leo Burnett Co., that city.

Alfred J. Ordovery and **George A. Hooper** appointed managers of research department and sales development, advertising and promotion department, respectively, of marketing services unit of NBC's owned stations and spot sales division. Mr. Ordovery joins NBC from

MGM-TV where he has been director of research since April 1962. Mr. Hooper joined NBC in July 1953, has served since 1962 as manager of station sales and clearance.

Allin W. Proudfoot appointed assistant general sales manager of Best Foods division of Corn Products Co., New York. **Don E. Bachman** named sales manager of division's household products unit, succeeding Mr. Proudfoot.

John J. Keenan named northeastern division sales manager of Grocery Store Products Co., West Chester, Pa. Mr. Keenan joined company in 1957, replaces **Ernest Lundell**, who was elected vice president in charge of advertising and merchandising.

Lyle Hansen appointed regional sales representative in North Dakota, Minnesota and Sioux City, Iowa, for WNAX Yankton, S. D.

Paul L. Tuteur, formerly products brand manager for Simoniz Co., joins marketing staff of MacManus, John & Adams, Chicago.

Don Greenwald joins Scott & Scott Advertising, Chicago, as broadcast production assistant.

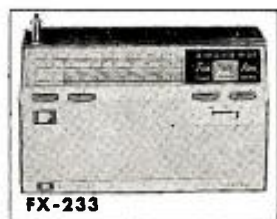
Edward R. Pietras, formerly of Procter & Gamble Co. Ltd., Toronto, joins



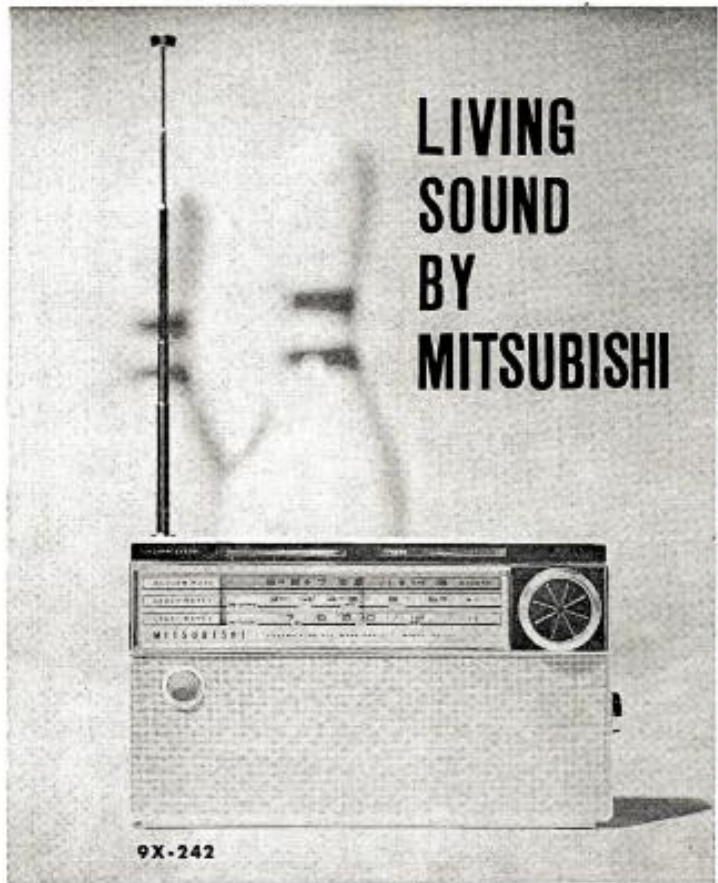
Mr. Mulvey

Transistor radios are a Mitsubishi specialty. This 9-transistor, 3-band (MW, SW¹ & SW²), superheterodyne radio boasts a mesa-type high frequency transistors for highly stabilized short-wave reception and sensitivity, transistor-controlled illuminating lamps that act as a tuning indicator, plus a push button controlled dial light.

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Mills, Saxon, Durant named to new posts at RCA

Promotion of three RCA executives to new positions within corporate structure of organization has been announced by Walter Watts, group executive VP.



Mr. Durant



Mr. Saxon



Mr. Mills

Delbert L. Mills was appointed VP-RCA consumer products. He also assumes positions of board chairman of RCA Sales Corp. and of RCA Victor Distributing Corp., posts previously held by Mr. Watts, and will be responsible for RCA Victor Home Instruments division and RCA parts and accessories operation.

Raymond W. Saxon, formerly president of RCA Sales Corp., assumes Mr. Mills' previous post of division

VP and general manager of RCA Victor Home Instruments division, and vice chairman of RCA Sales Corp.

Bryce S. Durant, formerly VP-product planning and development for RCA Sales Corp., becomes president of subsidiary that handles styling, product development, sales and advertising of all RCA Victor home instruments.

North Advertising, Chicago, as radio-TV producer.

THE MEDIA

F. Sibley Moore, VP and secretary of Goodwill Stations Inc., joins Capital Cities Broadcasting Corp. as VP in charge of administration for WJR-AM-FM Detroit (BROADCASTING, Aug. 3). It was announced earlier that **Worth Kramer**, president of Goodwill Stations Inc., would also join Capital Cities (BROADCASTING, June 29).

Donald L. Edwards, previously owner of KHOT Madera, Calif., appointed station manager of KAPT Salem, Ore.

John Donofrio, formerly general manager of WPFM(FM) Providence, R. I., joins WXCN-FM, that city, in same capacity. WXCN, now owned by Charles River Broadcasting Co. (WCRB-AM-FM Boston), reportedly will return to air in

September with new call letters.

Del Raycee, previously operations manager of WHAY New Britain and general manager of WDEE New Haven, both Connecticut, appointed station manager of WMAS-AM-FM Springfield, Mass.

PROGRAMING



Mr. Carlton

Richard Carlton and **Renville H. McMann** elected VP's of Trans-Lux Corp., New York. Mr. Carlton, presently VP and general sales manager of Trans-Lux Television Corp. and executive VP of Television Affiliates Corp., both subsidiaries, moves up to parent company and assumes new duties in TV operations, including acquisitions, production and marketing of all TV properties. Mr. McMann will be in

charge of promoting use of company's closed-circuit TV and stock quotation projection equipment.

M. S. Novik, radio and television consultant and member of U. S. Advisory Commission on Information, has returned to his New York office from six-week European trip that included official visits to Switzerland and Italy for meetings with U. S. Information Service staffs and ambassadors.

Dewey L. (Bud) Nelson, formerly program manager of KFDD-TV Amarillo, Tex., joins program staff of WIBW-TV Topeka, Kan., in same capacity.



Mr. Nelson

Michael Hardgrove, staff director at WTOP-TV Washington, promoted to newly created post of executive producer of special projects. **Sal Formica** succeeds Mr. Hardgrove as staff director, and **John Campana** appointed assistant staff director, succeeding Mr. Formica.

Henry S. White, marketing VP of Westhampton Film Corp., New York, elected executive VP.



Mr. Masucci

James Masucci, production manager of WTEN(TV) Vail Mills (Troy-Albany-Schenectady, N. Y.), named program director.

Bertram Berman named executive producer of daytime programming at Universal TV Productions, Hollywood. He is currently working on UA TV's *Bob Hope-Chrysler Theatre*.

Robert M. Cawley appointed program director of KTVI(TV) St. Louis.

Lee Jackoway, formerly administrative assistant to president of WFTV(TV) Orlando, Fla., appointed southeastern representative of Wolper Television Sales, syndication subsidiary of Wolper Television Productions, Hollywood.

Jimmy R. Rogers appointed production manager of Jefferson Productions, commercial production-program syndication subsidiary of Jefferson Standard Broadcasting Co., Charlotte, N. C. He formerly was production coordinator.



Mr. Rogers

George Wilson appointed program director of WHCQ Spartanburg, S. C.

Arthur N. Fisher, producer-director at WJZ-TV Baltimore, appointed acting production manager, succeeding **John E.**

Triangle Program Sales names five

Triangle Program Sales has announced appointments in line with new expansion plans in syndication field (BROADCASTING, Aug. 3).

Peter H. Engel, TV sports producer, joins Triangle Program Sales as New York account executive. At one time he was advertising director for Drug Research Corp. and U. S. sales representative for Intertel. **Charles Cady**, Los Angeles office,

named to supervise syndication in Alaska, Hawaii and 11 western states. **Charles Powell**, located in Baltimore, appointed to supervise operation for 13 southern states and District of Columbia. **John Norton**, executive at Triangle Program Sales, named sales chief for 14 midwest and northeast states, and **Dan Darling** named to head sales in eight states of southwest plus New York state.

Baker Jr., who will devote full time to producing *People Are Talking*, station's weekday afternoon show.

Paula Murphy joins Video Programs Inc., New York, as production assistant. She was formerly in public relations at Magnavox Corp., that city.

Phillip R. Rosenberg has been signed by 20th Century-Fox Television as production supervisor for *Valentine's Day*, which will start on ABC-TV, Sept. 18 (Friday, 9-9:30 p.m. NYT).

EQUIPMENT & ENGINEERING



Mr. Owen

Robert R. Owen appointed to newly created post of national sales manager of Ampex Corp., Redwood City, Calif., responsible for sales and service of all commercial, industrial and military products in U. S. Mr. Owen had been south central regional manager, with headquarters in Dallas. Before joining Ampex last year, he was marketing director of Jamieson Industries, Los Angeles.



Mr. Wolfe

Ben Wolfe, chief engineer of KPIX(TV) San Francisco since February 1962, appointed national engineering manager of Westinghouse Broadcasting Co. **Ray Holtz**, assistant chief engineer of KPIX and with station since 1948, promoted to chief engineer, succeeding Mr. Wolfe. Previously, Mr. Wolfe was chief engineer for nearly 13 years of WJZ-TV Baltimore. Westinghouse stations are WINS New York; WBZ-AM-FM-TV Boston; KYW-AM-FM-TV Cleveland; KPIX(TV) San Francisco; KDKA-AM-FM-TV Pittsburgh; WOWO Fort Wayne, Ind.; WIND Chicago, and WJZ-TV Baltimore.



Mr. Svanascini

Arnold L. Svanascini appointed to newly created post of marketing director of Standard Kollsman Industries, Melrose Park, Ill., manufacturer of TV tuners and UHF converters. Before joining company in 1961 as marketing manager, Mr. Svanascini was sales manager for nine years with Sarkes Tarzian Inc., Bloomington, Ill., broadcast equipment manufacturer.

Robert O. Fickes, president of Norge division of Borg-Warner Corp., Chicago, elected president and chief executive officer of Philco Corp., Philadelphia. He succeeds **Charles E. Beck**, who be-

comes staff executive-general products group of parent Ford Motor Co., Dearborn, Mich. Mr. Fickes was elected president and chief executive of Norge in 1962, was previously president and chief executive of Elgin National Watch Co. and associated with General Electric Co. from 1930 to 1961.

FANFARE



Mr. Brooks

Joe Brooks, assistant to Phil Cowan, VP-PR of Metromedia Inc., New York, appointed PR director of Metromedia-owned WNEW, that city. Prior to serving with corporate headquarters, Mr. Brooks was with Metromedia's WIP-AM-FM Philadelphia as promotion and PR director.

Robert C. Payne appointed promotion manager of KTVH(TV) Hutchinson-Wichita, Kan. For past 10 years he has been program and promotion manager for KAKE-TV Wichita.

Nancy Lee Freed, formerly head of her own New York agency, joins Los Angeles office of Harshe-Rotman & Druck as account executive.



Mr. Dawson

Joe Dawson, sales presentation writer for Jefferson Standard Broadcasting Co., appointed promotion manager of WBTW(TV) Florence, S. C. Jefferson Standard is licensee of WBTW(TV) and WBT, WBTW(TV) Charlotte, N. C.

Bert Schwartz joins NBC-TV in New York as news publicist. He had been member of advertising faculty at Mohawk Valley Community College, Utica, N. Y.

Bernard Ruttenberg, director of publicity at WNEW New York, joins CBS Radio, that city, as assistant director of press information department.

NEWS

David L. Nichols appointed night news editor of KOOL-AM-FM-TV Phoenix.

Ben Laurie and **Alan Bickley**, air personalities at WFAA-AM-FM Dallas, transfer to news staff.

Associated Press Radio & Television Association last week announced election of four members to association's 16-man board of directors for four-year terms: **James Bormann**, news and public affairs director of WCCO Minneapolis, and **F. O. Carver**, PR director of WSJS Winston-Salem, N. C. (both incum-

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bents); **Sam Sharkey**, managing director of news at KING-TV Seattle; **Frank Balch**, manager of WJOY Burlington, Vt.

Robert Vaughn, formerly program director and newscaster at WSUN-AM-TV St. Petersburg, Fla., joins news staff of WIP-AM-FM Philadelphia.

Jim Knight joins WALB-TV Albany, Ga., as special assignment news reporter, replacing **Joe Sports**, who has been promoted to promotion manager.

Peter Jennings, national news commentator of CTV Television Network, Ottawa, joins ABC news staff in New York.

Peter Stoler, editorial writer-researcher at WEEI Boston, promoted to public affairs director.

Larry E. Roberts, formerly of WMOA Marietta, Ohio, joins news staff of WCKY Cincinnati.



Mr. Horne

Richard J. Horne, news editor, writer and reporter at WEEI Boston, joins WTEN(TV) Vail Mills-Albany-Troy-Schenectady, N. Y., as manager of news operations.

Tony James, Robert Windsor and William

Zimmerman join WTOP-AM-FM Washington as reporters. Mr. James formerly with Long Island Network in New York; Mr. Windsor had been with WASH (FM) Washington, and Mr. Zimmerman was with WKBN Youngstown, Ohio.

Joseph Benti joins news department of KNXT(TV) Los Angeles as on-air reporter. He was formerly anchor-man for daily newscasts at KTLA(TV) there.

Jerry Beigel joins NBC press department handling publicity for *The Huntley-Brinkley Report*. He was formerly staff writer at BROADCASTING magazine, New York, and before that was reporter for UPI in Pittsburgh, Charleston, W.

ITA board appointments

Britain's postmaster general has reappointed four members of Independent Television Authority: **Sir Sydney Caine, Sir Lucius O'Brien, Mrs. Isabel Graham-Bryce and Dame Anne Bryans.** Sir Sydney was appointed deputy chairman. He is director of London School of Economics.

Six new members named are **Sir Ben Bowen Thomas, Sir Patrick Hamilton, Lady Burton of Coventry, Professor Hugh Hunt, Professor Owen Saunders and Sir Vincent Tewson.**

Va., and Columbus, Ohio.

Norman Marcus, formerly writer at WNBT(TV) (educational ch. 13) Newark-New York, joins WHY-Y(TV) (non-commercial ch. 12) Wilmington, Del., as director of public information. He replaces **Bruce Bloom**, who resigned.

INTERNATIONAL

John Bingham appointed associate director of Benton & Bowles Ltd., London. He returns to B&B after four years with Erwin Wasey, Ruthrauff & Ryan Ltd., that city, where he was account supervisor.

Laurie Mason appointed west region news editor of British Broadcasting Corp. Mr. Mason has been assistant news editor in region since 1953.

John Leslie named commercial production sales representative of CFCF-TV Montreal.

James Bredin appointed managing director of Border Television Ltd. Mr. Bredin has been senior producer at Independent Television News and docu-

mentary producer for Associated Television Ltd. He succeeds **Robin Gill**, who earlier this year was appointed deputy managing director of Associated Television.

Albert Cazzani and David Elliot appointed directors of Erwin Wasey, Ruthrauff & Ryan Ltd., London. Both are former associate directors of agency.

Ron Rimmer elected to board of directors of Garland-Compton Ltd., London. He has been media director of agency since 1963.

Leon Newmark joins Cogent Advertising Service Ltd., Coventry, as media manager. Previously he was media executive with Smith-Warden Ltd.

Jacques-Bernard Dupont appointed director general of new French radio and television authority which has taken over state broadcasting networks. This follows passage of law designed to make radio and television in France less under direct government control.

Gordon Marratto appointed station manager of CHIQ Hamilton, Ont.

George Carter elected VP of Stephens & Towndrow (Quebec) Ltd., station representation firm, Montreal.

ALLIED FIELDS

John W. Hundley has resigned as editor in CBS-TV network's program practices department to become president of John Walker Hundley Enterprises, consultant and advisory service at 230 Park Avenue, New York.

