



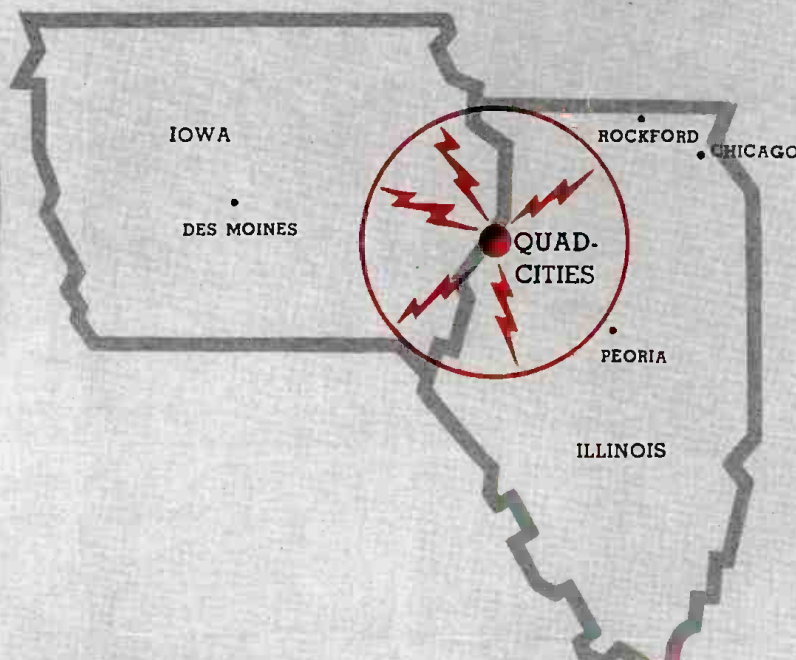
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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well Air Force Base FEB 64 ATSI
Montgomery Ala NEWSPAPER

NBC, Westinghouse ordered to reverse 1956 swap. p23
\$21-million sale of Goodwill stations approved. p52
Dodd again warns TV networks to clean up programing. p60
DCSS advanced-market concept enters third year. p29

COMPLETE INDEX PAGE 7



A GREAT CAMPAIGNER IN THE MIDWEST!

Get hard working, grass roots advertising support from a great campaigner in the mighty Midwest! The WHBF Stations have a lot going for you in the number two market of Illinois-Iowa: big, enthusiastic audiences (see latest audience surveys); lots of sales power (only Chicago has larger retail sales); important backing (CBS affiliation); complete coverage (TV 31 Counties, AM 5000 watts, FM 15,000 square miles). A great campaign deserves a great campaigner! Buy the WHBF Stations — The People's Choice! The Buyers' Choice! WHBF, Telco Building, Rock Island, Illinois.



This November, as in past elections, KVTV-Sioux City, is sure to be the overwhelming choice for election coverage in Siouxland.

KVTV pioneers in making sure that the people know both the candidates and the issues. National elections are covered in depth by our CBS network, and KVTV specializes in putting the local picture before the public. KVTV maintains the largest broadcast news staff in the Siouxland region to make sure that Siouxlanders get the full story. And there are 752,400 * Siouxlanders. For a winner, put your message on KVTV. See your Katz man.

* Sales Management—Survey of Buying Power, 1964

THE KATZ AGENCY, INC.
National Representatives



KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



**PEOPLES
BROADCASTING CORPORATION**

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



Now that he's gone, they listen to radio in Baltimore.

And the station that holds their fascination is WCBM. Who else but WCBM could enchant them, entertain them and elicit their immediate response? You might say that women listeners in Baltimore consider WCBM to be the chic station.

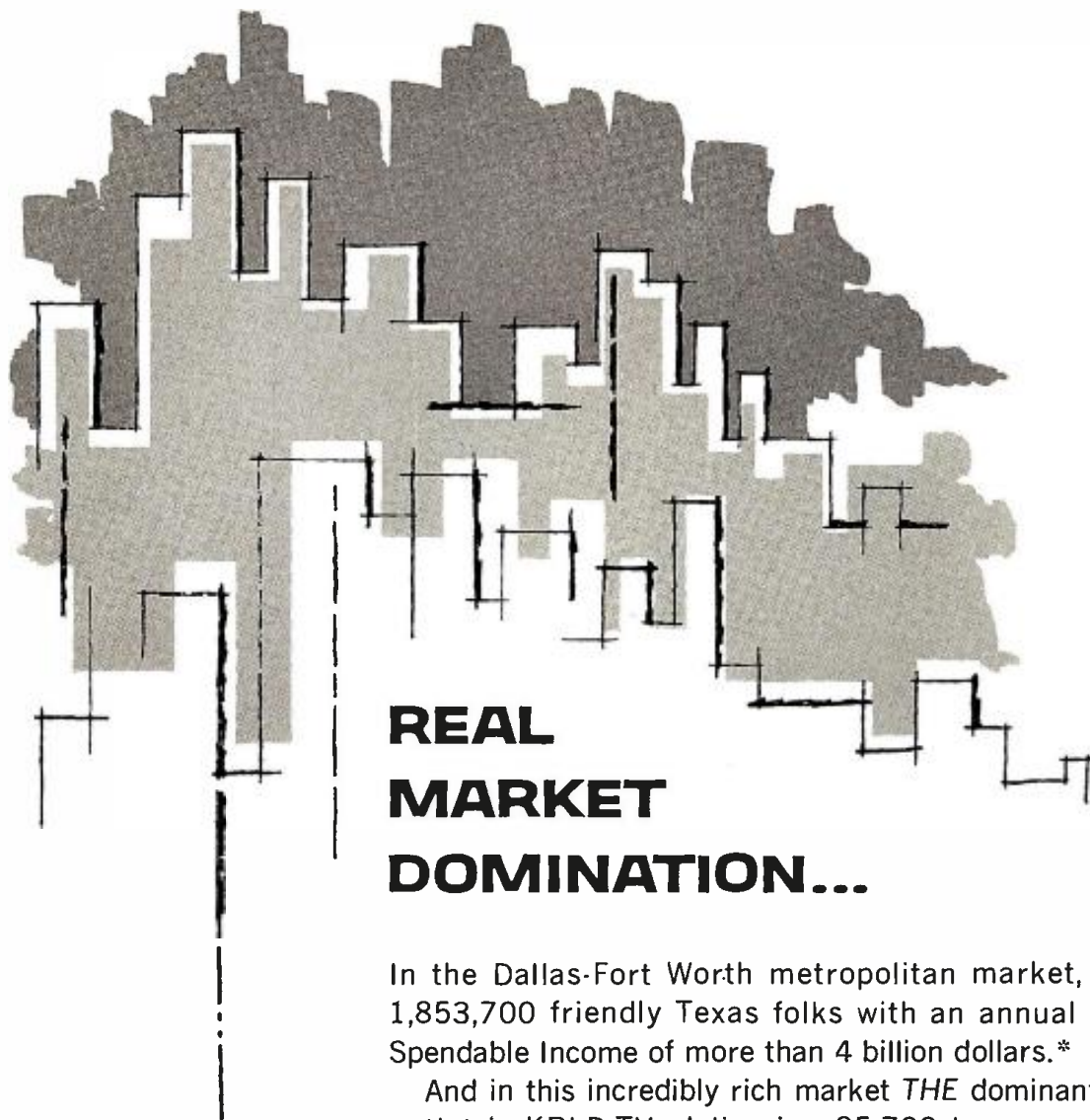
They've fallen for WCBM's popular personalities, "Dialing for Dollars," Arthur Godfrey and Charles Collingwood of CBS, David Schoenbrun of Metro-media and, of course, its delightful music.

We know that WCBM is the favorite station among adult women in Baltimore because R. H. Bruskin Associates asked them to say which station mattered most. The study reveals many interesting things about Baltimore radio. WCBM or a Metro Radio Sales representative will be glad to give you the details.

Men? We're second with them... but we look for a breakthrough shortly. In our next message, we'll illustrate how men personify WCBM.

WCBM radio
680 AM/106.5 FM

John Elmer, F. P. & General Manager, Represented by Metro Radio Sales, Metropolitan Broadcasting Radio, A division of Metro-media, Inc.



REAL MARKET DOMINATION...

In the Dallas-Fort Worth metropolitan market, there are 1,853,700 friendly Texas folks with an annual Consumer Spendable Income of more than 4 billion dollars.*

And in this incredibly rich market *THE* dominant television outlet is KRLD-TV, delivering 85,700 homes per average quarter-hour, 9:00 a.m. to Midnight, Monday thru Sunday, for a 40% Metro Share of Audience**—and this in a 4-station market.

See your **ADVERTISING TIME SALES** representative — soon.

*SRDS July 15, 1964

**ARB April, 1964



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Debate prognosis

Insiders predict that despite by-play on presidential debates, with Goldwater challenging and Johnson treading water, suspension and Section 315 to permit appearances of leading candidates will be passed by Congress. Neither party wants to forego free time on all networks and differences over format—whether direct confrontations (unlikely) or individual appearances on pre-determined topics (likely)—will be settled.

Who grabs ratings tab?

Broadcast Rating Council and broadcast rating services are getting ready to take on question of what it'll cost to audit services, and who is to pay how much. Council isn't talking yet, but there are indications that auditing four major services will cost less than expected—definitely less than \$200,000 a year. Services have agreed to pick up tab, but exact details remain to be worked out. It's expected, incidentally, that council will employ two accounting firms to handle auditing.

Though rating services will pick up tab for auditing, it's taken for granted that they will pass this bill on to subscribers, perhaps also including some internal audit-related expenses as well as auditors' bill. But there's beginning to be some grumbling among advertising agencies that they should not have to pay extra to get ratings they can depend on. It's their view that audit costs should be paid primarily by stations, in line with practice in other media.

Macy's radio sale

Expected to be announced this week is sale of WFAS-AM-FM White Plains, N. Y., by J. Noel and Valentine E. Macy Jr. to group headed by principals of American Greetings Corp., Cleveland, for \$850,000. Macy family, prominent in New York state newspaper and political circles, recently sold newspaper properties to Gannett newspapers. WFAS, established in 1932, operates on 1230 kc with 1 kw-D, 250 w-N. WFAS-FM, which began operation in 1947, is on 103.9 mc.

Louisville slugger

WHAS-TV Louisville, fined last month by FCC for purported violation of sponsor identification rule, has decided not to take it lying down. Victor A. Sholis, vice president and director of

CLOSED CIRCUIT®

newspaper-owned property, has notified FCC it will not pay \$1,000 forfeiture "unless finally ordered to do so by a court having jurisdiction of this matter." Monkey now is on FCC's back since to sustain its position, it must sue through attorney general with trial by jury.

This is second challenge of FCC's right to impose fines under Section 317 sponsor identification rule. Four Minneapolis TV stations, fined \$500 each for technical violation, last year refused to knuckle under. FCC has yet to move on these cases. WHAS-TV case involved purported failure to announce that half-hour documentary broadcast last April was sponsored by group acting for one of candidates for Democratic gubernatorial primary. FCC split 4-3, with strong dissent from Commissioner Lee Loevinger who said FCC had denied station due process and that action was not based on facts.

Exploring

Exploratory meetings with executives of four networks on replacement for LeRoy Collins were held in New York last week by three members of executive committee of National Association of Broadcasters. Joint Board Chairman Willard Schroeder, Time-Life stations, Grand Rapids; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., chairman of radio board, and John F. Dille Jr., Communicana Stations, vice chairman of TV board, made rounds at NBC, CBS, ABC and Mutual. Ideas were exchanged on type of chief executive trade association should have and possible changes in structure or orientation.

Mr. Schroeder said executive committee wouldn't procrastinate and that full selection committee shortly would be named. No list of eligibles, either among broadcasters or public figures, has yet been drafted although names of numerous individuals both in government and among station operators and trade groups were tossed about.

Workload back-up

Confidential memorandum circulated to his fellow FCC commissioners by Commissioner Lee Loevinger has provoked new controversy with Broadcast Bureau staff. Judge Loevinger, who is adept with slide rule, reported that 10-year analysis of workload

shows FCC is farther behind than ever in practically every area of its work in spite of increased yearly appropriations and year-by-year increases in staff. Broadcast Bureau Chief James Sheridan is on spot and intends to answer Loevinger treatise chapter and verse.

Try, try again

Has ABC finally hit on device for equalizing competition between itself and other networks, at least in some areas? Network struck out in effort to have FCC drop short-spaced VHF channels into new markets. And its plan for requiring all three networks to share equally VHF affiliates in major markets is on ice. But last week FCC granted short-spaced move-in for ABC affiliate WVEC-TV (ch. 13) Hampton, Va. Reason, reportedly, is to equalize competition among three network affiliates in Newport News-Norfolk-Portsmouth market.

Station says move—about 9.7 miles west of Norfolk—will give it comparable coverage to that available to CBS affiliate, WTAR-TV Norfolk, and NBC affiliate, WAVY-TV Portsmouth. ABC now hopes its affiliate in Beaumont-Port Arthur, Tex., KBMT(TV) has same luck in its pending application for short-spaced move-in. After that, other ABC affiliates are expected to make same request.

Mundt's poll posture

Concern of Senator Karl E. Mundt (R-S.D.) about broadcasts of election returns, forecasts or "declarations" of winners based on eastern returns while western polls are open is expressed in letter urging Senate Commerce Committee undertake study of subject before Congress adjourns.

Author of S. 2927, bill to prohibit such broadcasts before all polls in U. S. are closed, Senator Mundt stresses prohibition may not be best idea but is talking point. He told Chairman Warren G. Magnuson: "It may be possible to develop ideas and possible solutions which could be implemented voluntarily by the broadcasting industry either independently or in cooperation with the FCC as well as lay the groundwork for further consideration by Congress in the future if necessary." Mundt bill is rewrite of one introduced in last Congress by Senator Barry Goldwater (R-Ariz.).



WHEN IT COMES TO WOMEN...we've got all the good numbers

Dive right in and come up with extra sales to your hottest sales prospects . . . the live-wire, big-spending, 18 to 39 year old gals who always count on WJBK-TV for spirit-lifting fare. Summer, winter, spring and fall, they love us best of all! And why not? We entertain them royally with top-notch movies, great variety shows, the best of CBS and a full hour of dinnertime news. Get in the swim in the booming 5th market! Call your STS man for avails.

WJBK-TV



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT STATIONS IN IMPORTANT MARKETS</i> STORER <i>BROADCASTING COMPANY</i>
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KCBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

Strange game of musical chairs finds FCC giving renewal to NBC's Philadelphia stations, but on condition they're reswapped with Westinghouse's Cleveland outlets. Philco loses out on channel 3. See . . .

PHILADELPHIA CIRCLE COMPLETE . . . 23

Advanced markets are detailed by Doherty, Clifford, Steers & Shenfield. Agency's theory: Keep ahead of growth statistics. Research team covers potentials of markets with "pockets of prosperity." See . . .

TV PLUS IN ADVANCED MARKETS . . . 29

All things change but word of Dodd. Senator at hearing reviews TV's "excesses of brutality, violence and sexuality," hints at possible legislation. Problems have diminished since last hearing, he allows. See . . .

DODD RERUNS HEARING . . . 60

CBS drops Cronkite, reels in Trout and Mudd as anchor-men for Democratic National Convention later this month. Dallas Townsend will replace Trout for radio coverage. Rumors Cronkite will quit are denied. See . . .

CRONKITE OUT FOR CONVENTION . . . 62

Metrecal has fatter sales potential on radio than on TV, test shows. Results prompted \$300,000, 30-market campaign on 100 radio stations. Radio Advertising Bureau suggested and underwrote research. See . . .

HEAVYWEIGHTS IN AUDIENCE . . . 26

Busy FCC last week approved two major sales. Goodwill Stations was bought by Capital Cities and WJRT Inc. for more than \$21 million. Metromedia's KOVR(TV) was sold to McClatchy Newspapers for \$7.8 million. See . . .

BIG SALES GET FCC NOD . . . 52

Triangle Stations is expanding syndication operations with new offices in four cities and larger staff in New York. Firm plans to announce new program efforts soon. Benedict will head syndication sales. See . . .

TRIANGLE EXPANDS SYNDICATION . . . 59

House hears arguments that cutting TV excise tax in half will eliminate \$10-30 extra charged for all-channel sets. Change of law faces race against congressional attempt at adjournment Aug. 20. See . . .

TAX RELIEF PLEAS IN HOUSE . . . 67

WRAL-TV Raleigh, N. C., had license renewed last week, but only after FCC scrutiny. Editorializing was issue, and renewal was accompanied by sharp letter warning station to stick to fairness doctrine. See . . .

WRAL-TV SURVIVES INVESTIGATION . . . 66

Foote, Cone & Belding, which went public last fall, reports higher commissions and fees, profits and billings in first half of '64 than same period last year. New York Stock Exchange next step. See . . .

FC&B'S FIRST HALF . . . 72

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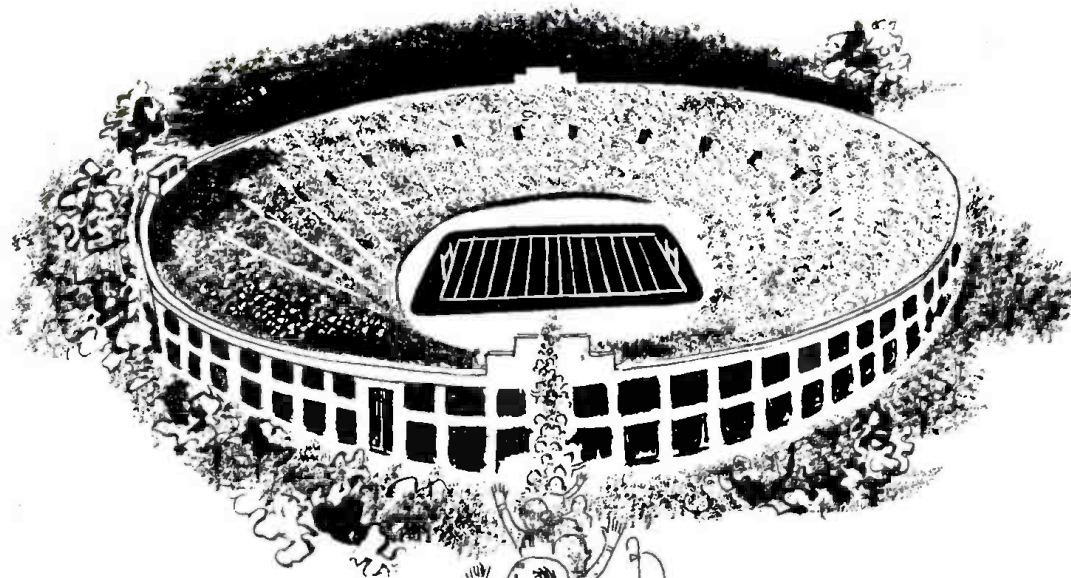
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

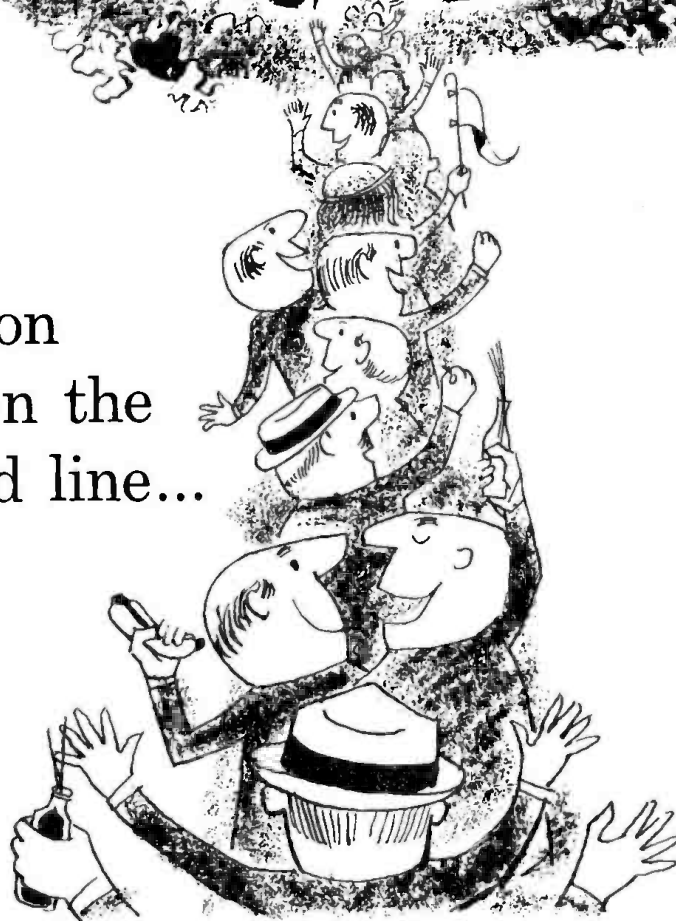
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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.



6 million
seats on the
50 yard line...



Who's kidding who? ... A stadium that would accommodate KCMO Radio's potential audience (6,393,097 population within the 213 county ½ millivolt area) would be bigger than the Grand Canyon...and the K. C. Chiefs' playing field seats 40,000.

So what do the rest of the Chiefs' fans do? They tune to KCMO-810-Radio.

Kansas City sports fans are among the most loyal in the nation. Famous for their support of the pro-football Chiefs, the K. C. Athletics and Big Eight football and basketball...all thoroughly covered by Kansas City's No. 1 sports station, KCMO-Radio.

Bruce Rice, Sports Director at KCMO, supervises all sports coverage and personally wraps up the local,

national and international sports news on his daily Sports Book Show.

Tom Hedrick, new voice of the Chiefs, will do the play-by-play broadcasts for Kansas City's AFL pro-football entry. Hedrick was picked as Kansas Sportscaster of the year for 3 years; will continue as Director of the K. U. Sports Network.

Bill Grigsby, Tom Hedrick's broadcast team mate, will provide the color at all the K. C. Chiefs' games again in 1964.

To put these loyal KCMO fans to work for your product (or your client) call Katz or KCMO-Radio today for availabilities.

Broadcasting House, Kansas City, Mo. 64108

Represented nationally by the Katz Agency

KCMO-810-radio

Kansas City's No. 1 Sports Station

WCKT(TV) wins initial decision

Examiner would renew Sunbeam's license, deny Community's application

FCC Hearing Examiner Thomas H. Donahue last Friday (July 31) recommended license renewal be given to WCKT(TV [ch. 7]) Miami. Competing application of Community Broadcasting Corp. would be denied by Mr. Donahue.

WCKT, owned by Sunbeam Television Corp., was favored for its broadcast experience and proposed programing. Examiner discounted argument that WCKT would take pains to present quality programing only for sake of gaining preference in comparative hearing. He said he was "inclined to view Sunbeam's programing in its many desirable ramifications, including the very apparent substantial effort that has gone into its creation and presentation and the very obvious sacrifice of material gain for

quality. . . ."

Community received a "bow" from Examiner Donahue for its civic participation by principals and diversity of background and business interests. But he added that two points won by WCKT "dwarf all others."

Community's application was only one filed against WCKT's renewal bid (BROADCASTING, July 6, 1963).

Short-term ■ WCKT has been operating channel 7 with four-month license granted in 1962 and subsequent extensions.

Sunbeam won "by default" comparative hearing with three other applicants that were disqualified after series of rehearings.

Sunbeam is owned by Sidney D. Ansin and his son, Edmund N., (each 23.2%), Jay F. W. Pearson, Charles L. Kelly, Harold Zinn and Catchings Threl (each 10%), Sarah F. Milledge (5%) and six others.

Community has 12 principals each owning 8 1/3%. They are: Tally Embry; Harold E. Kendall; Robert Uricho Jr.; John McGeary; Guy B. Bailey; Fred H. Billups; Dr. James J. Griffiths; Herbert H. Johnson; William F. Koch Jr.; W. Allen Markham; James F. McKillips Jr., and Clifford Russell.

GOP to use Burnett for bulk of campaign

Republican National Committee will retain Leo Burnett Co., Chicago, at least through fall political campaign to place "major portion" of its advertising and much of creative work, it was learned Friday (July 31).

Word came from Lee Edwards, newly appointed director of public relations for GOP who has worked in similar capacity for Goldwater draft and campaign organizations since last November. Burnett has been GOP's agency since January 1963.

Fuller & Smith & Ross, New York agency that has handled most of Goldwater advertising, is expected to be one of group of agencies GOP intends to select to operate on regional basis.

Plans for extensive, even "very heavy" use of television in Goldwater campaign are still being worked out and special committee to raise funds specifically for TV is being organized.

Mr. Edwards, 31, worked in political relations for Sorin-Hall Inc., Washington for year before joining Goldwater

camp and was news secretary to former Senator John M. Butler (R-Md.) from 1959-1962. He replaces William Sprague, resigned, who joined committee Jan. 1, 1962, from Samuel E. Stravisky & Associates Inc., Washington. Before that he was with NBC News in New York and Washington.

FCC approves sale of 2 AM's, 1 FM

FCC Friday (July 31) announced approval of sales of WQXI Atlanta, KBEA Mission, Kan., and KBey(FM) Kansas City, Mo.

WQXI was sold by Esquire Inc. to Fox, Wells and Rogers, investment firm, for \$1,075,000 and \$225,000 agreement not to compete. Lester, Max and Morris Kamin and Dr. Charles M. Gaitz sold KBEA and KBey to Victor, Harry and Morris Lerner, Jack H. Glenn and others for \$450,000.

Fox, Wells and Rogers is majority owner of WSAI-AM-FM Cincinnati and for some years was major stockholder in KOGO-AM-FM-TV San Diego, which it sold in 1962. WQXI is fulltimer on 790

kc with 5 kw during day and 1 kw at night. Esquire bought it for \$1.6 million in 1960.

Esquire is diversified firm and publisher of *Esquire* magazine.

KBEA is on 1480 kc and is licensed as 1 kw daytimer, but has construction permit for 1 kw day and 500 w night.

KBey is on 104.3 mc with 17.5 kw. Kamins retain KXYZ-AM-FM Houston, where they also have application pending for TV station on channel 29.

Brightman reply on 300 radio stations

Three-hundred radio stations that air daily paid broadcasts of Rev. Dr. Carl McIntire's *Twentieth Century Reformation Hour* have been sent taped, 24-minute reply to alleged personal attacks on Samuel C. Brightman, deputy chairman for public affairs of Democratic National Committee.

These stations have agreed to broadcast them without charge, committee spokesman said.

Further action, he said, is being prepared on another 300 stations that carry McIntire program but have either (1) not answered requests for time for Mr. Brightman's reply, (2) refused time or (3) asked to be paid for it.

Mr. Brightman's reply is ad-lib review of "hate mail" he says Dr. McIntire's broadcasts have inspired and refutation of minister's pictures of Democratic party, its purposes and its leaders.

"Until a very few days ago nobody

Debate invitations

CBS's three owned stations in California have invited state's major party candidates for U. S. senate, Republican George Murphy and Democrat Pierre Salinger, to participate in face-to-face one-hour debate to be broadcast in prime time during October. Proposal is for debate to originate in studios of KNXT(TV) Los Angeles, to be fed to CBS-owned radio stations KNX Los Angeles and KCBS San Francisco. Program would be made available to other California TV and radio stations as well as CBS-owned outlets.

hated me or liked me who did not know me," Mr. Brightman's reply begins. "Since that time I have had an avalanche of hate mail. . . I wonder if Dr. McIntire would sleep in good conscience if he saw this mail that he has inspired and which I will never show to my family."

"I want to say that the majority of broadcasters have been fair and prompt in saying that I should have time to respond," Mr. Brightman says in his reply tape.

Dr. McIntire, whose offer to Mr. Brightman of time on his program was not answered, has written his adherents that "we really are in trouble." In written appeal for donations he reviewed his troubles with Democrats and said some stations are being intimidated and are demanding that he submit written scripts with each broadcast. Urging listeners to form local McIntire clubs to support his broadcasts, minister pleaded that he has never used script and doesn't intend to.

Demand for ch. 10 in Duluth grows

Fight over channel 10 Duluth, Minn., is shaping up among some well-established broadcasters.

FCC has accepted applications from WMT-TV Inc., licensee of WMT-TV Cedar Rapids, Iowa., and Central Minnesota Television Co., licensee of KCMT(TV) Alexandria and KNMT(TV) Walker, both Minnesota.