M. Russell Jolly, executive director of Wichita Council of Churches for past four years, appointed eastern area director of radio-TV division of United Presbyterian Church, with headquarters at Princeton, N. J. He succeeds **Rev. Robert Sanders**, who was appointed pastor this spring of First Presbyterian Church, Utica, N. Y.

DEATHS

Harold D. Frazee, retired VP of MacManus, John & Adams, New York, died Aug. 5 at Lenox Hill Hospital, that city. At time of his retirement, Mr. Frazee was in charge of drug and allied product accounts. Prior to joining MJ&A, he had been VP and director at Tatham Laird Inc.

Horace Stovin, 69, board chairman of Stovin-Byles Ltd., Toronto station representative firm, died July 28 at Toronto Western hospital. Mr. Stovin began his career as radio amateur in 1912. He operated radio station CMSC Unity, Sask., in early 1920's, was manager of CKCK Regina, Sask., in 1929, and joined Canadian Radio Broadcasting Commission as western Canadian program di-

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rector in 1933. Mr. Stovin moved to Canadian Broadcasting Corp. when it succeeded CRBC in 1936, becoming station relations supervisor, and in 1941 formed station relations firm that was merged into Stovin-Byles Ltd. in 1956.

William L. Diener, 61, west coast VP of Gift Stars Inc., consumer coupon organization, died July 31 of heart attack. He had formerly been VP of Leo Burnett Co., Chicago.

Jack F. O'Neill, program director of KRKC King City, Calif., killed July 27 in automobile accident in Santa Monica, Calif.

Clayton E. Bond, 42, newly appointed central division manager of syndicated sales for MGM-TV, Chicago, died Aug. 2 of heart attack suffered shortly after polo game on friend's estate. Mr. Bond joined MGM-TV's midwest sales force last November and earlier had been

with film sales for CBS, NBC, 20th Century-Fox and United Artists.



Mr. Charles

Edwin Charles, 47, general manager of KBEA-Mission, Kan.-KBey(FM) Kansas City, Mo., died July 31 of heart attack at University of Kansas Medical Center, Lawrence. Mr. Charles began his broadcast career in 1946 at WOL Washington. He had served as general manager of KCKN Kansas City, Kan., in 1957 and again in 1962 and between that time owned KENT Shreveport, La. Mr. Charles joined KBEA-KBey(FM) in March 1964, previously served on sales staff of KUDL Kansas City, Mo.

Dr. May Elizabeth Burton, 39, producer-director at WUFT(TV) (education-

al ch. 5) Gainesville and assistant professor at School of Journalism and Communications of University of Florida, died July 28 there after brief illness.

Captain Robert Cannon, 62, director of television and motion pictures for U. S. Coast Guard in Hollywood until his retirement in June, died Aug. 2 at Good Samaritan hospital, Los Angeles. At one time he directed *The Al Pearce Show* and *Lux Radio Theater* in radio.

Jack Kirkwood, 69, radio-TV performer, died Aug. 2 in Las Vegas, apparently of heart attack. Veteran comedian, whose career encompassed all phases of show business, was radio star in 1930's and in 1960 was featured in TV series, *One Happy Family*.

Marie Hulbert, 74, home economist for 11 years on KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, died Aug. 1 in Lincoln.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 30 through Aug. 5, and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV stations

APPLICATIONS

*San Diego—California Western University of San Diego. UHF channel 51 (692-698 mc); ERP 276 kw vis., 55 kw aur. Ant. height above average terrain 727 feet, above ground 204 feet. P.O. address 3902 Lomaland Drive, San Diego. Estimated construction cost \$577,100; first year operating cost \$200,000; revenue \$200,000. Studio and trans. locations both San Diego. Geographic coordinates 32° 50' 17" north latitude, 117° 14' 56" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-27DH. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer Hammet & Edison, San Francisco. Principal: board of trustees. Ann. July 31.

Duluth, Minn.—Channel 10 Inc. VHF channel 10 (192-198 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 978 feet, above ground 831 feet. P.O. address 700 Providence Building, Duluth. Estimated construction cost \$720,000; first year operating cost \$570,000; revenue \$580,000. Studio and trans. locations both Duluth. Geographic coordinates 46° 47' 24" north latitude, 92° 07' 04" west longitude. Type trans. RCA TT-25DH, type ant. RCA TW-15. Legal counsel McKenna and Wilkinson, consulting engineer Lohnes and Culver, both Washington. Principals: John H. Poole (20%), Frank P. Befera, Maurice M. Cohen, Robert S. Nickoloff, A. William Hedenberg (each 10%), Gerald W. Heaney, A. Reinhold Melander, Dr. Jacob P. Grahek, Norman K. Fugelso (each 5%), Gene W. Halverson and Kenneth C. Weyl (each 2%). Mr. Befera has 45% interest in Hibbing Broadcasting, licensee of WMFG Hibbing and WHLB Virginia, both Minnesota. Messrs. Halverson and Nickoloff are attor-

neys. Mr. Poole has 80.34% interest in John Poole Radio Properties Inc., which owns 50% of KEVE-AM-FM Golden Valley, Minn., and owns 42.2% of John Poole Broadcasting Inc., licensee of KGLM Avalon, Calif. Mr. Poole also has 4% interest in Hercules Broadcasting Co., licensee of KRAC Sacramento, Calif., with 56.6% interest in KBIQ Inc., licensee KBIG(FM) Los Angeles. Ann. July 31.

Kansas City, Mo.—Hawthorn Television Co. UHF channel 25 (536-542 mc); ERP 40.9 kw vis., 18.1 kw aur. Ant. height above average terrain 509.3 feet, above ground 545.5 feet. P.O. address 400 East Randolph Street, Chicago. Estimated construction cost \$207,000; first year operating cost \$250,000; revenue \$275,000. Studio and trans. locations both Kansas City. Geographic coordinates 39° 06' 11.5" north latitude, 94° 34' 57" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-25G. Legal counsel Welch, Mott & Morgan, consulting engineer Creutz & Snowberger, both Washington. Principals: Ruth L. Ratny (32.2%), Edgar N. Greenebaum Jr. (14%), Alan B. Eirinberg, Miriam E. Folk, George B. Bond (each 10.7%), Frank C. Ulrich, Henry Ushijima, Tillie A. and Gregory W. Carlsen (each 5.4%) and others. Ruth L. Ratny is owner of TV producing and creating firm in Chicago. Miriam Folk owns talent placement agency in Chicago. Mr. Ushijima has 25% interest in John Colburn Associates, film production firm in Wilmette, Ill. Mr. Bond owns George Bond and Associates, advertising agency in Chicago. Ann. July 30.

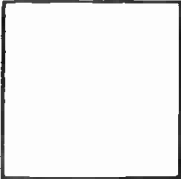
Canton, Ohio—Janson Industries. UHF channel 29 (560-566 mc); ERP 35.3 kw vis., 42.3 kw aur. Ant. height above average terrain 445 feet, above ground 448 feet. P.O. address Box 985, Canton. Estimated construction cost \$318,384; first year operating cost \$160,000; revenue \$160,000. Studio and trans. locations both Louisville, Ohio. Geographic coordinates 40° 51' 04" north latitude, 81° 16' 37" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel not listed, consulting engineer George P. Adair Engineering Co., Washington. Principals: Richard W. Janson (45%), Raymond K. Janson (32.5%) and Russell C. Janson (22.5%). Messrs. Janson are Canton businessmen. Ann. July 28.

Existing TV stations

ACTIONS BY FCC


■ By memorandum opinion and order, commission waived mileage separation requirements of Sec. 73.610 of rules and granted application of Peninsula Broadcasting Corp. to move trans. site of WVEC-TV (ch. 13) Hampton, Va., from within city limits of Norfolk to about 9.7 miles west, in direction of WLVA-TV (ch. 13) Lynchburg, Va., increase ant. height to 980 feet, and directionalize ant., with ERP 245 kw vis. and 123 kw aur.; with conditions to prevent co-channel interference to WLVA-TV. Dismissed opposing petition by WLVA-TV and denied objection of Association of Maximum Service Telecasters Inc. Commissioners Bartley and Lee dissented. Action July 29.

■ By decision, commission granted appli-



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cation of L. B. Wilson Inc., for renewal of licenses of WLBW-TV and auxiliaries on channel 10. Miami and denied competing applications for new TV's on that channel of Civic Television Inc., South Florida Television Corp. and Miami Television Corp. Action July 29.

New AM stations

ACTIONS BY FCC

East Lansing, Mich.—WGSB Broadcasting Co. Granted CP for new AM on 730 kc, 500 w, D. P.O. address 1906 Michigan National Tower, Lansing 8. Estimated construction cost \$69,970; first year operating cost \$65,000; revenue \$79,000. Principals: Albin J. Wendrow, Norris E. Grover, Homer D. Shepard, Donald E. Benson, Charles D. Benson, John R. Benson (each 11.11%), Henry J. Novakski, Louis L. Wendrow (each 8.3%), Thomas G. Sinas, Richard G. Akey, Gus Harrison, Richard A. Handlon (each 2.77%) and others. Action July 29.

APPLICATIONS

Coeur D'Alene, Idaho—Gerald W. Dunn. 1480 kc, 1 kw, D. P.O. address 1430 14th Street, Lewiston, Idaho. Estimated construction cost \$19,811; first year operating cost \$24,000; revenue \$36,000. Principal: Gerald W. Dunn. Mr. Dunn is announcer and engineer at KRLC Lewiston. Ann. July 30.

West Liberty, Ky.—Morgan County Industries Inc. 1450 kc, 250 w, unl. P.O. address Glen Avenue, West Liberty. Estimated construction cost \$16,783; first year operating cost \$35,000; revenue \$38,500. Principal: Dr. Clifford Cornelius Smith (100%). Dr. Smith is chiropractor. Ann. Aug. 4.

Spartanburg, S. C.—Carolina Radio Broadcasting Co. 1530 kc, 1 kw, CH-D. P.O. address 157.5 North Church Street, Spartanburg. Estimated construction cost \$14,164; first year operating cost \$22,500; revenue \$40,000. Principal: D. D. Foster. Mr. Foster owns general insurance agency in Spartanburg. Ann. July 30.

Existing AM stations

ACTIONS BY FCC

KZEY Tyler, Tex.—Granted increased power on 690 kc, DA-D, from 250 w to 1 kw; conditions. Commissioner Cox abstained from voting. Action July 31.

By memorandum opinion and order, commission granted application of Dover Broadcasting Co. to change hours of operation of WDOV Dover, Del., from day to unl. time with DA-N, continued operation on 1410 kc, 5 kw; conditions; and (2) denied opposing petition by Capital Broadcasting Corp. (WKEN), Dover. Action July 29.

New FM stations

ACTIONS BY FCC

Tampa, Fla.—Warner Brothers Station. Granted CP for new FM on 94.9 mc, channel 235, 100 kw. Ant. height above average terrain 276 feet. P.O. address 3410 Obispo Street, Tampa. Estimated construction cost \$50,875; first year operating cost \$56,280; revenue \$81,224. Principal: Melvin B. Warner. Mr. Warner has interests in real estate. Action July 29.

Idaho Falls, Idaho—PK's FM Inc. Granted CP for new FM on 100.5 mc, 440 kw. Ant. height above average terrain 574 ft. P.O. address Eugene A. Piquet, North Yellowstone Highway, Idaho Falls. Estimated construction cost \$33,714; first year operating cost \$32,520; revenue \$36,000. Eugene A. Piquet is over 99% owner. Mr. Piquet is electrician. Action July 29.

South Bend, Ind.—Lester Sumrall Evangelistic Association Inc. Granted CP for new FM on 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 12, South Bend. Estimated construction cost \$16,000; first year operating cost \$42,000; revenue \$43,000. Principal: board of trustees. Action July 29.

*Missoula, Mont.—Montana State University. Granted CP for new FM on 88.1 mc, channel 201, ERP 28.5 w. Ant. height above average terrain 96 feet. P.O. address c/o Phillip J. Hess, Montana State University, Missoula. Estimated construction cost \$1,847; first year operating cost \$1,000. Principal: board of trustees. Action Aug. 3.

APPLICATIONS

Apple Valley, Calif.—BHA Enterprises Inc. 102.3 mc, channel 272, 2.42 kw. Ant. height above average terrain 54.7 feet. P.O. address Box 676, La Crescenta, Calif. Esti-

mated construction cost \$15,528; first year operating cost \$12,000; revenue \$14,000. Principals: M. D. Buchen (26%), Gerald F. Hicks (25%), Gerald Laska, Herbert C. Mayfield, Lee B. Hutchinson, Charles A. Clifton, Joyce Evans (each 8%), Cyril B. Peterson and W. D. Peterson (each 4%) and Isabel E. Buchen (1%). BHA is licensee of KAVR Apple Valley. Ann. July 31.

*Andover, Mass.—Trustees of Phillips Academy. 91.7 mc, channel 219, 10 w. Ant. height above average terrain 533 feet. P.O. address 61 Highland Road, Andover. Estimated construction cost \$16,085; first year operating cost \$750. Principal: board of trustees. Ann. Aug. 4.

Marquette, Mich.—Lake Superior Broadcasting Co. 95.7 mc, channel 239, 100 kw. P.O. address 249 West Washington Street, Marquette. Estimated construction cost \$68,610; first year operating cost \$36,500; revenue \$32,000. Principal: Mining Journal Ltd. which is owned by Frank J. Russell (100%). Lake Superior is licensee of WDMJ

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Athens, Ohio—Ohio University: \$149,347 to expand existing facilities of WOUB-TV, channel 20, Athens; total project cost \$199,130.

■ Yakima, Wash.—Yakima School District Number 7: \$79,278 to provide studio equipment for KYVE-TV, channel 47, Yakima; total project cost \$129,987.

■ Schnectady, N. Y.—Mohawk-Hudson Council on Educational Television Inc.: \$163,626 to expand facilities of WMMT-TV, channel 17; total project cost \$259,163.

Marquette. Ann. Aug. 4.

Tomah, Wis.—Tomah-Mauston Broadcasting Inc. 98.9 mc, channel 255, 100 kw. Ant. height above average terrain 460 feet. P.O. address 1016.5 Superior Avenue, Tomah. Estimated construction cost \$30,000; first year operating cost \$76,000; for both AM and FM; revenue \$78,000 for both AM and FM. Principals: Hugh W. Dickie (60%), William P. Bernton (6%), Ann M. Gibson, Robert E. Steele, Katherine McCaul (each 4%) and others. Tomah-Mauston is licensee of WTMB Tomah. Ann. July 30.

Existing FM stations

ACTIONS BY FCC

WRCM(FM) New Orleans—Granted increased ERP from 5.9 kw to 50 kw, and ant. height from 250 feet to 320 feet, with continued operation on channel 246; remote control permitted; conditions and without prejudice to any action commission may deem necessary as result of final determination in matter of revocation of license of Quality Broadcasting Corp. for standard WKYJ San Juan, P.R. Action July 31.

WBAP-FM Fort Worth, Tex.—Granted increased ERP on channel 242, from 52 kw to 88 kw, ant. height from 475 feet to 1,440 feet, and change trans., ant. and ant. trans. location; conditions. Dismissed Mt. Pleasant Broadcasting Co. (KIMP-FM), Mt. Pleasant, opposing petition. Action July 31.

KCAL-FM Redlands, Calif.—Waived Sec. 73.210(c) of rules and granted application to change trans. and studio sites, increase ERP to 290 watts, and decrease ant. height to minus 1,150 feet. Action Aug. 5.

Ownership changes

ACTIONS BY FCC

WKLF-AM-FM Clanton, Ala.—Granted acquisition of positive control of licensee corporation, Southeastern Broadcasting Inc., by J. T. O'Neal (33 1/3% before, 65% after), through transfer of stock from J. B. Lawrence (33 1/3% before). Consideration \$6,000 and assumption of \$19,000 liability. Mr. O'Neal is giving two shares of stock to his wife, Clara O. O'Neal (1%). Action July 29.

KGFJ Los Angeles—Granted assignment of license from Benjamin S. McGlashan to Tracy Broadcasting Co., owned by Richard B. Stevens (100%). Consideration \$1,500,000. Mr. Stevens is licensee of WFEC Harrisburg, Pa. Action July 29.