WMT-TV Inc. is owned by American Broadcasting Stations Inc. (54%) and William B. Quarton (31%). ABS, owned 100% by Mrs. Helen Mark, is licensee of WMT-AM-FM Cedar Rapids and KWMT Fort Dodge, Iowa.

Central Minnesota is principally owned by Thomas A. Barnestuble, Julius Hetland and Earl C. Reincke.

Application, still to be accepted by commission, has been submitted by Channel 10 Inc., 20% owned by John H. Poole, chairman of John Poole Broadcasting Co. and KBIQ Inc., licensees, respectively, of KGLM Avalon and KBIG(FM) Los Angeles, both California. Other principals are Frank Bepfer, Maurice M. Cohen, Robert Nickloff, and A. William Heddenberg.

Key convention roles for Magnuson, Pastore

Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), top Senate Democrats on broadcasting matters, are likely to play important roles in Democratic National Conven-

tion (see page 62).

Senator Pastore will be recommended to Democratic National Committee to be keynote speaker, traditionally one of most important speeches delivered during convention. Senator, fiery liberal orator, is chairman of Communications Subcommittee.

Senator Magnuson, chairman of Senate Commerce Committee and Democrats' senatorial campaign committee, is being given top consideration for job of vice chairman of convention. As such he would be assistant to permanent chairman and replace him (Speaker of House John W. McCormack) if he were absent.

Toothpaste firms plan heavy ad drives

Three-way battle emerging in "anti-decay" dentifrice field is expected to place increased budget into TV with impending national introduction of Bristol-Myers' Ipana Durenamel and Colgate-Palmolive's Cue in competition with Procter & Gamble's four year-old Crest toothpaste. Extent to which radio may benefit was not clear Friday (July 31).

B-M's new product, handled through Doherty, Clifford, Steers & Shenfield, New York, will be advertised, starting in approximately two weeks, on various network TV programs and in large number of spot TV markets throughout country. Spokesman for Cue toothpaste said "accelerated marketing program" is being developed for new product but added that advertising plans could not be divulged since date for national in-

troduction of new product has not been set. He indicated that substantial spot and network TV will be used.

C-P's Cue has been given official recognition by American Dental Association as being "effective decay-preventing dentifrice." B-M's Ipana Durenamel will seek ADA recognition shortly. Crest has had ADA recognition for four years.

Press Wireless sale to ITT set for final OK

ITT announced Friday (July 31) it had reached agreement on plan to purchase Press Wireless Inc., New York, overseas short-wave communications service for broadcasting networks and stations and newspapers. Sale of Press Wireless, founded in 1929 and owned principally by Time Inc., New York Times Co. and New York Herald Tribune Inc., is subject to approval by FCC and boards of respective companies.

Senate committee sees more money for FCC, FTC

FCC and Federal Trade Commission have been recommended by Senate Appropriations Committee for small increases over House recommendations for fiscal 1965 budgets, it was reported Friday (July 31).

Senate panel would give FCC extra \$150,000 for total of \$16,460,000 and FTC \$300,000 more for \$13,025,000.

Proposal, part of \$13.6 billion appropriation measure (HR 11296), is expected to go before Senate this week.

More brickbats at GOP coverage

Objectivity of reporting, questioned sharply as result of coverage of Republican National convention, also is hot subject among news media. CBS coverage of convention was criticized in editorials on CBS and ABC affiliates (see page 63).

WBT-WBTV(TV) Charlotte, N. C., CBS affiliates, said majority of commentators and syndicated columnists "are of moderately liberal persuasion" and were like fish out of water trying to be impartial covering GOP convention. They ought to be relieved "as they turn to covering the Democratic national convention," editorial said.

ABC affiliate WTXL West Springfield, Mass., said CBS handling of planned Goldwater visit to West Ger-

many "represents journalism at its worst and indeed its most dastardly."

'Quill' poll ■ Attitude of political candidates toward news media bears on his treatment by them is view of 84% of 89 editors and broadcast news editors responding to *Quill* magazine poll published in August issue.

Survey by *Quill*, Sigma Delta Chi journalism society magazine, also said 52% found "real cause for concern in the regular challenges to the 'impartiality' of political reporters"; 66% favored "television or newspaper debates" this fall by presidential nominees; 52% disagreed with suggestion that "declarations" of winners by broadcast media should be withheld until all polls close.

Conferences at Geneva regarding the General Agreement on Tariffs and Trade (commonly referred to as GATT) are significant for the whole U. S. economy. Some details relevant to certain subjects being discussed may shed extra light on the importance of these conferences.

A tax is a tariff is extra cost

Regardless of what it is called, any tax added to the fixed tariff on a product imported into a country adds to the cost of that product. When the final cost is prohibitive, importation of that product often falls precipitously.

That is exactly what is happening to American steels going into foreign countries, with serious results. Special taxes levied by foreign governments on American made steels are causing a drastic drop in steel exports from America. *There are no such special taxes levied upon foreign steels imported into this country.* In fact, a contrary condition exists; foreign countries have sold their steel in this country at prices lower than in their own countries. This is called "dumping."

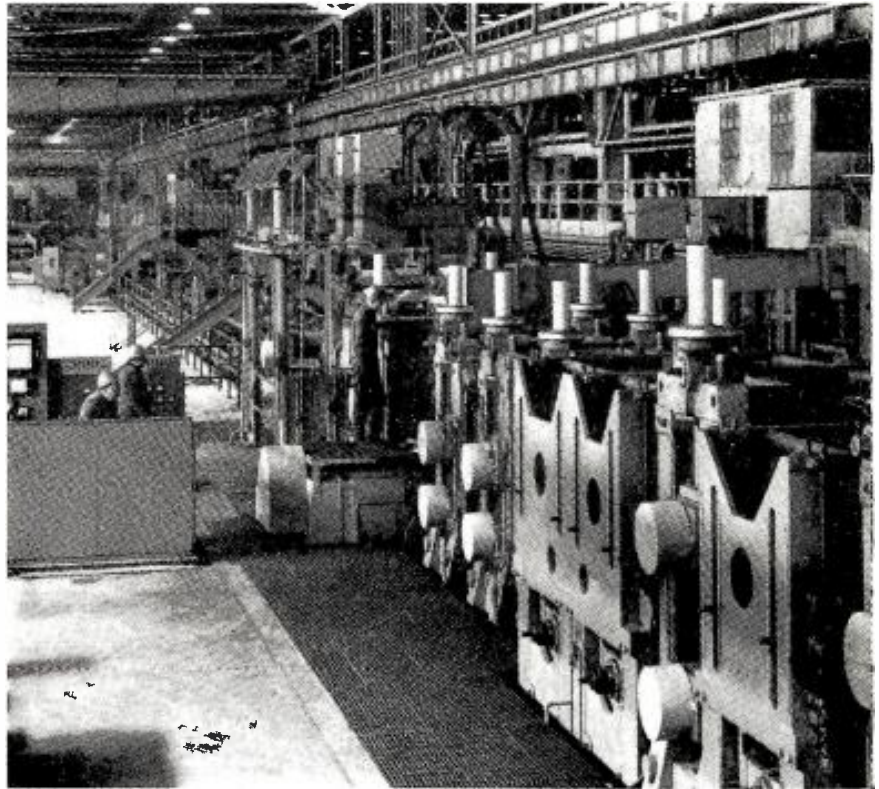
As a result, in part, of this politically subsidized foreign competition, millions of man-hours of American employment are being lost. Untold sums of income taxes are lost to our government. The national balance of payments is being seriously altered.

The American Steel Industry is struggling against still another facet in competition, one that is peculiarly ironic, and expensive. Steel plants in most foreign countries are almost all more modern than U.S. mills, because they were newly built—with the vital aid of U.S. tax money—since World War II. In contrast, American steel facilities not only had to fight the

war, but had, as well, to carry the world, friend and foe, through the reconstruction period.

Steel mills in the U. S. have been continually modernizing, too. Republic Steel's current program has one phase alone costing \$400 million. What we now need is an opportunity to compete on an equitable basis.

This is why leaders in the steel industry trust that current GATT conferences will be able to effect changes in laws and regulations so that American steel will receive equal treatment to compete in world markets, and thereby improve the situation endangering the nation's economic health.



REPUBLIC STEEL
CORPORATION
CLEVELAND, OHIO 44101

This STEELMARK of the American Steel Industry on a product assures you it is made of modern, versatile, economical Steel. Look for it on the products you buy.



**TWO ULTRAMODERN PIPE MILLS ARE LATEST
IN REPUBLIC'S CONTINUED MODERNIZATION**

This new electric weld pipe mill at Youngstown, Ohio, was the first step in Republic's complete modernization of this major plant's pipe-producing facilities. Under way now is construction of a new mill for production of butt weld pipe. This stretch reducing mill will far exceed conventional mills in production efficiency.



RINGMASTER KEN GRANT
IN THE
BIG TOP RADIO CENTER RING
SUNDAY 6:00-midnight



K·NUZ
HOUSTON'S 24-HOUR MUSIC AND NEWS
National Reps.:
THE KATZ AGENCY, INC.
New York • Chicago
• Detroit • Atlanta
• St. Louis • San Francisco
• Los Angeles • Dallas
In Houston: Call DAVE MORRIS — JA 3-2581

DATEBOOK

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

■Indicates first or revised listing.

AUGUST

Aug. 3—Requests for legislation to reduce 10% excise tax on communications to be presented before House Ways & Means Committee by Robert D. L'Heureux, National Community Television Association.

■Aug. 3-7—American Bar Association committee for review of the copyright law to discuss ramifications of copyright bill proposed in Congress, at Waldorf-Astoria hotel, New York.

Aug. 4—Georgia Association of Broadcasters forum on CATV and pay TV. Featured speakers will be Robert D. L'Heureux, general counsel of National Community Television Association; John Pinto, vice president of RKO General Phonovision Co.; Terry Lee, vice president for planning and development of Storer Broadcasting Co.; William Carlisle, vice president for station services, National Association of Broadcasters; W. Theodore Pierson, Pierson, Ball & Dowd, Washington; Herb Jacobs, president of TV Stations Inc., New York; Morton Leslie, acting chairman of Television Accessory Manufacturers Association; William Putnam, president of WRLP-TV Greenfield, Mass.; Eugene Cogan, vice president and media director of McCann-Erickson, Atlanta; Bruce Merrill, president of Ameco Inc., Phoenix, and chairman of National Community Television Association; Max Paglin, Washington attorney and former chief counsel of FCC, and Hilbert Slosberg, associate general counsel of FCC. Guests will present brief prepared speeches, then be questioned by a panel of state broadcasting association presidents. Riviera motel, Atlanta.

■Aug. 4-5—Dedication of the Newhouse Communications Center of Syracuse University, Syracuse, N. Y. President Lyndon B. Johnson will preside Aug. 5 at the 11 a.m. dedication of the first unit of the three-unit center being built as result of \$15-million gift to the university by publisher Samuel I. Newhouse. The building will house the university's School of Journalism.

Aug. 5—Third annual TV day of Georgia Association of Broadcasters. Speaker will be Herb Jacobs, president of TV Stations Inc., New York. Riviera motel, Atlanta.

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. 12-14—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. 18—Annual stockholders meeting of Desilu Inc., Hollywood.

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

Aug. 21-22—Meeting of New Mexico Broadcasters Association, Kachina Lodge, Taos.

Aug. 21-22—Meeting of Oklahoma Broadcasters Association, Lawton. Speakers include Dick Osburn, KKOL 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 Equipment Manufacturers' Association. Demonstration sets will show 625-line programs—the type transmitted on Britain's new BBC 2 program—as well as 405-line transmissions. Earl's Court, London.

Aug. 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. 7-11—International Conference on

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.



Mike Douglas is the live one on daytime TV

On tape, that is. He can sing with zing. Charm a 'marm. And talk with the best (Bob Hope, Carol Lawrence, Jack E. Leonard, Edie Adams, Phyllis Diller, Dick Gregory, Barbra Streisand, Jack Jones, Jayne Mansfield, Sammy Davis Jr.).

Mike leads a big-time, tuneful, talkative, network-caliber variety show that's the talk of the TV sunshine set. Mike's the man in the middle—now heading for the top of the daytime rating heap.

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Milwaukee he's scored a 39% share of audience. Cleveland 55%. Columbus 42%. Boston 33%. Portland, Me. 36%. Pittsburgh 56%.

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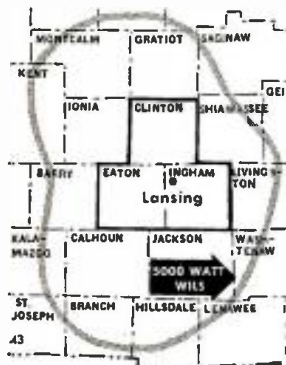
The Audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

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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), Washington attorney. 8 p.m., Statler-Hilton hotel, Washington.

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

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., 10 a.m.

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

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 CATV systems.

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

Sept. 21-22—Meeting of Nevada Broadcasters Association, Lake Tahoe.

Sept. 21-22—Pacific Northwest CATV Association meeting, Doric hotel, Portland, Ore.

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

Sept. 23—Radio programing 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 programing 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, N. Y.; AWRT East-Central area conference, Statler Hilton hotel, Detroit.

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

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

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

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

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

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

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

Oct. 16—Deadline for reply comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

Oct. 16-18—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

Oct. 19-21—Fall meeting of the Kentucky Broadcasters Association, Jennie Wiley State Park, near Prestonburg, Ky.

Oct. 19-21—Twentieth annual meeting of National Electronics Conference. Additional information may be obtained from R. J. Napolitan, NEC, 228 North LaSalle Street, Chicago. McCormick Place, Chicago.

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

Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management, Sheraton-Cadillac hotel, Detroit.

Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the eighth annual Industrial Film and Audio-Visual Exhibition. New York Hilton hotel. For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

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

Oct. 25-26—Meeting of Massachusetts Broadcasters Association, Hotel Somerset, Boston.

Oct. 25-28—National convention of the National Association of Educational Broadcasters. Speakers include Carl T. Rowan, director of the U. S. Information Agency,

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Unmatched picture quality in black-and-white pickup

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LARAMIE

Just bought by Irving Waugh, Vice President and General Manager of WSM-TV, Nashville, Tenn. Laramie's 124 epic hours (60 in color) go great guns, day or night, strip or weekly.



CALL NBC FILMS

**PUT A TIGER
IN YOUR SELLING!**



**LET'S FACE IT...
WVON'S A GAS!
Still Chicagoland's No. 1
24 hr. a day, Negro-
Oriented Station**

BERNARD HOWARD & CO., INC.
Nat'l Representative

With thanks - or apologies (?) to
Humble Oil & Refining Company.

and Dr. Lester F. Beck, professor of psychology for the Oregon State System of Higher Education. Austin, Tex.

■Oct. 27-30—Western region convention of American Association of Advertising Agencies at Hotel Beverly-Hilton, Beverly Hills, Calif. Board of directors meet in Los Angeles Oct. 27. Proceedings begin Oct. 28 in Beverly Hills for invited guests.

Oct. 28-30—Twelfth annual marketing conference of the National Industrial Conference Board Inc. Speakers and participants include Thomas B. McCabe Jr., Scott Paper Co.; K. E. Staley, General Motors Corp.; Donald M. Kendall, Pepsi-Cola Co.; Arch C. West, Frito-Lay Inc.; Jack Northrup, Purex Corp.; Phillip L. Bondy, General Cigar Co.; William G. Mennen Jr., The Mennen Co.; Seymour Marshak, Lincoln-Mercury division of Ford Motor Co.; J. Emmett Judge, Westinghouse Electric Corp.; Alvin Griesedieck Jr., Falstaff Brewing Corp., and Charles T. Pope, Birds Eye division of General Foods Corp. Waldorf-Astoria hotel, New York.

NOVEMBER

■Nov. 7-8—Western area conference of American Women in Radio & Television, Beverly Hilton hotel, Beverly Hills, Calif.

■Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies meets in New York at Hotel Plaza. Thomas C. Dillon, president of BBDO, that city, chairman of region board of governors.

■Nov. 11-14—Annual conference of Radio-Television News Directors Association, Rice hotel, Houston.

Nov. 12-13—Fall convention of Ohio Association of Broadcasters, Christopher Inn, Columbus.

■Nov. 13-14—Board of trustees meeting of educational foundation of American Women in Radio & Television, Washington.

Nov. 16-17—Fall meeting of Oregon Association of Broadcasters, featuring reception for state legislators, Marion motor hotel, Salem.

Nov. 16-18—Annual convention of the Broadcasters' Promotion Association, Pick-Congress hotel, Chicago.

Nov. 17-19—Television Bureau of Advertising's 10th annual meeting, New York Hilton hotel, New York.

■Nov. 19—East Central annual meeting of American Association of Advertising Agencies in Detroit at Hotel Sheraton-Cadillac. John S. Pingel, president of Ross Roy Inc., that city, chairman of regional board of governors, will preside.

JANUARY

■Jan. 15-17—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

Jan. 25-29—Winter meeting of boards of National Association of Broadcasters, Palm Springs Riviera, Palm Springs, Calif.

■Indicates first or revised listing.

BOOK NOTE

"Work Wonders from *within Yourself*," by Richard Eaton. Prentice Hall, Englewood Cliffs, N. J.; 218 pp. \$4.95.

Richard Eaton, president and founder of United Broadcasting Co., discusses his own experiences while giving advice on methods to achieve success and happiness. Drawing on a varied career in broadcasting, Mr. Eaton illustrates his theories and relates them to human emotions. He stresses that "personal control" is the key to happy living.

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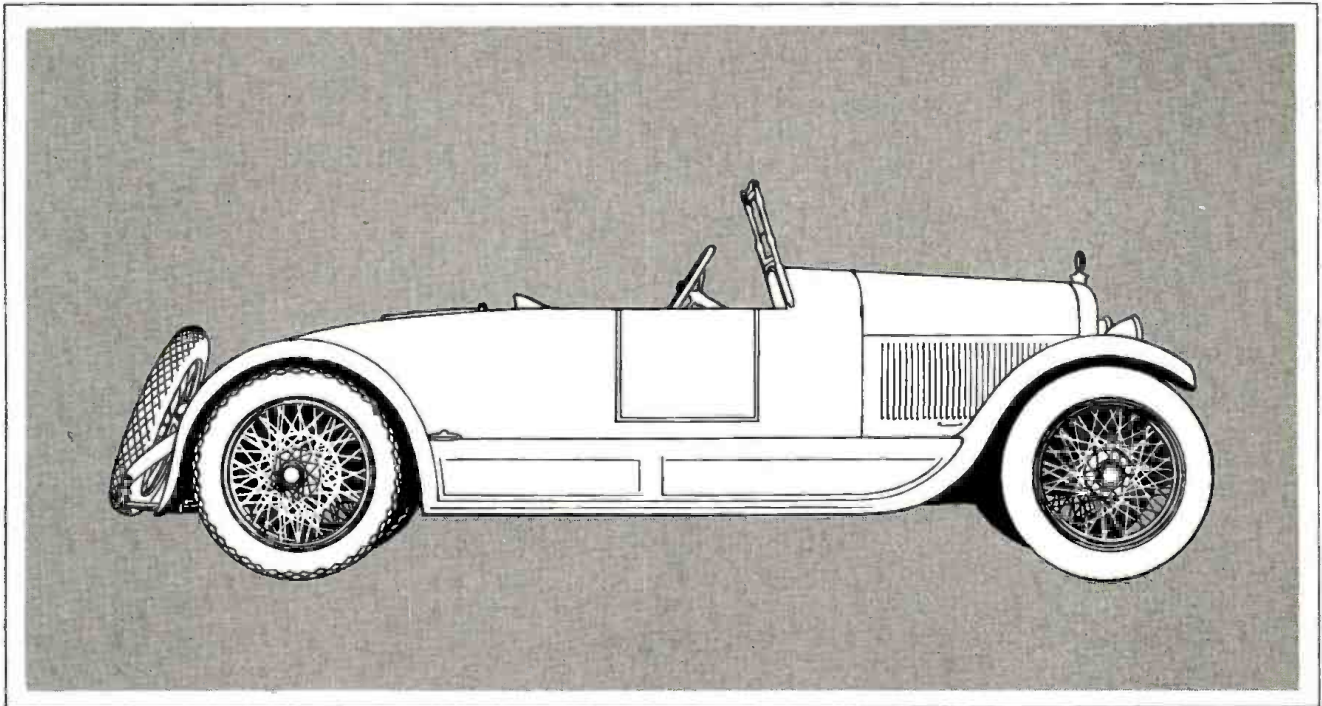
BROADCASTING, August 3, 1964

**Today you drive farther
on a dollar... than you did
in the "good old days"**

The average price of a gallon of "regular" gasoline is actually *lower* this year — 4.46 cents less, before taxes — than it was in 1922. And every gallon now gives you 50% more power to take you farther — to work, to shop, to school, to play, to travel.

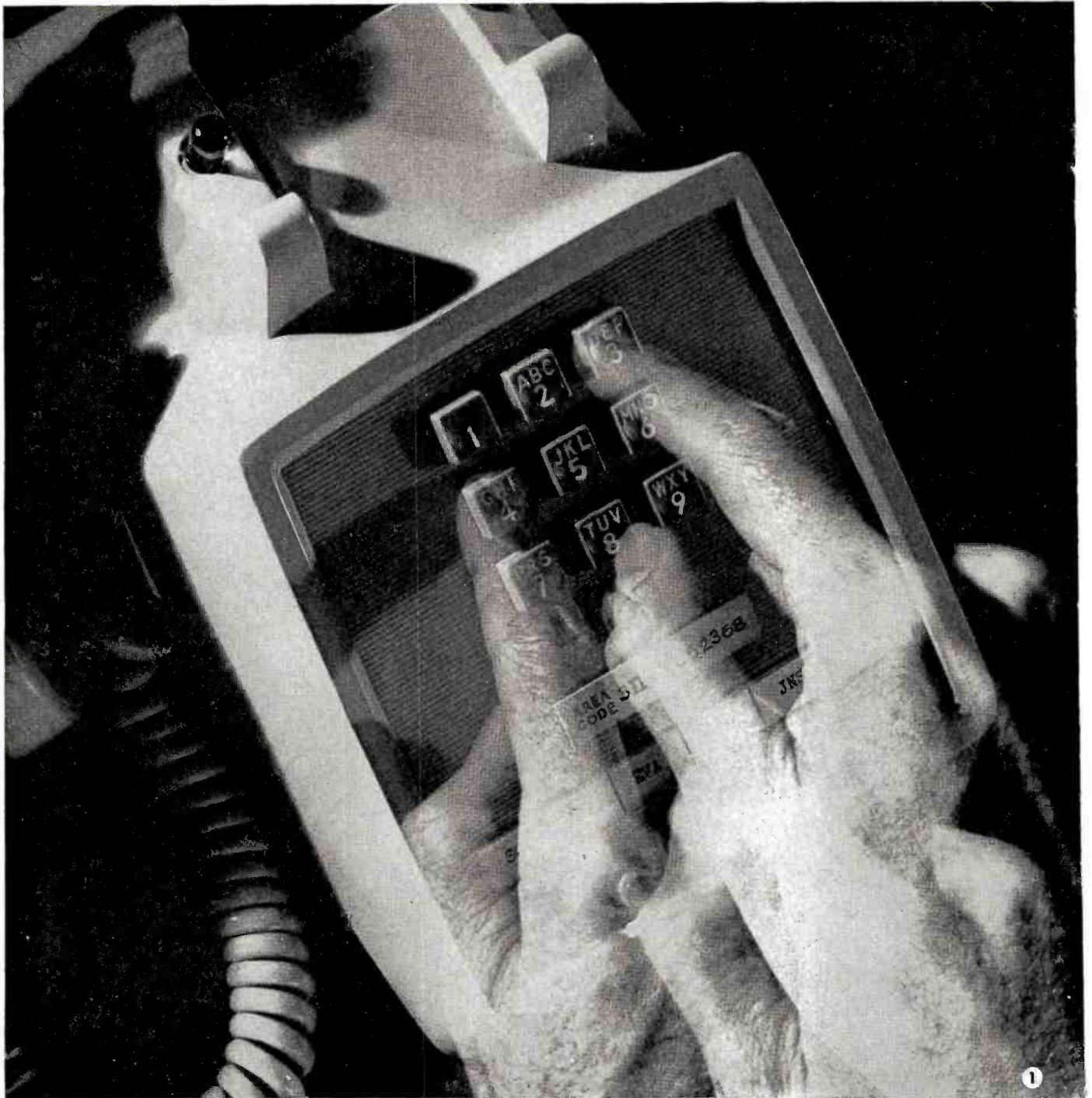
The only "inflation" in gasoline prices has been in the taxes. They've gone up an average of 10¢ a gallon.

You're driving a bargain today because Humble and its affiliates have led the way in developing better gasolines and more efficient ways of producing and distributing them. To Humble, research provides another opportunity to fulfill the responsibility of leadership.



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

BROADCASTING, August 3, 1964



This new Bell telephone from Western Electric

Millions of Americans from all over the country will have a chance to try this radically new kind of Bell telephone service this year. Some 4,700 of the new telephones and the special switching equipment that they require have been installed at the New York World's Fair in the biggest demonstration to date of the new TOUCH-TONE® telephone service. And TOUCH-TONE service is already available in some other parts of the United States.

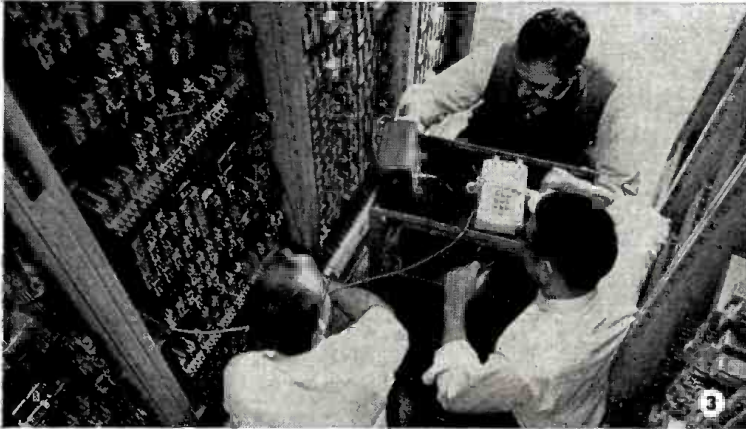
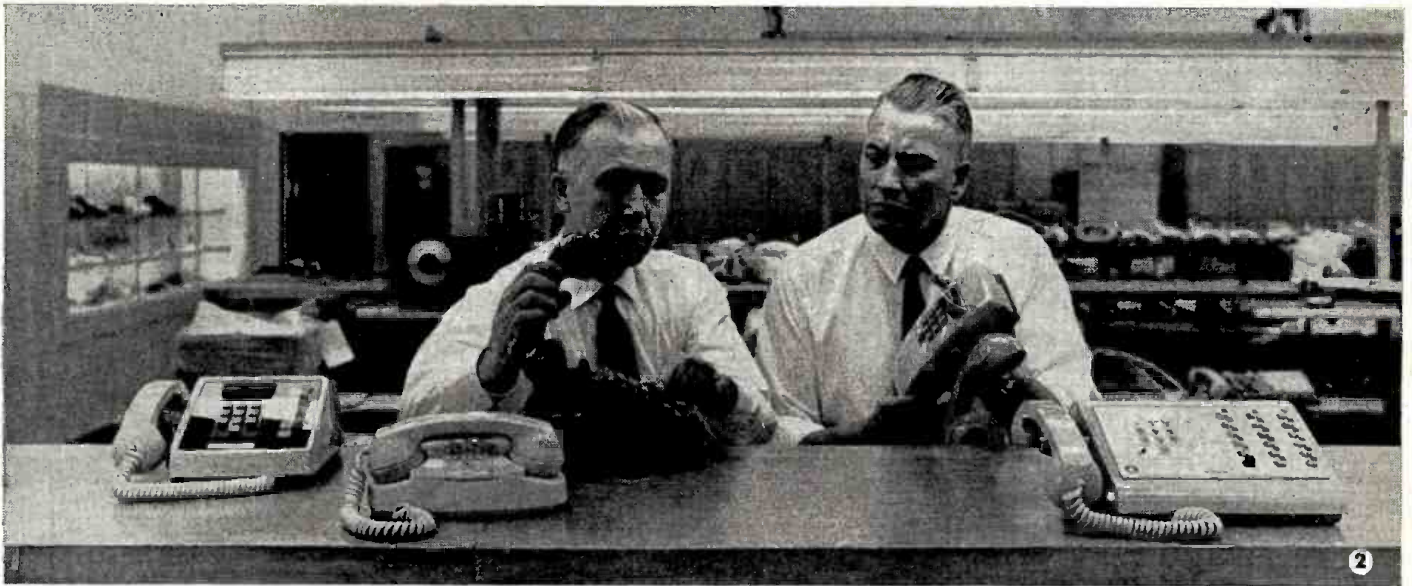
Western Electric's contribution to this unique communications advance was to take an idea that originated at Bell Telephone Laboratories, our Bell System research teammate, and make it an everyday reality. In addition to producing the new telephones, this meant manufacturing complex new switching equipment to

modify existing telephone central offices so that they work with the new transistorized TOUCH-TONE equipment.