KIIX(TV) Los Angeles—Granted assignment of license from Central Broadcasting

Corp. of California, owned by Jerome Glaser (5%) and Central Broadcasting Corp. (95%) which is owned by Martha White Mills Inc. and H. Calvin Young Jr. (each 50%) to Coast Television Broadcasting Corp., owned by Frederick D. Custer, Robertson C. Scott (each 5%) and Coast Radio Broadcasting Corp. (90%) which is owned by Hugh R. Murchison (43.75%), Harry E. Straub (12.5%), Thomas S. Bunn (16.88%) and others. Consideration \$150,000 and assumption of notes payable totaling \$205,377. Coastal Radio is licensee of KPOL-AM-FM Los Angeles. Action July 30.

KOVR(TV) Stockton, Calif.—Granted transfer of control of licensee corporation, Metropolitan Broadcasting Corp. of California, from Metromedia Inc., (98.5%) publicly owned corporation, John W. Kluge, president, to McClatchy Newspapers (98.5%), owned by Eleanor McClatchy (33.33%), J. Brown Maloney (16.6%), James B. McClatchy, Charles K. McClatchy, William Ellery McClatchy (each 8.6%) and others. Consideration \$7.8 million. McClatchy is licensee of KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno and KBEE-AM-FM Modesto, all California, and KOH Reno. Action July 29.

WFSG Boca Raton, Fla.—Granted assignment of CP from Fred S. Grunwald (100%), t/as Boca Broadcasters, to Boca Broadcasters Inc., wholly owned by Dr. Grunwald. No financial consideration involved. Action July 29.

WQXI Atlanta—Granted assignment of license and CP from Esquire Inc., owned by Smart Family Foundation (21.65%), Milo and Co. (5.73%), John Smart (5.37%), Richard Elden (2.26%), Mrs. Joan E. Fietler (2.27%), Northern Trust Co. (3.05% held in trust of John Smart and Edgar G. Richards) and others, to Jupiter Broadcasting of Georgia Inc., owned by Harold G. Ross (3%), George W. Hill Jr. (1%) and firm of Fox, Wells and Rogers (96% voted by James G. Rogers Jr.). Consideration \$1,075,000 and \$225,000 for covenant not to compete within metropolitan area of Atlanta for 7 years. Fox, Wells and Rogers have 47.4% interest in Jupiter Broadcasting Inc. licensee of WSAI-AM-FM Cincinnati. Action July 29.

KBEA Mission, Kan. and KBey(FM) Kansas City, Mo.—Granted assignment of license and CP from KBKC Inc., owned by Public Radio Corp. (92%) and Dr. Charles M. Gaitz (8%) to K. L. Broadcasting Inc., owned by King Louie International Inc. (100%) which is owned by Victor Lerner (18.5%), Harry Lerner (18.5%), Morris Lerner (18.5%), Jack H. Glenn (18.5%) and others. Consideration \$450,000 and covenant not to compete for five years within 100 miles of KBEA. Action July 29.

WJR-AM-FM Detroit—Granted assignment of license from Goodwill Stations Inc., owned by L. R. Jackson & Bank of America, trustees for G. A. Richards (22.88%), G. Russell Feldman & L. R. Jackson trustees for G. A. Richards' life insurance trust (7.37%), John F. Patt (5.01%), Rozene R. Moore (4.8%), Worth Kramer (4.22%) and others to Capitol Cities Broadcasting Corp., owned by Frank M. Smith (9.28%), Putnam Growth Fund (7.33%), Keystone Custodian Funds (5.59%) and others. Consideration \$15,141,336 for WJR-AM-FM and WSAZ-AM-TV Huntington, W. Va. (see page 84) Capitol Cities is licensee of following: WROW Albany, N. Y.; WTEN(TV) Vail Mills, N. Y.; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R.I.; WPAT-AM-FM Paterson, N. J., and WKBW-AM-TV Buffalo, N. Y. Action July 29.

WJRT(TV) Flint, Mich.—Granted assignment of license from Goodwill Stations Inc., owned by L. R. Jackson & Bank of America, trustees for G. A. Richards (22.88%), G. Russell Feldman and L. R. Jackson, trustees for G. A. Richards life insurance trust (7.37%), John F. Patt (5.01%), Rozene R. Moore (4.8%), Worth Kramer (4.22%) and others to WJRT Inc., owned by John B. Poole (95%) and Leah B. Poole for Leah K. Poole (5%). Consideration \$6,000,000. Mr. Poole intends to sell 78,285 shares of Capitol Cities' stock to Capitol Cities for \$2 million. He obtained stock in exchange for loan to Capitol Cities for purchase of WPRO-AM-FM-TV Providence, R. I. See application for WJR-AM-TV Detroit. Action July 29.

KOPR Butte, Mont.—Granted assignment of license from Copper Broadcasting Co., owned by George C. and Wilda G. Hatch (each 50%), to KBOW Inc., licensee of KBOW Butte. Consideration \$140,000. KBOW proposes to surrender license and merge stations. Action July 29.

KBON Omaha—Granted assignment of license from Goldenrod Broadcasters Inc., owned by Joseph Gratz and Maurice M.

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Fleischl (each 50%) to Blaustein Industries Inc., owned by Morton K. Blaustein, Barbara E. Hirschhorn and Elizabeth B. Roswell (each 33 1/3%). Consideration \$255,000 with covenant not to compete within 50 miles of Omaha. Mr. Fleischl will be employed as consultant for five years at \$15,000 per year. Action Aug. 3.

KLOS Albuquerque, N. M.—Granted assignment of license from B&M Broadcasters Inc., owned by George A. Oliver (68.4%), Jesse R. French (31.3%) and Ann I. Oliver (0.3%) to Burroughs Broadcasting Co., owned by John Burroughs (100%). Consideration \$5,000 and assumption of \$45,500 liability. Assignment of KLOS is contingent on assignment of KRZY (see below). Action July 29.

KRZY Albuquerque, N. M.—Granted assignment of license from Burroughs Broadcasting Co., owned by John Burroughs (100%) to B&M Broadcasters Inc., owned by George A. Oliver (68.4%), Jesse R. French (31.3%) and Ann I. Oliver (0.3%). KRZY will assume frequency now assigned to KLOS. Action July 29.

WALY Herkimer, N. Y.—Granted assignment of license from Mohawk Broadcasting Corp., owned by Richard K. Thorman (100%) to R. M. C. Productions Inc., owned by Reach, McClinton & Co., Inc., which is owned by Charles D. Reach (99.99%), Everett M. Scherer and Samuel P. Watson. Consideration \$37,000 and \$50,000 to Mr. Thorman for agreement not to compete for three years within 100 miles of Herkimer except for WRYN Rome, N. Y., and \$24,000 per year for services as consultant. Reach, McClinton & Co. is advertising firm in New York. Action July 29.

WEBO Owego, N. Y.—Granted assignment of license from Owego Radio Inc., owned by Amo L. Davis (35%) and Sarah D. Davis (65%) to Owego Community Service Broadcasting Inc., owned by Community Service Broadcasting Corp. of Amsterdam, N. Y. which is owned by Phillip J. Spalletta (17.5%), J. Lansing Finlay (2%), Rex R. Maltbie (2%), Alphonse DiMezza (1.5%) and others. Consideration \$49,060 and assumption of \$24,440 liabilities. Owego Community Service is licensee of WCSS Amsterdam, N. Y. Action July 29.

WWML Portage, Pa.—Granted 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 Grecek and Ferdinand Bionaz (each 10% before). Consideration \$4,500. Mr. Wasko is president of Mainline Broadcasting. Action Aug. 4.

KAZZ Austin, Tex.—Granted transfer of control of licensee corporation, Audioland Broadcasting Co., from Wroe Owens and Earl Podolnick to Monroe M. Lopez (100%). Consideration \$18,000 and assumption of \$40,000 liabilities. Mr. Lopez is Austin businessman. Action July 29.

WSAZ-AM-TV Huntington, W. Va.—Granted assignment of license from Goodwill Stations Inc. to Capitol Cities Broadcasting Corp. See application for WJR-AM-TV Detroit. Action July 29.

KPOW Powell, Wyo.—Granted transfer of control of licensee corporation, KPOW Inc., from M. J. Hedin (33.3%) to N. A. Trask and Florence E. Westwood (each 33.3% before, 50% after). Consideration \$21,105. Action July 29.

APPLICATIONS

WALA-AM-TV Mobile, Ala.—Seeks transfer of control of licensee corporation, Pape Television Inc., by William O. Pape (100% before, none after) through sale of stock to Roywood Corp., owned by Royal Street Corp. (51.02%), Philip M. Stern (22.04%), Edgar B. Stern Jr. (12.24%), Continental Communications Corp. (8.16%), Audrey S. Hess (5.71%) and Richard W. Greenebaum (0.82%). Consideration \$2,661,273. Royal Street is licensee of WDSU-AM-TV and permittee of WDSU-FM New Orleans. Ann. Aug. 3.

WCOV-AM-TV Montgomery, Ala.—Seeks transfer of control of licensee corporation, Southern Broadcasting Inc., from Capitol Broadcasting Co., owned by Oscar P. Covington (26.23%), Clara R. Covington (20.83%), Hugh M. Smith (15.07%), Ethel Covington (20.83%), Margaret C. Milwee (13.87%), Mary R. Covington (2.78%) and others to WCOV Inc., owned by WLEX-TV Inc. (99.68%), J. Douglas Gay (0.16%) and H. Guthrie Bell (0.16%). WLEX-TV is owned by J. Douglas Gay (36.1%), H. Guthrie Bell (32.2%), Earl L. Boyles (10.45%), William B. Gess (4.83%), Thomas

B. Satterwhite (3%) and John G. Autchison (0.03%). Consideration \$1,225,000. WLEX-TV Inc. is licensee of WLEX-TV Lexington, Ky. Mr. Gess is attorney. Mr. Boyles has 15% interest in partnership which is applicant for channel 28 in Kingsport, Tenn. Ann. Aug. 5.

KBRB Leadville, Colo.—Seeks acquisition of positive control of licensee corporation, Continental Divide Broadcasting Co., by John H. East (45% before, 100% after) through purchase of stock from Thomas T. Farley (45% before, none after) and John B. Farley (10% before, none after). Consideration \$33,750. Ann. Aug. 4.

WKTG Atlantic Beach, Fla.—Seeks assignment of license from Good Music Broadcasting Co., owned by Robert C. Whitehead (100%) to John J. Wheeler. Consideration \$100,000. Mr. Wheeler has 50% interest in Middle Georgia Broadcasting Co., licensee of WCRY Macon, Ga., and is general manager of same. Ann. Aug. 3.

WGUL New Port Richey, Fla.—Seeks assignment of license from Jasmin Properties Inc., owned by W. C. Tranter, Ronald C. Tranter, Sam Y. Allgood and Reginald Sims (each 25%) to Richey Airwaves Inc., owned by Donald Armstrong (25%), Thad M. Lowrey (25%) and Sam Y. Allgood, W. C. Tranter, Ronald C. Tranter, Reginald Sims and Marie Armstrong (each 12.5%). Consideration stock transaction. Mr. Lowrey is announcer and program director for WGUL. Mr. Tranter has interest in Tranter Construction Co., New Port Richey. Mr. Allgood is attorney. Ann. July 29.

WGKA-AM-FM Atlanta—Seeks relinquishment of positive control of licensee corporation, Glenkaren Associates Inc., by Locke E. Glenn (87% before, 37% after) through sale of stock to William O. Jones and Barton C. Isbell Jr. (each 25% after). Financial consideration not listed. Ann. Aug. 3.

KEVL White Castle, La.—Seeks transfer of control of licensee corporation, Big League Broadcasting Inc., by Gladys S. Sloan (1.1%), Gladys N. Schwing (1.1%) and Charles E. Schwing Jr. (97.8% before, 20% after) to Larry M. Marchand Jr. (20%), Thomas A. Durham (20%), Joseph D. Panichella (20%), Nelson M. Lee (5.5%), Stuart R. Lee (5.5%), Adrienne Lee (5.5%) and James N. Lee (3.5%). Consideration not listed. Messrs. Stuart and J. N. Lee are attorneys. Mr. Schwing is owner of *Iberville South* newspaper in Plaquemine, La. Ann. July 29.

WSJR Madawaska, Me.—Seeks assignment of license from St. Croix Broadcasting Co., owned by John H. Vandell Jr. (55.6%), Robert D. Hawley (41.6%) and Barbara H. Vandell (2.8%) to Vaughn P. Carrier (63%) and Dr. Melvin R. Aungst (37%). Consideration \$25,000. Dr. Aungst is physician and surgeon in Fort Kent, Me. Mr. Carrier is district manager of utility company in Fort Kent. Ann. Aug. 4.

WLNR-FM Lansing, Mich.—Seeks transfer of negative control of licensee corporation, Illiana FM Broadcasters Inc., by Gordon D. Boss and John M. Van Der Aa (each 16 1/2% before, 50% after) through purchase of stock from William H. Botma (50% before, none after) and Harold D. Botma (16 1/2% before, none after). Consideration \$1,500 to William H. Botma and \$500 to Harold D. Botma and assignment of note for \$18,000 to Messrs. Boss and Van Der Aa. Mr. Van Der Aa is attorney. Ann. Aug. 3.

KMSO-TV Missoula, Mont.—Seeks assignment of CP and license from Mosby's Inc., owned by A. J. Mosby (78.8%), Mary Jane Bader (10.1%), Aline Mosby (10.1%) and others to KMSO-TV Inc., owned by Dale G. Moore (79.36%), Farvleys Development Co. (20.63%), Shirley Mae Moore and A. J. Mosby (each 0.00079%). Consideration \$100,000. Shirley Mae Moore has 2.63% interest in KCAP Radio, licensee of KCAP Helena, Mont. Mr. Moore has 78.95% interest in KCAP Radio and 99.26% interest in KGVO Radio, licensee of KGVO Missoula. Ann. Aug. 3.

WTNS Coshocton, Ohio—Seeks acquisition of positive control of licensee corporation, Coshocton Broadcasting Co., by F. Bruce Wallace (38.46% before, 51.5% after) through purchase of stock from estate of Adolph Golden (9.8% before, none after) and Clarence Miller (5.73% before, 2.4% after). Consideration \$12,000. Ann. Aug. 3.

WRSJ-AM-FM Bayamon, P. R.—Seeks assignment of license and CP of FM from Antilles Broadcasting Corp. to Radio San Juan Inc., parent corporation of former, owned by Transportation Communications of America Inc., which is owned by O. Roy and Claire Chalk (53.64%) and others. No financial consideration; transaction of asset

transfer. Ann. July 30.

WATP Marion, S. C.—Seeks assignment of license from Raymond A. Somers to WATP Broadcasting Corp., owned by T. Lamar Simmons (37.5%), John W. Covington Jr. (37.5%) and Edward L. Burwell (25%). Consideration \$51,000. Messrs. Burwell and Simmons have 25% interest in Tri-County Broadcasting Corp. licensee of WTYC Rock Hill, S. C. Mr. Covington has 10% interest in Sandhills Publishing Co., publishers of Rockingham, N. C., weekly newspaper. Ann. July 29.

WMYB-AM-FM Myrtle Beach, S. C.—Seeks transfer of control of licensee corporation, Golden Strand Broadcasting Co., by Hugh E. Holder (17%), James G. W. MacLamroc (17%) and Ralph C. Price (17%) through sale of stock to Clarence M. Smith Jr. (25.5%) and John T. Stanko (25.5%). Consideration \$36,000. Wade H. Alley remains 49% stockholder. Ann. July 29.

WORD Spartanburg, S. C.—Seeks assignment of license from Belk Broadcasting Company of South Carolina, owned by Henderson Belk (100%) to Associated Broadcasting Corp., owned by Robert B. Brown, Billy Hugh Mull and James N. Rowland (each 33.33%). Consideration \$250,000. Mr. Brown has 70.88% interest in Center Broadcasting Co., licensee of WTLK Taylorsville, N. C. Mr. Mull is owner of shopping center and Mr. Rowland is optometrist. Ann. Aug. 3.

KADO Marshall, Tex.—Seeks assignment of license from Marshall Broadcasting Corp., whose holding company is Lone Star Steel Co. which is publicly owned by E. B. Germany (1.53%) and others to Orman L. Kimbrough and Delvin W. Morton d/b as Gemini Enterprises. Consideration \$45,000. Messrs. Morton and Kimbrough each have 50% interest in KEES Gladewater, Tex. Ann. Aug. 3.