When it was time to install the switching equipment in test cities and at the World's Fair, Western Electric crews were there, working with Bell telephone company people.

TOUCH-TONE service will eventually bring millions of Bell telephone subscribers a faster, easier way to phone because Western Electric and its Bell System teammates worked together towards a common goal: to provide Americans with the finest, most convenient telephone service in the world.

Faster . . . easier (1). The new transistorized telephones used in TOUCH-TONE service save time. Extensive field tests show that



lets you "dial" as fast as you can push buttons

the average telephone user saves eight seconds in making a call with TOUCH-TONE service.

Now available (2) in some parts of the United States are a variety of telephones for use with TOUCH-TONE service. Some recently completed phones are discussed in the Model Shop at Western Electric's Indianapolis Works by Western Electric Engineers Bill Halcomb (left) and Bill Graves.

Working together (3) Western Electric installers Dick Hannon (left) and Rick Simcoviak (center) and Jack Davis, chief switchman of the local Bell of Pennsylvania office test complicated

Bell telephone central office equipment needed to provide the TOUCH-TONE service in the test city of Greensburg, Pa.

Push-button telephones (4) for TOUCH-TONE service were produced at Western Electric's Indianapolis Works during 1963. Here, the skilled hands of a Western Electric assembler put together the tiny, precise parts of the TOUCH-TONE caller.

Final voltage test (5), one of dozens used to ensure ultra-reliability, is made by Janice Gentry on a new TOUCH-TONE "dial" before it is moved along to the next assembly operation. Parts are again tested when finally assembled.

WESTERN ELECTRIC MAKER OF TELEPHONE EQUIPMENT FOR THE BELL SYSTEM



MONDAY MEMO

from ROBERT A. BERMAN, Bronner & Haas Inc., Chicago

Radio sells the dealers . . . dealers sell the cars

How do you sell automobiles without promoting automobiles? You promote the dealers themselves.

This was the premise behind what began last Dec. 9 as a 13-week radio experiment on behalf of the 31 Chicagoland Buick dealers. The medium was WLS Chicago and the all-night *East of Midnight* show. To our knowledge no other single dealer or group of dealers has attempted an advertising project of this nature.

The primary reason for the buy was that five hours a night and six days a week the show is on the air would give the Buick dealers a chance to personalize their dealerships rather than simply sell Buick automobiles.

Since millions are spent each year by the Buick Motor Division of General Motors to promote its line of cars, we felt that we could use the show to promote the dealers. Then, too, with this kind of show we had a public service opportunity not possible with other buys.

In addition to WLS, the campaign has included a full page weekly in the *Chicago Tribune* and a billboard campaign in June and July. Radio in the overall media plan has accounted for approximately 35% of the budget.

Second Time ■ This was the dealer association's second big venture into radio. The first in 1963 was a successful one-sixth sponsorship of the Cub baseball games on WGN—an influential factor in buying radio again.

We started with WLS in December in the hope of increasing holiday sales even though from the dealer's standpoint it is one of the worst times of the year to advertise cars. We knew that newspaper advertising would be fruitless because of the heavy competition from department store ads. The radio show gave us a vehicle of our own, devoted solely to our own product.

The initial contract was for 13 weeks. We kept a close eye on the experiment and were prepared to drop the project if it proved unsuccessful. Now in the 35th week, the experiment is well past the test-tube stage and can be measured as an outstanding sales success. It has proved to be highly profitable for each of the 31 Buick dealers.

With 30 hours of programming spread over six nights a week, we have six one-minute commercials per hour available to us. The time is used to personalize each dealer's operation, offer special car buys, describe promotional and sales

events going on in each individual dealership and to tell of community and neighborhood activities in the area.

Radio Could Do It ■ We felt that only through radio could we inject such personalized treatment. And only on a program like *East of Midnight*, where a large amount of time is available to us, could we effectively build the dealer as a personality. Besides learning where his showroom is, listeners find out that he's a Rotarian, has three children and is active in community affairs. In other words, he's not just a dealership; he is a person.

As a public service, the Buick dealers offer frequent nighttime driving tips. Events of interest in suburban communities are also highlighted on the programs.

We also try to tie any local dealer association advertising to Buick's national advertising. For example: the Buick Open Golf Tournament, the fact that Buick won three classes of the Mobile Economy Run and the Buick Spring Buyer's Picnic were promoted.

Heavy merchandising of the show both to the dealer and the buying public is carried out in many ways.

Life-size, full-length posters of program host Don Phillips and features of the show have been placed in each dealer's showroom.

Frequent visits are made by Mr. Phillips to each of the dealers.

Radio knob hangers promoting the show, 15,000 of them, were distributed to the dealers and were placed on each new and used car sold as well as every car going through the service departments.

At the National Automobile Show in February, WLS set up a portable radio studio and Mr. Phillips interviewed hun-

dreds of visitors to the Buick exhibit. These taped interviews were edited and played on the air. These ad lib comments from the Buick display visitors really amounted to testimonials and created great sales impact.

At the beginning of the series, a day-glow window sticker was offered to listeners. The idea was that a disabled car displaying the "Need Help" plea in large letters could elicit the aid of passing motorists. Listeners were urged to write to WLS or pick up their stickers from the Buick dealers. During the 10 days of the offering more than 20,000 stickers were distributed.

Takes the Lead ■ This year the Chicago zone has been first in sales for Buick in the nation. In addition, the Chicago zone now has the world's largest Buick dealer. Preliminary figures for the first six months of 1964 show that Buick sales in the Chicago area are up more than 20% over 1963. Although most people are reluctant to admit that any advertising vehicle was directly responsible for their automobile selection, the sharp sales increase and the tremendous increase in traffic enjoyed by all 31 Buick dealers are directly attributed to the WLS all-night show.

Certainly the greatly renewed interest this year in the lower prices of Buick Specials and Skylarks has come from the WLS audience. Of the 31 dealers, 16 are located in the suburbs, proving that a popular music station does sell in suburban areas.

The success of the original experiment has led us to conclude that a radio buy of this nature has a definite place in the overall media plans of the Chicagoland Buick dealers. We now expect to use this show as an all-year advertising program.



Robert A. Berman, vice president, account supervisor and TV-Radio director at Bronner & Haas Inc., Chicago, entered the broadcasting field at CBS in Hollywood in 1950. Later he joined Schwimmer & Scott Advertising, Chicago, as a copywriter and TV producer, and in 1957 became TV-Radio director at Bronner & Haas. He is also account supervisor for Midas Mufflers, and Burgess Vibrocrafters Inc., as well as the Metropolitan Buick Dealers of Chicago.



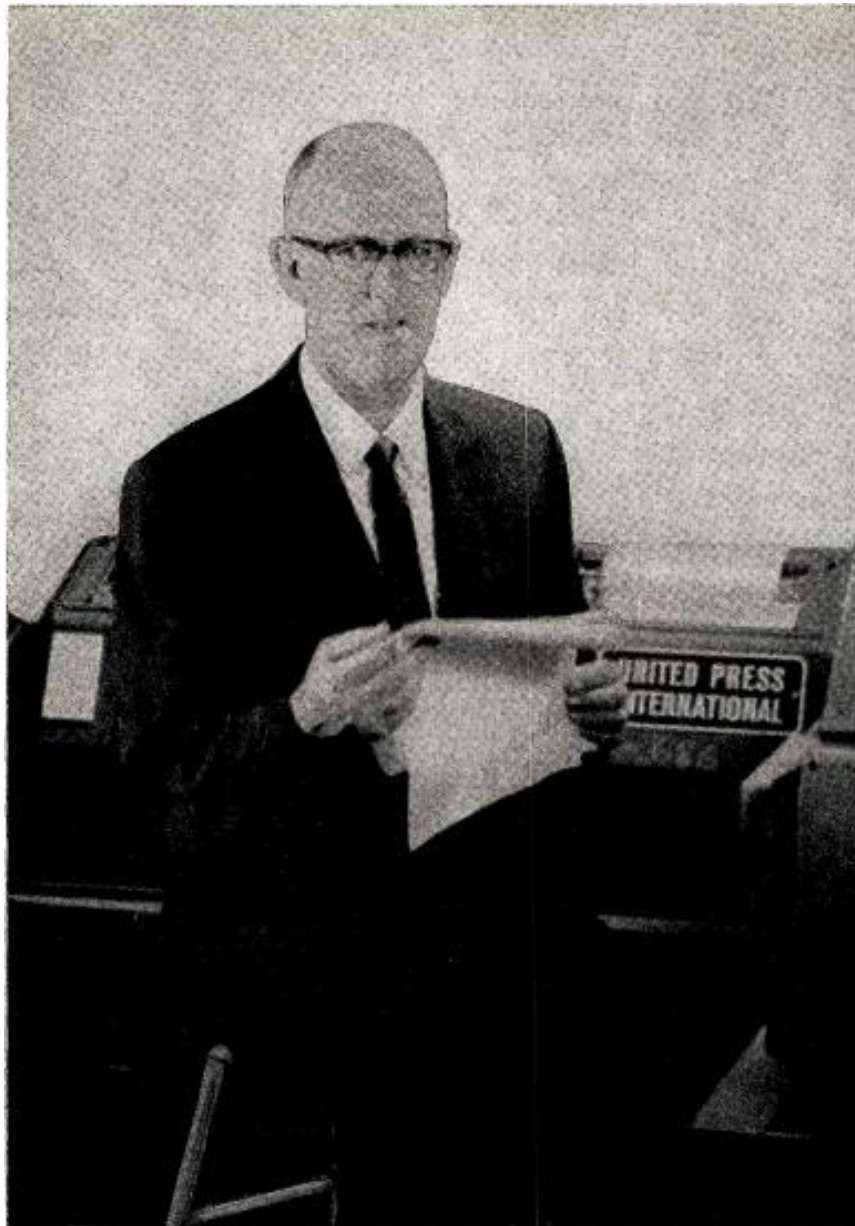
Everything that concerns Detroit concerns WKNR News

Detroit Mayor Jerome P. Cavanagh is interviewed by WKNR newsman Bill Bonds on the Mayor's appointment by President Johnson to the National Citizens Committee for Community Relations. The committee will work with the Community Relations Service headed by former NAB President Leroy Collins in promoting better race relations throughout the United States.

WKNR concentrates on the voices of Detroiters making news. The latest transistorized recording equipment enables the WKNR news staff to emphasize these "actualities" on every newscast.

Everything that concerns Detroit concerns WKNR News. You can place major emphasis in the nation's fifth major market with WKNR News. Your WKNR or Paul Raymer man will be pleased to quote availabilities.





**“I jumped
the gun
...and am
I glad!”**

“We at WROC-TV believe so sincerely in NBC programming that we kicked off ‘Wednesday Night At The Movies’ 2 months in advance of the Network. Our first show, June 10, captured the Rochester audience against the toughest competition. An ARB Telephone Coincidental Survey gave WROC-TV more viewers than the other two stations combined.

<u>STATION</u>	<u>PROGRAM</u>	<u>RATING</u>
WROC	MOVIE—‘NO TIME FOR SERGEANTS’	28
STATION B	BEVERLY HILLBILLIES	19
STATION C	BEN CASEY’	8

For top audiences now and this fall watch ‘Wednesday Night At The Movies’—WROC-TV, Channel 8.”



TV 8
CHANNEL
NBC

Erwin F. Lyke

President and General Manager



ROCHESTERIANS LOOK TO WROC-TV FOR THE BEST COMBINATION OF NEWS, ENTERTAINMENT AND SPORTS.

Philadelphia circle is complete

Surprise 5-0 FCC decision charges NBC with wrongdoing and orders network to trade back for WBC's Cleveland station within 60 days

The FCC wrote a surprise ending to its Philadelphia story last week. Until then, the plot dealt with NBC's struggle with Philco Broadcasting Co. for channel 3 in Philadelphia. But as the commission provided the finish, it will be Westinghouse Broadcasting Co. that gets the facility.

The commission, by a 5-0 vote, handed down this decision in a case on which the attention of the entire broadcasting industry has been fixed:

NBC's applications for renewal of WRCV-AM-TV Philadelphia are renewed—on the condition that the network exchange those stations for WBC's Cleveland properties, KYW-AM-TV. NBC was given 60 days to file assignment applications.

The aim of the decision is to unscramble a trade-sale agreement completed in 1956 between NBC and WBC, and thereby strip the network, the commission said, "of the fruits of its wrongdoing." NBC gave its Cleveland stations, plus \$3 million, in exchange for WBC's Philadelphia properties.

Right the Wrong ■ But the FCC held—as the Justice Department has charged—that the network used its power to grant or withhold affiliations to coerce WBC into making the original agreement. Its decision, the commission said, would right "the resultant wrong."

The commission would permit WBC to keep the \$3 million because, the decision said, NBC has earned greater profits from its Philadelphia properties than has WBC from its Cleveland stations. The grant of license renewals was made conditional on there being no negotiations concerning the \$3 million or the repayment of profits by NBC to WBC.

The commission held that the network threatened to withdraw affiliation from WBC's WBZ-TV Boston and to withhold it from KDKA-TV Pittsburgh, which Westinghouse was then proposing to buy from DuMont. The commis-

sion also said the network held out network affiliation as an inducement as well as a threat in connection with other markets where Westinghouse might acquire stations.

Regarding the Cleveland-Philadelphia exchange, the commission said, "we do not have here a bargain between a willing seller and a willing buyer. What occurred was . . . a clearly improper use by NBC of its network power in order to secure private advantage in the field of broadcast station ownership."

"Here, in order to bolster its competitive position," the commission said, "NBC used the limited monopoly power inherent in its ability to grant or deny network affiliation to coerce Westinghouse into an agreement to transfer the Philadelphia license—an agreement which clearly would not otherwise have been forthcoming."

Valuable Properties ■ The value of WRCV-AM-TV, in the nation's fourth-ranking TV market, has been estimated at \$35 million. The value of KYW-AM-TV, in the nation's eighth market, was put at \$20 million. Estimates were by station brokers in Washington last week.

The commission denied Philco's application for a new station on channel 3 because, the decision said, the company has "at all times subordinated its commitment to broadcasting in Philadelphia to its larger interests in manufacturing and electronics."

And the commission dismissed as moot the proposed swap of NBC's properties in Philadelphia for Boston properties of RKO General Inc., WNAC-AM-TV and WRKO-FM. But it granted renewal of WNAC's license.

NBC proposed the swap with RKO because of a consent decree entered in

Busy week before commission's vacation

For weeks, FCC staff members have been working feverishly to prepare items for commission consideration that have been hanging fire for months. Last week—in the final meeting before the August vacation recess—the fruits of that activity were apparent. The commission acted on some of the most important cases to come before it since the first of the year.

And in at least one, the decision was one of the most newsworthy in several years. That was the ruling in the NBC-Philco case in which the network's Philadelphia licenses are renewed on condition NBC exchange the properties for the Westinghouse Broadcasting Co. stations in Cleve-

land (See story this page).

Other major actions included:

Approval of sale of Goodwill Stations properties to Capital Cities Broadcasting Corp. for \$21 million (see page 52).

Approval of purchase of KOVR (TV) Stockton, Calif., by Metromedia Inc. by McClatchy Newspapers for \$7.8 million (see page 52).

Renewal of WLBW-TV license on channel 10 Miami and the denial of three competing applications for that facility (see page 54).

Issuance of proposed rulemaking to place noncommon carrier microwave relay facilities serving community antenna systems in a new class of service (see page 69).

Nine-year history of that trade in Philadelphia

It took nine years for the NBC-Philco case to reach the unexpected juncture described in the FCC's decision last week. It has been a long journey, and an expensive one. Courts have been way stations. And the road on which the network, Philco, RKO General and Westinghouse Broadcasting Co. traveled has had twists and turns, on occasion passing through the shadows of big business dealings having nothing to do with broadcasting.

The end of the road may not be reached yet. The decision, granting renewal of NBC's licenses for the Philadelphia stations, provided the network swaps the stations for WBC's Cleveland properties, may yet be appealed by one or more of the parties involved. But how did the case reach this point? The route can be retraced by using dates as signposts.

June 15, 1955—FCC receives applications for a swap of NBC's Cleveland stations for Westinghouse Broadcasting Co. properties in Philadelphia—the stations now known as WRCV-AM-TV. Besides its Cleveland stations, NBC proposed giving WBC \$3 million.

Dec. 21, 1955—FCC grants the applications, and within a month

NBC is in business in Philadelphia.

Dec. 4, 1956—Justice Department files civil suit against NBC and its parent RCA, charging them with antitrust violation in connection with swap. Justice says network coerced WBC into making the exchange by threatening to withhold or cancel network affiliations with WBC stations.

July 18, 1957—FCC renews NBC's licenses in Philadelphia, but reserves the authority to take whatever action it regards as appropriate following disposition of the antitrust charges. These charges included a \$150 million suit brought against RCA by Philco.

Aug. 14, 1957—Philco files a protest against the renewal grants. It said the commission should consider the antitrust charges filed against NBC and RCA, as well as their trade practices. Philco also said the commission should determine whether NBC's ownership of the Philadelphia stations violates the agency's rules prohibiting concentration of control of mass media. The FCC dismissed the protest, but the U.S. District Court of Appeals, on June 29, 1961, ordered the commission to hold an evidentiary hearing. As a result, issues relating to the commission's grant of the stations' renewal for the

1957-60 period were made part of the hearing in the NBC-Philco contest.

Sept. 22, 1959—Justice Department terminates antitrust action against NBC and RCA on their agreement to dispose of the Philadelphia properties by Dec. 31, 1962. (This deadline has been extended twice; it is now Sept. 30, 1964.)

December 1959—NBC reaches informal agreement with RKO for the exchange of the Philadelphia properties for RKO's Boston stations, WNAC-AM-TV and WRKO-FM. The agreement also provided for the sale to RKO of NBC's Washington stations, WRC-AM-FM-TV, for \$11.5 million provided NBC was able to purchase one or more stations elsewhere.

March 1960—NBC agrees to buy KTVU(TV) Oakland—San Francisco for \$7.5 million from San Francisco-Oakland TV Inc. Applications covering the proposed changes in Boston, Philadelphia, Washington and San Francisco were filed with the commission in June 1960.

May 1960—NBC applies for renewal of its Philadelphia licenses, but Philco challenges the network for its TV property. Philco Broadcasting Co., a subsidiary organized that year, files a mutually exclusive application

federal court that requires it dispose of the Philadelphia stations. The judgment was entered in an antitrust suit brought by the government as a result of the exchange with WBC.

The deadline for disposing of the properties, originally set for Dec. 31, 1962, has twice been delayed; it is now Sept. 30. But commission officials are confident that in view of its ruling, the court will grant another extension.

The decision rejected the recommendations of Chief Hearing Examiner James D. Cunningham. In an initial decision handed down in November, he recommended renewal of the NBC licenses and approval of the swap with RKO (BROADCASTING, Nov. 25, 1963).

The decision, furthermore, overturned the commission action in 1955 approving the NBC-Cleveland swap. That decision was reached after a staff investigation, which turned up most of the facts available to the commission in reaching its latest decision.

Harsh Decision ■ It is also a harsher judgment than that involved in the consent decree. The Justice Department placed no requirements on how NBC

is to dispose of its Philadelphia properties.

The commission said that decree doesn't prevent it from requiring NBC to deal with WBC if it wants its licenses renewed. The consent decree, the commission said, involves antitrust matter within the competence of the court. The commission, it added, must determine whether an exchange with RKO would be in the public interest.

The decision caught officials and attorneys of all the parties by surprise. Spokesmen for NBC, WBC, Philco and RKO declined comment until they had time to study the decision in detail.

But it seemed certain that one or more of the parties would ask the commission for reconsideration and there was at least the possibility of a court appeal. Commission attorneys, however, were confident the decision could be made to "stick."

The commissioners voting in the case were Chairman E. William Henry, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, and Frederick W. Ford.

Commissioners Kenneth A. Cox and Lee Loevinger did not participate. Com-

missioner Cox disqualifies himself from sitting on all such adjudicatory matters that, like the NBC-Philco case, were in hearing while he was chief of the commission's Broadcast Bureau. Commissioner Loevinger didn't participate because he was chief of the Justice Department's Antitrust Division when it was involved in various aspects of the case.

The unusual, if not unorthodox decision, was threshed out in a series of five or six meetings in which the commissioners participated with the barest minimum of staff. The tightest security was maintained—a fact that contributed to the impact the decision had when it was finally released.

Those who participated in the discussions were still reluctant to discuss the case last week. But it appeared that the concept finally adopted could not be credited to any one individual. Several commissioners and staff people were reported to have hit upon the proposal independently.

Complex Decision ■ The commission, in its private meetings, faced this complex situation:

for a new television station on channel 3. At this point, a number of other developments crop up to threaten NBC's pyramid of sales and exchange agreements.

June 29, 1960 — KRON-TV San Francisco, an NBC affiliate — and fearful of losing that affiliation — asks FCC for a hearing on the various assignment applications involving NBC, particularly that relating to KTVU. Aug. 3 — WBC, licensee of stations in Boston and San Francisco, also asks for a hearing on the proposed assignments. Sept. 6 — The Chronicle Publishing Co., licensee of KRON-TV, files an application for a station on channel 4 in Washington — in competition with NBC's application for renewal of its license for WRC-TV.

These various filings had an effect: On Oct. 31, 1961, the owner of KTVU terminated the agreement to sell to NBC. As a result, applications for the assignment of NBC's Washington stations to RKO were dismissed, and the Chronicle dropped its application for a Washington station.

December 1961 — Philco Corp. was acquired by the Ford Motor Co.

Oct. 22, 1962 — The FCC hearing begins on the renewal of the NBC licenses in Philadelphia, the proposed exchange of those properties for RKO's stations, and on Philco's application for a new station on chan-

nel 3 Philadelphia. In all, 20 issues were specified.

January 1963 — NBC-RCA and Philco-Ford reach agreement to settle all outstanding differences. RCA agrees to pay Philco \$9 million for patent rights, and NBC and Philco agree to make a joint request to the FCC for the withdrawal of Philco's application for channel 3. The second agreement provided a payment of up to \$550,000 by NBC for expenses incurred by Philco in prosecuting its application. But this agreement was subject to FCC approval.

March 1963 — FCC refuses to approve withdrawal agreement, but asks Philco whether it will continue to press its application. Philco decides to stay in fight.

May 23, 1964 — Record is closed.

November 1963 — Chief Hearing Examiner James D. Cunningham issues initial decision that is complete, if preliminary, victory for NBC. He would affirm 1957 grant of renewal applications for NBC stations in Philadelphia, grant the 1960 applications and approve the swap of those stations for RKO's in Boston.

March 26, 1964 — Oral argument is held before commission en banc.

July 29, 1964 — Commission issues its decision.

And the next stop? Petitions for reconsideration filed with the commission perhaps, then the possibilities of court appeals after that.

NBC, seeking to comply with the consent decree, wanted to exchange its Philadelphia properties for RKO's Boston properties. But serious charges had been leveled against the network in connection with the WBC exchange. And the record, the commission felt, supported those charges.

Furthermore, Boston was one of the markets NBC was interested in entering at the time it acquired the Philadelphia stations. In its early negotiations with Westinghouse, NBC proposed a four-city trade — KYW-AM-TV Cleveland and WRC-AM-FM-TV Washington for WRCV-AM-TV Philadelphia and WBZ-AM-FM-TV Boston.

And the commission decided NBC should not be allowed to "retain the fruits of its misconduct and employ them as a means of gaining access to the Boston market."

True, the commission in 1955 had approved the Cleveland-Philadelphia exchange after investigating the facts. But the commission said, there had been important developments since then — the principal one being that a hearing had

been held on the charges.

The hearing was ordered by the federal appeals court in Washington as a result of a protest filed by Philco in connection with the commission's action renewing the licenses of WRCV-AM-TV in 1957.

Facts in Full — The commission felt that, for the first time, it had in a hearing record the full facts concerning NBC's conduct in acquiring the Philadelphia stations and that the facts showed that NBC used "coercive and inequitable" conduct to obtain them.

(One piece of new information the commission considered important involved a conversation between Brigadier General David Sarnoff, chairman of RCA, and E. V. Huggins, then chairman of WBC and vice president of the parent Westinghouse Electric Corp., in November 1954. In that conversation, at a time when the Cleveland-Philadelphia exchange talks were moving slowly, General Sarnoff reportedly questioned WBC's good faith and said he couldn't give assurances regarding the affiliation WBC wanted in Pittsburgh unless he was sure WBC would proceed with the

trade negotiations. These assurances were forthcoming, and a few days later NBC gave a commitment regarding the Pittsburgh affiliation.)

Consequently, the commission felt it couldn't be bound by the 1955 decision. The court, the decision said, "held that it is our responsibility . . . to 'build up a record sufficient to support [our] final conclusion.'"

The commission said it would be inequitable simply to strip NBC of its Philadelphia licenses. That would take from the network "considerably more than the fruits of its conduct."

The commission had a word of praise for the network's "many distinguished contributions to American broadcasting." But it added that the public interest demands that NBC be deprived of the product of its wrong doing and that makes the network's "broadcast record immaterial."

The commission was completely unimpressed by Philco's application. The commission noted that the company had once owned a station on the channel (WPTZ-TV) but sold it to Westinghouse in 1953 for \$8,600,000. Since then, the commission said, Philco has switched its commitments to the public interest in broadcasting on channel 3 "whenever it appeared that its interests in manufacturing would be served." The commission recalled that Philco proposed withdrawing from the contest with NBC on payment by NBC of more than \$500,000 for expenses in prosecuting the application. When the commission disapproved the agreement, Philco decided to stay in the fight. This pattern of conduct, the commission said, "effectively bars a grant to Philco."

Considering all of these factors, the commission decided that justice could be done and the public interest served "by effecting the restitution of the Philadelphia AM and TV stations to Westinghouse — by redressing the wrong which this record shows has been done." If the network refuses to accept the condition, the commission said, the applications for renewal will be denied and the channel will be opened for new applications.

Conflict of interest bill

A bill to modify conflict of interest provisions of the Communications Act was introduced last week by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

The bill (S 3033) would liberalize restrictions on FCC members, which, the commission feels, are too harsh and tend "to discourage potential applicants from employment." The commission requested the changes in a message accompanying and explaining the draft bill (BROADCASTING, July 20).

Heavyweights in radio audience

Media-mix test shows radio better than TV to reach potential consumers of Metrecal dietary product

Last month Mead Johnson's Edward Dalton Division, which distributes Metrecal, began a 30-market radio campaign for that product—backed by extensive research on radio's effectiveness and making use of an unusual commercial copy approach.

The campaign, created and placed by Kenyon & Eckhardt, runs through the third quarter of this year on over 100 stations and represents an expenditure of an estimated \$300,000.

Contributing to the campaign decision, a media-mix test, suggested and underwritten by the Radio Advertising Bureau, showed that for reaching diet-conscious adults—those who would be likely Metrecal customers—radio is a highly effective medium.

Research conducted by Market Facts Inc., Chicago, was aimed at pinpointing potential customers of the product and establishing a radio rating figure for them, rather than for a total market.

The testing included evaluation of the comparative effectiveness of radio and television for the product. Listener attitudes and sales results were compared between four markets in which radio

was used and three markets where TV was the ad medium. The two media received equivalent dollar billing.

Test results were analyzed by both Dalton and the research firm.

Big Radio Plus ■ According to the study, between 81% and 84% of weight-conscious adults were found to be radio listeners, and 69-78% were reported as "consistent" listeners, in the four markets surveyed. Within these markets it was also discovered that this specialized audience tended to listen to the same types of programing and that their listening occurred during similar parts of the day.