KFRD Rosenberg-Richmond, Tex.—Seeks transfer of control of licensee corporation, Fort Bend Broadcasting Co., from W. M. Shannon, deceased, (23.33%), D. I. Lowe, deceased, (10%) and Mart Cole Sr., deceased, (18.33%) to Mrs. J. M. Cooper (widow of W. M. Shannon, 23.33%), R. W. Lindsey and Kathleen Joeger Lindsey (independent executors, 10%) and Mrs. Bobbie Wilson (widow of Mart Cole Sr. 9.16%) and Jack V. Cole, A. E. Foerster and Jean E. Junker (executors of half of estate of Mr. Cole 9.16%). No financial consideration. Ann. Aug. 4.

KXOX Sweetwater, Tex.—Seeks assignment of license from Radio Station KXOX, owned by F. L. Ledbetter (55%) and Myrl H. Stein (45%) to Stein Broadcasting Inc., owned by Myrl H. Stein (100%). Consideration \$65,000. Ann. July 29.

WPUV Pulaski, Va.—Seeks assignment of license from WPUV Inc., owned by John A. Columbus, Howard R. Imboden, Lawrence R. Schoenfeld and Carl A. Shuffelbarger (each 25%) to Pulaski Broadcasting Corp., owned by John A. Columbus (100%). Consideration \$14,000. Mr. Columbus is general manager of WPUV. Ann. Aug. 3.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Sunbeam Television Corp. for renewal of license of WCKT (TV) on channel 7 in Miami and denying competing application of Community Broadcasting Corp. for new TV on that channel. Action July 31.

■ Hearing Examiner Chester F. Naumowicz, Jr., issued initial decision looking toward denying applications of Edina Corp. for new AM on 1080 kc, 10 kw, DA-1, U, in Edina, Minn., and Tedesco Inc., for new AM on same frequency with 10 kw-N, 50 kw-L, DA-2, in Bloomington, Minn. Action Aug. 5.

DESIGNATED FOR HEARING

D&F Broadcasting Co., Quincy, Fla., and Radio Monticello, Monticello, Fla.—Designated for hearing applications for new daytime AM's on 1080 kc, 1 kw; made FAA party to proceeding. Action July 29.

Nelson Broadcasting Co. and WBNR Inc., both Newburgh, N. Y.—Designated for hearing applications for new FM's on channel 276, ERP 3 kw—Nelson with ant. height of 210 feet, and WBNR, 222 feet; issues include WBNR's compliance with Sec. 73.210 of rules concerning minimum number of hours during which licensee must originate programs

in place where station is located. Action July 29.

St. Albans-Nitro Broadcasting Co., St. Albans, W. Va. and WCHS-AM-TV Corp., Charleston, W. Va.—Designated for hearing applications for new FM's on channel 241—St. Albans with ERP 50 kw, ant. height 500 feet and WCHS-AM-TV with ERP 15.8 kw, ant. height 800 feet. Action July 29.

WPFA Radio Inc., WTAX Inc. and Capital Broadcasting Co., all Springfield, Ill.—Designated for hearing applications of WPFA and Capital for new FM's on channel 283—WPFA with ERP 46.6 kw, ant. height 423 feet; Capital with ERP 10.25 kw, ant. height 201 feet; and WTAX Inc., for change of facilities of WTAX from channel 279, ERP 6.7 kw, ant. height 315 feet to channel 283, ERP 17 kw, ant. height 316 feet. Action July 29.

■ By separate action, commission designated for hearing applications of Community Radio of Saratoga Springs, N. Y. Inc. (WKAJ), and AM Broadcasters of Saratoga Springs Inc., for new AM's on 900 kc, 250 w, D, in Saratoga Springs; dismissed petition by Kenneth H. Freibern for denial of Community's application, and made him party to proceeding. Action July 29.

OTHER ACTIONS

■ By order, commission granted petition by Transcript Press Inc., to extend time to Oct. 16 to file exceptions to initial decision in proceeding on application and that of Newton Broadcasting Co. for new AM's in Dedham and Newton, respectively, both Massachusetts. Action Aug. 5.

■ Commission gives notice that June 10 initial decision which looked toward granting application of Victoria Television for new TV on channel 19 in Victoria, Tex., became effective July 30 pursuant to Sec. 1-276 of rules. Action Aug. 4.

KIRO Inc. Port Angeles, Wash.—Granted CP for new UHF-TV translator on channel 70 to rebroadcast programs of KIRO-TV (ch. 7), Seattle. Action Aug. 4.

■ On request, commission further extended experimental authority to Journal Co. to simplex supersonic signals on aural carrier of WTMJ-TV Milwaukee, in testing system for studying effect and impact of TV advertising. Journal Co. plans to increase to 1,500 number of local homes in which modified receivers are installed so sound and video circuits can be turned on and off by keyed signals in studying purchasing habits of cooperating panelists in two matched areas. Action July 29.

■ By supplement to third report and order in Doc. 14229, commission acted on additional UHF channel assignments as follows: Santa Barbara, Calif.—reserved channel 20 (now commercial) for educational use. Already has UHF commercial channel 26. San Diego—continued assignment of channels 39 and 51 (already has channel 15 for education) but took no action on other proposed UHF assignments there. Austin, Tex.—added channel 42 and modified CP for KTXN to specify operation on channel instead of channel 67. Latter is retained for Austin which also has UHF channels 18 and 24. Olney, Ill.—reserved only present channel—16 (commercial)—for educational use. Cleveland—continued to retain channel 25 for educational use but took no action on other proposed UHF assignments there. Also has UHF channels 19 and 65. Portsmouth, Ohio.—continued to assign channel 30 but took no action on proposal to assign channel 61 there. Hanover, N. H.—added channel 49 (making also available to nearby Lebanon). Hanover already has channel 20. Rutland, Vt.—substituted channel 75 for channel 49 and added channel 81.

These actions are in accordance with commission's announced intention to adopt certain assignments in proposed UHF channel assignment table which will expedite inauguration of new UHF service without impairing adoption of overall assignment plan. Action July 29.

■ By memorandum opinion and order, commission denied petition by Tedesco Inc. for grant of application for new AM on 1520 kc, 1 kw-N, 10 kw-LS, DA-2, in De Pere, Wis., and returned application to pending file to be held in abeyance pending dispositive action on Tedesco's application for new AM in Bloomington, Minn., and application of Nicholas and Victor J. Tedesco, d/b as Gabriel Broadcasting Co., for new AM in Chisholm, Minn., which are in hearing in Doc. 14740 and 14528 on questions involving basic qualifications of Tedesco. Commissioners Lee and Cox dissented. Action July 29.

■ By memorandum opinion and order, commission denied request by University of

Wisconsin for waiver of Sec. 73.25 of clear channel rules and dismissed application to change operation of WHA Madison, Wis., from 970 kc, 5 kw, D, to Class 1-A clear channel 750 kc with 10 kw, D. Commissioner Lee dissented with statement; Commissioner Loevinger not participating. Action July 29.

■ By memorandum opinion and order, commission accepted for filing application of Augustine L. Cavallaro Jr., for new AM on 1030 kc, 10 kw, DA-1, U, in Bayamon, P. R., and denied opposing petition by Luis Prado Martorell. Action July 29.

■ Commission addressed letter to WSKP Inc., licensee of WSKP Miami, which inquired about proposal to enter into contracts with employes of local telephone answering service to provide technical logging services for WSKP in lieu of outright employment by WSKP of persons for that purpose. Action July 29.

■ By memorandum opinion and order, commission dismissed petition by Northern Electronics Inc., operator of CATV system in Iron Mountain, Mich., to set aside April 3 grant of application of U. P. TV Systems Inc. for new UHF-TV translator on channel 75 in Iron Mountain to rebroadcast programs of WLUK-TV (ch. 11) Green Bay, Wis. Petitioner alleged no facts to show good cause for failing to file pre-grant objections as required by commission's procedural rules. Action July 29.

■ By order, commission extended without date present partial "freeze" on AM applications for frequencies adjacent to 1-A clear channels. When commission adopted clear channel decision in 1961 instituted such freeze until Sept. 1, 1964 in belief that question of use of higher power (up to 750 kw) for clear channel operation would be resolved by that time. Because of various factors, has not been determined which, if any, of pending applications for clear channel higher power should be granted, and if any such grants are made or experimental purposes will require time for facilities to be installed and operate to provide meaningful data. Therefore, is necessary to continue partial "freeze," indefinitely. Commissioners Bartley and Loevinger dissented; Commissioner Lee abstained from voting. Action July 29.

■ Commission, by letter granted license renewals of Capitol Broadcasting Inc., WRAL-AM-FM-TV Raleigh, N. C. Action July 29.

■ By order, commission terminated proceeding in Doc. 15142 and substituted FM channel 264 for 241 in Mt. Pleasant, Tex., assigned 240A to Kilgore, and modified license of Mt. Pleasant Broadcasting Co. to specify operation of KIMP-FM in Mt. Pleasant on channel 264 in lieu of 241, subject to filing required technical information. KIMP-FM will be permitted to continue operation on 241 until, at request, commission authorizes interim operation on 264. Action July 29.

■ By memorandum opinion and order, commission held in abeyance petitions requesting rescission of March 3 action cancelling license of Spa Broadcasters Inc. to operate WSPN Saratoga Springs, N. Y., also subsequent action dismissing as moot application for transfer of control, pending (1) decision by New York State courts on related adjudication by parties concerned, or (2) final commission decision on denial of WSPN license, whichever occurs first. Meanwhile, commission will permit temporary authorization granted Community Radio of Saratoga Springs, N. Y. Inc. (WKAJ), to run course in operating facilities (990 kc, 250 w, D). Action July 29.

■ By memorandum opinion and order, commission is allowing KGMO Radio-Television Inc. (KGMO), Cape Girardeau, Mo., to amplify allegations in support of request for economic issue consideration in connection with March 13, 1963 grant of CP to Missouri-Illinois Broadcasting Co. for new daytime (KZIM) at Cape Girardeau on 1220 kc with 250 w power. Court of Appeals had remanded case to commission on grounds KGMO, which opposed grant, did not have notice of pleading requirements necessary to support economic issue. In event KGMO does not submit information specified in memorandum opinion and order, commission will dismiss KGMO petition for reconsideration and dissolve present stay of KZIM grant. Action July 29.

■ By letter, dismissed petition by United Audio Corp., Rochester, Minn., for reconsideration of April 24 grant of application of Northland Broadcasting Corp. for assignment of licenses of KWEB and auxiliaries KF-2214 and KBD-540, Rochester, to North Central Video Inc. Petitioner and Northland are competing applicants for FM CP in

Rochester and applications have been designated for hearing on standard comparative issues. Commission concluded that United Audio's arguments could be most appropriately considered in hearing. Action July 29.

■ Commission adopted decision which granted applications of National Broadcasting Co. for renewal of licenses of WRCV and WRCV-TV (ch. 3) in Philadelphia, on condition that, within 60 days from release of decision, NBC submit appropriate applications seeking consent to assignment of licenses to Westinghouse Broadcasting Co. in exchange for assignment to NBC of licenses of Westinghouse's KYW and KYW-TV (ch. 3) in Cleveland; denied mutually exclusive application of Philco Broadcasting Co. for channel 3 in Philadelphia; dismissed as moot applications of NBC and RKO General Inc for consent to exchange of NBC TV and radio's in Philadelphia for RKO General TV and radio's in Boston, and granted application of RKO General for renewal of license of WNAC in Boston. Action July 29.

■ By report and order in Doc. 15403, commission shifted channel 17 from Palatka, Fla., and assigned for commercial use in Jacksonville, Fla., and reassigned Jacksonville's commercial channel 36 to Palatka for educational use. At same time, modified authorization of Rust Craft Broadcasting Co. to specify operation of WJKS-TV in Jacksonville on channel 17 instead of channel 36; conditioned to submission of required information and that commission may, without further proceedings, specify operation by Rust Craft on such other commercial channel as may be assigned to Jacksonville in lieu of channel 17 by decision in rule making proceeding in Doc. 14229. Action July 29.

■ By notice of proposed rule making, commission invited comments on request of South Central Educational Broadcasting Council to reserve UHF channel 33 at Harrisburg, Pa., for educational use. Organization holds CP for channel *65, now reserved at Harrisburg, and wishes to change channels. Hudson Broadcasting Corp. holds CP for channel 33, but has never operated on channel and has not operated at all since 1957. In notice, commission called attention to two matters: (1) channel 33 at Harrisburg might involve slightly sub-

Continued on page 91

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RADIO—Help Wanted

Management

Manager for classical FM station wanted. Replies confidential. Box H-32, **BROADCASTING**.

Assistant General Manager for a major station multiple TV operation in midwest area. Age 30-40 with heavy TV sales management experience. Send resume and salary requirement to Box H-92, **BROADCASTING**. An equal opportunity employer.

Manager—Radio station on East coast. Must have experience in local community broadcasting and thoroughly familiar with sales management. Excellent opportunity in a fast growing area. Box H-166, **BROADCASTING**.

Sales

Salesman with management potential. Must have successful Top 40 track record. One of country's best pop music stations located in first ten markets. On East Coast. Send resume, references and late picture. Box F-23, **BROADCASTING**.

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, **BROADCASTING**.

Gulf Coast experienced aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Negro group. Box G-336, **BROADCASTING**.

One man . . . for play-by-play, sales and morning combination. Box H-26, **BROADCASTING**.

It's time to think of the future. Are you managing or selling for small radio station, a small television station, or a small newspaper? How long have you worked in a small market? Have you gone as far as you can in your field? How long since your last raise? Why not make a change? Outdoor Advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor? Send your complete resume, salary requirements and recent picture to Box H-40, **BROADCASTING**.

Detroit sales manager or salesman (management capabilities) excellent opportunity. Salary plus. Multiple group. Box H-43, **BROADCASTING**.

Indiana daytimer wants experienced aggressive radio salesman. Good opportunity for right man. Send references and complete background to Box H-82, **BROADCASTING**.

Need experienced, aggressive salesman for Southeast metropolitan 5 kw station. Send complete resume with reference. Excellent opportunity for idea man with a fresh approach. Box H-88, **BROADCASTING**.

KBLF Red Bluff, California needs good young salesman. Salary plus liberal commission. Don't phone—Write Radio station KBLF, 405 Walnut, Red Bluff, California.

We are adding another salesman-announcer to our staff. For a good position at a fine station, Call Pinkey Cole, KBCT, Houston, Mo. Must have references. No collect calls.

Sales-announcer. Emphasis sales! Salary plus commission. Two-station college community. Strong sports market. KHAS—radio, Hastings, Nebraska.

WRVA—Radio, Richmond, Virginia wants experienced time salesman—send resume, references, picture to: Harold Barre, P. O. Box 1516, Richmond, Va.

Sales—(Cont'd)

Increased income stymied by low small-town rates or "senior" salesmen with all the live accounts. Step up to this 65,000 two-station fast-growing Indiana college city for wideopen earnings opportunity, not empty promises. Permanent. Good salary plus. Write or call Manager, WAZY, Lafayette.

New York metro area talented, exciting independent has immediate opening for ambitious, creative salesman. This can be a career spot for the right man with expanding communications media organization. Must have success record in local selling. Send full details to: Gene Ladd, Manager, WBIC, Bay Shore, Long Island.

Management and sales management personnel with broad experience in media sales in southwest area. Require ability to deliver personal sales and develop profitable sales department. Openings in both our Austin, Texas and San Antonio, Texas, offices. Rollins Outdoor Advertising, Inc., 2323 Broadway, San Antonio, Texas. Box 8238.

Use our service to find "live" leads toward better selling and management positions. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Announcers

Personality-dj for #1 Top 40 station. Tight production, lively sound, competitive market—upper midwest. Many benefits if you're really good. Box G-199, **BROADCASTING**.

Immediate opening (August, 15) stable mid-south station; will be main announcer doing middle-of-the-road music shows and newscasting. Forty-hour week. Send tape and full resume with three references. Box G-280, **BROADCASTING**.

Quiet afternoon personality. Top five market, east coast. Experienced man who knows good popular music. Production experience helpful. 3rd class. Send returnable tape, picture, resume and salary requirements with first letter. Box H-25, **BROADCASTING**.

One man . . . for play-by-play, salesman morning show combination. Box H-27, **BROADCASTING**.

Sportscaster-announcer. Must be experienced for eastern small market station. Great opportunity with company benefits. \$115. Send tape with news and play-by-play. Box H-34, **BROADCASTING**.