Analysis by Market Research indicated that over the six-month test period attitudes of prospective Metrecal consumers in the radio markets had shifted favorably while similar attitude changes were not discernible in the television areas tested.

The marketing department at Edward Dalton reportedly assessed the research data as follows:

■ Radio was better able to get across product effectiveness and scored higher in "believability of advertising message."

■ Sales volume for the product during the test period ran above pre-test volume in the radio market, but the reverse appeared to be the case in the TV markets.

Format for the Metrecal commercials now running, prepared by Kenyon & Eckhardt, is ad-lib discussion about the product among four well-known personalities, Mel Allen, Skitch Henderson, Singer Mindy Carson and Sharon Kay Ritchie, a former Miss America. The four were given fact sheets about Metrecal, then let loose in round-table discussion about the problems of weight control and the effectiveness of the dietary product. Several hours of such discussion were recorded and edited down into 20 one-minute spots.

Agency appointments . . .

■ Purity Baking Co., Charleston, W. Va., has appointed Houck & Co. of Roanoke, Va., to handle advertising for its bakery products. The campaign will include television and radio.

■ Senator Hugh Scott (R-Pa.) appoints Lewis & Gilman Inc., Philadelphia, to

handle advertising for his re-election campaign this fall.

■ Highland Kitchens, Denver, maker of Heather Anne food products, has named Griswold-Eshleman Co., Chicago, to handle national campaign for firm's entire line. Intensive drive in September will use radio and newspapers.

■ J. Briskin Product Development Inc., Sherman Oaks, Calif., names Fuller & Smith & Ross, Los Angeles, for its new aerosol-packaged bath oil, Satin Mist, which is being introduced in the Los Angeles market. Television will be the major advertising medium.

■ Programatic Broadcasting Service, New York, names Jameson Advertising Inc., that city. Trade advertising campaign for O-Vation music and Programatic's automatic integrated programing system for AM-FM radio stations is scheduled to begin during August.

■ Nadler & Larimer, New York, last week was named advertising agency for Lionel Toy Corp., that city. Initial project for the agency will be the introduction of Lionel's new space ship toy, "Helios 21." Plans call for spot TV in 40 major markets before Christmas.

General Foods to back King Features series

Young & Rubicam last week signed on behalf of General Foods Corp. to co-finance a new half-hour slapstick series, *Hello Dere!*, for the 1965-66 network season.

The agreement was made at a meeting in New York attended by Charles (Bud) Barry, senior vice president in charge of TV for the agency;

Al Brodax, director of TV for King Features Syndicate, which is producing the series, and the comedy team of Steve Rossi and Marty Allen, stars of the proposed program.

The series, which marks King Features' entry into the live-action TV production field after several years in animation, will be produced in Hollywood. The pilot will be filmed at the end of the summer. General Foods, through Y&R, will negotiate for a network and time slot.

Life span of a commercial

The heavy television advertiser should test commercials periodically for "wear-out," the Schwerin Research Corp. reported in the July issue of the *SRC Bulletin*, which was distributed last week.

The newsletter recounted the case history of a \$10 million advertiser in the personal product field that spent 62% of its budget in 1963 in television, using five commercials.

In pre-testing, Schwerin said, all five commercials scored above average for the personal product field, but in re-testing over a period of 10 months, only the one that had been telecast least was "still viable," according to SRC. The testing company acknowledged it could not pinpoint the time each commercial had "run out of gas," but said big TV spenders should test periodically for signs of weakening.



Mr. Barry

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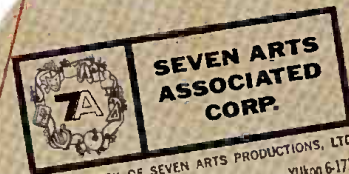
**100
5-MINUTE
CARTOONS**

**STARRING
KOKO KOKONUT
MEAN MOE
KOKETTE**

**OUT
OF THE
INKWELL**

**ALREADY
SOLD IN:**

NEW YORK (WPIX)
PITTSBURGH (WTAE)
SAGINAW-BAY CITY-
FLINT (WNEM-TV)
CHARLOTTE, N. C. (WBTV)
JOHNSTOWN (WJAC-TV)



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hilarious voices of Larry Storch.

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a colorful world of new and wonderful cartoon characters
animated with real photographic backgrounds for the
delight of audiences of all ages.

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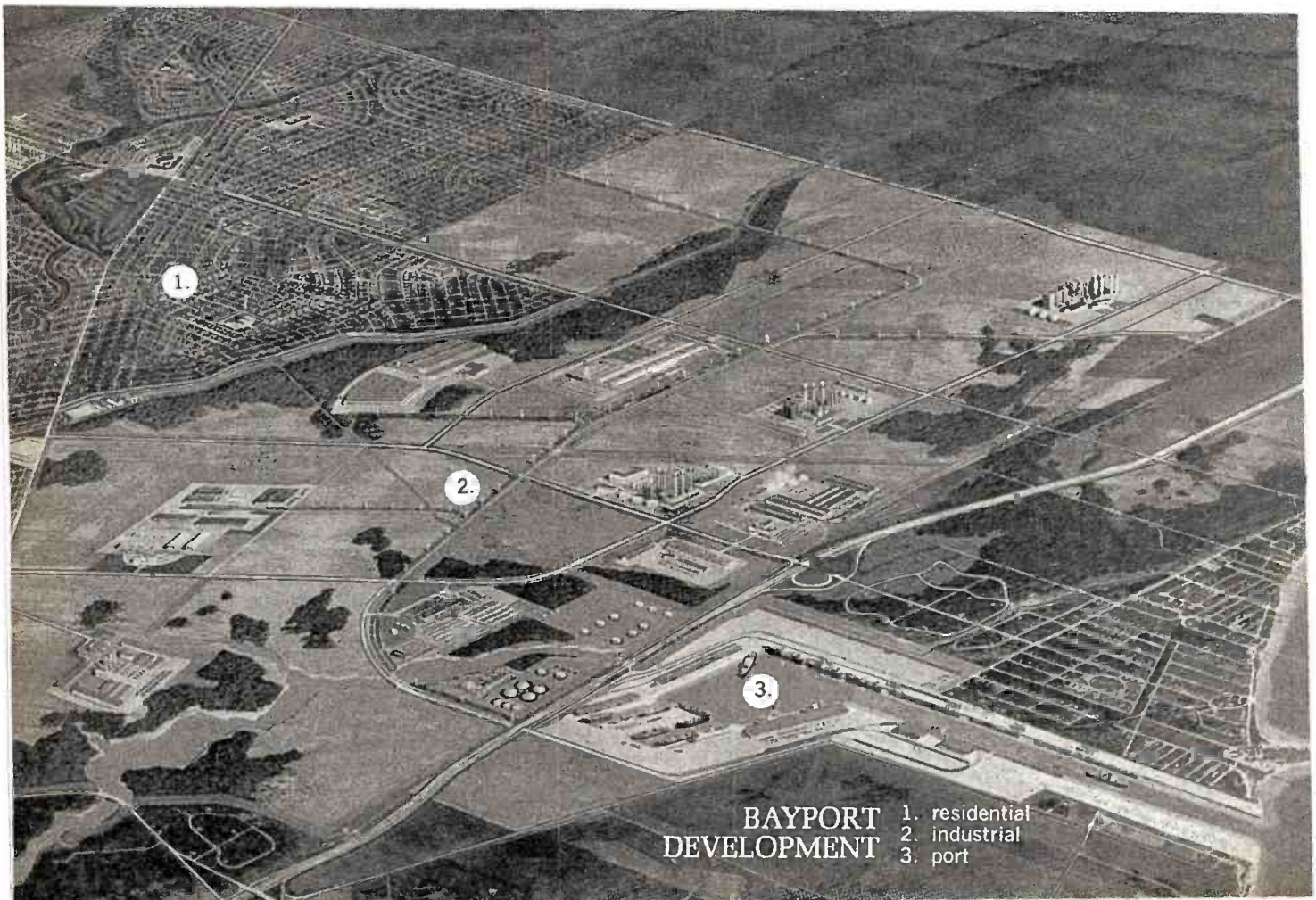


PROGRESS REPORT: HOUSTON



The land-locked Port of Houston, amazing in its 49th year, ranks second in tonnage in the nation. Having completed a \$32 million expansion program, it now embarks on a joint venture to bring a deep water channel to the nearby \$900 million Bayport Development.

Bayport, a model port-industry-residence development planned by Humble Oil and Refining Company, will add another 25,000 jobs and \$100 million yearly payroll to the Houston area. And, in Houston, the men who build now for the future watch KTRK TV.



**BAYPORT
DEVELOPMENT** 1. residential
2. industrial
3. port

A TV plus in growing markets

DCSS research finds way for advertisers to get substantially more TV homes by buying schedules in markets showing an unusual growth potential

Over 40 television markets currently enjoy preferred positioning on Doherty, Clifford, Steers & Shenfield's TV buying list because of a DCSS concept now going into its third year.

And DCSS clients, according to officials of the agency, are getting substantially more impressions per television advertising dollar as a result of that concept.

The concept, called "advanced markets," takes into account market growth as it occurs and is documented by DCSS researchers, without waiting for it to show up in the standard sources of market information. Officials at DCSS headquarters in New York say this often gives them—and their clients—as much as a two-year jump over most agencies in recognizing the full potential of a market.

Stations on the "advanced" list may be anywhere from one to 29 positions ahead of the places they occupy on lists based on TV homes alone (see table comparing advanced and TV-coverage rankings). For more than a year DCSS has done most of its spot TV buying according to a list reflecting the advanced-markets concept (BROADCASTING, June 24, 1963). The agency invests close to \$20 million a year in television, about \$13 million of this is spent in spot.

Six New Additions ■ Latest additions to the advanced-markets list, resulting from an 8,000-mile field trip by DCSS researchers, are Charleston, S. C., and Atlanta, New Orleans, Houston, Fort Worth-Dallas and Phoenix (see separate story of DCSS's findings in these markets).

DCSS officials explain that the advanced-markets project is designed to ferret out "hidden pockets of prosperity" as they develop. What the agency's researchers look for in particular are influences that will give a market more people and more spending power than are credited to that market by the normal research sources. This means learning about these influences—and their effects in terms of people and money—before the standard research sources do.

Traditional data used in market selection, according to DCSS officials, is

often unavoidably out of date even before it is reported, so that it must be supplemented by current information in order to get maximum efficiency into market selection.

In constructing its advanced-market list, DCSS starts by ranking markets according to TV homes covered (see page 30). Then, market by market, it makes adjustments according to the relative importance of five additional criteria.

Five Criteria ■ These five criteria, which the agency has found to figure most prominently in markets qualifying for "advanced rating," are the television signal patterns, military or major civilian projects, technological advances, population growth and inter-urban trends.

Martin Herbst, media research direc-

tor, who has participated in all of the DCSS advanced-markets field trips, points out that subsequent events have justified all of the advanced-market designations which have been handed out thus far.

As an example of a development which was predicted well in advance, Mr. Herbst noted the announcement last month by Texas Sulphur Corp. that it would invest \$45 million in Washington-Greenville, N. C. DCSS projected this area as an advanced market over a year ago—partly because a field trip turned up advance word on the Texas Sulphur plans.

A further example offered by Mr. Herbst: "The announcement of \$10-billion investment in the Daytona Beach-Orlando-Cape Kennedy triangle came almost two years after our research had

25 markets attain 'advanced' status

This table, covering 25 of the markets that Doherty, Clifford, Steers & Shenfield has designated as "advanced markets," shows what a difference can result when an agency's TV buying list is based on more than television coverage factors.

In this list the difference ranges from one position to 29 positions. From this list DCSS also compiled averages indicating that in three years the "typical" advanced market had moved up three notches in the TV coverage list: in 1961, the average market among these 25 ranked 61st in TV homes; in 1964 it is 58th—and its advanced market rating puts it 49th.

For competitive reasons DCSS declined to identify all of the approximately 40 markets it has classified as "advanced." It did, however, release its complete ranking of 225 markets according to TV coverage, which is the basis from which it works in positioning advanced markets, and this list is printed on page 30.

The 25 markets identified as "ad-

vanced," together with both their TV coverage and their advanced rankings, are as follows:

Market	TV Coverage Rank	Advanced Market Rank
Albuquerque	96	73
Atlanta	24	22
Beaumont-Port Arthur	95	84
Charleston	117	96
Dallas-Ft. Worth	14	12
Fresno, Calif.	85	67
Greensboro-Winston-Salem-High Point	47	39
Greenville-Washington, N. C.	87	82
Hartford-New Haven-Springfield	12	11
Houston	26	21
Las Vegas	171	143
Miami	22	19
New Orleans	40	36
Norfolk-Newport News	56	34
Omaha	51	44
Orlando-Daytona Beach	63	41
Phoenix	70	57
Portland, Ore.	28	26
Sacramento-Stockton	27	24
Saginaw-Bay City-Flint, Mich.	46	40
Salt Lake City	65	56
San Francisco	7	5
Seattle-Tacoma	18	16
Tucson	136	107
Wheeling-Steubenville	59	49

A TV PLUS IN GROWING MARKETS continued

indicated the area would develop into one of the fastest-growing in the nation. This market ranks 63d in terms of a straight TV household count, but DCSS places it in 41st position on its advanced market list."

Impressive Growth ■ One of the most impressive growth stories, which also developed into one of the first advanced markets, involves the Virginia market complex of Norfolk-Newport News-Hampton-Portsmouth. A combination of military and civilian projects accounts for the explosive development there.

The recent opening of the Chesapeake Bay bridge tunnel draws the area more closely into a metropolitan unit and brings major transportation centers 90 minutes closer to the area. Adding further money to the market will be the

Virginia Associated Research Center—one of the country's most extensive projects for graduate and post-graduate study in electronic and space sciences. The center, which will include a \$12 million synchro-cyclotron, is to be jointly administered by the National Aeronautics and Space Administration, the University of Virginia, Virginia Military Institute, and William and Mary College.

As Mr. Herbst explains, "Each market has an entirely different personality and the personality traits must first be determined and the statistical proof graded before any kind of an accurate picture can be forthcoming.

"Such markets as Omaha, Neb., which boasted a 'depression proof' economy; Wheeling, W. Va., where a new tower built by WTRF-TV gave the area

an entirely new coverage pattern, and several other market areas were categorized as 'advanced markets' for different statistical and judgemental reasons."

The reasons DCSS thinks the concept is good for its clients are also numerous and different. One advantage they stress is that it increases efficiency by showing where advertising budgets can be placed against the largest concentrations of people and spending power. Hence the DCSS claim that its clients are now getting substantially more impressions per dollar.

Another advantage, DCSS officials say, is that the concept enables DCSS clients to get into growing markets while other advertisers are concentrating elsewhere—and this can have numerous advantages of its own, including the establishment of franchises, greater commercial effectiveness because there is less competitive pressure, and freer exploitation of test-market plans.

TV coverage is basis for DCSS list

ALL AVAILABLE FIGURES ON TELEVISION AUDIENCE AREA ARE USED

The base on which Doherty, Clifford Steers & Shenfield builds its "advanced markets" spot television buying structure is a list of 225 markets, ranked in terms of their television coverage.

The 1964 list, reproduced below, represents projections and updates that take into account the most recent A. C. Nielsen Co. coverage study, done in 1961; new county-by-county TV set estimates produced since then by the American Research Bureau, and all special coverage studies done by ARB in the meantime.

Martin Herbst, DCSS media research

director, also pointed out that in computing TV homes DCSS uses the 50% cutoff formula, but with certain adjustments to guard against inequities.

Thus a market is credited with embracing all counties where at least 50% of the TV homes watch that market's biggest station during a given period of time, usually once a week.

Where a coverage is below 50% but is nevertheless high enough to represent a significant audience for advertisers—say at the 40 to 49% coverage level—then Mr. Herbst and his associates make a mathematical determina-

tion of viewer "loyalty" that decides what market gets credit for the country's homes.

On this basis Mr. Herbst's department compiled the following 225-market rankings for 1964, from which "advanced markets" are moved upward when they have been given the "advanced" designation. The extent to which they advance may vary from one position to many, depending on the growth factors involved (for comparison of TV-coverage and advanced rankings, see list on page 29).

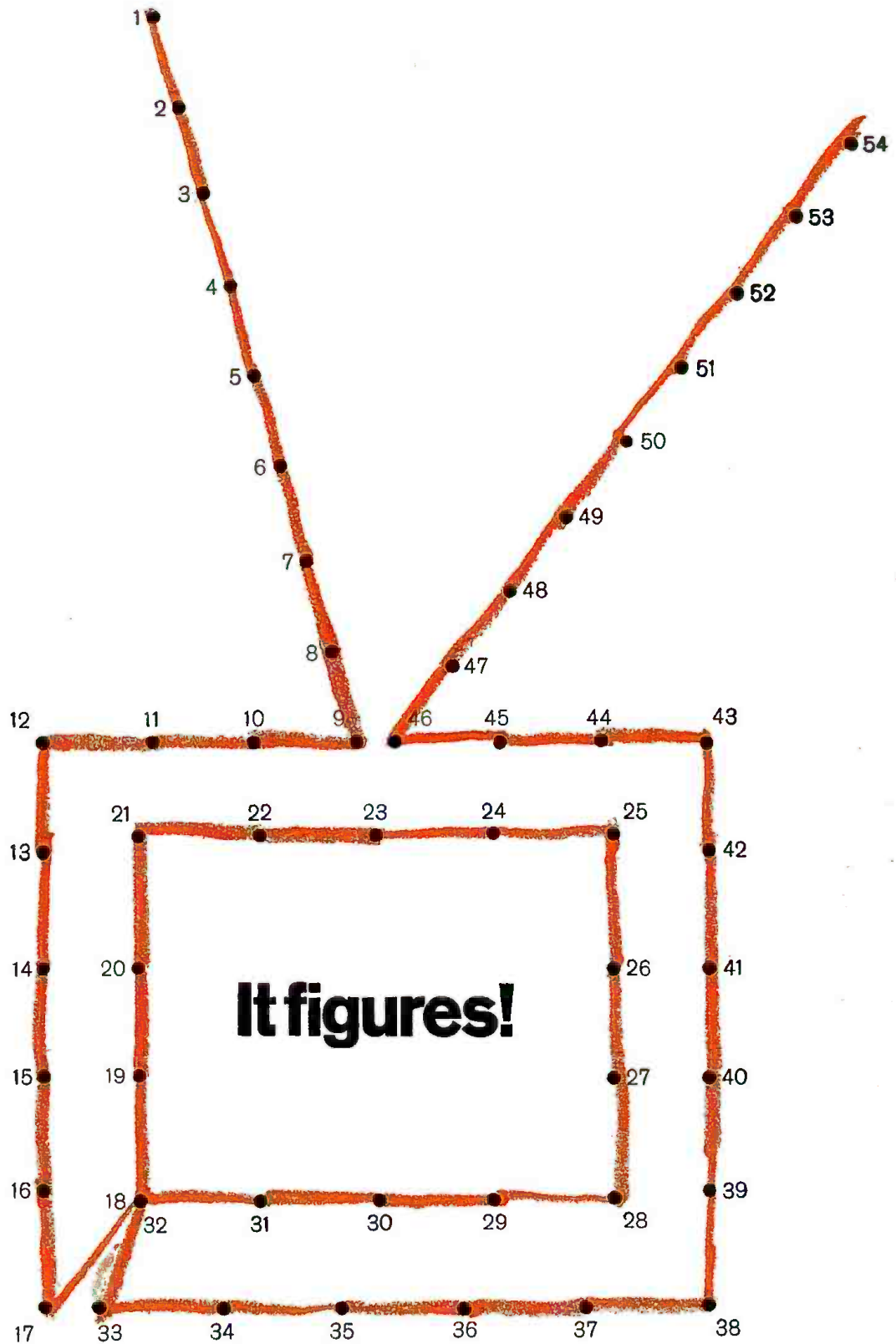
DCSS's complete 225-market coverage list:

Rank	Market	TV Homes (000)
1	New York	5,276.5
2	Los Angeles	2,635.5
3	Chicago	2,261.6
4	Philadelphia	2,016.8
5	Boston	1,752.7
6	Detroit	1,510.8
7	San Francisco	1,310.7
8	Cleveland-Akron	1,189.9
9	Pittsburgh	1,102.5
10	Washington	851.5
11	St. Louis	795.0
12	Hartford-New Haven, Conn.; Springfield, Mass.	727.3
13	Indianapolis	693.1
14	Dallas-Fort Worth	684.9
15	Minneapolis-St. Paul	679.8
16	Baltimore	610.2
17	Providence, R. I.	601.4
18	Seattle-Tacoma	596.4
19	Cincinnati	591.5
20	Buffalo	585.1
21	Kansas City, Mo.	580.5
22	Miami	559.4
23	Milwaukee	559.1
24	Atlanta	543.9
25	Charlotte, N. C.	540.0
26	Houston	526.6



In each market a team of DCSS researchers visited supermarkets, studied payrolls, land purchases, building permits and other indices of growth.

Here Martin Herbst, DCSS media research director (l) talks to a supermarket manager in the Dallas-Fort Worth area.

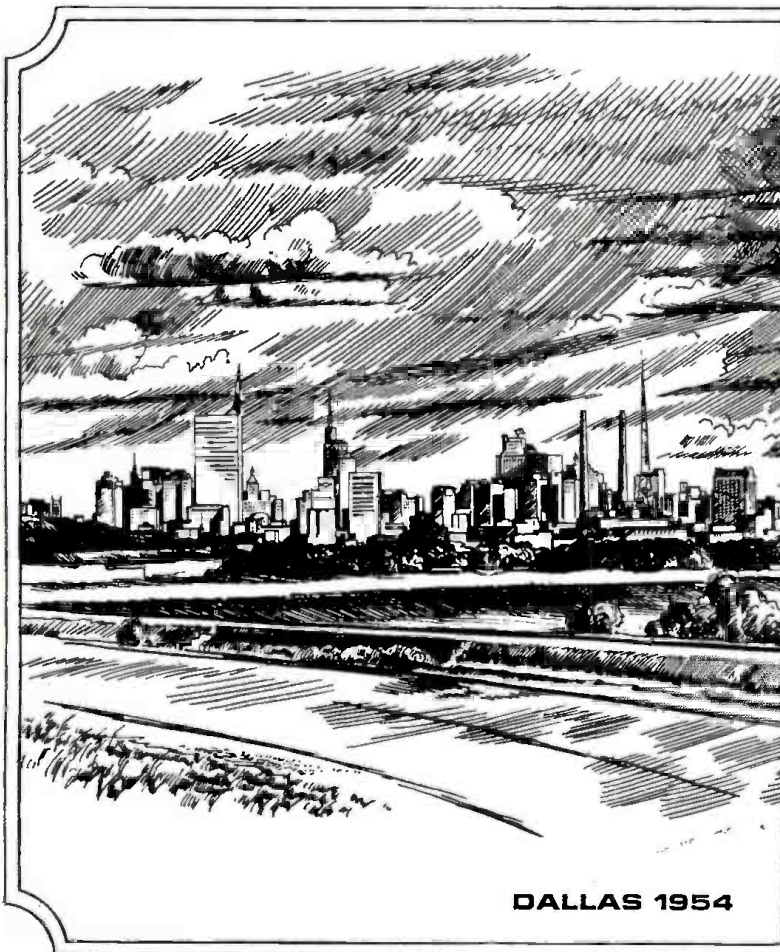


It figures!

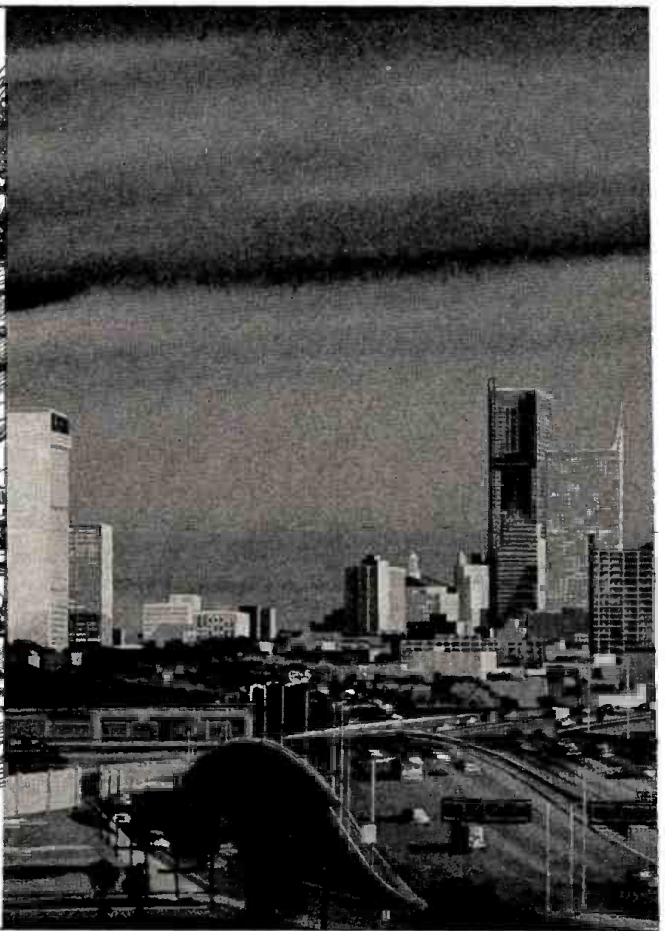
Spot television figures at the top of many a media list, but until now estimating cost and coverage levels for a multi-market campaign was often a time-consuming task. Now, CTS National Sales has published the first "Spot Television Planning Guide"—and it does the figuring for you! For a copy, ask your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

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

Rank	Market	TV Homes (000)	Rank	Market	TV Homes (000)	Rank	Market	IV Homes (000)
27	Sacramento-Stockton, Calif.	484.0	62	Davenport, Iowa-Rock Island, Ill.	281.2	99	Peoria, Ill.	153.9
28	Portland, Ore.	479.9	63	Orlando-Daytona Beach, Fla.	280.9	100	Fargo-Valley City, N. D.	153.1
29	Dayton, Ohio	479.5	64	Wilkes-Barre-Scranton, Pa.	277.1	101	Sioux City, Iowa	150.2
30	Birmingham, Ala.	446.8	65	Salt Lake City	274.1	102	South Bend, Ind.	149.3
31	Columbus, Ohio	446.6	66	San Antonio	273.7	103	Burlington, Vt.-Plattsburg, N. Y.	148.8
32	Syracuse, N. Y.	446.1	67	Des Moines-Ames, Iowa	273.5	104	Montgomery, Ala.	148.2
33	Lancaster-Harrisburg-Lebanon-York, Pa.	440.9	68	Roanoke-Lynchburg, Va.	273.2	105	Monroe, La.-El Dorado, Ark.	145.6
34	Memphis	439.3	69	Cedar Rapids-Waterloo, Iowa	270.7	106	Terre Haute, Ind.	143.9
35	Tampa-St. Petersburg, Fla.	433.0	70	Phoenix	260.4	107	Austin, Tex.	141.9
36	Grand Rapids-Kalamazoo, Mich.	431.6	71	Mobile, Ala.-Pensacola, Fla.	249.4	108	Florence, S. C.	139.3
37	Johnstown-Altoona, Pa.	430.3	72	Richmond, Va.	248.7	109	Joplin, Mo.-Pittsburg, Kan.	136.7
38	Charleston-Huntington, W. Va.	418.5	73	Spokane, Wash.	248.6	110	Wichita Falls, Tex.	134.1
39	Nashville	402.8	74	Baton Rouge	246.3	111	Mason City-Austin-Rochester, Minn.	133.5
40	New Orleans	397.4	75	Shreveport, La.	243.6	112	Honolulu	133.3
41	Albany-Schenectady-Troy, N. Y.	395.8	76	Jacksonville, Fla.	242.7	113	Quincy, Ill.-Hannibal, Mo.	132.1
42	Denver	386.4	77	Little Rock, Ark.	242.7	114	Erie, Pa.	131.5
43	Louisville, Ky.	386.1	78	Knoxville, Tenn.	232.0	115	Bakersfield, Calif.	131.2
44	Toledo, Ohio	374.3	79	Sioux Falls, S. D.	231.0	116	Waco-Temple, Tex.	128.9
45	Lansing, Mich.	373.3	80	Binghamton, N. Y.	230.8	117	Charleston, S. C.	125.6
46	Saginaw-Bay City-Flint, Mich.	372.6	81	Madison, Wis.	223.3	118	Amarillo, Tex.	117.4
47	Greensboro-Winston-Salem-High Point, N. C.	365.6	82	Jackson, Miss.	222.5	119	Wausau, Wis.	117.2
48	Oklahoma City	347.4	83	Cape Girardeau, Mo.; Paducah, Ky.; Harrisburg, Ill.	218.8	120	Utica-Rome, N. Y.	117.0
49	Greenville-Spartanburg, S. C.-Asheville, N. C.	344.6	84	Evansville, Ind.-Henderson, Ky.	207.0	121	St. Joseph, Mo.	116.0
50	San Diego	327.4	85	Fresno, Calif.	200.6	122	Lubbock, Tex.	116.0
51	Omaha	320.7	86	Chattanooga	197.0	123	Yakima, Wash.	114.9
52	Wichita, Kan.	316.6	87	Greenville-Washington, N. C.	193.3	124	Springfield, Mo.	114.6
53	Tulsa, Okla.	314.4	88	Youngstown, Ohio	182.5	125	Albany, Ga.	114.4
54	Durham-Raleigh, N. C.	309.5	89	Columbia, S. C.	176.7	126	El Paso, Tex.	113.2
55	Portland, Me.	306.7	90	Augusta, Ga.	167.5	127	Topeka, Kan.	112.4
56	Norfolk-Newport News, Va.	305.8	91	Columbus, Ga.	165.3	128	Columbia-Jefferson City, Mo.	112.1
57	Rochester, N. Y.	300.9	92	Rockford, Ill.	164.1	129	Lafayette, La.	109.1
58	Monterey-Salinas, Calif.	299.0	93	Lincoln, Neb.	163.1	130	Odessa-Midland, Tex.	108.8
59	Wheeling, W. Va.-Steubenville, Ohio	285.1	94	Johnson City-Bristol, Tenn.	160.6	131	Tallahassee, Fla.	108.6
60	Green Bay, Wis.	283.8	95	Beaumont-Port Arthur, Tex.	160.2	132	Eugene-Roseburg, Ore.	108.0
61	Champaign-Decatur-Springfield, Ill.	282.9	96	Albuquerque, N. M.	159.0	133	Pueblo-Colorado Springs, Colo.	107.9
			97	Duluth, Minn.-Superior, Wis.	156.3	134	Macon, Ga.	106.6
			98	Fort Wayne, Ind.	155.3	135	West Palm Beach, Fla.	104.4