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, **BROADCASTING**.

Indiana daytimer has immediate opening for announcer with first ticket. Good working conditions and amiable staff. Send resume and audition tape to Box H-83, **BROADCASTING**.

Need announcer with 1st phone and some technical knowhow for non directional daytimer. East coast near metropolitan areas. Box H-87, **BROADCASTING**.

Announcer—DJ or news combo. 1st phone helpful. Long Island station. Box H-102, **BROADCASTING**.

Immediate opening for play-by-play announcer. Experienced and skilled man needed now to set up play-by-play sports schedule for both college and high schools in our market area of 150,000. Salary is open to a mature professional. Union and company benefits. Industrial and educationally oriented city near Chicago. Fine recreational opportunities. Station number one and fast growing. Rush tape, resume and references to Box H-105, **BROADCASTING**.

Illinois fulltimer has September 1 opening for first phone engineer with announcing ability. Engineering first; announcing secondary. Salary no object, to qualified applicant. Send full information, including tape in first letter. Box H-106, **BROADCASTING**.

Announcers—(Cont'd)

First class engineer-announcer experienced in modern radio for beautiful New York single market station. Must have maintenance knowledge. Send tape, resume, salary requirements. Box H-109, **BROADCASTING**.

Excellent opportunity for a dj who can also do some sales or servicing. If you can be zany, but still take your radio job seriously, we can use you. Excellent salary plus bonuses and other goodies. You must have adlib ability, and at least two years, or more, experience. Air Mail a complete resume, if interested in West coast, California. A first ticket would be helpful. Box H-112, **BROADCASTING**.

Announcer with first phone. Experience not necessary, desire is. Midwest small market. Modern format. Box H-130, **BROADCASTING**.

Full-time station in upper Midwest wants to hear from announcers who can gather, write and deliver news in a truly professional manner. Not a job for golden voiced loafer. Voice is secondary to delivery and ability to write. Salary open to discussion with man we want. Send tape, sample news stories and background to Box H-143, **BROADCASTING**.

Top Midwest small market station needs willing worker with bright sound, and third class. Daytime up-tempo operation with adult appeal in college town under 10,000. Must handle tight board, use and know production. If you feel your experience and personality apply, Send tape & resume immediately to Box H-152, **BROADCASTING**.

Combo man—Immediate opening for experienced announcer-salesman in Western Illinois medium market. Send tape, resume and salary requirements first letter. Must have third class license with broadcast endorsement. Box H-156, **BROADCASTING**.

Sales-announcer. Emphasis sales! Salary plus commission. Two station college community. Strong sports market, KHAS—radio, Hastings, Nebraska.

1st phone announcer—Our Texas man wants to go back home. Need man who likes Missouri, wants permentency likes regular increases and good starting salary, has experience, will work afternoon and evening. Contact im Jae, KHMO, Hannibal, Missouri.

Experienced Top 40 morning man, first class ticket and strong commercial production essential. Rush tape and resume to John Jano, KLOU, Lake Charles, Louisiana.

Announcers wanted: Expanding staff. Must be experienced with good voice. Adult station, top equipment, good pay, network. Send tape, photo, resume to Carl Yates, KSI5 AM-FM, Sedalia, Missouri.

New Mexico five kilowatt fulltimer needs announcer with third class ticket. Must be capable of running tight board for middle-of-road format. Sales experience helpful but not absolutely necessary. Write KWEW, Box 777, Hobbs, New Mexico.

Are you a staff man with good adult music sense and an authoritative news delivery ready to make our evening hours come to life? KWNO in the beautiful Hiawatha Valley can make use of your talents. College town of 25,000 where the living is good. Send tape and background information to C. E. Williams, KWNO, Winona, Minn.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

Combination staff announcer and newsmen. Send tape and salary requirement. Contact: Sam Elman, WATR, Waterbury, Conn.

Going 5000 watts by December. WBUX, Doylestown, Penna needs another good 1st phone airman. Philadelphia area. Call 215-348-3583, Program director.

Announcers—(Cont'd)

Several staff openings at station WCLO, Janesville, Wisconsin. Middle of the road, good music. Send letter, resume, and short audition tape to: C. B. Sutherland, WCLO, Janesville, Wisconsin.

Happy, big voices are needed by fun station—WDMV—Pocomoke City, Md.—Home of the world's largest Bass. Contact Erny Tannen, at once!

Kingston, New York is the first Capital of New York state. It is historic and a very pleasant place to live; it has 30,000 population; it has WGHQ with 5000 watts of power. It has an excellent job for an announcer with a first-class license. Anyone looking for a fine opportunity for now and the future should inquire to H. M. Thayer, President, Box 427, U. P. O., Kingston, N. Y.

Contemporary personality jock with big voice for drive time. Contact Mr. Vester, WKIX, Raleigh, N. C.

WSBT & TV looking for young staff announcer ready to move to good music, prestige station where he can do radio and television. Particularly interested in man with flexible voice, dramatic and music talents presently in Indiana or neighboring states. Salary plus talent along with excellent life insurance, health care and pension benefits. Send resume, picture and tape to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Need announcer with 1st phone license. WSER, Elkton, Md. Phone 301-398-3883.

Announcer: minimum 18 months experience, board work, 3rd phone, personal interview. Established AM-FM station in New York suburban area. No collect calls. Call George Birdas, at PEekskill 7-1124.

Wanted experienced air man for community minded AM-FM. Must be mature, personable, capable of doing interviews, teen hops, production. Immediate opening but will wait for the right man. Contact: V. J. Kaspar, Frankfort, Indiana.

Modern personality deejays: "Up Your Ratings!" Ideas Ink weekly "Why Not Be Funny" service still open on an exclusive basis in some markets. Is yours one? For free sample, write: Ideas Ink, Box 53332, New Orleans, Louisiana.

Bright, young dj with first phone and experience in competitive contemporary radio needed by Northern California station in 35th national market. Better than \$750.00 per month average. Three weeks vacation with pay after first year. Hospital plan, seven days sick pay. Send recent tape, resume and photo to Box 995, San Jose, California.

Wanted immediately: Announcer-engineer 1st phone for 5 kw daytime station, Lapeer, Michigan, emphasis on announcing. Phone Mr. Oyster, MO 4-8555 days, MO 4-8293 evenings.

Are your talents appreciated? Perhaps one of our employers needs you now. Move up! Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Technical

Newly equipped Florida Top 40 station needs sharp 1st ticket maintenance man. Thorough knowledge of Spotmaster tape cartridge machines and Collins equipment required. Short air shift also required. Send complete resume and tape, Box H-52, BROADCASTING.

Wanted: CE/pro announcer with FM stereo experience for West's leading FM, part of growing organization. Tape, resume, references now. Box H-86, BROADCASTING.

Chief Engineer needed for quality religious program and music station. Top pay for right man, permanent position. Limited announcing required. Send resume and tape with first letter. Box H-128, BROADCASTING.

Chief engineer-announcer wanted, Midwest small town two-tower directional. If you have knowledge but lack experience, here's the place to go to grow. Box H-129, BROADCASTING.

Chief engineer-announcer. Assume all maintenance duties for class IV station. Deliver a tight nighttime modified—Top 40 show. Rush resume, tape, and photo to KATI, Casper, Wyoming.

Technical—(Cont'd)

Chief engineer wanted; Must be combo man strong on maintenance and good voice. Must have excellent references. Above average opportunity for right man. Send tape, photo, resume to Carl Yates, KSIS AM-FM, Sedalia, Missouri.

WGH radio needs a 1st phone engineer, no announcing, permanent position, send resume and references to Chief Engineer, WGH radio, P. 10, B. 98, Newport News, Va.

Chief engineer—AM—1000 watt, 3 tower directional. Some announcing abilities. Experienced with remotes. Opening—immediate. Contact Manager, WITY, Box 142, Danville, Illinois.

Immediate opening for experienced Chief Engineer. Prefer man with ability to do some announcing, but strong on maintenance. Above average opportunity. Send resume to Jim McDonald, WKNY, Kingston, N. Y.

Combination first class engineer and production man who can write copy. Air voice not essential. White or Negro. Station located in Southeast. Starting salary \$100-\$125 depending upon experience. Write Manager, WOKS, Columbus, Georgia.

Chief engineer for kilowatt non-directional station, with responsibility for maintenance and repair. Air-conditioned facility and modern equipment. Contact manager, WRTA, Altoona, Penna.

Openings in Indiana for broadcast engineers, both radio and TV; also TV announcer-newscaster and account executive. Write: Box 62, Bloomington, Indiana.

Increase earnings! Study announcing! Tape or treatises. Details free. Hal Fisher, 678 Medford BD, Patchogue, New York. 11772

From Chiefs to "indians," we place 'em all. Radio, and/or television opportunities our business. Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production—Programing, Others

Are you a real pro in the broadcast newsroom? Are you enthusiastic about the future of broadcast news? Can you teach? If you can answer "yes" to these questions and you have at least five years experience plus a bachelor's degree, a Big Ten university wants you on its faculty. Tell us about yourself, your news philosophy and your ideas for developing news courses which will produce top people for the broadcast news industry. Pay starts at \$10,000 a year. Box G-139, BROADCASTING.

Opening for top notch, well versed newsman experienced all phases. Must have first phone. Starting salary substantially above scale in one of the nation's top 15 markets. Voice must be paced to modern radio; past record must speak for itself. Send all tapes, resume, pictures first letter. Box G-295, BROADCASTING.

Can you create and produce top-notch commercials? Can you sell? If you can do both, write immediately to Box H-18, BROADCASTING.

Newsman: 1st phone given preference. Need top notch man who can gather, write and read news. No. 1 rated Eastern independent with heavy concentration on local news. Good salary and benefits. Box H-73, BROADCASTING.

Texas group purchasing metro station. Need complete staff. Advancement, stock option and buy-in provisions to qualified personnel. Complete details first letter. Box H-93, BROADCASTING.

Newsman—Able to write, read own material—1st phone helpful. Near N.Y.C. Box H-101, BROADCASTING.

Experienced pd, bright sound, progressive station . . . Don't reply unless you are a top flight professional radio man . . . Tight production willing to work at meeting the challenge of a growing operation medium market. State salary requirements and send air check. Box H-107, BROADCASTING.

Need all-around man to do production work and cover local news for C&W station. Extra income from sales if desired. Send sample tapes and resume to R. Curry, KHER, Santa Maria, California. Burke Riley, Benned Brownell, Frank Macomber—would like to hear from you.

Production—Programing, Others

Continued

Program director with ideas is needed by WCNT, Centralia, Illinois. Box 528. Must be willing to work at keeping this station #1. Top production a necessity. Phone 618-532-1885 or send salary requirements and tape.

One of Pennsylvania's top news and sports stations—winner of fourteen AP awards for outstanding news and sports coverage—has an immediate opening for real pro who can serve in dual capacity of news director—assistant sports director. Station carries 400 newscasts weekly—33 college and scholastic football games and many other sport attractions. Top notch salary for top notch man. Send tape and complete background details to WEST, (NBC), Easton, Pennsylvania.

Wanted: Experienced girl to work in combination traffic and continuity. Must be able to type. Pleasant surroundings. Car desirable. Call Elliott Stewart, Executive Vice President and Station Manager. Area code 315-736-9313. P. O. B. 950, WIBX, Utica, N.Y.

RADIO—Situations Wanted

Management

Profitable radio insurance. Sales or general manager now available with complete background: 6 years 4A agency sales; 8 years radio sales management, including #1 radio-TV chain. Willing to relocate. Box G-335, BROADCASTING.

Hard working radio man with 20 years broadcast experience in management, sales, public affairs, community relations. Box H-89, BROADCASTING.

Experienced radio executive: Now VP-GM of dynamic group operation. Well documented ability to build ratings and increase sales. Excellent reputation throughout industry and community. Available soon because of internal changes in company. Box H-154, BROADCASTING.

Manager—Married, children, no floater-looking for opportunity to grow—proven track record—know radio inside and out—North-east prefer—presently employed—ready to move up. Box H-157, BROADCASTING.

Well known radio-TV executive with over 20 years experience. Includes presidencies and general management positions in nation's largest markets. Record one of the most successful in the business. Interested only in top offers. Box H-163, BROADCASTING.

Sales

Aggressive college graduate, 25, married, experienced in handling people, seeks sales position with established radio or TV outlet. Consider any location. Excellent references. Box G-304, BROADCASTING.

I'll program a sound that'll sell . . . Then help you sell it. Florida family man. Box H-90, BROADCASTING.

Salesmanager 350,000 market business increase 28% over last year. Qualified all phases broadcasting. Looking for management or sales management with opportunity. Available Aug. 15th. Call J. A. Austin, 319-326-2541.

Announcers

Experienced top 40 personality—tight board—good production—first phone (no maintenance)—presently employed—top rated in market—no drifter—tape and resume available. Box G-211, BROADCASTING.

Announcer with first class ticket. Ready to move from prestige station in metro market to better salary. Air style enthusiastically relaxed with real sell power. No paperhanger . . . chief engineer experience. Available four weeks notice. Box G-224, BROADCASTING.

First phone announcer. News, copy. Married, children. Strictly permanent. Box G-293, BROADCASTING.

Figures don't lie. Program director-announcer built poorly rated station into first place in 4 markets. 66% of audience in market of 350,000. Tripled ratings in 18 months. Want to hear my story? Box H-78, BROADCASTING.

Announcers—(Cont'd)

Excellent combo man available immediately for East coast. Nature delivered and proven sales. Box H-84, BROADCASTING.

Personality: 11 years AM/FM. More talk than music. No rock, no fast talk, no booze, no staff, no sales, no Saturdays, no Sundays, no less than \$175.00, no change . . . Yes pre-programmed, yes 3rd yes own music, yes evening or all-nite, yes contract, yes family, yes last job. Denver, Los Angeles or San Francisco areas, only. Box H-87, BROADCASTING.

Looking for that rare person who is both an excellent announcer and a competent technician with a first phone license? 9 years broadcast experience. Personable educated voice, strong on news. Can write copy. Desire permanent position with adult station demanding maturity, industry, top notch performance and paying accordingly. "Can do" attitude! Family and I want to locate permanently and become part of your community. Available October 10th. Minimum \$150, more gratefully accepted, I'll prove I'm worth it! Box H-98, BROADCASTING.

Attention Wisconsin: Experienced radio/TV announcer. News, sports, etc. Been out 3 years. Mature, reliable. Would like chance at live sports and sales. Box H-103, BROADCASTING.

Live, Top 40 dj—sharp production 3½ years medium metro experience. First phone. Looking for step up. Box H-108, BROADCASTING.

Modern hard working, program director-personality! Excellent production, ratings, promotion, references . . . over ten years metro Eastern markets! Box H-116, BROADCASTING.

Announcer dj, 3 years experience, family, not a floater or prima donna, dependable. Box H-119, BROADCASTING.

Announcer-dj tight board personable bright sound. Authoritative newscaster. Family man, not a floater or prima donna. Box H-123, BROADCASTING.

First phone announcer, no maintenance, 5 months' experience, desires change. Ideally suited for CW format. Presently on Top 40. Available September 15, Box H-132, BROADCASTING.

First phone showman—all phases and formats in top markets. Play-by-play. College, draft free. Available immediately. Box H-134, BROADCASTING.

DJ-announcer, authoritative newscaster, tight board. Dependable, personable, not a floater. Box H-136, BROADCASTING.

Exclusive in your market! Clever, creative morning man. Experienced all phases. Young, family, 3rd. Voices if desired. Box H-138, BROADCASTING.

DJ—wants to swing with Top 40. One year middle of road experience. Single Box H-140, BROADCASTING.

Announcer seeking brighter future in radio and TV. Same employer 3 years. 8 years experience includes dj. News operations, interview shows. Prefer East coast, but if offer has future, will relocate. Box H-142, BROADCASTING.

Top, major market's number one (Pulse) music personality seeking another position because of management-policy change. Only quality broadcasters in major-metro markets apply. Box H-146, BROADCASTING.

Philadelphia area. One of Florida's best announcer-engineers wants to come home. I offer seventeen years of experience in all phases radio. Within hundred miles of Philadelphia, Call LU-8-0361 or Box H-148, BROADCASTING.

Experienced morning man. 1st phone smooth relaxed delivery. Best references. Currently employed. Box H-149, BROADCASTING.

DJ/announcer, Negro, young, cheerful, experienced, tight board, versatile, competent. Box H-161, BROADCASTING.