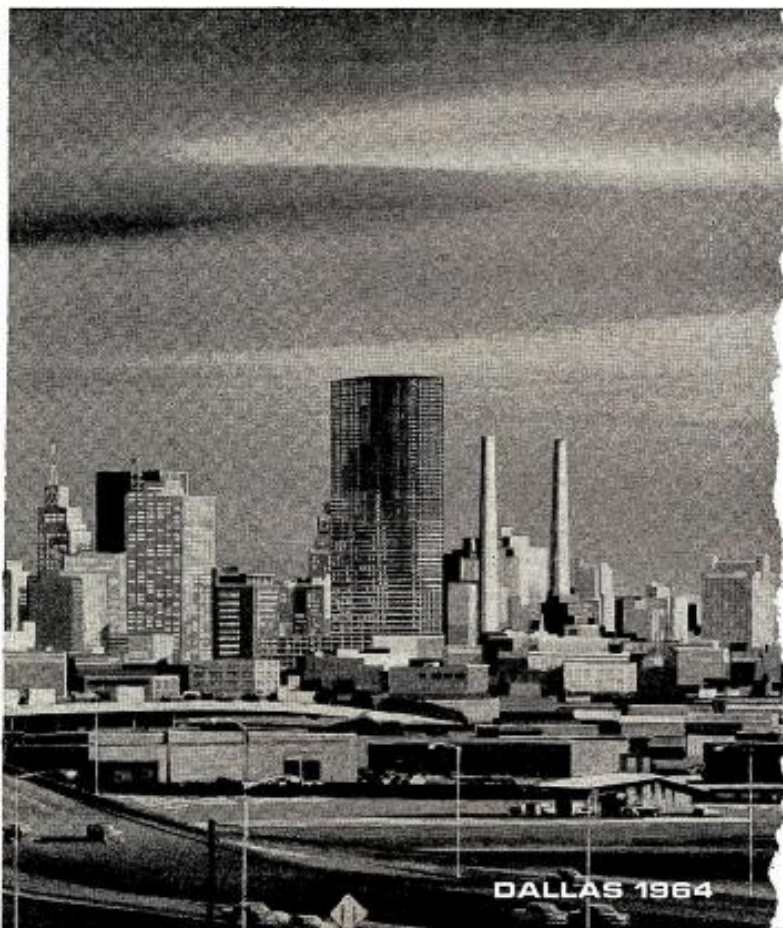
DALLAS 1954



Rank	Market	TV Homes (000)	Rank	Market	TV Homes (000)	Rank	Market	TV Homes (000)
136	Tucson, Ariz.	102.9	174	Columbus-Tupelo, Miss.	53.2	212	Clovis, N. M.	18.3
137	Corpus Christi, Tex.	101.2	175	Fort Smith, Ark.	52.7	213	Big Spring, Tex.	16.7
138	Cnico-Redding, Calif.	100.2	176	Hattiesburg, Miss.	50.8	214	Monahans, Tex.	16.6
139	Bangor, Me.	100.1	177	Reno	48.2	215	Carlsbad-Roswell, N. M.	16.2
140	Hastings-Kearney, Neb.	99.3	178	Rapid City, S. D.	46.8	216	Pembina, N. D.	15.5
141	Bismarck, N. D.	99.1	179	Casper-Riverton, Wyo.	46.6	217	Dickinson, N. D.	14.1
142	Manchester, N. H.	97.5	180	Lima, Ohio	46.2	218	Goodland, Kan.	13.7
143	Tyler, Tex.	96.6	181	Bellingham, Wash.	45.2	219	Laredo, Tex.	12.9
144	Wilmington, N. C.	96.0	182	Great Falls, Mont.	44.1	220	Fort Pierce, Fla.	11.6
145	Savannah, Ga.	94.9	183	Salisbury, Md.	42.1	221	Fairbanks, Alaska	10.5
146	Dothan, Ala.	94.8	184	Butte, Mont.	40.3	222	Selma, Ala.	10.4
147	Alexandria, Minn.	91.5	185	Ensign-Garden City, Kan.	39.4	223	Helena, Mont.	7.8
148	La Crosse, Wis.	89.9	186	Missoula, Mont.	39.3	224	Glendive, Mont.	3.8
149	Cadillac-Traverse City, Mich.	89.4	187	Lufkin, Tex.	35.5	225	Juneau, Alaska	3.6
150	Lexington, Ky.	86.7	188	Parkersburg, W. Va.	34.5			
151	Mankato, Minn.	86.1	189	Muncie, Ind.	32.0			
152	Meridian, Miss.	85.5	189	Medford, Ore.	32.0			
153	Ada, Okla.	85.0	191	Fort Dodge, Iowa	29.3			
154	Lake Charles, La.	83.9	192	Grand Forks, N. D.	29.2			
155	Ottumwa, Iowa	83.3	193	Greenwood, Miss.	29.0			
156	Bluefield, W. Va.	83.0	193	San Angelo, Tex.	29.0			
157	Alexandria, La.	82.0	195	Yuma-El Centro, Calif.	28.5			
158	Santa Barbara, Calif.	79.7	196	Huntsville, Ala.	28.4			
159	Abilene-Sweetwater, Tex.	75.7	197	Twin Falls	28.3			
160	Eau Claire, Wis.	75.2	198	Grand Junction-Montrose, Colo.	28.0			
161	Boise, Idaho	70.7	199	North Platte, Neb.	27.5			
162	Harlingen-Westlaco, Tex.	68.7	200	Fort Myers, Fla.	26.4			
163	Scottsbluff, Neb.-Cheyenne, Wyo.	65.6	201	Decatur, Ill.	26.3			
164	Harrisonburg, Va.	63.6	202	Presque Isle, Me.	25.9			
165	Clarksburg-Weston, W. Va.	63.1	203	Klamath Falls, Ore.	25.3			
166	Ardmore, Okla.	62.9	204	Anderson, S. C.	24.4			
167	Idaho Falls, Idaho	60.4	205	Aberdeen-Florence, S. D.	24.0			
168	Carthage-Watertown, N. Y.	58.9	206	Florence, Ala.	23.8			
169	Billings, Mont.	58.4	207	Panama City, Fla.	23.4			
170	Jackson, Tenn.	58.1	208	Mitchell, S. D.	22.9			
171	Las Vegas	55.5	209	Lafayette, Ind.	22.6			
172	Marquette, Mich.	54.5	210	Anchorage	22.3			
173	Eureka, Calif.	53.6	211	Zanesville, Ohio	21.9			

Late arrival

Delivery of the Network Television Service of Leading National Advertisers-Broadcast Advertisers Reports for April were made last week. Delay in the service was caused by the conversion procedure during installation of an electronic data processing system by LNA-BAR. Reports for May and June will be sent out before the end of August.



*If you had the
Quality touch*

You'd be operating in a lush, dual-city complex that is constantly on the increase. The skyline of Dallas is ever-changing, reflecting a phenomenal business surge ... the economy of Fort Worth has boomed, triggered by its solid position as the transportation doorway to the West. The growth of the overall area represents an additional 363,000 people and more than \$710,000,000 annually (DCSS Report) which are not revealed in standard sources. It's the kind of future that makes you want to go with the station which keeps pace with its vastly expanding market...gearing its operation with an elaborate, well-equipped, proficiently-manned broadcasting center. Like a Quality Market, a Quality Station doesn't stand still.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center /
Broadcast Services of The Dallas Morning
News/Represented by Edward Petry & Co., Inc.

New people, money make markets grow

DCSS swing through South and West indicates six areas have attained new national rank

The marketing investigator embarking on a Doherty, Clifford, Steers & Shenfield "advanced markets" field trip should be prepared for little sleep, much travel, many questions and constant note-taking.

That has been the experience of the DCSS team members to date. They have made two major swings thus far and several shorter ones.

What they look for is anything that adds people and money to a market. But these must be people and this must be money that are not yet reflected in standard sources of information on that market. They must be "new."

These new people and this new money can come from a wide variety of sources—new highway construction, for example, or a new bridge, a military installation, plans for a new sports arena, factories moving in, new buildings going up, suburban areas broadening out.

Trip Through South ■ The most recent DCSS advanced-markets field trip carried a two-man team through six southern and southwestern cities—and resulted in promotions for all six to higher positions on DCSS's television buying list. The markets: Charleston, S. C.; Atlanta; New Orleans; Dallas-Fort Worth; Houston, and Phoenix.

In all six markets the DCSS investigators found strong evidence of at least three and in most cases four of the five key factors that figure in the agency's definition of "advanced markets" (see chart). The five factors are TV coverage

patterns (on which all six markets rated high), population growth, inter-urbanization, space-age developments and technological advances (also see story page 29).

The team consisted of Martin Herbst, media research director, and Sam Vitt, then vice president in charge of media

dance of market information, gathered by the agency as part of its continuing studies, suggested they are enjoying or are on the threshold of unusual growth rates.

Here, market by market, are some of the principal findings that led DCSS to give these areas advanced-market rankings, as based on a report by the research team:

Charleston, S. C.

In its inspection of the rapidly expanding economy of Charleston, the agency team estimates it uncovered some 124,000 "uncounted" people and more than \$177 million a year—population and spending power that do not appear in accepted standard research sources.

DCSS now rates Charleston as the 96th television market as opposed to

CHARLESTON, S. C.			
Facts developed	What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) New Interstate Highways: 95 North-South and 26 East-West	57,000	\$80,000,000	Will bring Charleston into optimum location as a major distribution center.
2) Completion of dry dock facilities for atomic submarines carrying Polaris missiles	18,000	23,000,000	Maintain military interests in the market and bring in important auxiliary industry.
3) New Bushy Park industrial site	49,000	74,000,000	Greatly extend Charleston's base of heavy industry.
Total	124,000	\$177,000,000	

Summary: The DCSS investigators estimated they had found 124,000 people and \$177 million a year that are not reflected in standard sources on this market.

and programing, now with Ted Bates & Co., New York.

Mr. Herbst explained that these particular markets were chosen for on-scene investigation because an abun-

112th position accorded to it by available TV home estimates.

The survey team singled out multi-million dollar investments in state and interstate highway systems, which open the way for transportation and trucking terminals, as major signals of imminent growth.

In addition, the tourist industry, which has been one of the area's leading economic determinants, has been given a sharp boost by the new interstate express system.

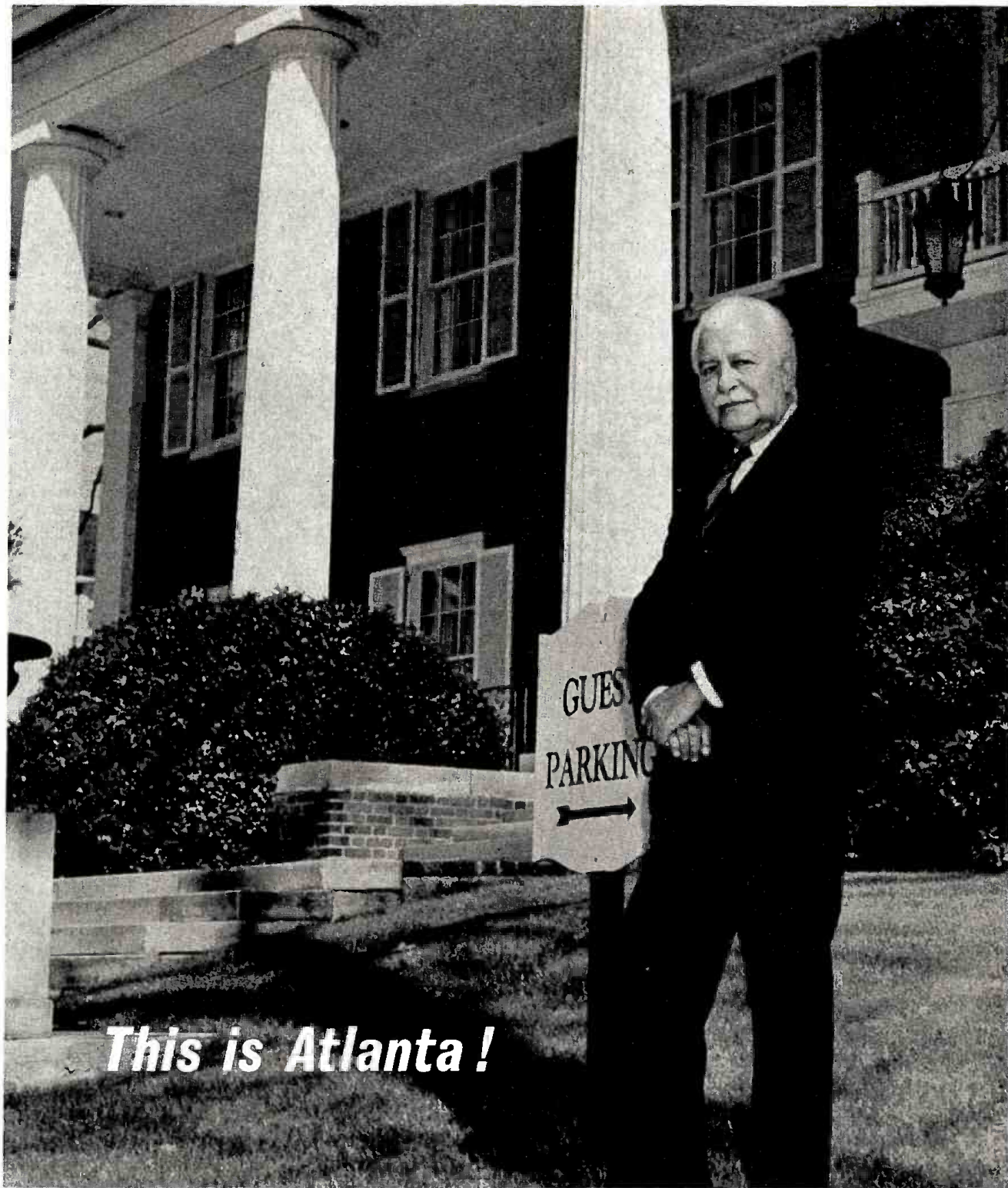
The swelling economy and influx of industry into Charleston have brought a dramatic rise in new homes and apartments to house the growing population. Charleston's population has advanced by 75,000 since the 1960 census—a gain of 34% which makes it one of the fastest growing markets on the eastern seaboard.

The effective buying income for the area increased over \$113.5 million and



In Charleston the Navy has just completed a new \$15 million dry dock fa-

cility. Vast expansion of the entire port is underway.



This is Atlanta!

GUEST IN THE HOUSE! The White Columns visitor is famed conductor Arthur Fiedler of the Boston Pops Orchestra, whose RCA Victor albums are world-renowned. WSB-TV is proud of its many contributions to Atlanta...the cultural center of the South.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

per household income rose an additional \$1,513—both since the last census, attesting to the prevalent economic growth of the area.

The port of Charleston, whose easy access to both South American and European markets make it one of the country's major shipping terminals, is undergoing vast expansion.

Major cargo and pier facilities have been built with more than \$25 million being spent in the past several years. Complete renovation and modernizing projects on other cargo piers is in progress to attract further shipping to the port.

Major Warehouse Center ■ In combination with the recently completed east-west express highway system, these improvements in the Charleston port are expected to make the terminal a major ship-to-truck warehouse center within the next few years.

As in many other "advanced markets" the status of military projects and bases assumes major importance in Charleston. The Charleston Navy Yard employs 22,000 people now and by 1965 the figure is expected to reach 25,000. The Navy has just completed a new \$15 million dry dock facility.

A Polaris assembly plant has been completed and Charleston will be the home of two Polaris squadrons. The facilities required to service the personnel and equipment of these squadrons will provide an economic swell with new families moving into the city and highly trained electronic and equipment specialists necessary for maintenance of the submarine squadrons.

The DCSS investigation found the industrial situation in Charleston healthy with diversification a prime consideration. A favorable industrial tax structure, liberal financing codes and an abundant water supply are combining to attract new industry into the city.

Planning in Charleston has a forward



Atlantans say their new airport is the "busiest in the world" between 11:30

ATLANTA			
Facts developed	What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) New downtown construction characterized by 42-story First National Bank Building	74,000	\$142,000,000	Enhance Atlanta's position as commercial and financial center of the South.
2) Continuing low level of unemployment	123,000	180,000,000	Allow Atlanta to properly absorb influx of new workers.
3) Convergence of Interstate Highway 65 and 20 systems			Rivet Atlanta's position as the key distribution center for the Southeast
	<u>218,000</u>	<u>341,000,000</u>	
Total	415,000	\$663,000,000	

Summary: The DCSS investigators estimated they had found 415,000 people and \$633 million a year that are not reflected in standard sources on this market.

look with plans for reorganization of the lucrative tourist industry, a bridge building project to relieve traffic congestion in the downtown area and plans for a new convention hall, which will seat 3,500 and is expected to induce rehabilitation of the city's downtown section.

Construction is in evidence throughout the area and three major hotel chains have built motels in downtown Charleston in the past year alone.

Atlanta

Atlanta is another city where the DCSS team found that chamber-of-commerce enthusiasm appears to be backed by the cold facts. The market moved up from 24th position to 22d in the DCSS "advanced market" standings on the strength of 415,000 people and \$663 million in annual spending power beyond those shown in standard research sources.

The population explosion in metro-

politan Atlanta does not seem to be slowing, according to Mr. Herbst. In 1960 Atlanta was listed with a population of 1,017,188, a ten-year increase of 39%, but at its present rate it is estimated it will have reached 1.5 million by 1965.

"In Atlanta," says Mr. Herbst, "you can almost see the changes that are taking place." In one tour with Donald Heald, wsb-tv station manager, three new skyscrapers were pointed out, each more than 35 stories high, including the new \$70 million, 42-story First National Bank Building.

The Southern Bell Telephone Co. plans a \$75 million equipment maintenance project in the market and within the next 10 years expects to make an additional \$800 million capital investment in Georgia with Atlanta taking a major share of the total.

Industry ■ The Lockheed Aircraft Corp. plant employs some 17,000 Atlantans and spills a \$2 million weekly payroll into the city's economy.

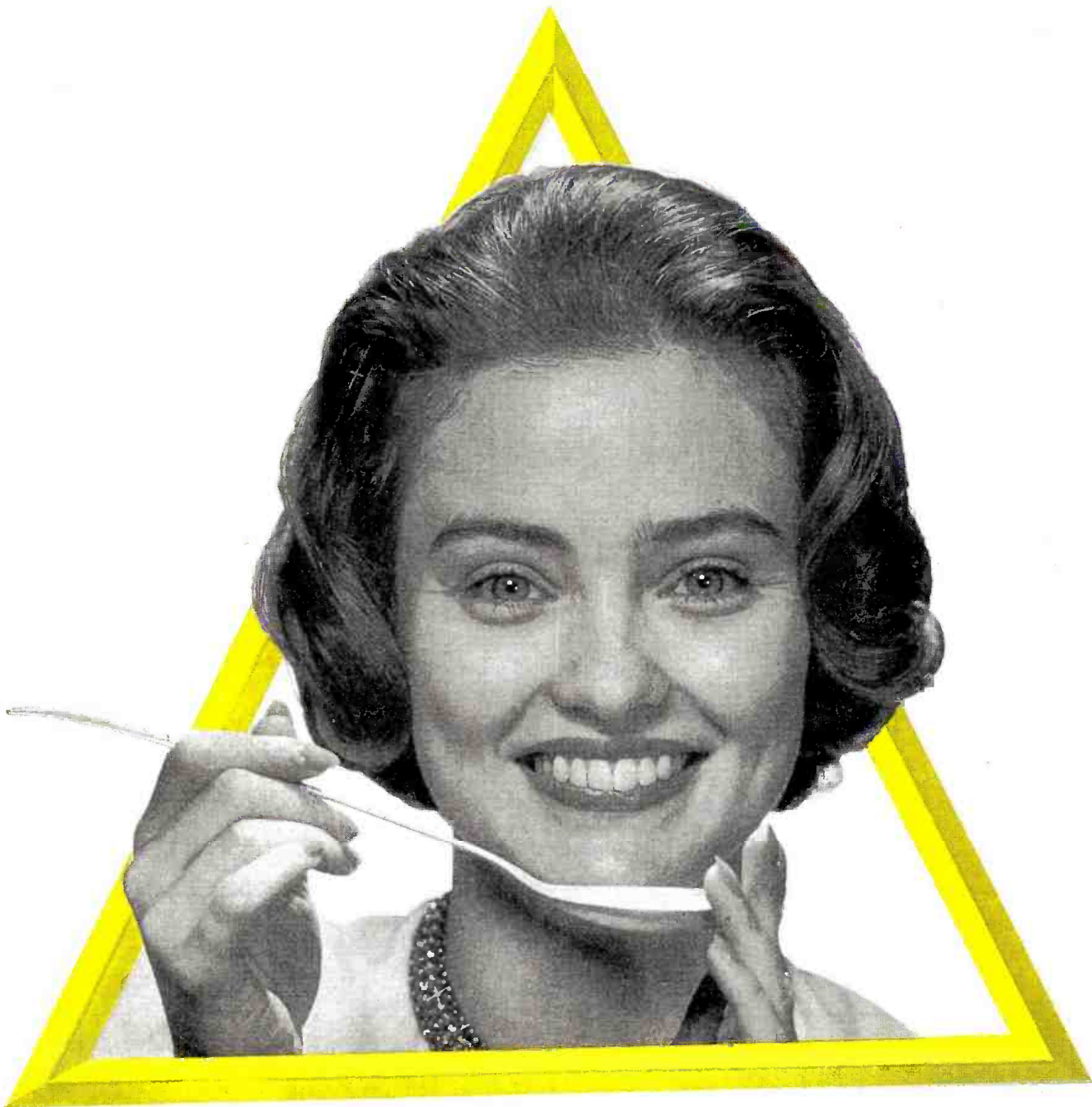
Manufacture of the C-141 is a current Lockheed project and the company anticipates wide expansion into the field of executive jet aircraft for civilian and business use.

The DCSS research group found favorable employment statistics in the city. The Atlanta area has an unemployment rate of less than 3%, well under the national average of 5%. It has been dropping yearly from a 1960 level of 4.2%.

The number of manufacturing plants in metropolitan Atlanta reached 1,850 in 1962 and it is estimated that since 1960, 400 new plants and businesses have been established there.

Also contributing to Atlanta's growth is development of a highway complex which gives the city a direct tie to the northeast. Already numerous truck terminals and small industrial plants

a.m. and 1:30 p.m. Six airlines schedule flights then.



You get a tasty, rich mixture in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

For a feast of audiences, WSJS Television's 3 metro city-33 county Grade A coverage has that rare combination of ingredients — No. 1 in Population, No. 1 in Households, No. 1 in Retail Sales — that make it the No. 1 market in North Carolina, the nation's No. 12 state.

WSJS 
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT
Represented by Peters, Griffin, Woodward



The new \$40 million International Trade Mart Building in New Orleans is one of the busy city's most ambitious

projects. Thirty-three stories tall, it will offer 450,000 feet of usable floor space when completed next year.

have sprouted along the express highway.

Typical of the type of business this expressway is attracting is a new cold-storage outfit—Commercial Cold Storage—which only recently completed the largest refrigerated warehouse in the Southeast; 4,160,000 cubic feet of refrigerated warehouse and frozen food merchandise handling space at a cost of \$3.5 million located on 52 acres of Atlanta's Northeast expressway.

The DCSS group also found Atlanta conscious of the importance of graduate and post-graduate education for the new space age and electronic industries. Colleges in the area, particularly Georgia Tech, are working closely with such companies as Lockheed to provide the latest in technological and engineering techniques for students.

Atlanta promoters have further plans for drawing dollars to their city. They're hoping to acquire major league baseball and major league football franchises, possibly within the year, and they're planning one of the largest convention centers in the country which will be under construction shortly. Reportedly, it will be big enough to hold six conventions at the same time.

New Orleans

In New Orleans the DCSS survey uncovered \$849,000,000 in annual business and 397,000 people which the agency feels are not shown in standard market sources and on the basis of these findings the city is placed in 36th position in advanced market rank.

Contributing to these "untabulated" statistics are government spending via NASA, off-shore oil and gas production,

development of trade through the New Orleans port and intraurban building.

Leading a list of city projects is the soon-to-be-erected \$40 million International Trade Mart, 15 years in the planning.

When completed in 1965, this center is expected to give the already booming economy of New Orleans a further lift. The ITM complex will consist of a 33-story Trade Mart building, an exhibition and convention hall to be built for \$10 million, a garage underneath the area to hold 1,100 cars and a Spanish Plaza to be constructed by the Spanish government at a cost of \$350,000.

New Orleans continues to expand its economic muscle as a port, taking full advantage of the natural asset offered by the Mississippi River, a factor historically fundamental to the city's

growth.

In terms of tonnage New Orleans ranks as the second largest port in the U. S. Much of this trade involves more expensive and profitable industrial equipment such as tractors and automobiles, in addition to a number of bulk raw materials including oil and sulphur.

Estimates based on U.S. Department of Commerce reports show a combined volume of imports and exports of approximately 1.7 billion tons each year and the U.S. Army has declared it the most economical of all U.S. ports of embarkation.

Modern port facilities include concrete and steel waterfront warehouses, wharves and grain elevators. Warehouse handling and associated fees are among the lowest in the country and these conditions are expected to continue as the port is becoming largely automated with mechanical loading and unloading equipment.

Foreign Trade ■ The New Orleans port has developed the country's second foreign trade zone. Within this zone products from foreign countries may be stored indefinitely, confined, re-routed, processed and packaged without duty. Duties are imposed only if the goods enter domestic commerce.