Experienced newsmen - sports-caster - seeks play-by-play excellent references—first phone. Box H-162, BROADCASTING.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

Announcers—(Cont'd)

Bald doll—King Paul—Yul Brenner or antenna 10 years—Morning licks—Security for six—Kokomo, Indiana—GLadstone 7-5101.

Early morning personality . . . Prefers C/W, 13 years experience, mature good ad lib, good references, have 3rd ticket, not a drifter. Tops in sales, prefers Florida, would go North if price is right. Call Gainesville, Florida . . . Area code 305—376-2137.

Experienced young third ticket prefer Washington State but can travel anywhere Top forty style present employer knows of this ad Ron Paschosa, KFDR, Radio, Grand Coulee, Washington, Phone 950.

Announcer—2 yrs. experience. 1st phone—minor maintenance. Write—wire or phone: Bo Carlee, 602-Avenue O, Bessemer, Alabama. Phone 428-4613. Available immediately.

Top 40 pro. Formerly WKDA, Nashville. Young, ambitious, creative deejay, 8 years experience. Grew up in radio. \$150 minimum. Call person to person Tom Dooley 901-885-9104.

Announcer, now with newspaper desires to return to broadcasting. Don Wilson, News-Post, Frederick, Md.

Experienced chief engineer—announcer, \$90. Box H-168, BROADCASTING.

Technical

Experienced first class engineer. Presently employed in New York City. I would like a job in Cleveland, Ohio, but I would consider any job within 150 miles of Columbus, Ohio. Box G-327, BROADCASTING.

Experienced 1st phone engineer desires permanent work in Midwest. Box H-114, BROADCASTING.

First class engineer, eight years experience in radio and television. Presently employed. You pay for what you get. \$150 a week. Also a fair announcer. Box H-137, BROADCASTING.

1st phone seeks employment—D.C. Available immediately. \$150 minimum. Box H-150, BROADCASTING.

Engineer—Experienced, age 53, 1st phone. Chief, maintenance, permanent, references. Box H-153, BROADCASTING.

First phone. 16 months transmitter experience. 2 years previous experience studio operations. Prefer Midwest or East. Box H-160, BROADCASTING.

Recent Grantham graduate with first phone wishes to start in technical aspect of broadcasting in Midwest or West. Also have three years college. Good references. Contact Robert E. Olds, 114 N. Main St., Attica, Ohio. Phone 428-3491.

Production—Programing, Others

Sports-caster/director. Nine years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box G-323, BROADCASTING.

Available early '65—Presently completing military obligation. 7 years experience all phases. Interested in P. D. opportunity in major market. Station with undeveloped potential would provide welcome challenge. Box H-122, BROADCASTING.

Negro combo—first phone. Mature, versatile. Creative production, copywriting and sales, RAB training. Prefers new or growing rhythm and blues station. Box H-125, BROADCASTING.

Program director/assistant manager. 16 years all phases radio. Available immediately. Northeast/Midwest. Stable family man. Box H-126, BROADCASTING

College grad., radio major, 6 months experience, news, 6 months dj, desires news, dj slot. Shift in station policy requires move. Box H-131, BROADCASTING.

Looking for capable program director? Answer this for extensive background. Box H-141, BROADCASTING.

Number one sports director desires move to quality operation. Play-by-play sports, Big Ten football, college degree. Currently employed in Midwest market of 400,000 . . . Radio-TV. Experienced, ambitious, and capable. Married. Will answer all inquires. Will relocate. Box H-145, BROADCASTING.

Production—Programing, Others

Continued

Staff cut makes Cleveland news pro available. Adult station Northern Top 100 market, state capital preferred. \$125. Box H-147, BROADCASTING.

Program manager—Individual well versed in all phases of broadcasting dedicated to put talent and hard work into a saleable product. Seeking station where public affairs and responsibility are image requirements. Box H-158, BROADCASTING.

Your station is unique, refreshing and dynamic! Cooperation is your password. Attention Top 15 markets. Seven year East coast veteran wants challenge. Write Box H-164, BROADCASTING.

Program consultant duties ended Illinois 2nd market. Modern format stations . . . attention. Programing — production wizard available for interviews anywhere now. Air-shift OK. Any Top 100 market OK. Just revamped entire sound here . . . do same there. Jock slot large market acceptable. Write Box H-165, BROADCASTING or phone collect 312-392-8927.

Serious radio newsmen looking for station where news is important. Experienced in gathering, writing, and airing. College and announcing school graduate. First phone. Box H-167, BROADCASTING.

Award winning newsmen, news director, available for major markets. Twelve years experience in all phases of news and special events. Three years in present market, highest recommendations, experience with Metro-Media and Storer. Contact—Wynn Moore, 3019 Brackenwoods Lane, Cincinnati, Ohio. 45211.

College graduate with B.S. in Ed. & R-TV seeking employment preferably in news or sports. 4 year commercial experience. Mature, married, family. Excellent references. Contact Barry A. Martinson, 602 N. Michael, Carbondale, Ill. 457-4040.

TELEVISION—Help Wanted

Sales

Number 1 TV station in nation's fastest growing television market needs aggressive salesman to develop new business and handle existing accounts of swamped three-man sales staff. Number 1 salesman now earning in excess of \$14,000 a year. Box H-98, BROADCASTING.

Sales Manager. Experienced man desired for new UHF station in major Eastern market area. Prefer mature individual with good contacts and sound business ability. Great future potential. Box H-104, BROADCASTING.

Salesman . . . Central Penna. television station seeks local/regional sales representative. Guaranteed salary against lucrative commission. Company car. Great opportunity for advancement. Box H-118, BROADCASTING.

Announcers

Midwest radio-TV medium market seeking qualified radio-TV announcer. 5 day week. Salary open. Send photo, resume and tape to Box H-11, BROADCASTING.

Staff announcer, weather, kids show, some radio. Must be experience. Will take good radio man. Tape, resume, references, photo. Ray Lansing, KFBC-TV, Cheyenne, Wyoming.

Television announcer wanted for booth and some live camera work. Excellent opportunity. Send recent photograph, audio tape, background and expected starting salary to WYTV, Youngstown, Ohio.

Technical

Established western AM and TV broadcaster needs competent maintenance technician. Equipment includes VTRs and extensive microwave facilities. Opportunity for advancement to Chief engineer if a good administrator. Send resume and salary requirements to, Box G-268, BROADCASTING.

Technical—(Cont'd)

Television engineer wanted. Must have 1st class phone license. Will consider inexperienced personnel with proper educational background. Contact Lloyd Chale, Chief engineer, KCND-TV, Pembina, North Dakota.

Experienced studio and VTR maintenance engineer. Good salary, company retirement plan, opportunity for advancement and excellent working conditions. Send resume and recent photo in confidence to Chief Engineer, WEAR-TV, Pensacola, Fla.

Production—Programming, Others

Traffic Manager major market TV station—needed immediately—A real "take charge" man to completely reorganize, supervise a progressive, busy, traffic dept. Must be experienced. We need a knowledgeable ambitious leader. Salary open. Send complete resume and salary requirements. Box H-99, BROADCASTING.

If you are ready for major Eastern TV market—to supervise television directing staff and all programming and production in one of the most active television stations in the country, then we're interested in you. Must be experienced, an administrator, handle agency and staff well, and be ready to roll up your sleeves and get to work. Salary will match ability—Opportunity unlimited with Flag Ship station of group operation. Send complete resume to Box H-100, BROADCASTING.

Reporter-producer-commentator with local news-gathering and on-air experience wanted by metropolitan TV station in Northeast. Prefer at least a B. A. in Political Science or related field. Specify salary requirement. Box H-113, BROADCASTING.

TV newsman, strong on writing with some filming and editing experience to join five man news staff in Pacific Northwest station. Includes some on-air work. Box H-115, BROADCASTING.

Experienced on-air and cinematography newsman. Leading TV station in midwest major market. Resume and videotape audition preferred. Box H-124, BROADCASTING.

News-caster/news-writer for group-owned Michigan VHF. Edit and deliver station's top newscast as member of professionally trained radio-TV news staff. Send resume, photo, tape, SOF if available to Box H-144, BROADCASTING.

TV newsman experienced in gathering and writing news. Some Journalism experience necessary. Salary commensurate with ability. Opportunity for advancement. Send samples of work, resume to: News director, WEHT-TV, P. O. B. 395, Evansville, Ind. Phone HA 4-9215, 6 or 7.

TELEVISION—Situations Wanted

Management

Sales manager—Extremely effective, excellent background. Experienced creative local and national sales. Top references. Box H-29, BROADCASTING.

Experienced all phases of station management, local, national sales, program, and operations, civic involvement. Excellent references. 38 years old. Box H-30, BROADCASTING.

Announcers

Experienced television announcer seeks move to larger market. Box H-139, BROADCASTING.

Technical

Chief engineer: 16 years solid experience all phases engineering, management. Presently Chief, Metropolitan market. Looking for advancement large Northeast or Midwest market. Box G-325, BROADCASTING.

Ten years experience television presently Chief engineer. Consider other position. Box H-133, BROADCASTING.

Production—Programming, Others

Experienced television news director-reporter. Former correspondent, editor, writer and network radio newsman. Available immediately. Box H-21, BROADCASTING.

Thoroughly experienced promotion manager with an 11 year background in advertising, sales promotion; copywriting and public relations is interested in affiliating with a promotional-minded TV station or Group. Past three years spent with major entity, supervising promotion for 16 radio and TV outlets. Age 37. Married. Best references. Box H-95, BROADCASTING.

College graduate as of August 30. B.S. degree in radio-TV. Experience—camera, floor director, audio, director, master control (direct and audio), news announcing, writing, and editing. Married—draft status exempt. Box H-110, BROADCASTING.

Experienced radio-television reporter-photographer seeks new home. Five-years multi-station market. Excellent references. \$145 minimum. Box H-111, BROADCASTING.

Executive producer-director. Presently employed. Ten years commercial-ETV. Desires production manager's position. Producer-director OK. with advancement. B. A., family. Box H-117, BROADCASTING.

Program manager. 11 years major market experience with 6½ years in management. Desires change to aggressive station. Creative and imaginative with top administrative and organizational ability. Full knowledge of all phases of programming and production. Came up through the ranks as floor manager, producer-director, production manager, producer-director, production manager and program manager. Very best references. College graduate. Married with family. Box H-121, BROADCASTING.

News director—Highly qualified with eleven years of broad journalism experience. Now heading aggressive news operations for network radio affiliate. Opportunity sought to assume responsibility for television operation or radio-TV combination. Box H-159, BROADCASTING.

Just one phone call away. A director with drive, a writer with wit, and announcer with sell-ability. Dave Davis 319-652-3144.

WANTED TO BUY—Equipment

Either 500w or 2 kw low channel VHF Television transmitter. Send price, condition and location to Box 3500, Glenstone Station, Springfield, Missouri.

Wanted: Complete UHF television station equipment. Need good used gear including antenna and transmitter. Box H-127, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

1000 watt I. T. A. type 1000B FM transmitter. 18 months old. GE 4 bay antenna with mount. Both \$3500.00 F. O. B. KDNT, Denton, Texas. Available now.

Turntables worn? Beautify your studios while protecting your records. Highest quality felt. Colors Green, Black, Brown, Blue. 16"—\$2.00; 12"—\$1.75. Radio Broadcasting, P. O. B. 376, Boone, Iowa.

For Sale . . . FM transmitting equipment in good condition. Two . . . GE BT2B 1000 wt FM Xmitters. One . . . GE BF3A 3000 wt. FM Amplifiers. One . . . Andrew four bay antennas. One . . . GE BY4D four bay antenna. Carl Swafford . . . 729-3575, Centerville, Tennessee.

Dark UHF—Over \$400,000 worth of equipment, mostly G.E., used less than one year. Inspection and itemization available. Want package offer. Box G-190, BROADCASTING.

For sale: 3 Gates 601 cartridge playbacks, and one Gates record amplifier just taken out of service. Like new. Excellent condition. Less than one year old. Complete Motorola base station and one mobil unit tuned to 153.35 mc. in fair condition. Contact KBEK, Waxahachie, Texas.

FOR SALE—Equipment

Continued

Two Gates M-5546 "Level Devils"—excellent condition—\$275 each, \$500 for both. Box H-56, BROADCASTING.

GE model BT1B 1000 watt FM transmitter approximately 12 years old, in good running condition. Reasonable offer considered. WRAY AM-FM Princeton, Indiana.

RCA BTF-3B 3,000 watt FM transmitter. Can inspect in operation. Available in 60 days. \$4,000. Mr. Frank Pratt, WNIB, Chicago, Illinois. 312-263-5252.

Write for complete listings of used broadcast equipment. Let us sell your unwanted equipment. Customers waiting. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Tower—300' self supporting Ideco complete with lighting. On the ground make offer Phone-Code 817-723-0791.

Jay Tapp 7 bay FM antenna. Handles up to 25 kw input & 7.3 gain. Good condition, \$2000. Factory tuned to frequency and ready to install. \$2700. Belltone Music Co., 928 K St., Suite 201, Sacramento 14, Calif.

Color monitor—GE type TM16B, like new, used less than 10 hrs. Include console & base cabinets all tubes, instruction manuals, plus a spare brand new 15GE22 pix tube and kit of spare parts. \$650 or best offer. Box H-135, BROADCASTING.

2 Federal FTL86C power supplies, 2 RCA WP33 power supplies, 2 Holmes 16mm projectors and some spare parts, 1 Federal Sync generator FTL63B, Federal Flying spot scanner FTL93B, 1 Ceco electronic motor driver without the friction head, 3 Dumont wave form monitors TA169A with power supplies, 2 Dumont stabilizing amplifier monitors 527OC, Fred Huffman, Chief Engineer, WAMU-FM, American Univ. Washington, D. C., 202-244-6800. Ext. 343.

1kw FM transmitter ITA1000B. Brand new. Will finance or trade for overseas air due bills. Also Rust remote \$400.00. Box H-155, BROADCASTING.

Base station 26.11 mc . . . Looks good is good . . . Pye-Rack type cabinet, contains receiver, basic transmitter, 25 watts feeding linear amplifier 50 watts also 3 db antenna —All practically new—first \$300.00 check takes all F. O. B. Mt. Jackson, Virginia—instruction books included—703-477-3128.

One model RDC-10 Gates remote control unit in good condition. Best offer over \$500. Contact: Al Kahn, Radio station WAGR, P. O. B. 1056, Lumberton, North Carolina.

Raytheon KTR-1000A one watt complete microwave, cameras, terminal radio and TV equipment. Box F-313, BROADCASTING, 212-EN 2-5680 need RCA TG-2A.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. Introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221. Steiner St., San Francisco

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners, Gags, sound effect bits, station breaks, ad libs. etc. . . . \$7.50. Show-Biz Comedy Service—(Dept. J), 65 Parkway Court, Brooklyn, N. Y. 11235.

Radio stations! Your idle time can turn to profit time, a guaranteed money-maker offered by reliable organization to selected stations. Write for details to Box F-330, BROADCASTING.

Comic deejays! New comedy service—scripts and character voices. Send \$1 for sample tape. Funnybits Productions, Box 2134, Davenport, Iowa.

WIVY Jacksonville, Florida—CBS network—1000 watt daytime—looking for new national rep—contact ED Oberle, WIVY, 1639 Atlantic Blvd., Jacksonville, Fla.

Free! Top star interviews! Record from your telephone! Write for number. Box 85068, Hollywood 27, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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.

First class license in six weeks. Private instruction at classroom rates. Master teacher with 12 years teaching FCC license courses. Write Bob Johnson, 1201 Ninth Street, Manhattan Beach, California.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles. New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, 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.

Announcing, programming, 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.

RADIO—Help Wanted

Announcers

YOU—AND TOP MONEY!

Top money in bigtime! Consultant's amazing formula guides you! Revealing manuscript "YOU AND TOP MONEY!" \$1.00! Also, personalized, taped instruction. Elementary, advanced.—"YOUR FUTURE IN RADIO" Frank—factual FREE. Ask for it.

HAL FISHER
BROADCASTING CONSULTANT
678 Medford, BR, Patchogue, New York

Sales

TERRITORY MANAGERS

Well known, old line firm in Radio—TV has openings for 3 sales capable executive type men to travel and manage New England, Southeast and Southwest territories. MUST be strong salesmen with at least sales management experience in Radio or TV. First consideration to residents of areas. No ceiling on earnings—all expenses paid—home weekends. Opportunity to join highly successful and respected sales organization. Send resume and all information with photograph first letter to:

Box H-91, BROADCASTING

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 23, January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. job placement free. Classes begin Sept. 8.-Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1. D. C.