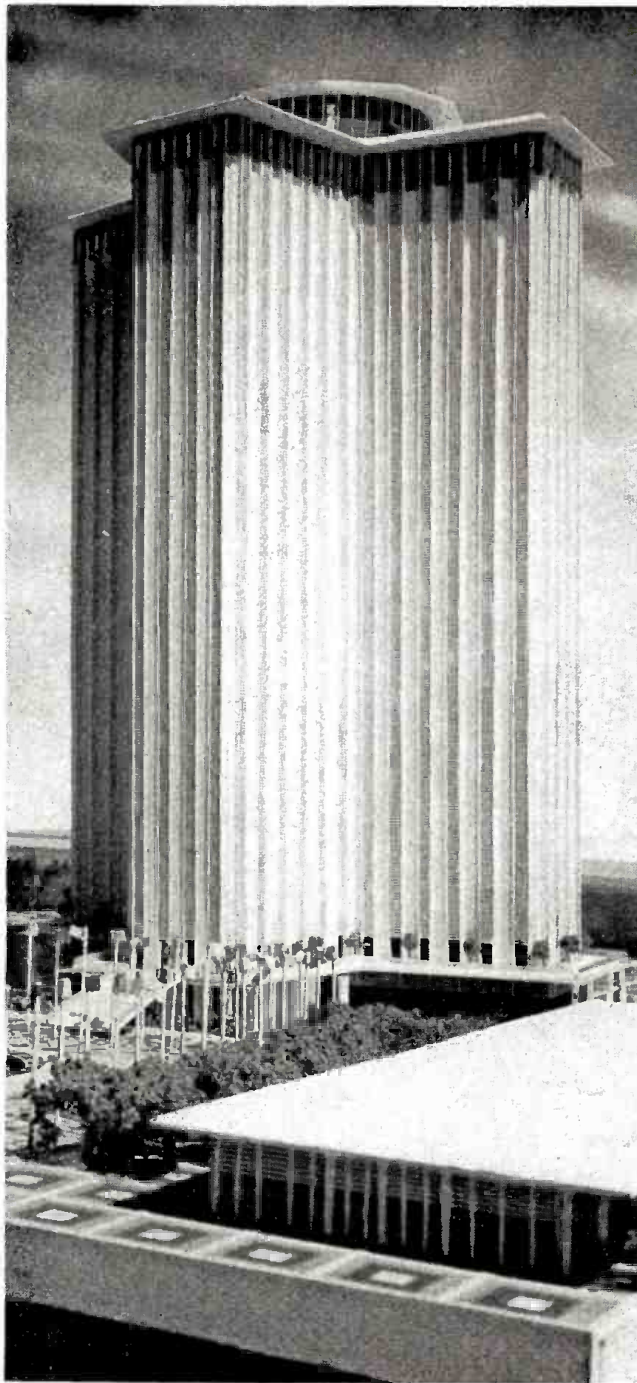
Avondale, the country's largest non-military shipbuilding concern, is located in the harbor. Its annual payroll of \$24 million is the biggest in New Orleans with the exception of government-connected operations.

The DCSS observers laid special emphasis on New Orleans as one of the nation's greatest petro-chemical industry centers and their inspection of the city included a flight over the Gulf region where off-shore rigs provide an abundant supply of petroleum.

Oil companies have invested over \$458 million in off-shore leases, and

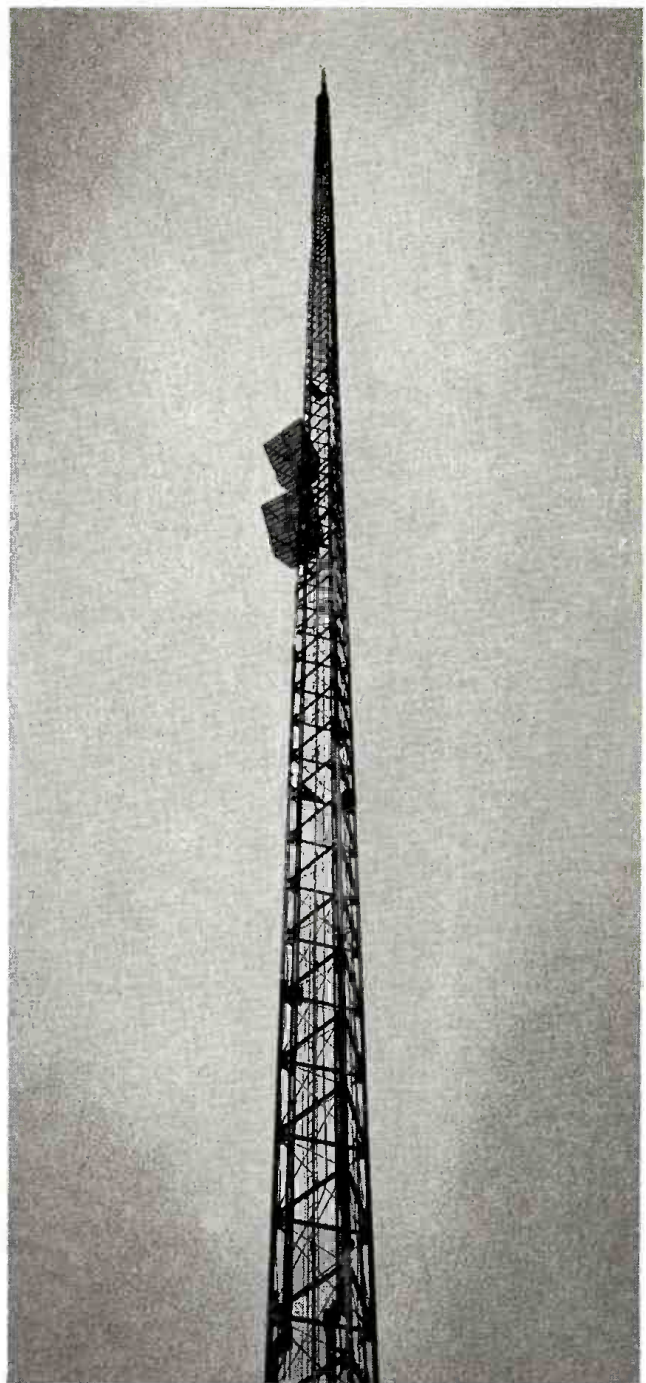
Facts developed	NEW ORLEANS		Effects to be felt
	What this means in terms of additional people	and money Yearly Dollars	
1) 1967 off-shore oil and gas leases	81,000	\$265,000,000	Further growth of the basic petro-chemical industry.
2) Improvement of NASA facilities	42,000	124,000,000	Attraction of additional high caliber technological personnel.
3) Growth of second U. S. port	74,000	120,000,000	Accelerated European and South American Trade.
4) New Orleans East as a new city within a city	200,000	340,000,000	Substantial growth of New Orleans metropolitan area.
Total	397,000	\$849,000,000	

Summary: The DCSS investigators estimated they had found 397,000 people and more than \$849,000,000 a year that are not reflected in standard sources on this market.



This tower is the new International Trade Mart—typifying the “already booming economy of the New Orleans area”

The quote about New Orleans is from the story about growth markets in this issue. The new Trade Mart complex, with 33-story main building and \$10,000,000 exhibition and convention hall, is but one indicator of the city's brilliant future. Every factor covered in the article testifies to the tremendous growth of the new New Orleans market—ready and able to buy *now*.



... and this tower is WDSU-TV Channel 6 in New Orleans. It represents the *most direct channel* to sales in this prospering market

WDSU-TV

CHANNEL 6 • NEW ORLEANS • NBC
REPRESENTED BY BLAIR-TV

Facts developed	HOUSTON		Effects to be felt
	What this means in terms of additional people	and money Yearly dollars	
1) Condominium homes development in Sharpstown	146,000	\$225,000,000	Important population growth
2) Enclosed air-conditioned Houston Colt Stadium	71,000	149,000,000	Enhance Houston's role as regional focal point
3) Expansion of NASA facilities	34,000	75,000,000	Attract new space age industry
4) New downtown construction			Movement of more corporation branches and headquarter facilities to Houston
	162,000	308,000,000	
Total	413,000	\$757,000,000	

Summary: The DCSS investigators estimated they had found 413,000 people and \$757 million a year that are not reflected in standard sources on this market.

The "community, developed under one master plan, with its own parks, schools and churches, is a complete working-living unit with heavy industry, light industry and commerce, serviced by major highways, two railroads, the intracoastal canal and the Mississippi River gulf outlet.

A new \$12 million hotel is planned for the Bourbon Street area. It will be designed in the traditional French style and homes, restaurants and other properties in the area are being remodeled.

The DCSS group found New Orleans expanding its educational facilities at a rate commensurate with, or exceeding, the community's economic expansion and geared to its space-oriented development.

Both Loyola University and Tulane have expanded their facilities to handle more students and have increased opportunities for graduate students to continue their studies.

In addition, the relatively new Louisiana State University of New Orleans, a branch of LSU at Baton Rouge, has grown to 6,000 students in its three-

Louisiana ranks second only to Texas in oil production.

Reserves of petroleum and natural gas in the New Orleans area are estimated at nearly one-sixth of the world's crude oil total and one-fourth of this country's natural gas supply. Since 1953, 76% of all new oil and gas discovered in the United States has been found in Louisiana and its off-shore areas.

Space industry developments in New Orleans are led by the NASA-Michoud plant in the city's eastern section. Contracts worth \$703 million have already been awarded for production of Saturn S-1 and Saturn V boosters and major space and electronic industries are beginning to build in the area to supplement work being done at the NASA-Michoud plant.

As of April 20, the number of personnel employed in the operation by NASA and its principal contractors had reached 9,654.

City Within a City - Of further importance to media marketers is a new

development, New Orleans East Inc., a 50-square-mile tract in eastern New Orleans and adjacent to the NASA complex, which is being developed as a

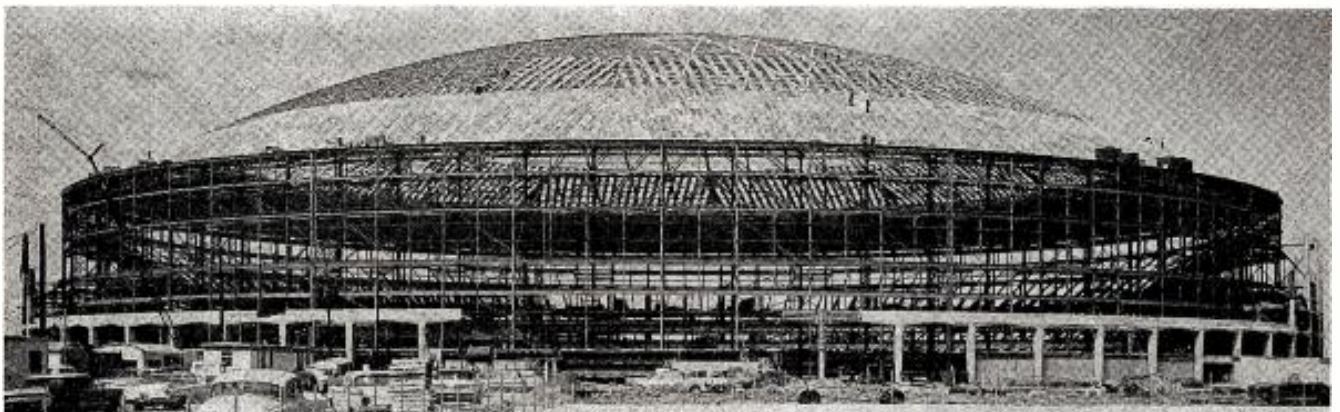
AFTER THE DCSS SIX-MARKET TRIP THE ADVANTAGES CHECKED OFF	TV coverage & facilities	Population Explosion	Inter-Urban-ization	Space age needs	Technological advances
Charleston, S. C.	✓		✓	✓	
Atlanta	✓	✓		✓	✓
New Orleans	✓	✓	✓	✓	
Dallas-Fort Worth	✓	✓	✓		✓
Houston	✓	✓		✓	✓
Phoenix	✓	✓		✓	✓

"city-within-a-city."

Promoted as the largest urban development in the United States under one ownership, it is eventually intended to accommodate 250,000 more people.

year existence and anticipates an increase to 10,000 before 1970.

In an effort to increase tourism—a well-established industry in the city—the French Quarter is undergoing a



Houston's huge new \$25 million County Stadium will be the home of the

city's professional baseball and football teams. The field is 208 feet be-

low the domed roof. Seating for 66,000 is planned.

\$700,000 restoration project and several new motels are being built to handle the increased flow of tourist traffic.

Houston

Houston, which DCSS has moved from 26th to 21st in its advanced market list, experienced a 57% population growth in the 1950-60 decade, and from 1960 to 1964 expanded from 938,219 to 1.4 million.

Estimates for the future indicate that 1.75 million people will inhabit metropolitan Houston by 1970.

In their visit there, the DCSS investigators noted some 413,000 people and \$757 million in annual spending not recorded in standard research data on the market.

Real estate development in the city leads a list of economic growth factors. The proposed Heart of Houston Development is an ambitious example. This project will provide Houston with a 20-block area in its downtown section, patterned after New York's Rockefeller Center architectural theme. More than \$500 million dollars a year are now pouring into this development.

Not far from the downtown section of the city is the much-publicized Houston Domes Stadium project, a \$25-million sports arena and convention center and the home of Houston's professional baseball and football teams. The stadium will seat 66,000 and will be completely air-conditioned. The sunken baseball field will be 208 feet below the plastic domed roof.

Within the boundaries of the city of Houston is one of the country's largest housing developments, Sharpstown, already completed and with still further housing planned for 6,000 families.

In combination with a new industrial area designed for light industries the project constitutes a suburban community of impressive proportions.

Another major housing development not far from the center of Houston, the Clear Lake Project, will add another 4,000-6,000 homes to the area.

Face Lifting - Beyond these housing developments, Houston civic leaders have projected major face lifting plans and renovation of leading stores, hotels and public buildings. This building spree will include an \$11-million convention facility and civic center and new centers for the performing arts.

A large petroleum marketer will construct a 60-story office building. Humble Oil has just completed a 44-story building.

In the market's Bayport area, some \$900 million worth of new plants are anticipated which should add 25,000 new jobs to the community and additional payroll of \$166 million.

The port of Houston, which ranks third in the country behind New York

Great Day in the Morning!



Station **WNCT**
 CHANNEL 9 CBS
 Program: CAROLINA
 TODAY
 6:30-8:30 a.m. 37,700*
 ADULT WEEKDAY AUDIENCE

82nd Market

DCSS Advanced
 Market Rank

Long before folks in many parts of the country are up and around, the production and talent staff at Park Broadcasting's WNCT in Greenville, North Carolina, is on the air — and an average of 37,700 adult viewers start their day from 6:30-8:30 AM with Carolina Today. That puts it in the top 45 of all shows in the Greenville-Washington market — prime time included.

With this outstanding local program, WNCT brings into play the professional showmanship that sets a pace worthy of the fine CBS programming that joins local programming to keep it the leadership station for Eastern North Carolina.

To practice good television service first on the home front, Park Broadcasting stations emphasize good news and local programming. That's why the metro audience share for the WNCT 11:00 pm News ranks 8th among all three station markets (55% share). WDEF, Chattanooga, ties for 17th (48% share). And WJHL, in the two-station Johnson City-Bristol market, takes a 68% share with its late news.*

Size the Park Television Stations up and you'll find solid CBS affiliates with leadership track records.

You'll find that local shows sell, too. Whether it is Memo from Ilo at 1:00 PM weekdays at WJHL, Johnson City; Lunch 'n Fun at 1:00 PM weekdays at WDEF, Chattanooga; or Carolina Today weekday mornings at Greenville, local-live leadership delivers the goods.

Park BROADCASTING, INC. 
 Administrative Offices, 408 E. State St., Ithaca, N. Y.

GREENVILLE, N. C.

WNCT-TV CHANNEL 9 CBS
 WGTC-AM 5,000 WATTS CBS
 WNCT-FM 107.7 MC CBS

CHATTANOOGA,
 TENN.

WDEF-TV CHANNEL 12 CBS
 WDEF-AM 5,000 WATTS NBC
 WDEF-FM 92.3 MC NBC

JOHNSON CITY,
 TENN.

WJHL-TV
 CHANNEL 11
 CBS-ABC

Represented nationally by George P. Hollingbery Co. (WJHL, effective 8/10/64)

* Ratings source: March, 1964 ARB.



The General Dynamics Corp. Convair division plant at Ft. Worth includes a 4,000 foot long assembly building. The reservation covers 607 acres.

and New Orleans, is another major attraction to industrial growth. Houston's 50-mile canal to the Gulf—built to establish the city as a major port—is now the home of what is called the "fabulous 50 miles" of industrial development which sprang up along its banks.

Air traffic through Houston has grown so heavy that a new Houston International Airport, which will handle all types of jet aircraft, is now under construction at a cost of \$150 million.

Planners estimate completion of the new airport will be tantamount to placing a city of 30,000 in the Houston area almost overnight and it's expected to create 1,200 new jobs.

Television coverage in the Houston market will be altered when KPRC-TV moves to its new 1,549-foot tower with KHOU-TV. KPRC-TV general manager Jack Harris expects the new antenna vantage to increase the station's cover-

age by 250,000 persons and 78,000 TV homes, DCSS reported.

Fort Worth-Dallas

The Fort Worth-Dallas market inspection offered the DCSS observers what they considered "the classic example of the combined effects of interurbanization, technological advances and population explosion."

During their stay they reported 363,000 people and \$710 million in spending that have not yet shown up in standard research sources on this market.

In its analysis of the area the agency team wrote: "Each of the cities has its own history of growth and expansion and each has done so in such a way that they are as nearly as inseparable from a TV market standpoint as New York-New Jersey and yet basically different.

"Fort Worth is pinpointed with space age industries, electronics and other 'glamor industries,' while Dallas becomes more and more a financial, trading, fashion and general commercial center for the entire southwest."

A recent survey completed by the Texas Christian University School of Business predicts a population of 3.5 million people in the Fort Worth-Dallas metropolitan area by 1973; a market with over 1 million TV homes and retail sales of \$6 billion.

In the DCSS buying lists, Fort Worth-Dallas ranks 12th as an advanced market, two rungs ahead of its ranking on the basis of television homes alone.

Among plans for the city which were found to be "slightly on the gigantic side" is an effort to make Fort Worth a major national convention site. A \$16.5 million convention hall is in the works which will have a seating capacity of 14,000.

Motel and hotel construction are underway to accommodate the expected influx of visitors to the city.

What used to be considered "the last outpost" of the old West is now ringed with industrial plants; among them the General Dynamic installation outside Fort Worth, which employs 13,000 people and where the government's \$10 billion TFX project is being carried on.

Diversification - However, the agency team found that despite the big government effort in progress there, the strong point of the Fort Worth area is in its diversification of industries. From Fort Worth to Dallas, the area boasts a line of industrial plants equal to anything in the East. These plants draw their employes from a radius of 50-80 miles from the center of the Fort Worth-Dallas metropolitan area.

As one of the gateways to the West, the city accommodates an unending procession of tractor trucks across its roads. In order to capitalize on this significant economic component, a 20-acre transportation-trucking complex is being built in Fort Worth. This will allow the trucks to park, provide accommodations for the drivers and constitutes what the city feels is a progressive approach to the trucking business which many communities have ignored. It is estimated that 100,000 in Fort Worth live off the trucking industry.

Only 25 minutes from Fort Worth, via an advanced transportation system, is the rapidly changing skyline of Dallas. Dallas, like Fort Worth, claims healthy employment statistics, with unemployment running less than 4 percent. The economy in Dallas is geared to a number of diversified industries. It is considered by many to be the greatest fashion center outside New York City.

Big Fashion Business - Jack Miller,

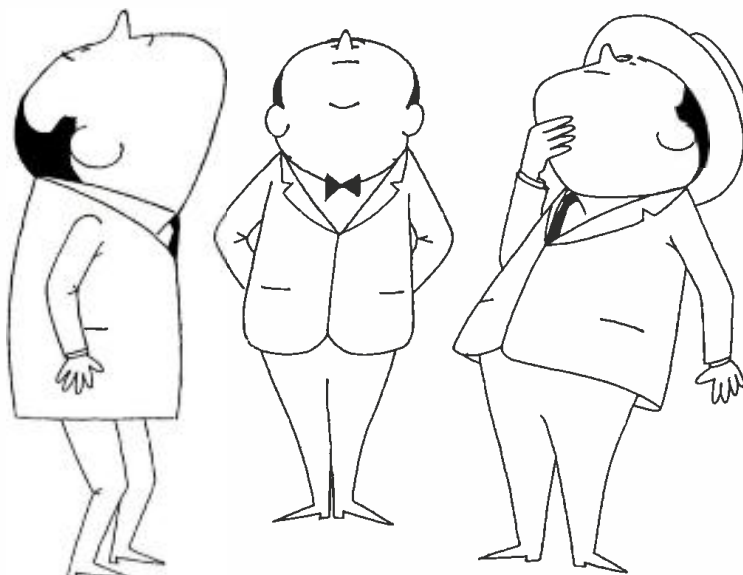
Facts developed	DALLAS-FT. WORTH		Effects to be felt
	What this means in terms of additional people and money		
	People	Yearly dollars	
1) Ft. Worth's proposed 20 acre transportation complex	148,000	\$280,000,000	Solidify Ft. Worth's position as the transportation doorway to the West
2) Building of trade, hotel and convention facilities in Dallas	215,000	430,000,000	Improve Dallas's position as the commercial center for the entire Southwest
Total	363,000	\$710,000,000	

Summary: The DCSS investigators estimated they had found 363,000 people and \$710,000,000 a year that are not reflected in standard sources on this market.

WE CLIMBED 1,549 FEET TO IMPROVE OUR IMAGE

Now, more than two million buying Texans will clearly see KPRC-TV and KHOU-TV, the pacesetter Houston television stations. We've joined hands in a Texas-sized expense and effort to build a new 1,549 foot tower to increase the excellence of the service we provide to our locale and our advertisers. You can't stop progress!

KPRC-TV • KHOU-TV / HOUSTON, TEXAS



1685 feet UP

THIS FALL ADDING 75,000 TV HOMES — 275,000 POPULATION. WBAP-TV joins KRLD-TV and WFAA-TV on their 1685 foot candelabra at Cedar Hill midway between Dallas-Fort Worth.

WHAT A MARKET! A 20-year study of the WBAP-TV Coverage Area* reveals a phenomenal growth. By 10-year spans

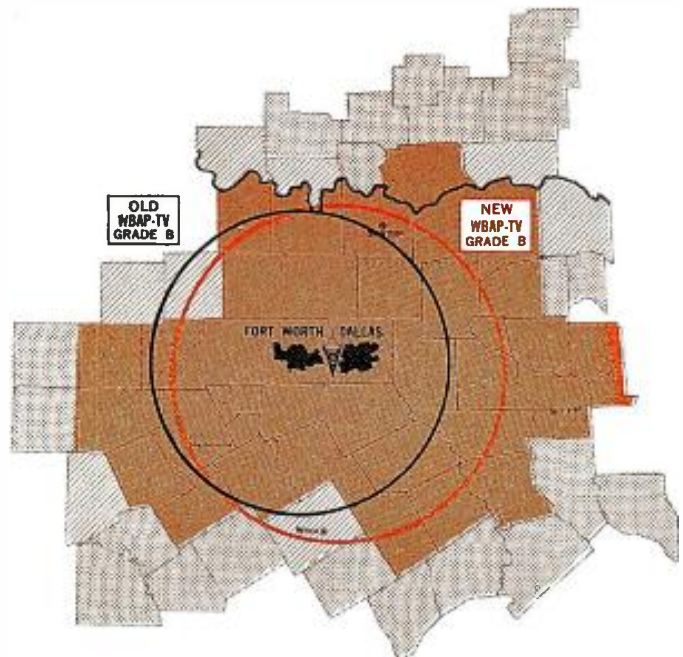
POPULATION soared from 2,307,400 in 1953 to 2,785,600 in 1963, actual, with 3,551,500 expected by 1973.

TV HOMES jumped from 374,028 in 1953 to 791,000 in 1963, actual, with 1,022,623 projected for 1973.

RETAIL SALES kept pace with \$2,741,504,000 reported for 1953, jumping to \$3,903,306,000 in 1963, actual, with \$5,968,910,000 estimated for 1973.

WHAT A MARKET!

*Conducted by TCU School of Business, using 1962 ARB. 5 to 100% counties.





IKONOGENICS—Image control that frees WBAP-TV from unnecessary clutter . . . eliminates noise, both visual and aural, that interferes with communication. Ikonogenics creates the perfect setting . . . makes the advertiser's message stand out sharp and clear.

10 YEARS OF COLOR—With all local programs in color plus NBC color shows, WBAP-TV viewers today enjoy some 57 hours of color per week. As a result, Fort Worth-Dallas is one of the top color markets in the country with 35 to 40,000 color television sets tuned to WBAP-TV . . . and the number increasing daily.

NEWS AWARDS—WBAP-TV has enjoyed news dominance in the market ever since sign on September, 1948, and has consistently received national recognition. Among recent awards were 1963 National Distinguished Service Award for best news reporting from Sigma Delta Chi, Professional Journalistic Society, and the Dallas Press Club award for best TV news story of the year. Anchor program of the station's highly successful news effort is "Texas News" 10 pm nightly newsreel.



PETERS, GRIFFIN, WOODWARD, INC., National Representatives

When you think Phoenix think KOOL

We hope you've noticed that Phoenix is growing. Metropolitan Phoenix is the home of 850,000 people with 150 being added daily.

• Projected growth

1965	900,000
1970	1,200,000
1975	1,600,000

Located in the heart of America's fastest growing market is KOOL RADIO-TELEVISION INC., CBS affiliates for Phoenix and Arizona.

• According to the March, 1964 ARB

KOOL-TV leads in Share of Audience

KOOL-TV leads in Homes Reached

KOOL-TV leads in Men Reached

KOOL-TV leads in Women Reached

**WHEN
YOU
THINK OF
BUYING
THINK
KOOL**

Represented Nationally by George P. Hollingbery Co. or call Les Lindvig, Vice-President of Sales 602-271-2345.



president of Sunny Jane, one of the largest dress manufacturing companies in the South, estimates the fashion business in the market represents \$180 million annually and is still growing.

"We feel that we are displacing Los Angeles as the number two fashion center in the country," he says.

A strong factor provoking interest in the dress manufacturing business in Dallas is the new \$15 million Fashion Mart, which will open there in October. It will cover 1,210,000 square feet, contain 800 permanent showrooms and will operate on a year-round basis.

Like its sister city, Dallas has demonstrated its interest in maintaining an educational system to keep up with space age technological advances.

Now in preparation is the Graduate Research Center of the Southwest which will offer post-doctoral work, housing 1,000 scientists and technicians.

New building construction runs to the hundreds of millions of dollars in Dallas and the agency team found no end in sight to this development. Many of the country's most powerful financial concerns, banks and insurance companies have established headquarters and offices in Dallas lending the city further prestige.

This August WBAP-TV will expand its coverage area when it joins WFAA-TV and KRLD-TV on their 1,685 foot tower, thereby gaining an estimated 75,000 additional TV homes and some 275,000 more people, according to data supplied to the DCSS team.

Phoenix

Phoenix continues to be one of the fastest growing areas in the country and its projects and development to date have brought it up to 57th position in DCSS's advanced market rank—a jump of 13 places from 70th, where it stands

when ranked on TV homes alone.

Springboard for this jump was the DCSS team's finding of some 606,000 people and over \$1 billion in annual spending that are not yet reflected in standard sources on this market.

A congressional reporter, who in 1958 advised Congress that "The region is altogether valueless. After entering it there is nothing to do but leave," would find his comment embarrassing today.

In the 54 years since 1910 the population of Phoenix has increased 26-fold to 875,000 people and DCSS estimates that by 1975 the population will have reached 1.6 million, which would move the area into the top 25 market list. At that time the city is expected to be the center of a megalopolis stretching from the fringes of Los Angeles to west Texas.

Two factors are given major credit for the explosive growth in the market: the area's climate and a plentiful supply of water from the Salt River Project.

Water ■ The Salt River Project is a quarter-million-acre irrigation system, which has enabled Maricopa county to attain the rank of fourth most important county in agricultural production in the United States. This agricultural bonanza has added \$266 million annually to the greater Phoenix economy.

The importance of the city's dry, clear climate is stressed and given credit for attracting industrial development there. In 1963, 86 new industrial companies had located in the Phoenix area and in the same year manufacturing employment increased to 42,900, which is 75% of Arizona's total employment in that category.

On a national basis, the entire state of Arizona is first in postwar growth of personal income, population, manufacturing employment, bank deposits, agri-

Facts developed	PHOENIX What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) Salt River Project			Ensure the creation of Phoenix as center of megalopolis of Southwest
2) Space Age Industry	325,000	\$553,000,000	The sound technological base of industry of the future will guarantee economic vitality of the market
3) Vacation and Retirement Climate	169,000	304,000,000	Low construction costs and excellent healthful weather needs of the increasing proportion of the aged and the recreational needs of younger families
Total	112,000 606,000	157,000,000 \$1,014,000,000	

Summary: The DCSS investigators estimated they had found 606,000 people and \$1,014,000,000 a year that are not reflected in standard sources on this market.