FCC License in six weeks. Total cost \$285.00. Not a Q and A course. We have a record of success. Houston Institute of Electronics, 904 M & M Bldg., Houston, Texas.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Production—Programing, Others

PROGRAM DIRECTOR

#1 Top 40 Network Station needs swinging P.D. Midwest market of 400,000 awaits you. Salary open. Send resume, tape and samples of promotions.

Box G-106, BROADCASTING

WANTED RADIO NEWSMAN

We need a triple-threat man. Good voice, good writer, good reporter to be part of aggressive heads-up news organization. Network owned station in Top 10 Eastern market. Good salary working conditions and future.

Send Tape and Resume to:

Box H-80, BROADCASTING

ASSISTANT PROGRAM MANAGER

Wanted—A man of parts. Good at detail, production, on air promotion. A clever creative writer. Major prestige station in large Eastern market. Excellent salary and benefits.

Rush Resume to:

Box H-17, BROADCASTING

DIRECTOR

Must be capable of assuming control of news and commercial presentations. Good opportunity for experienced director. Plenty of latitude for creativity. Send resume and picture to:

Box H-65, BROADCASTING

Production—Programing, Others

Continued

Move Up To Larger Market

Opening for on the air working newsman with news director background, to work with outstanding news operation in large market. You will need pace, authority and excitement in your delivery of news. Rush Audition tape, Photo and Resume to:

Box H-151, BROADCASTING

Situations Wanted—Announcers

ATTENTION!!

New York, Chicago, L. A.
**AMERICAN'S WILDEST
ROCK JOCK**

in Top 10 market.
Box H-120, BROADCASTING

EMPLOYMENT SERVICE

COME WHERE THE FUTURE IS!

Texas needs all types
BROADCAST PERSONNEL NOW!

For free listing and/or information, write Texas Association of Broadcasters, 1004 International Life Building, Austin 2, Texas.

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**

MISCELLANEOUS

FOR SALE

All or part of valuable realstate with already erected 265' tower. Complete height 725' above sea level. Buildings for use as transmitter housing and possible office & studio space already on property. Formerly used as Civil Defense site. Located in the heart of satellite community of Olney, Md. Contact: Realty Service Inc., c/o William Miller, 3909 Oliver St., Hyattsville, Md. phone 301-864-1144.

MISCELLANEOUS

Continued

FOR SALE

Recording studio, 18 years in business, large southern city, fully equipped, opportunity unlimited. Reply:

Box G-313, BROADCASTING

WANTED TO BUY

Stations

LOOKING

FOR RADIO STATIONS to buy in Southeast. Will consider Georgia, Alabama, Florida, Tenn. N. Carolina, S. Carolina. Stations can be losing money. Markets of 250,000 up preferable, not essential. All replies confidential. You will be dealing directly with principal. Write, Box G-228, BROADCASTING

FOR SALE

Stations

MIDWEST

major market FM, high power, \$100,000 total price, \$10,000 down.

Box H-94, BROADCASTING

FOR SALE

Daytime AM—Class "C" FM combination in exclusive Southwest market. \$210,000.00 plus small consultant's fee. Some terms.

Box H-85, BROADCASTING

La.	single	daytime	\$ 75M	terms
Fla.	single	fulltime	60M	25M
Pa.	medium	fulltime	93M	SOLD
Fla.	metro	power	200M	50M
M. W.	major	daytime	160M	50M

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2045 PEACHTREE RD., ATLANTA, GA. 30309

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

1. SOUTHWEST. Exclusive. Full time. \$20,000 down.
2. PACIFIC NORTHWEST. Exclusive. Daytime. \$175,000 down.
3. SOUTHEAST. Top market. Daytime. \$225,000. 29% down.
4. PACIFIC NORTHWEST. High power. Full time. \$175,000. 29% down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 85

standard mileage separation with channel 18 if channel is assigned to Baltimore; and (2) agreement between South Central and Hudson, by which latter is to receive substantial consideration for consenting to use of channel by educational interests. Comments are due by Aug. 21, and reply comments by Aug. 28. Action July 29.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras, and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Doc. 14977-8, granted motion by WRAI to extend time to Aug. 11 to file exceptions to initial decision, and to Sept. 2 for replies. Action Aug. 5.

■ Granted motion by Al-Or Broadcasting Co. to correct transcript of July 7 oral argument in proceeding on application for new AM in Mebane, N. C. Action Aug. 5.

■ By memorandum opinion and order denied motion by WCRB Inc., to enlarge issues in proceeding on application and that of Central Broadcasting Corp. for new FM's in Springfield and Ware, respectively, both Massachusetts. Action Aug. 5.

■ By order in proceeding on FM applications of Paul Dean Ford and J. T. Winchester, London, Charles H. Chamberlain and Brown Publishing Co., both Urbana, all Ohio, for new FM's, Doc. 15279-81, (1) granted joint petition by Brown and Chamberlain for approval of agreement whereby latter's application would be dismissed; and (2) dismissed with prejudice Chamberlain's application. Action Aug. 5.

■ By memorandum opinion and order in Boston TV channel 5 proceedings in Doc. 8739 et al., granted petition by Boston Broadcasters Inc. to extent of enlarging issues in Doc. 15204-7 to determine (1) whether control of WHDH Inc and Boston Herald-Traveler Corp. has been transferred without commission authorization in violation of Sec. 310(b) of act, and (2) in view of facts developed under foregoing issue, whether WHDH possesses requisite qualifications to be commission licensee. Action Aug. 4.

■ By memorandum opinion and order in Cleveland TV channel 19 proceeding in Doc. 15183-4, denied Cleveland Broadcasting Inc. petition to add sufficiency of funds issue as to Community Telecasters of Cleveland Inc. Action Aug. 4.

■ By memorandum opinion and order in proceeding on applications of Chronicle Publishing Co. (KRON-TV) and American Broadcasting - Paramount Theatres Inc. (KGO-TV), both San Francisco, denied KRON-TV renewed request to modify issues. Action Aug. 4.

■ Granted petition by Lake-Valley Broadcasters Inc. to extend time to Aug. 10 to file reply briefs in support of exceptions to initial decision in proceeding on application for new AM in Crystal Lake, Ill. Action Aug. 4.

■ Granted petition by Northern Indiana Broadcasters Inc. to extend time to Aug. 6 to file opposition to Broadcast Bureau's petition for reinstatement of motion to reopen record in proceeding on Northern's application for new AM in Mishawaka, Ind. Action July 28.

ACTIONS ON MOTIONS

By the commission

■ Commission, on July 28, granted request by Ohio Radio Inc. (WKTN-FM), Kenton, Ohio, to extent of extending time from Aug. 3 to Sept. 15 to file comments and from Aug. 17 to Sept. 30 for replies in FM rule-making involving Jackson, Lima, Kenton and Bellefontaine, all Ohio, in Doc. 15543. Action July 28.

■ Commission, on July 29, granted request by Triangle Publications Inc. (WNHC-TV), New Haven, Conn., to extend time from Aug. 3 to Nov. 3 to file comments and from Aug. 23 to Nov. 23 for replies in matter of proposed rule on FM circular polarization. Action July 29.

By Chief Hearing Examiner
James D. Cunningham

■ Designated examiners to preside at hearings and scheduled prehearing conference and hearing dates in following proceedings: Sol Schildhouse—AM applications of D&F Broadcasting Co., Quincy, and Radio Monticello, Monticello, both Florida; prehearing conference Sept. 24 and hearing Oct. 21. Thomas H. Donahue—FM applications of St. Albans-Nitro Broadcasting Co., St. Albans, and WCHS-AM-TV Corp., Charleston, both West Virginia; prehearing conference Sept. 17 and hearing Oct. 12. Isadore A. Honig—AM applications of Community Radio of Saratoga Springs, New York Inc., and AM Broadcasters of Saratoga Springs Inc., both Saratoga Springs, New York; prehearing conference of WPFA Radio Inc., WTAX Inc. (WTAX) and Capital Broadcasting Co., all Springfield, Ill.; prehearing conference Sept. 23 and hearing Oct. 12. Forest L. McClenning—FM applications of Nelson Broadcasting Co. and WBNR Inc., both Newburgh, N. Y.; prehearing conference Sept. 17 and hearing Oct. 15. Action Aug. 4.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by WLEX-TV Inc. (WLEX-TV), Lexington, Ky., to continue July 31 prehearing conference to Sept. 1 in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action July 30.

By Hearing Examiner Charles J. Frederick

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., directed that return dates for certain subpoena duces tecum and further hearing are reset for Sept. 24 and 29, respectively. Action July 31.

■ In proceedings on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc., for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., granted motion by Timm and WDMG Inc., insofar as requests continuance of July 31 hearing and change in return date for certain subpoena duces tecum, new dates for which shall be set in future order of examiner. Action July 30.

■ As result of July 29 prehearing conference in proceeding on FM applications of Nelson Broadcasting Co. and Big River Broadcasting Corp., Kingston, and Ubiquitous Frequency Modulation Inc., Hyde Park, all New York, in Doc. 15535-7, scheduled certain procedural dates and further hearing for Oct. 12. Action July 29.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's in Kutztown and Annville-Cleona, respectively, both Pennsylvania, in Doc. 14425, 14440, granted Broadcast Bureau petition to extend time to Aug. 10 to file proposed findings and to Aug. 31 for replies. Action July 31.

■ In proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, in Doc. 15006-8, granted petition by Wallerstein and Arthur Powell Williams to extend time from July 31 to Aug. 7 to file reply findings. Action July 29.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Contemporary Radio Inc. to dismiss without prejudice application to change facilities of WAVL(FM) Minneapolis from channel 241, 10 kw, ant. height 72 feet, to channel 233, 53 kw, ant. height 421 feet. Action July 29.

By Hearing Examiner Forest L. McClenning

■ Formalized by order certain agreements reached at July 31 prehearing conference in proceeding on FM applications of Lakeland FM Broadcasting Inc. and Sentinel Broadcasting Co., both Lakeland, Fla., in Doc. 15540-1, and, among other things, continued Sept. 23 hearing to Oct. 19. Action July 31.

By Hearing Examiner Sol Schildhouse

■ Pursuant to July 30 further prehearing conference in the Boston TV channel 44 proceeding which was attended by participants in Houston TV channel 23 proceeding continued hearing in Houston proceeding from Sept. 14 to Oct. 14, beginning with consolidated issue going to qualifications of United Artists, and until Oct. 30 for hearing on issues in Boston case apart from

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 5

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,919	78	80	337
FM	1,146	46	206	267
TV	524 ¹	63	86	163

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 5

	VHF	UHF	TV
Commercial	512 ²	156	668
Noncommercial	57	50	107

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30

	AM	FM	TV
Licensed (all on air)	3,912	1,141	526 ¹
CP's on air (new stations)	64	40	56
CP's not on air (new stations)	85	190	86
Total authorized stations	4,061	1,371	668
Applications for new stations (not in hearing)	195	209	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	283	246	137
Applications for major changes (not in hearing)	192	59	37
Applications for major changes (in hearing)	43	4	11
Total applications for major changes	235	63	48
Licenses deleted	0	1	1
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

consolidated issue; rescheduled other procedural dates. Action July 30.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at July 31 prehearing conference in proceeding on AM application of Conant Broadcasting Inc. (WHLL), Medford, Mass., continued Sept. 16 hearing to Dec. 7. Action July 31.

■ Granted motion by Conant Broadcasting Inc. (WHLL), Medford, Mass., to reschedule July 30 prehearing conference for July 31, in proceeding on AM application. Action July 29.

By Office of Opinions and Review

■ Granted petition by Westinghouse Broadcasting Inc. to extend time to Sept. 2 to respond to petition for reconsideration and grant of AM application of Western Slope Broadcasting Inc. (KREX), Grand Junction, Colo. Action Aug. 4.

■ Granted petition by Radio Haddonfield Inc., Haddonfield, N. J., to extend time to Aug. 5 to file application for review of Review Board's decision in proceeding on AM application, et al. Action Aug. 4.

■ Granted motion by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to extend time to Aug. 12 to file reply briefs in proceeding on AM application. Action Aug. 4.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of August 3

KVIO Cottonwood, Ariz.—Granted CP to change from DA-D to non-DA. continued operation on 1600 kc, with 1 kw, D; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

WTVW(TV) Evansville, Ind.—Granted license for TV.

WPIX Inc. New York—Granted CP and license for new low power auxiliary.

WLWC(TV) Columbus, Ohio—Granted CP to reduce aur. ERP to 10 kw, and change type aur. trans.

WLWD(TV) Dayton, Ohio—Granted CP to reduce aur. ERP to 20 kw, and change type aur. trans.

WLWI(TV) Indianapolis—Granted CP to reduce aur. ERP to 29.5 kw, and change type aur. trans.

WLOX-TV Biloxi, Miss.—Granted mod. of CP to make changes in ant. system, and make other equipment changes; ERP 282

kw vis., and 141 kw aur.; ant. height 1340 feet.

WJBO-FM Baton Rouge—Granted mod. of CP to change type trans., decrease ant. height to 430 feet, and make changes in ant. system; condition.

Actions of July 31

WMOG Brunswick, Ga.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KBOX-FM Dallas—Granted mod. of CP to change ant.-trans. location; increase ERP to 35 kw; and ant. height to 200 ft.; change type trans. and type ant.; remote control permitted.

K02CU western shore of Lake Washington, Seattle—Granted assignment of license for VHF-TV translator to Tribune Publishing Co. (KTNT-TV).

■ Granted renewal of licenses for following: WAAC Terre Haute, Ind. WAJC(FM) Indianapolis; WFAM-TV Lafayette, Ind.; WGEE Indianapolis; WJIG-AM-FM, Tallahassee, Fla.; WJWM Lewisburg, Tenn.; WKIC-FM Hazard, Ky.; WFFR(FM) Terre Haute, Ind.; WIGO Indianapolis; WAEW Crossville, Tenn.; WAKY Louisville, Ky.; WKTA(FM) McKenzie, Tenn.; WSMJ(FM) Greenfield, Ind.; WEVC(FM) Evansville, Ind.; WHJE(FM) Carmel, Ind.; WSAL (auxiliary only) Logansport, Ind.

WBCA-FM Bay Minette, Ala.—Granted mod. of CP to change ant.-trans. location; change type trans. and type ant.; and increased ant. height to 295 feet; remote control permitted; conditions.

■ Granted renewal of licenses for following TV translators: K71BA, K73BA K75BB Apple Valley TV Association Inc., East Wenatchee and East Wenatchee Bench, Wash.; K07EE Forks TV Club Inc., Forks, Wash.; K13DY Kettle River Services Association, Ferry, Wash.; K02CU, Video Utility Corp., western shore of Lake Washington, Seattle; K09AJ, Ponderosa TV Club, Medical Springs, Ore.; K03A0, K06BI, K08BT, city of Manitou Springs, Manitou Springs, Colo.; K11BB, Hot Sulphur Springs TV User Association, Hot Sulphur Springs, Colo.; K73AX, San Luis Valley Television Inc., Romeo, La Jara, Manassa, Alamosa and Antonito, all Colorado; K06DA, K13FN, town of Alma, Alma, Colo.

Actions of July 30

WRAY Princeton, Ind.—Granted renewal

of license for AM conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

KNFM(FM) Midland, Tex.—Granted CP to change facilities on channel 222 (92.3 mc), from ERP 4.8 kw, ant. height 400 feet to ERP 50 kw; ant. height 390 feet; remote control permitted; condition.

WOOF-FM Dothan, Ala.—Granted SCA on sub-carrier frequency of 67 kc.

WAEF-FM Cincinnati—Granted license covering changes in frequency and ERP, and installation of new ant. and new trans.; remote control permitted.

WVDL-FM Scranton, Pa.—Granted mod. of CP to change type trans.; ERP 570 w; ant. height 88 feet; change ant. supporting structure, and make changes in ant. system.

KFLI Mountain Home, Idaho—Granted authority to operate daytime on specified hours of 6 a.m. to 6:30 p.m., for period beginning Aug. 1 and ending Nov. 1.

KACE-FM Riverside, Calif.—Granted CP to increase ERP to 2.10 kw, decrease ant. height to minus 90 feet and change type ant.; conditions.