"Growing with Phoenix and all Arizona"

KTAR

KTAR-TV-AM-FM
PHOENIX

NB *Television and Radio*

NATIONAL REPRESENTATIVES, AVERY-KNODEL, Inc.



High rise buildings are changing the look of the Phoenix financial district, three miles north of the established

business center of the city. The Guaranty Bank Building (c) was the first of several large new buildings.

cultural income and life insurance in force.

DCSS observers found the tourist industry in Phoenix to be one of the richest in the country. Tourist expenditures in Maricopa County approximated \$184 million in 1963.

The DCSS team reported that last year, 600,000 passengers were deplaned

at Phoenix, 100,000 people arrived by bus and more than 2 million out-of-state autos passed through the city.

To make room for the travelers, Phoenix continues to expand its hotel and motel facilities. It is already capable of putting up 35,000 overnight guests, and recent construction of tourist accommodations includes a number of new luxury motels, a banquet hall with a 1,200-seat capacity and a conference auditorium that will hold 2,400. City fathers plan a \$5 million convention hall in downtown Phoenix.

Other Industries ■ With manufacturing Arizona's largest industry, and Phoenix the core of this activity, modern machine shops, tool and die making firms, metallurgical laboratories, foundries, metal and plastic plants, and X-ray and spectrographic laboratories, among other installations have moved into the area.

Some of the space-age industries which have located in the Phoenix market are Motorola, Inc., Goodyear Aerospace Corp., Kaiser Aerospace & Electronics, Sperry Phoenix Co., General Electric Computer Department, Rocket Power, Inc., Nuclear Corp. of America, Airesearch Manufacturing Co. of Arizona and Dickson Electronics Corp.

Backing this advanced industry is extensive research and development. Arizona State University, which is situated in the southeastern section of Phoenix, has an enrollment of 14,000. It offers advanced degrees in science, engineering and liberal arts.

The University expects that by 1975 its enrollment will reach 30,000. Within three years it plans to have its first law school in operation.

Industry Inducement ■ An equitable

tax structure is credited with making Arizona attractive to business; manufacturers there find no inventory tax on raw materials, goods in process, or finished products, and warehousing is tax-free for products destined for ultimate distribution outside the state.

The Arizona unemployment insurance tax rates are a low 1.5% compared with the national average of 2.3%.

As the "hub" of the Southwest, Phoenix is served by seven airlines, two transcontinental railroads and 30 interstate truck lines. A recently enlarged airport—the \$27 million Sky Harbor—is now rated the eighth busiest airport in America. Four federal highways and a network of modern state highways lead into Phoenix.

The city enjoys an abundant low-cost electricity and natural gas supply. Natural gas from fields in New Mexico and Texas flows into Phoenix from two East West pipelines and recently gas reserves were discovered in Arizona's "Four Corners" district.

KCOP(TV) gets results from film presentation

KCOP(TV) Los Angeles is now enjoying the best "early order" season in its history, according to Bill Andrews, general sales manager. He attributes the early surge of business directly to the station's "Million Dollar Movie," a filmed sales presentation that he and John Hopkins, station president, have been showing to advertisers and agencies in major markets throughout the country during the past three weeks.

So far, Mr. Andrews said, between \$900,000 and \$1 million in business has been written as a direct result of the screenings. Advertisers buying time on KCOP after seeing the film include: St. Regis Paper Co. through Cunningham & Walsh, New York; Pacific Telephone & Telegraph Co. through BBDO, San Francisco; International Shoe Co. through Daniel & Charles, New York; American Tobacco Co. for Carlton cigarettes through Gardner Advertising, New York and for Montclair cigarettes through Sullivan, Stauffer, Colwell & Bayles, New York; E&J Gallo Winery through BBDO, San Francisco and Richardson-Merrell Inc. (Vicks) through Morse International, New York.

Messrs. Hopkins and Andrews started their road show in San Francisco, moved east to Dallas, St. Louis, Minneapolis, Chicago and Detroit, winding up last week with a five-day stand in New York. Back in Los Angeles, Dan Miller, KCOP local sales manager, has been giving private screenings for individual advertisers and agencies. These local presentations will continue through September.

17%

of the Phoenix
radio pie is yours



when you buy Spanish
KIFN

COVERING PHOENIX AND
ALL OF CENTRAL ARIZONA

Radio code drive brings new members

The drive for new subscribers to the radio code of the National Association of Broadcasters is paying off handsomely, the code authority said last week, and plans to intensify efforts are in the works.

Statistics on the period from April 1 through July 16 showed 84% more subscribers joined the code than during the same period last year, with 221 stations added compared to 120. Fifty-five stations left the code, so code subscribers increased by 166. Last year the number of stations leaving the code was 48% of the number added, but this year they dipped to 27% during the 15-week period.

Subscribers now include all four national networks and 2,060 radio outlets—39.9% of the existing stations.

Charles M. Stone, radio code manager, last week said that during the period the code gained subscribers in 36 of the 50 states. The four states showing the biggest increases were Florida, with a 30% gain, Oklahoma, 25%, Michigan and Minnesota, both 23%.

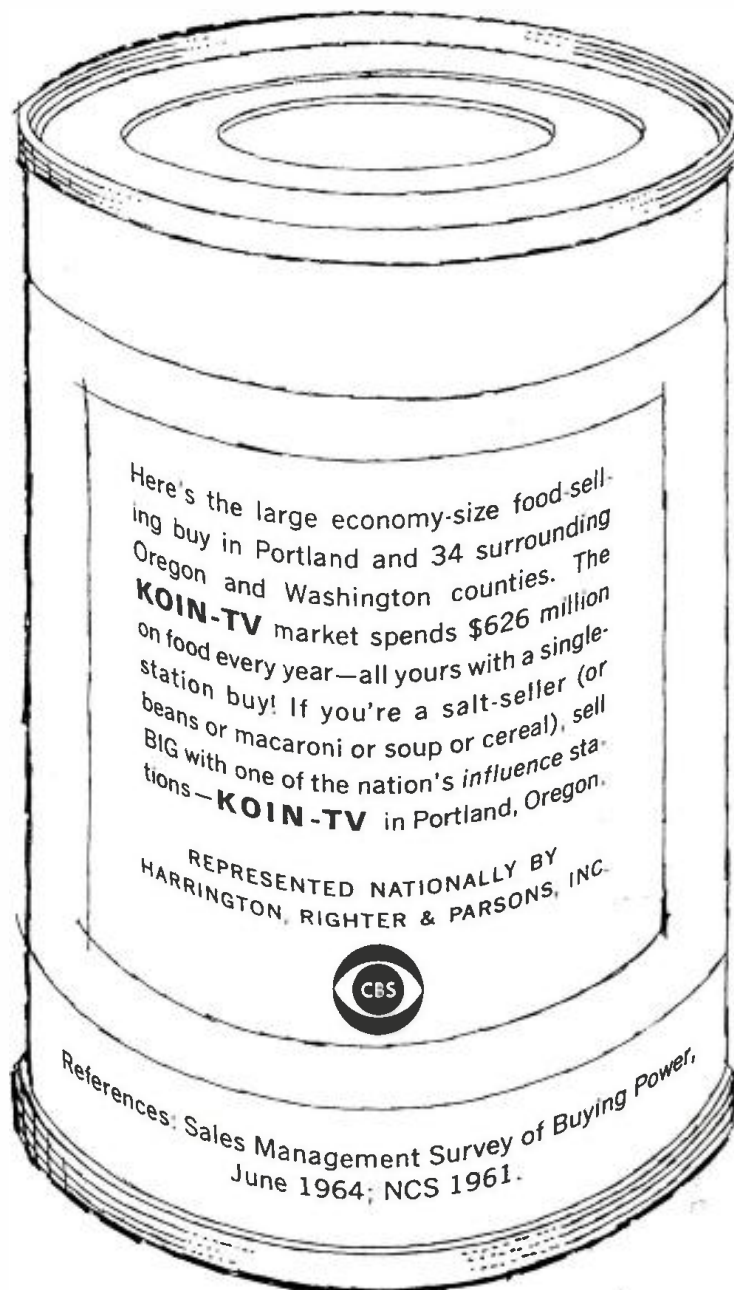
Among plans for pushing the radio code even further are radio code kits, now in preparation, that will be sent to all subscribers. The promotion kits, which the code authority hopes to have ready early in September, will be companion pieces to the TV code kits (BROADCASTING, July 13).

Sept. 8-12 will see a concerted drive for subscribers in Georgia. Mr. Stone will join with Elmo Ellis, radio code board chairman and station manager of WSB Atlanta, and Jack Williams, executive secretary for the Georgia Association of Broadcasters, in combing the state for new subscribers. Mr. Williams, who is now drawing up an itinerary for the trip, said he expects the effort to double state members. They now number 41, or 23% of the state's radio outlets.

It also was announced last week that the radio code board will meet Sept. 29-30 in Washington.

Journal Co. gets extension

The FCC last week granted extended experimental authority to The Journal Co., licensee of WTMJ-AM-FM-TV Milwaukee and owner of *Milwaukee Journal*, for supersonic aural signals in a test system to study the impact of TV advertising. The Journal Co. plans to expand to 1,500 local homes the study of purchasing habits of two control groups in two matched areas (BROADCASTING, July 27).



Tape library becomes buying aid

D-F-S finds tapes valuable supplement to ratings particularly in small-market station selection

Dancer-Fitzgerald-Sample, New York, an agency that bills some \$5 million in spot radio annually, has taken steps to better judge which stations ought to be getting a share of that money.

D-F-S is not abdicating its position that ratings are still the first tools in radio buying, but to supplement "the numbers" it has established a library of station tapes designed to give the agency a reading of station formats or "personalities."

Tapes have already been collected from 300 stations and by the end of the summer D-F-S expects to have a representative sampling of station sounds in 150 markets.

A media department official at D-F-S said the tape library has already proved extremely useful and has led to a significant amount of intramarket station switching. "If the numbers are close," he says, "this provides us with the decision-making criterion."

There has been considerable talk in recent months of a movement from straight numbers buying in radio toward a greater emphasis on qualitative information. A notable example is Crosley Broadcasting's "Radio Yardstick"—a formula method for taking a reading of a station's overall personality, which has won considerable commendation among radio buyers at major agencies (BROADCASTING, April 27).

D-F-S, explains its tape library as a method of becoming more knowledgeable about radio generally, and equally as important, learning about smaller markets which aren't rated.

Falstaff Brewing Corp., a D-F-S client which uses radio in over 100 markets

in its 28-state distribution area, must buy in a number of markets where ratings are not available. Falstaff's 285 distributors place their own media budgets with the aid of D-F-S advice and in the minor markets the tape library forms the agency's principal source of information.

D-F-S says it knows this system isn't as good as first-hand knowledge of a market but feels it's a workable substitute.

The agency has sent form letters to AM's—and to FM's where they're felt to be "a major influence in the market"—requesting representative half-hour recordings of morning and afternoon drive-time programing. Continuous half-hours were asked for with no interruptions or telescoping.

D-F-S reports widespread cooperation from the stations solicited and notes wide diversity in the tapes received indicating "a general honesty in their self-appraisal."

Commercials in production . . .

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

Chuck Blore Creative Services, 10439 Valley

Spring Lane, North Hollywood, Calif.

Ford Dealers Association, Los Angeles (cars); three 30's for radio, humor with music. Chuck Blore, production manager. Agency: J. Walter Thompson, Los Angeles. Bill Myers, account executive. Bill Bateman, creative director.

Film Fair, 1040 North McCadden Place, Hollywood 38.

California Oil Co., Denver (Chevron stations); two for TV, live-animation on film. Agency: White & Shuford, Denver.

Champion Papers Inc., Hamilton, Ohio (paper); one for TV, live-animation-stop motion on film. Agency: Needham, Louis & Brorby, Chicago.

Southwestern Bell Telephone, St. Louis (phone service); five for TV, animation on film. Agency: Gardner Advertising, St. Louis.

Farmers & Mechanics Bank, Minneapolis (banking); three for TV, animation on film. Agency: Knox-Reeves, Minneapolis.

Foremost Dairies Inc., San Francisco (dairy products); one for TV, animation on film. Agency: Guild, Bascom & Bonfigli, Hollywood.

Kimberly-Clark Corp., Neenah, Wis. (Kleenex napkins); one for TV, animation on film. Agency: Foote, Cone & Belding, Chicago.

General Mills Inc., Minneapolis (Wheaties); one for TV, live-animation-still art on film. Agency: Knox-Reeves, Minneapolis.

Northern Paper Mills, Green Bay, Wis. (Aurora tissue); one for TV, still art. Agency: Young & Rubicam, Chicago.

Pet Milk Co., St. Louis (Big Shot); two for TV, stop motion-live-animation on film. Agency: Gardner Advertising, St. Louis.

Jefferson Productions, One Julian Price Place, Charlotte, N. C.

Silvercup and Sunbeam breads; three 60's, three 20's, one 10 for TV, live on tape. Jim Rogers, production manager. Agency: QBA Advertising, New York. Alan Baker, account executive.

Frito-Lay Inc., Dallas (Frito corn chips); one 60 for TV, live on tape. Jim Rogers, production manager. Norman Prevatte, director. Agency: Dancer-Fitzgerald-Sample, New York. Bert Saperstein, agency producer.

Delta Air Lines, Atlanta; two 60's, two 20's, one 10 for TV, live on tape. Gene Birke, director. Agency: Burke Dowling Adams, Atlanta. Heyward Siddons, account executive. Howard Schriener, agency producer.

Canada Dry Bottlers, New York (soft drinks); sixteen 20's for TV, live on tape. Jim R. Rogers, production manager. Don McDaniel, director. Agency: J. M. Mathes, New York. John Koushouris, agency producer, Paul Bluestain, agency director.

Farmers Dairy, Winston-Salem, N. C. (milk); three 60's for TV, live on tape. Jim R. Rogers, production manager. Gene Birke, director. Agency: Long, Haymes & Carr, Winston-Salem. Joe Haymes, account executive. Ray Dempsey, agency producer.

North Carolina Oil Heat Council, Winston-Salem (oil heat); four 60's for TV, live on tape. Jim R. Rogers, production manager. Gene Birke, director. Agency: Long, Haymes & Carr, Winston-Salem. Joe Haymes, account executive. Ray Dempsey, agency producer.

Coca-Cola Bottlers, Atlanta (gallon Coke); two 20's, one 10 for TV live on tape. Gene Birke, director. Agency: McCann-Erickson, Atlanta. Don Haylor, account executive. Wallace Gordon, agency producer.

Business briefly . . .

Humble Oil & Refining Co., Houston, through McCann-Erickson, that city, will sponsor a repeat of two Civil War profiles—U. S. Grant, an Improbable Hero and Lee, the Virginian—on NBC-TV (Sept. 1, 10-11 p.m. EDT). The por-

April network billing figures

Network television net time and program billings by day parts

	April			January-April		
	1963	1964	% Chg.	1963	1964	% Cg.
Daytime	\$23,575.5	\$23,324.2	— 1.1	\$ 99,299.8	\$104,336.1	+ 5.1
Mon.-Fri.	18,747.8	18,444.4	— 1.6	75,856.3	77,733.9	+ 2.5
Sat.-Sun.	4,827.7	4,879.8	+ 1.1	23,443.5	26,602.2	+ 13.5
Nighttime	66,422.4	75,069.4	+ 13.0	271,904.5	301,632.3	+ 10.9
Total	\$89,997.9	\$98,393.6	+ 9.3	\$371,204.3	\$405,968.4	+ 9.4

Network television gross time billings by network month-by-month 1964

	ABC	CBS	NBC	Total
January	\$18,437.3	\$29,117.7	\$26,801.0	\$74,356.0
February	18,264.7	27,716.2	25,822.4	71,803.3
March	18,932.7	30,051.9	28,966.4	77,951.0
April	18,088.5	28,843.9	27,479.3	74,411.7

(Source: TVB/LNA-BAR)

traits, produced by NBC Special Projects, were first broadcast as separate half-hour shows during the 1961-62 season.

Kentucky Club Tobacco, Wheeling, W. Va., through Warwick & Legler, New York, has renewed its sponsorship of the *Joe Garagiola Sports Show* on NBC Radio for 13 weeks, Aug. 3-Oct. 30.

E. J. Brach & Sons, through Post-Keyes-Gardner, both Chicago, will conduct its first network television advertising campaign on ABC-TV daytime programs. The campaign will begin in September with weekly schedules on four shows.

CBS-owned outlets bypass NAB waiver

A point of contention between the National Association of Broadcasters and the American Association of Advertising Agencies—to count or not to count paid political announcements in broadcasters' commercial time totals—



Mr. Ruegg



Mr. Lawrence

has been met by a major broadcasting group with its own solution.

The owned television and radio stations of CBS announced jointly last week they would continue to count political announcements as regular commercial time.

The NAB Code Authority's position that code subscribers may run political spots without charging them against commercial time limitations has been criticized by the AAAA's broadcast operating committee as "a giant step backward" and a contribution to clutter (*BROADCASTING*, July 27).

Fred Ruegg, vice president station administration, CBS Radio, and Craig Lawrence, vice president CBS Television Stations, said their groups would ignore the NAB action.

"Accordingly," they said, "the stations may find it necessary to preempt commercials to accommodate political announcements during the 1964 campaign period rather than exceed the number of commercials permissible under current policy."

BROADCASTING, August 3, 1964

EWR&R tears out media walls

Separate broadcast, print divisions at agency absorbed in agency's all-media concept

Erwin Wasey, Ruthrauff & Ryan, Los Angeles, has realigned its media department into a vertical, all-media structure with accounts assigned to media marketing groups, replacing the former system of print and media broadcast divisions. Four media marketing groups have been formed: Food and drug, beauty and fashion, financial-automotive and electronic-industrial, each with full account planning and buying responsibilities. A fifth group, data analysis and retention, will function horizontally, servicing the other groups and also acting as liaison with the computer operations division of the Interpublic Group of which EWR&R is a member.

In announcing the new media structure, Taylor Rhodes, vice president and executive media director of the Los Angeles agency, noted that under the new media marketing concept, "allied products will be serviced within the same media group. This organization pattern will allow our media specialists also to become marketing specialists in their field. As a result, they will be able to contribute far more than the usual media intelligence to the client's total advertising program."

Mr. Rhodes and George Weaver, associate media director, will direct the new media operation, in which each group will be headed by a media supervisor with planning responsibility for the accounts assigned to him. The buyers, estimators and secretarial personnel for each group will report to the media supervisor. All members of the group will work on all media for the accounts the group is handling.

"Essentially," Mr. Rhodes stated, "we have taken the all-media concept one step further and grouped our accounts by marketing categories. We believe that this is the organizational format best suited for the coming computer era in which market and media data will be analyzed and compared to a degree never possible before."

Also in advertising . . .

Gotham data ■ A new study of characteristics of listeners to nine-radio stations in the New York metropolitan area is being presented to advertising

agencies and their clients by WPAT Paterson, N. J. Daniel P. Weinig, vice president and general manager of WPAT, said the study was done by The Pulse Inc. among 2,000 adults and covers such characteristics as age, sex, size of household, income, occupation, home ownership, automobile ownership, major household appliances, etc.

Free listings ■ Marathon Oil Co., Findlay, Ohio, a heavy regional broadcast advertiser through Campbell-Ewald Co., Detroit, is distributing complete television program listings through its 254 service stations in the Detroit area during the newspaper strike there. Some 400,000 copies are being given out each Saturday.

FM Group Sales plan OK'd by FCC

FM Group Sales Inc. got a second go-ahead, although a cautious one, from the FCC last week, but not without a sharp and detailed dissent from Commissioner Kenneth A. Cox.

The commission gave tentative approval to the New York combination advertising rate group earlier this year (*BROADCASTING*, March 2). But at that time it also questioned whether lower rates offered solely for the group rate plan would be a fair means of competition.

FM Group Sales was organized for the purpose of acquiring national spot advertising for FM licensees. National advertisers can buy time from stations in a market at lowered rates, provided that they use at least two of the FM outlets. The individual stations set their rates under the plan. There are members in eight markets.

The firm says non-participants would not be hurt by member stations charging one rate as members of a group and another as independents.

After corresponding with the firm, the FCC last week said that since the actual effects of the plan can't be determined in advance and "in the particular circumstances of this matter it would appear that any substantial adverse effects are speculative, the commission does not presently question the described operation of the FM Group Sales plan."

The FCC also reserved the right to review the plan in the future and said its approval depended in part on the "discontinuance of the dual role played by Mr. Lester Vihon"—another question raised in the final statement. Mr. Vihon is a 25% owner of FM Group Sales and owns WFMQ(FM) Chicago. He thus might be in a position to take advantage of a knowledge of competi-

Most of deferred licenses get renewed

The FCC's books were wiped almost entirely clean last week of license-renewal applications that were deferred because of questions about commercialization.

Twenty-one stations had been caught up in the problem since the commission began the case-by-case approach to the commercial issue in January. But in a stormy meeting two weeks ago, the commission, by 4-3 votes, renewed 14 of these stations (BROADCASTING, July 27).

The commission majority, holding that the practice had become a petty

operation and that the staff's work could better be used in reducing its own backlog of work, instructed the staff to bring it the statistics on only the most extreme cases of overcommercialization.

And last week, in line with that directive, the staff, in a routine action, granted the renewal applications of three stations that had been on the deferred list because of questions about their commercial policies—WQXI Atlanta, WSIM Pritchard, Ala. and WFTL Fort Lauderdale, Fla. (BROADCASTING, April 6).

tors' rates, the FCC fears, but the firm has announced that since March 1 he has not acted for the plan in Chicago.

Commissioner Robert T. Bartley also dissented to the letter to the firm, though he did not join in Commissioner Cox's statement. Chairman E. William Henry abstained.

Mr. Cox attacked the language of the majority's letter, which the commissioner said "is so cautious and tentative as to suggest that the majority has doubts about the matter. I do too. . . ." He said the commission has already received a few complaints from FM national representatives.

He argued that the commission

should not rule on the group until it has more information.

North joins Brunswick in bowling test flight

North Advertising, Chicago, acknowledged last week that its success in the testing of television for Sears, Roebuck & Co. (BROADCASTING, July 20) has brought to the agency another broadcast test opportunity which this time will include both radio and TV.

North said the new project involves a bowling promotion for local bowling proprietor associations in cooperation

with the Brunswick Corp., Chicago, whose regular agency is McCann-Erickson. The test markets are to be selected.

Robert Harris, North senior vice president, explained that the test will be conducted from November to March with extensive research planned to determine the traffic generated on weekends in bowling centers as a result of a concentration of Friday radio and TV spots.

TVB annual study available

The Television Bureau of Advertising last week released its annual study of television sponsorship titled "TV Basics #7," reporting, among other things, that of the top 100 national advertisers, 83 put more money into TV than any other medium.

Rep appointments . . .

- KBVU Seattle: Bernard Howard Co., San Francisco.
- WSAR Fall River, Mass.: Kettell-Carter Inc., Boston, as New England representative.
- KISD Sioux Falls, S. D.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Scranton's ad outlay

Pennsylvania Governor William Scranton's brief and unsuccessful campaign for the Republican presidential nomination cost \$750,000, of which \$300,000 went for television and radio, according to Governor Scranton's campaign finance committee.

THE MEDIA

Big sales get FCC approval

Second biggest group sale—Goodwill to Capital Cities—and McClatchy purchase of Metromedia's KOVR(TV) are given nod

The second largest station sale in the history of broadcasting was approved last week by the FCC as it okayed the transfer of Goodwill Stations Inc.'s outlets to Capital Cities Broadcasting Corp. and WJRT Inc. for a total of \$21,141,330.

The sale was announced earlier this year (BROADCASTING, March 2) within a week after the commission approved broadcasting's biggest sale—the transfer of Transcontinent Television Corp.'s 11 stations for \$38.5 million.

In clearing its desks before its annual

August break, the FCC also granted the sale of KOVR(TV) Stockton, Calif., from Metromedia Inc. to McClatchy Newspapers for \$7.8 million. Like Capital Cities, McClatchy was already well entrenched in the broadcast field.

The action reverses an earlier decision to hold an oral argument.

Capital Cities is picking up Goodwill's WJR-AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va., adding them to its WROW-AM-FM and WTEN(TV) Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.;

WKBW-AM-TV Buffalo, N. Y.; WPAT-AM-FM Paterson, N. J., and WDCD(TV) Adams, Mass.

All of Capital Cities' television outlets except WDCD are VHF's, forcing the company to spin off WJRT(TV) Flint, Mich., the remaining station sold by Goodwill. The channel 12 outlet was sold to WJRT Inc., a new firm headed by John B. Poole, formerly an officer and director of Capital Cities. The spin-off was necessary because FCC rules limit VHF ownership to five stations.

WJRT Inc. paid \$6 million of the price of the Goodwill stations, Capital Cities the remaining \$15,141,330.

History ■ The sale price is based on Capital Cities' original offer of \$30 a share for the outstanding 704,711 shares. This offer was made last summer but voted down by the majority of Goodwill's stockholders. Then the Goodwill Stations' board of directors

at its Feb. 24 meeting recommended acceptance of the offer, and the stockholders concurred at their annual meeting May 6. The spin-off of WJRT was arranged later.

FCC approval of the sale came about a week after Capital Cities announced net profits for the first six months of this year of \$1.3 million, a 44% jump over 1963's first half (BROADCASTING, July 27). Shortly before that, Goodwill reported a net income of \$516,739, up from \$397,505, for the same period (BROADCASTING, July 20).

WJRT is an ABC affiliate that began operating in 1958. WJR, on 760 kc, is a pioneer 50 kw clear channel station established in 1922; WJR-FM is on 96.3 mc with 24 kw.

WSAZ-TV was founded in 1949 and is on channel 3. Its AM affiliate started in 1923 and is on 930 kc with 5 kw during the day and 1 kw at night. Both are NBC affiliates. Goodwill bought WSAZ-AM-TV in 1961 for \$6.1 million.

Owners ■ The major owners of Capital Cities are Frank M. Smith and Lowell J. Thomas, the radio commentator. It was started in 1954 with the purchase of WROW and WTEN for \$298,000. It added WTVD for \$1.4 million three years later and bought WPRO-AM-FM-TV for \$6.5 million in 1959. Two years later it acquired WKBW-AM-TV for \$14 million and WPAT-AM-FM for \$5.35 million. Its WCDC is programmed from Albany, where WTEN is located.

Capital Cities principal owners are Mr. Smith, president, 9.53%; Mr. Thomas, 3.98%; John P. McGrath, 2.97%; J. Floyd Fletcher, 2.46%; William J. Casey, 1.9%; Harmon L. Duncan, 1.62%; William S. Lasdon, 1.65%; Virginia D. Duncan, 1.46%; Mildred M. Fletcher, 1.52%; Gerald Dickler, 1.34%, and John P. Sawyer, 1.13%.

The liquidating Goodwill is owned principally by two trusts of the late G. A. Richards; taken together they total almost 31%. Other major stockholders are Rozene R. Moore, 4.89%; F. Sibley Moore, 2.99%; Frances S. Cartmell (widow of Mr. Richards), 3.5%; John F. Patt, 5.11%, and Worth H. Kramer, 4.32%.

Mr. Patt, Goodwill's chairman, began his career in broadcasting with WDAF Kansas City, Mo., in 1922. President Kramer started with WTAM Cleveland in 1930. The present Goodwill Stations staffs, it is understood, will be retained except for Mr. Patt, who plans to enter the consulting field.

Conflicts Over KOVR ■ Commissioners Robert T. Bartley and Lee Loevinger dissented to the Goodwill sales, but FCC conflict—or indecision—over KOVR was much more complex.

McClatchy already owned KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto,

KMJ-AM-FM-TV Fresno, all California, and KOH Reno, in addition to the *Sacramento Bee*, the *Fresno Bee* and the *Modesio Bee*. The FCC reportedly felt the firm might have had too much concentration of control of mass media and ordered an oral argument on the sale (BROADCASTING, July 20). No official reason for the argument was given, but it was understood to be a method of bypassing a hearing. Earlier a California citizens committee had protested the sale as giving McClatchy a "monopoly of news" (BROADCASTING, Oct. 14, 1963).