Action of July 29

La Pine TV Corp. lower Deschutes River subdivision, La Pine and upper Deschutes River subdivision, Ore.—Granted CP for new VHF-TV translator on channel 11, to rebroadcast programs of KEZI-TV (ch. 9), Eugene, Ore.

K09BT Eagle Butte, S.D.—Granted assignment of VHF-TV translator to Eagle Butte Mens Club Inc., Paul Hingman, president; stock transaction.

WRSJ Bayamon, P. R.—Granted licenses covering change in ant.-trans. and studio location and changes in ant. and ground systems and use of main nighttime trans. as auxiliary daytime trans.

■ Following granted extensions of completion dates: WNJZ Port Chester, N. Y., to Nov. 9; WFSG Boca Raton, Fla., to Dec. 31; condition.

Actions of July 27

■ Remote control permitted for following: WCVL Crawfordsville, Ind., while using non-DA; KOWN Esccondido, Calif.; KCCR Pierre, S. D.; KHIP Albuquerque, N. M., while using non-DA ant. daytime.

■ Granted CP's for following new VHF-TV translator: Baker TV Booster Inc. on channel 8, Baker, Mont., to rebroadcast programs of KXGN-TV (ch. 5), Glendive, Mont.; Southeastern Broadcasting Corp., on channel 3, Greenville, S. C. WFBC-TV (ch. 4) Greenville, S. C.; Moffat County, on channel 7, Yampa Valley, Colo., KBTB-TV (ch. 3) Denver.

Vna Currier Broadcasting Corp. Lanesborough, Pittsfield and West Pittsfield, all Mass.—Granted CP for new VHF TV translator, on channel 7, to rebroadcast programs of WAST(TV) (ch. 13), Albany, N.Y.

Actions of July 28

■ Granted CP's for following new VHF-TV translators: People's TV Inc., on channel 5, Leadville, Colo., to rebroadcast programs of KCTO-TV (ch. 2), Denver; Hot Sulphur Springs TV Users Association, on channel 13, Hot Sulphur Springs, Colo., KCTO-TV (ch. 2), Denver.

Fine

■ By memorandum opinion and order, commission ordered Lloyd C. McKenney, tr/ as Iola Broadcasting Co., to forfeit \$500 for willful or repeated violations of Sec. 73.93(a) of rules by operating KALN Iola, Kan., with directional pattern without first-class operator on duty. Commission also denied McKenney's request for waiver of Sec. 73.93(a), and stated that "expects all licensees operating directional ant. to comply with first-class operator requirements in order to prevent interference to other stations and to ensure maximum service to each community." Licensee has 30 days to apply for mitigation or remission of forfeiture. Commissioner Loevinger absent. Action July 29.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Springfield, Greenfield and Worcester, all Massachusetts and Dayton, Ohio—Springfield Television Broadcasting Corp. and Station WKCF-TV. Filed petition to create new section to impose technical standards on CATV concerning quality of TV signals carried over their cables. Received July 28.

■ McKenzie, Tenn.—Tri-County Broadcasting Inc. Requests institution of rule-making proceedings to allocate FM channel 269A to McKenzie. Received July 28.

It has been cynically said that those who can, do, and those who cannot, teach. Dr. Harrison B. Summers is the exception to this questionable rule. A pioneer and leading scholar in the field of broadcast education, he is an audience researcher and former employe of two networks.

Dr. Summers retired this year from the Ohio State University, Columbus, where he was head of the radio-television programing division of the Department of Speech. His retirement followed some 47 years of teaching and professional broadcasting work. The occasion was noted by the Association for Professional Broadcasting Education. A resolution, adopted by the association, lauded Dr. Summers for instituting "... one of the earliest accredited college-level courses in broadcasting; that he served the industry as an executive of NBC and ABC, developing new and experimental programing which served the interests of the nation during a period of national peril; that he has been a diligent broadcast researcher, developing and refining techniques which continue to contribute to the industry to this time; that through his mastery of logical organization he has given the complexities of broadcasting sensible form and clear meaning in his publications; and during the 18 years since 1946 has devoted himself to building system and insight into what was then an infant field of broadcasting education, and what is now an established academic discipline."

Road to Veritas ■ The professor graduated, cum laude, from Fairmount College (now the University of Wichita) in 1917 with a double major in history and speech. For the next six years Dr. Summers taught speech and coached football in high schools in Missouri, Iowa and Oklahoma.

During this time he earned a Master of Arts in economics from the University of Oklahoma. Fifteen years of teaching—at Park College and then Kansas State University—passed before Dr. Summers received his doctorate in economics from the University of Missouri. He then returned to the University of Kansas as a full professor and started the school's first radio course—how to handle a microphone.

Dr. Summers's strong grounding in economics has nurtured his interest in audience research. Using the personal interview method, from 1937 to 1941 Dr. Summers conducted surveys in Kansas, with about 7,000 interviews annually, and in Ohio, with about 9,000 contacts. He describes the purpose of the surveys as analyzing program preferences in various socio-economic, educational, age, and geographical categories.

Something More ■ Dr. Summers

He practiced the theories he taught

would like to see more efficient use of broadcast research information. He believes that television networks would have fewer failures among new programs if they would only research their prospective audience according to program types.

Research is not for advertisers and agencies alone, Dr. Summers maintains it is equally applicable to programing. "What kind of people will watch a given type of program?" he would ask. Dr. Summers believes that it is possible to forecast the failure or acceptance of a program.

WEEK'S PROFILE



Harrison Boyd Summers—professor emeritus of broadcasting, Ohio State University; b. Stanford, Ill., 1894; history and speech major, Fairmount College, Wichita, Kan., 1917; high school teacher in St. Joseph, Mo., Burlington, Iowa, and Oklahoma City, 1917-1923; MA in economics, U. of Okla., 1921; taught speech and journalism, Park College, Parkville, Mo., 1922-1923; Kansas State College, 1922-1939; Ph.D. of Economics, U. of Mo., 1931; NBC eastern director of public service division, 1939; NBC Blue Network (later ABC) director public service programing, 1942-1946; head of radio-television programing division of Department of Speech of Ohio State U., 1946-1964; m. Leda P. Pfeifer, 1917; children—Robert Edward, b. 1918, and Dorothy May, b. 1921; member—American Assn. of University Professors, Speech Assn. of America, Assn. of Professional Broadcasting Education and Columbus chapter of National Academy of Television Arts & Sciences.

The professor can base his beliefs on experience not only in audience research but in the world of hard-knocking, practical work in programing. Dr. Summers, in 1939, was invited to observe NBC's operations for a six-month period by the network's advisory council. The purpose of the council was to orient broadcast educators to the network.

At the end of the six-month period NBC hired him as eastern director of its public service division. In 1942 he went with the Blue Network (which later became ABC). There he was responsible for public service programing and a member of the network's program board.

Dr. Summers returned to his teaching career in 1946 when he joined the faculty of Ohio State University, where he remained until his retirement in June.

Keeping Up ■ Dr. Summers had to develop his own course material, constantly revising to keep apace of the fast changing character of the broadcast industry. The material was mimeographed for the students.

He conducted courses in programing, development and planning, audience research, broadcast law and other broadcast managerial problems.

During his years at Ohio State Dr. Summer was also a part-time actor, appearing in 1962 on the weekly *Juvenile Court* over WBNS-TV Columbus.

Dr. Summers is closely oriented to theory, but to thermoems founded on experience. A former student put it this way, "Simply providing the tools is not enough. In showing others how to use these tools wisely and well, you have made a profound contribution."

Dr. Summers presently has three books in the making. One is a text for a course designed to educate the non-professional to the generalities of broadcast programing. A second work is being done with Walter Emery of Michigan State University, an attorney and former chief of the FCC's old division of renewal and revocation. This text will deal with case histories in broadcast law.

A third opus will be a study of programs and audiences.

The recent retirement is not easing Dr. Summers's schedule. In addition to working on the books the professor will spend the next academic year at Michigan State as a visiting professor. He will lecture on programing. Next summer he will travel to the University of Southern California to serve in a similar capacity.

The professor's son, Dr. Robert E. Summers, has followed in his father's field of broadcast education and will this fall assume duties as director of broadcasting courses at Ohio University, Athens.

A matter of time

WHATEVER the outcome of the elections next November, one political figure who is almost sure to lose is E. William Henry, the FCC chairman. Mr. Henry's retirement was all but formalized when President Johnson last week listed Bobby Kennedy among those whom he would not recommend for the Democratic vice presidential nomination. Mr. Henry, a Kennedy man, has slight rapport, professional or philosophical, with Mr. Johnson.

Unless Mr. Henry chooses to leave of his own accord, he will more than likely hold the chairmanship through the elections. Mr. Johnson, whose own family's television interests have been the subject of wide discussion, will be disinclined during a campaign to get anywhere near the agency that grants or withholds television licenses.

Yet for as long as he remains Mr. Henry will be regarded as a lame duck, and his influence will wane with every passing day of his expiring tenure. The erosion of his leadership has already become noticeable. In a number of important cases the chairman of the FCC has been in the minority; in some he has been a minority of one.

It is more than possible that Mr. Henry symbolizes a philosophy of regulation that is going out of style. With the advent of the Kennedy administration in 1961 a swarm of bright and eager activists arrived in Washington with a sense of mission. Their aspirations were exemplified by Newton Minow's announced determination to make the television wasteland flower. It was from that school that Mr. Henry was chosen to succeed Mr. Minow.

Since Lyndon Johnson's accession to the Presidency, the mood has changed. A year and a half ago it was possible to persuade a majority of FCC commissioners to vote for a rulemaking to set limits on commercial time. Three weeks ago it was impossible to persuade a majority to vote censures of a number of stations that had been selected by the FCC staff as horrible examples of overcommercialization. There is still, among all too many members of the FCC and its staff, a desire to control the program and advertising content of American broadcasting, but that desire can no longer be exercised as freely as it once was.

Speculation now centers on Mr. Henry's successor. With either Mr. Johnson or Barry Goldwater in the Presidency the next chairman of the FCC is more apt than not to be of comparatively moderate persuasion. It must also be hoped that he will have the stature and the will to run an agency whose staff, through the permanence of Civil Service, will still be dominated by the view that the government knows more about broadcasting than broadcasters do.

Dodging the issue

THE current dispute over debates by candidates for President avoids the real issue.

The question is not whether President Johnson and Senator Goldwater should appear before network cameras and slug it out. It is a matter of getting Congress, at the very least, to suspend the equal-time provision of Section 315 of the Communications Act so that only the major party candidates will get free time to appear before nationwide audiences on public issues. This would preclude demands for equal time from secondary candidates, with no chance of winning, who crop up every four years.

Even the suspension legislation now pending and which will pass before Congress quits, dodges the issue, which is outright repeal of Section 315. The section was conceived in the politicians' interests, not the public's. It inhibits freedom of broadcasting by preventing broadcast

journalism from exercising editorial judgment.

It is unrealistic to expect repeal legislation now. The time to get that job done is in between presidential elections. An impregnable case now can be made.

Senator Goldwater has not singled out broadcasters for purported bias in the handling of his pre-nomination activities. He and his supporters attacked, by name, several leading newspapers and many columnists. They did not spare network commentators either, notably on CBS.

There are no "equal-space" provisions governing newspapers or the news associations that supply networks and stations as well as newspaper clients. Then why Section 315?

There will be a record volume of commercial time on both radio and television purchased by the major political parties in the eight or nine weeks preceding the elections.

This time, and the time sold in behalf of candidates for other public offices, will be no bonanza for most stations and a net loss for the networks. It will pre-empt many commercial programs committed during the new fall season, particularly for television. And that time must be sold at no premium rates, whereas newspapers generally charge double or triple for political advertising.

The time for broadcasters to begin making their case for outright repeal of Section 315 is when the new Congress takes office next January. They will have four years before the next suspension "renewal" comes up, and if they don't succeed, they will have their own lethargy to blame.

Shooting the moon

FOR its extraordinary feat in transmitting the first close-up pictures of the moon, RCA (through its subsidiary NBC) should be awarded the first construction permit for a television station on the lunar site. And it should not count as part of NBC's domestic quota.

The feat was a combination of science, tenacity, teamwork and heavy investment. Every one of the numerous elements of the Ranger mission had to mesh. The crowning achievement was the smooth, faultless operation of the six RCA TV cameras, transmitter and other electronic equipment that brought back to earth 240,000 miles away a sequence of more than 4,000 pictures of the lunar surface before the Ranger crashed into the moon, as planned.

And to top the performance, a nation of viewers saw selected close-ups of the moon within hours after the mission was accomplished.

It was a great day for the United States, for NASA, for television and for General David Sarnoff and his associates.



Drawn for BROADCASTING by Sid Hix
 "Shut that damn thing off . . . he's putting!"

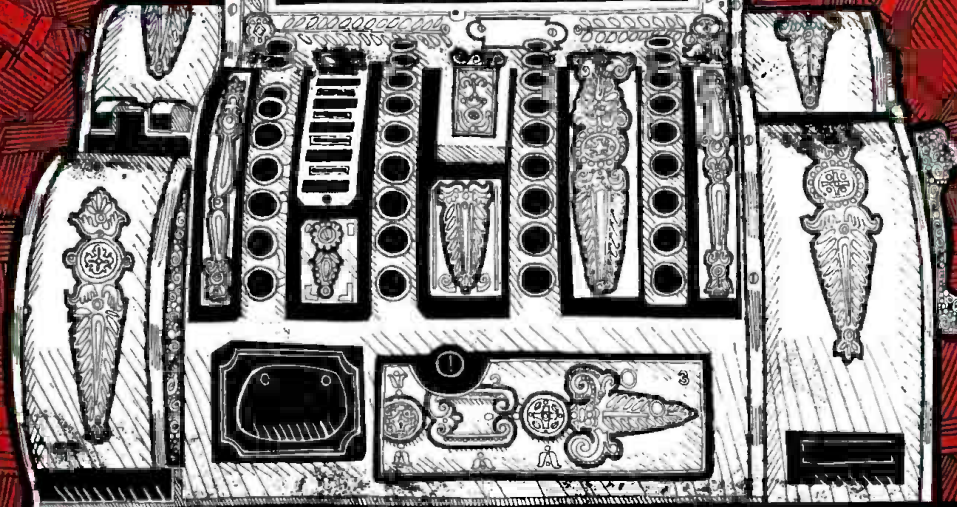
when **KSTP-TV**
says, "Go out
and buy it,"
people go out
and buy it!



5.15



add \$\$



TELEVISION
CHANNEL 5
MPLS.-ST. PAUL

HUBBARD BROADCASTING, INC.

JEANNE AGEEL



Why WNEM-TV bought Volumes 1, 2, 3, 4, 5, 7 and 8 of Seven Arts' "Films of the 50's"

Says James Gerity, Jr.:

President of Gerity Broadcasting Company
WNEM-TV 5 Flint-Saginaw-Bay City, Michigan

"The people of the Flint-Saginaw-Bay City Metro Market, and all of Eastern Michigan as well, are a sophisticated and discriminating audience. They buy more—(our Market has higher retail sales than five other markets with larger populations and higher daily television circulation)—and they expect more for their money.

The same holds true in their viewing habits. They demand the best. And with Seven Arts' 'Films of the 50's' we give them the best.

WE NEEDED A GOOD SUPPLY OF TOP QUALITY COLOR FEATURES TO MEET OUR EXCITING FALL COLORCASTING SCHEDULE

Seven Arts' 100—5 minute Cartoons
"OUT OF THE INKWELL"
will also be part of
WNEM-TV's Fall Schedule in Color!



... Seven Arts came up with just the quantity and quality we were looking for ... and, therefore, this Fall we'll be colorcasting such excellent films as 'SAYONARA,' 'DESK SET,' 'THE REMARKABLE MR. PENNYPACKER,' and many many more.

As an NBC affiliate, TV-5 prides itself on offering the finest programming in the market, including: First Run Seven Arts' 'Films of the 50's,' the best of NBC and complete Local News seven days a week. *We are the only station in Eastern Michigan with colorcasting facilities.*

Further, TV-5 has delivered continuous service to the 462,400 television homes in the Flint-Saginaw-Bay City Metro Market and Eastern Michigan for more than 10 years UNDER THE SAME OWNERSHIP.

Seven Arts' features play a big role in WNEM-TV's quality programming—further proof that TV-5 is always first with the finest."



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

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