In last week's grant of the sale, Commissioner Bartley moved for reconsideration of the decision to hold an oral argument. He has urged legislation that would enable the commission in considering sales to consider whether the purchaser would do a better job than the seller, and studies of his staff reportedly indicate to him that McClatchy would excel Metromedia in running KOVR.

It was also understood that he felt that the delay of an oral argument might kill the sale. His move to reconsider was seconded by Commissioner Frederick W. Ford, who had abstained on voting for the argument, and Commissioners Loevinger, Rosel H. Hyde and Robert E. Lee joined in voting for the sale. Chairman E. William Henry and Commissioner Kenneth A. Cox dissented, as they still felt the oral argument was necessary.

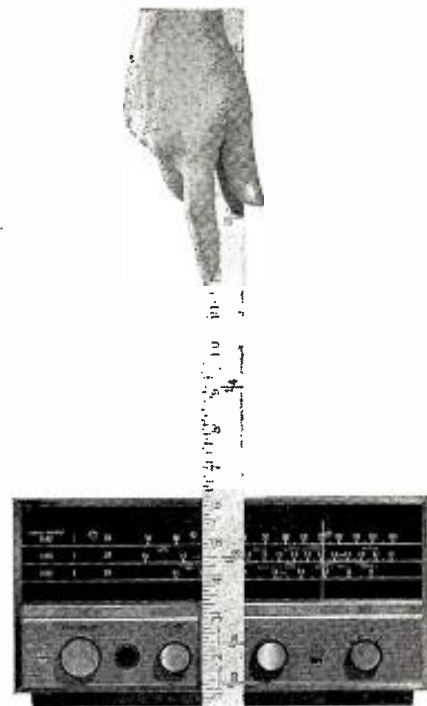
The channel 13 outlet, affiliated with ABC, was bought by Metromedia for \$3.5 million, including obligations, in 1960. Metromedia still owns WNEW-AM-FM-TV New York, WTTG(TV) Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois, KMBC-AM-FM-TV Kansas City, Mo., KLCB-AM-FM and KTTV(TV) Los Angeles, and WCBM-AM-FM Baltimore.

CBS Radio moves

The CBS Radio Network inaugurated its new automated broadcast center last week, pulling stakes at its two New York East Side studios and moving into facilities at 524 West 57th Street.

The new center includes six fully-equipped studios for radio originations. CBS Radio sometimes feeds as many as six regional network programs simultaneously. The network considers its new facility "the most fully automated radio operation in the world."

Eventually the new center will also be the home of CBS-TV production. By next year the company expects to have finished moving equipment and personnel from its East Side quarters to either its new corporate headquarters now under construction on Avenue of the Americas of the 57th Street center.



BEST WAY TO MEASURE RADIO...

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

*Another example of
Crosley 42 years
of leadership*

WLW RADIO

CINCINNATI

Nation's Highest Fidelity Radio Station

CROSLY COLOR TV NETWORK.

WLW-D Dayton	WLW-I Indianapolis	WLW-C Columbus	WLW-T Cincinnati
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CROSLY BROADCASTING CORPORATION
a subsidiary of *Avco*

WLBW-TV gets license renewal

Recommendation of hearing examiner overturned by commission; Henry dissents

WLBW-TV Miami has emerged the winner in a four-way contest for channel 10, on which the station has been operating on a four-month license since 1961.

The FCC, on a 4-1 vote, last week granted WLBW-TV's application for license renewal and denied the competing applications for new stations filed by South Florida Television Corp., Civic Television Inc. and Miami Television Corp.

The vote was announced in advance of a release of the decision. However, it was learned that the majority favored WLBW-TV on the grounds of integration of ownership and management, broadcast experience and local residence of owners, and on the basis of its superior performance in the operation of the station during the four-month license period.

The decision rejected the recommendations of hearing Examiner H. Gifford Irion. In an initial decision handed down in December, Examiner Irion recommended that the grant be given to South Florida, largely because of its familiarity with the Miami area. He ranked Miami TV second, WLBW-TV third and Civic fourth (BROADCASTING Dec. 30, 1963).

Short-Term License ■ WLBW-TV was given a short-term license in July 1960 in the aftermath of a commission proceeding in which the three other original applicants for the facility were disqualified because of ex parte activities.

Among those disqualified was Public Service Television, which had the original grant in 1957. The purpose of the short-term license was to provide for an interim operation between the termination of PST's service and the conclusion of a new comparative hearing for the channel.

WLBW-TV is licensed to L. B. Wilson Inc., which also owns WCKY Cincinnati. C. H. Topmiller and Thomas A. Welstead, principals of the company who operate the station as president and general manager, respectively. Mr. Topmiller owns 32.4% and Mr. Welstead 19.3%. Other owners are Jeanette Heinz, 19.3%; William M. Ittman, Procter & Gamble; and Jolar Inc. (owned

by Sol Taishoff and family), each 11.3% and Essie Rupp 6.3%.

They have lived in the Miami area in their favor was obtained at WCKY.

The majority held that these factors, plus the performance of the station, established WLBW-TV's superiority.

Voting for the grant to WLBW-TV were Commissioners Rosel H. Hyde, Robert E. Lee, Frederick W. Ford and Lee Loevinger.

Chairman E. William Henry dissented. He reportedly has prepared a statement which disputes the contention that Messrs. Topmiller and Welstead provide WLBW-TV with evidence of essentially local ownership. He concedes WLBW-TV's strength in integration of ownership and management and in broadcast experience. But he is said to feel these factors do not overcome what he considers a lack of local identification.

He also said the four-month broadcast record under study is too short to provide any meaningful index to the applicant's capability. Furthermore, he said, it was compiled with the knowledge it would be considered in a comparative hearing.

Commissioners Kenneth A. Cox and Robert T. Bartley didn't participate.

South Florida is owned principally by William B. MacDonald Jr., a financier with interests in real estate, a race track and other enterprises. Miami Television and Civic are owned by large groups of local businessmen.

FCC stands pat on WGMA turndown

The FCC, sticking to its view that Jack Barry and Daniel Enright lack the character qualifications to be broadcast licensees, last week affirmed its decision to deny a renewal for the station they own, WGMA Hollywood, Fla.

The commission also rejected two requests made by WGMA in its petition for reconsideration—that a new consolidated oral argument be scheduled with the NBC-Philco case and that action on the reconsideration request be deferred until the station has an opportunity to file an application for assignment of license.

The original decision April 17 was based on the involvement of Messrs. Barry and Enright in the quiz show investigations of the late 1950's. The shows mentioned were *Tic Tac Dough* and *Twenty-One* (BROADCASTING, April 20).

In denying reconsideration, the commission said it adhered to its view that

the stations' principals "have displayed a propensity for deception in the broadcast field and that the misconduct established by [the hearing] record reflects adversely upon their character qualifications to be licensees."

The commission said the improper behavior which concerns it is not limited to the "staging of rigged quiz shows" but consists also of "other affirmative acts of misconduct which prevented disclosure of the true facts," in the case.

Notice Not Required ■ The commission rejected WGMA's argument that Messrs. Barry and Enright had no adequate notice that their behavior might lead to the deprivation of broadcast privileges. "It cannot reasonably be argued that advance notice was required to make Barry and Enright aware of the fact that deception of the public . . . and repeated misrepresentations and concealments designed to impede investigation . . . would be considered as adverse factors in any licensing proceeding before the commission."

The commission also found no merit in the argument that renewal of the station's license is required by the evidence concerning the station's past broadcast record and the fact that the principals' misconduct was not carried over into the operation of the station.

The commission said the principals' "propensity for deception" would have warranted denial of renewal without regard to the quality of the station's broadcast record. The commission added, however, it had considered the record of service but concluded it was "not sufficient to counterbalance the lack of requisite character qualifications."

Hearing Denied ■ WGMA had asked for a consolidated oral argument with the NBC-Philco case because the question of rigged quiz shows figures in that matter, too. The commission, however, said that its conclusions in the two cases "must depend upon the facts as developed in each record and upon the application of appropriate legal standards to such facts." The order was issued shortly before the announcement was made of the NBC-Philco decision (see page 23).

WGMA had asked that action be deferred on the reconsideration request until an application could be filed for assignment of license so that the two matters could be considered together. However, the commission said that since the application for renewal of license has been denied, "WGMA has no license to assign."

The commission action was a 6-0 vote. Commissioner Kenneth A. Cox was absent. Commissioner Robert E. Lee, who had dissented to the original action, issued a separate statement concurring in the decision to deny reconsideration.

Harris will be back on the Hill for another term

Former figures in a television station later partly owned by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, came to his aid in what he termed last week as "the roughest political campaign in my life."

Representative Harris won the Democratic nomination for congressman representing the 4th district Tuesday (July 28) by defeating Dean Murphy, a truck stop owner, by 78,348 to 54,410 (unofficial tally). It was the first time in 10 years that Representative Harris had been opposed in the Democratic primary, and, according to an assistant, the vote was "surprising." People "are mad at Washington and anyone who's ever been there," he said.

Representative Harris will be unopposed in the fall general election.

"They [the Murphy organization] charged I made \$160,000 fraudulently," Representative Harris said after his victory last week. The charge grew from his brief ownership in 1957-58 of a share of South Arkansas Television Co. Inc., which was licensee of channel 10 El Dorado, Ark., then KRBB(TV) and now KTVE(TV).

Mr. Murphy "threatened that if I didn't tell the story, he would, on the night before the election," Representative Harris said. So, persons formerly connected with the congressman's ownership went to bat for him and told their version of the story—before the night before. Representative Harris said when it was all over that he didn't think the TV issue "hurt me a whole lot."



Rep. Harris
Victor after 'surprising' opposition

According to advertisements sponsored by former principals in applications for channel 10, Representative Harris got into and—rather quickly—out of the El Dorado TV station (South Arkansas). He purchased stock in January 1957 and sold it back in 1958, according to a letter in the ad written by Dr. Joe Rushton, president of Arkansas Louisiana TV Inc., Magnolia, Ark., and Magnolia Broadcasting Co., licensee of KVMA Magnolia. Dr. Rushton was an owner in South Arkansas, which had been awarded the channel in 1953.

A year after his purchase of South

Arkansas stock, Representative Harris told Dr. Rushton that "since he was head of the investigating committee that developed the now famous 'quiz scandal' and other conditions in the broadcasting industry that he did not feel that he wanted to be associated with the station as any personal financial interest might have some reaction," Dr. Rushton's letter stated.

Representative Harris sold his stock back to South Arkansas and "never received one cent in dividends, profits or remuneration of any kind from our company, or from anyone else associated with the El Dorado TV station," Dr. Rushton said.

W. N. McKinney, a stockholder in Television Enterprises Inc. when it was competing for channel 10 before the initial grant, explained why his firm withdrew and left South Arkansas without opposition. Mr. McKinney, general manager of KELD El Dorado, said that Colonel T. H. Barton, who headed the Television Enterprises group, also owned and operated channel 4 in Little Rock.

"When it developed that the service of channel 4 and the El Dorado station had substantial overlap (ownership of more than one service in an area is prohibited by FCC regulations), and for other reasons, Colonel Barton and I decided to voluntarily withdraw our opposition," Mr. McKinney wrote. "There was no interference or intercession by Mr. Harris, or anyone else," Mr. McKinney said.

CATV, pay TV are topics at N. Y. meet

A lively exchange of opinion on the subjects of pay television and community antenna TV spotlighted the third annual conference of the New York State Broadcasters Association in Cooperstown, N. Y., last Wednesday and Thursday (July 29-30).

William Carlisle, National Association of Broadcasters' vice president for station services, noted that NAB is opposed to pay TV—either on-the-air or wired—and views community antenna TV as an extension of commercial TV. He added that NAB feels that pay TV and CATV must be kept separate and

CATV should not "go into independent programming."

Pay television, he said, would "make a toll highway out of a free highway." Mr. Carlisle pointed out that NAB's opposition to pay television also is rooted in the belief that once this system gains strength it could hurt commercial television by luring away some of TV's talent.

John Pinto, a vice president of RKO General Phoneyvision, which operates a pay-TV test system in Hartford, Conn., asserted that pay TV is merely an extension of free TV. He pointed out that his company's experience in Hartford shows that viewers there watch about three hours a week, leaving at least 40 hours available for other activities, including watching free TV.

He noted that RKO General has ex-

tensive holdings in the commercial TV field and added: "Do you think we would want to destroy our station business with pay TV?"

Marcus Bartlett, vice president of the Cox stations, evaluated the role of the CATV system in relation to the conventional TV station operation and concluded that CATV provides the opportunity for expansion. He voiced the opinion that there is scant likelihood that CATV will be linked on any substantial basis to pay TV or that these systems will be able to produce their own programs.

Another panel, examining the taboos of advertising on the air, reached the conclusion that self-regulation generally is the best way to protect the interest of the listener and viewer. This view was highlighted by Stockton Helffrich,

head of the New York office of the NAB code authority, who stressed that "if we did our job better, we would need fewer government regulations."

The subject of research and ratings was discussed by a panel of executives who agreed that broadcasters must be willing to spend more money on research in order to obtain the information often requested by advertisers and agencies. The speakers were Maurie Webster, vice president, CBS Radio Spot Sales; Miles David, vice president, Radio Advertising Bureau, and Mrs. Mary McKenna, vice president for research and sales of Metromedia.

FTC gets complaint of ARB survey

Counsel for WWLP(TV) Springfield, Mass., has charged that an American Research Bureau survey of its market was affected by a rival's "hypoing" and would have been inaccurate anyway. The allegations are contained in a letter filed at the Federal Trade Commission.

The William L. Putnam station had earlier complained that WTIC-TV Hartford, Conn., hypoed its ratings with an

130 to attend seminar

More than 130 have preregistered for the CATV and pay-TV seminar being sponsored by the Georgia Association of Broadcasters in Atlanta Tuesday (Aug. 4).

The list of 13 speakers includes broadcasters, attorneys, representatives of trade associations, the FCC, advertising agencies, community antenna systems and pay-TV systems. An afternoon state presidents and broadcasters panel will precede a question and answer session.

extensive advertising campaign, and its letter said "We believe you will find their [ARB's] attitude toward 'hypoing' as disturbing as the practice itself."

According to the letter, ARB had countered the hypoing charges by saying "a note that an objection was raised is placed in the final rating book. . . . We suggest that the impact of such a 'footnote' is nil. Broadcasters are well aware that prospective advertisers are swayed by the numbers, not footnotes." The filing also accused ARB of suggest-

ing WWLP overcome its ratings disadvantage by doing its own hypoing. It would be a "utilization of the statistical concept of two wrongs equaling one right," the WWLP letter stated.

The letter cited a number of techniques in ARB's survey that were, in WWLP's opinion, faulty. Among them was the use of Amherst as representing 70% of the sample in Hampshire county. The filing said the college community was not representative and said "ARB has stated its willingness to undertake a new survey of Hampshire and Hampden using the towns as the basic political subdivision—if we underwrite the cost of the new survey." WWLP said its complaints were necessary because "we are a UHF operator which is forced to compete with a large, successful VHF station. Each and every advertising account on our station is vitally significant to our economic well-being." The letter said the station had had problems holding some of its advertisers after the ARB report came out—though it admitted that there were "no specific references to our ratings."

Copies of the filing were also sent to Senate and House leaders influential in communications affairs, as were the earlier complaints of hypoing. All of the letters had maps of the market attached to demonstrate WWLP's statistical arguments.

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Changing hands

ANNOUNCED ■ The following sale of station interests was reported last week subject to FCC approval:

■ KWEL Midland, Tex.: Sold by George H. Vaught to Buddy Deane for \$129,500. KWEL is a 1 kw daytimer on 1600 kc. Broker: Patt McDonald Co.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 81).

■ Goodwill Stations sold to Capital Cities Broadcasting Corp. and WJRT Inc. for aggregate price of \$21,141,330 (see page 52).

■ KOVR(TV) Stockton, Calif.: Sold by Metromedia Inc. to McClatchy Newspapers for \$7.8 million (see page 52).

■ KIXX(TV) Los Angeles: Sold by Central Broadcasting Corp. of California to Coast Television Broadcasting Corp. for \$353,377. Central Broadcasting is owned by H. Calvin Young, Martha White Mills Inc. and Jerry Glaser. They own or control WENO Madison, Tenn.; WYAM Bessemer, Ala., and WGUS North Augusta, S. C. Coast Television is owned principally by KPOL-AM-FM Los Angeles,

whose president is Hugh R. Murchison. KHX (ch. 22) last fall reduced its program service to two hours a night.

▪ **KTOW Sand Springs, Okla.:** Sold by Forrest G. Conley to Jack Beasley, Bill Harper and Omer Carl Thompson for \$149,000. Messrs. Beasley and Thompson have interests in KLPR Oklahoma City and Mr. Harper has interest in KTCS Fort Smith, Ark. KTOW is on 1340 kc with 250 w.

▪ **KOPR Butte, Mont.:** Sold by George C. and Wilda G. Hatch to Richard R. Miller and Dr. Clement F. and Alice M. Neacy for \$140,000. Buyers own KBOW Butte and FCC approval is conditioned that they give up KBOW's license. KBOW is on 1490 kc with 1 kw during the day and 250 w at night; it was established in 1947. KOPR, founded in 1948, is a fulltime station on 550 kc with 1 kw.

KRLA's 19 applications accepted by commission

The first plunge was taken last week by the FCC into what, by all estimates, will be a historically long and complex comparative hearing. The commission accepted for filing the 19 applications for a regular license to the facilities of KRLA Pasadena-Los Angeles.

Donald R. Cooke, former licensee of KRLA, has been operating the 1110 kc facility since last December under a series of extensions of authority. He was to have ceased control of the station at 3 a.m. last Saturday (Aug. 1).

An interim operation of the station has been granted to Oak Knoll Broadcasting Corp., a nonprofit, charitable organization that will dedicate 80% of its revenue from KRLA to the operation of educational KCET(TV) Los Angeles (BROADCASTING, July 27). Oak Knoll is not seeking a regular grant.

There had been no appeals to the interim grant as of last week and the way appeared clear for Oak Knoll to provide for uninterrupted KRLA service.

Court gives KGMO 2d chance to tell story

Heeding to a court order, the FCC last week granted KGMO Cape Girardeau, Mo., the chance "to amplify its allegations in support of its request for an economic issue consideration" of the March 13, 1963, grant of a new AM (KZIM) in that city.

KGMO, owned by KGMO Radio-Television Inc., had complained that it would suffer economic injury as a result of a second competitor (Cape Girardeau also has KFVS) and would have to curtail

'Travelers' moves on

Ever since the Travelers Insurance Co. of Hartford, Conn., became a broadcast licensee, back in 1924, Travelers has been a part of the name of the corporation holding the license. From 1924 to 1928, it was the Travelers Insurance Co. In 1928, it became the Travelers Broadcasting Service Corp. Now, the name of the corporation holding the licenses for WTIC-AM-FM-TV Hartford is Broadcast-Plaza Inc., a reference to the station's new location, in Broadcast House, in Constitution Plaza, in the heart of Hartford's redevelopment area. The commission approved the change in name last week.

some of its public service programming. The commission rejected this plea on the grounds that KGMO's arguments were too generalized and that the station should have presented more facts, rather than conclusions (BROADCASTING, Aug. 5, 1963).

KGMO took its case to the U. S. Court of Appeals, Washington. The

court remanded the case to the commission on the ground that KGMO did not know the requirements to support its allegations. The station had claimed that the commission "arbitrarily treated KGMO differently than it has treated petitioners in similar situations," (BROADCASTING, Sept. 21, 1963).

The commission said last week that "in event that KGMO does not submit information specified . . . the commission will dismiss the KGMO petition for reconsideration and dissolve its present stay of the KZIM grant."

Media reports . . .

New home ▪ WCBM-AM-FM Baltimore, without interruption to service, moved last week from the Sears, Roebuck Community House on North Avenue to 2610 North Charles Street. The official opening and dedication ceremonies will be held following exterior construction work on the building, which is expected to be completed early next year.

Station starts ▪ KTW Seattle was scheduled to take to the air last Saturday (Aug. 1), programming "contemporary radio" on specified hours from 11:15 p.m. until sunset the next day, with 5 kw on 1250 kc. The station is owned by David M. Segal, who also owns WGMV Greenville, Miss.

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Transfer of CP in Wausau approved by FCC

MIDCONTINENT GETS GRANT AND 6-MONTH EXTENSION

Four parties involved in a sometimes bitterly contested fight over the proposed transfer of a construction permit for a television station in Wausau, Wis., emerged from the contest with untarnished images last week. But it was the applicants for the transfer that got what they wanted.

The commission granted the applications of Central Wisconsin Television Inc. for an assignment of its CP for WCWT (ch. 9) in Wausau to Midcontinent Broadcasting Co. and for extension of time to construct the station.

The purchase price is \$34,439. The commission set a six-month deadline for construction of the station. An initial decision handed down on Oct. 22, 1963, by Hearing Examiner Charles J. Frederick proposed granting the applications (BROADCASTING, Oct. 28, 1963).

Wisconsin Citizens' Committee for Educational Television Inc., with the support of the only TV station in Wausau, WSAU-TV (ch. 7) opposed the peti-

tions. Committee charged that Central lacked diligence in proceeding with construction and was, in fact, attempting to traffic in commission authorizations in its proposed sale to Midcontinent. Committee hoped to displace WCWT and to apply for channel 9, which it intended to use for educational purposes.

Chess Game ■ Central, for its part, contended that Committee was being used as a pawn by WSAU-TV to keep a competitive commercial television station out of Wausau.

The commission found no evidence to support any of the allegations. Regarding Central's "diligence," the commission said it found that "adverse weather conditions" constituted "sufficient mitigating factors" to justify a first extension of time to build. The CP became effective in September 1961.

Regarding the allegations about WSAU-TV, the commission said there is no evidence the station attempted to stifle competition in Wausau "through

the device of rendering assistance to the educational group." The FCC added that it has long encouraged commercial broadcasters to assist educational stations.

Public Interest Served ■ The commission said that granting the transfer application would be in the public interest since Midcontinent, which the FCC said was qualified to construct and operate a station, planned to move "expeditiously" to put a station on the air. The commission noted that its TV allocations plan provided for at least two stations for every community and that channel 9 "has lain fallow" since it was allocated to Wausau in 1957.

"In summary," the commission said, "we do not believe that the record before us establishes facts adverse either to Central, the existing permittee, to Valley (WSAU-TV), the existing licensee, or to Midcontinent, the proposed assignee."

The vote was 5-1, with Commissioner Robert T. Bartley the lone dissenter. Commissioner Kenneth A. Cox was absent.

Commissioner Bartley, in a written dissent, contended that the record indicates that "Central did not intend to construct the authorized station." He said he believes that Central "is trafficking in commission authorizations" and that Central's request for extension of time is for the purpose of assigning the permit to Midcontinent. "I would not extend the completion date for this purpose," he said.

Principal owners of Central are Walter A. Baumgardt, H. C. Rostal and Harold C. Klessig, each of whom owns 19.6%, and Harold Kaspar and Wilfred W. Mittelstadt, each 13.07%. Midcontinent's principals are Joseph F. Floyd, N. L. Bentson, and Edmond R. Ruben, each 33 1/3%.



Southern Telemeter systems in the works

Preparations continued last week for an early start of wired pay-TV systems in Atlanta, Miami, Houston and Dallas (BROADCASTING, July 27). Most estimates placed all four of the systems in operation before the end of 1965. At right principals of Home Theatres of Georgia W. H. Murray, a principal stockholder, and Jack Rice (c) president of the Atlanta company, are shown with Leslie Winik, president of International Telemeter Corp., subsidiary of Paramount Pictures Corp., and operator of a Telemeter pay system in West Toronto, Canada.

International Telemeter says the systems will wire approximately 300,000 homes in the four cities and the capital investment will be about \$15 million.

At right principals in the Florida Home Theatres Corp. of Miami are shown at the time the agreement with Telemeter was signed. Robert Haverfield (l) is Democratic candidate for state senator in Florida and counsel for Home Theatres; James P. Murtagh, (c) chairman of International Telemeter Corp., and Budd Mayer, president of Home Theatres.

Financing is now underway.

FCC decides case of Warner vs. Warner

The FCC last week played the part of mediator in a legal session of *The Name's The Same* while granting Melvin B. Warner an application for a new FM in Tampa, Fla.

Opposing Mr. Warner's application was another Warner, Warner Bros. Pictures Inc. of records, motion pictures and TV station applicants.

Warner Bros. protested on the grounds that "confusion in the public mind would result in use of the Warner name." Mr. Warner also has interest in the recording industry under the Warner label.

The commission added that the fact a person's name ends in Warner isn't enough to prevent him from broadcasting under that name.

Triangle expands syndication

Opens new offices in four cities and enlarges staff in New York for radio-TV shows

An expansion program is being implemented in the syndication operation of the Triangle Stations with the establishment of regional offices and the addition of sales personnel, Roger W. Clipp, vice president and general manager, announced today (Aug. 3).

Triangle, which has been active in the production and syndication of nine radio series and 18 television series and specials since last fall, is opening offices in Los Angeles, Chicago, Philadelphia and Boston and enlarging its staff in New York.

Mr. Clipp named Edward H. Benedict, director of national sales for Triangle, to head Triangle Program Sales, the group's syndication arm, and Clyde R. Spitzner, general sales manager, as supervisor. An assistant manager for Triangle Program Sales, who will be located in New York, will be named shortly. Kenneth W. Stowman, director of sales development, has been appointed radio network specialist.

In the past 10 months Triangle has produced more than 6,000 hours of radio and TV programming. It is now pro-

ducing a series of 10 color specials each year on the major annual auto races and is offering such TV series and specials as *This is America*, visits to U. S. fairs and festivals; *Colorful World of Music*, 65 color vignettes and *The Wonderful Age of Play*, presenting well-known sports figures as instructors.

In radio, Triangle sells its Audio Program Service which produces 16 hours of daily programming for AM and FM stations; *Word Picture* anecdotal chats by foreign correspondent John Raleigh and *Motor Racing Review*, a weekly summary of auto racing news and interviews.

Several new program projects will be announced soon, according to Tom B. Jones, program coordinator for the station group.

Programs are broadcast simultaneously with their national release on the Triangle Stations, WFIL-AM-FM-TV Philadelphia; WNHC-AM-FM-TV New Haven; WBNF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona, Pa.; KPFE-AM-FM-TV Fresno, Calif., and WLYH-TV Lancaster, Pa.

Business news shows on upswing

Business news programing, still in its infancy, looks like a very healthy infant. A survey conducted by *Steel* magazine discloses growing interest among station news and programing executives, with patterns of sponsorship and format developing as experience is gained.

Questionnaires were returned by about 20% of the more than 500 stations to which they were sent (68 AM, 29 FM and 10 TV). At half of the stations replying, business programs were initiated within the last three years, and within the last six months for 10% of the respondents.

Two-thirds of the programs are sponsored; one-third are carried as a public service. The major sponsors, in order: Stockbroker or investment firms; banks; automobile dealers or clubs, and industrial suppliers and distributors. In many cases, sponsor-

ship was through participating spots placed by a wide range of advertisers.

News directors reported a variety of topics covered in the programs, including stock market summaries, earnings reports, industry news, executive appointments, government actions, production trends, world business news, interviews and company profiles. Half of the programs are scheduled between 5:30 and 6:45 p.m. Another fourth are carried just before and just after this period.

A business news editor is responsible for one-third of the shows. The news director holds responsibility in most of the remaining cases, although some are news-staff projects and, in some instances, the news director is assisted by outside authorities. The directors reported brokerage houses, network services and wire services as their most useful sources.

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Dodd reruns crime, sex hearing

Hints he may introduce legislation for some control of networks if they don't lessen excesses in programing that children see

Senator Thomas J. Dodd (D-Conn.) last week pried open the creaking door to a chamber of television's alleged horrors—excessive violence and sex—let the public take a peek inside, quickly slammed it shut and posted a warning to the television networks that he might open it again if they failed to reform.

Then, as he did at the conclusion of a similar but lengthier hearing he conducted two years ago, the senator, who is chairman of the Senate Juvenile Delinquency Subcommittee, promised the panel would issue a report, "very soon."

That document, it appeared, would be likely to spell out the contention of Senator Dodd and his staff and supported by some child psychologists and the authors of much of his congressional mail, that "the excesses of brutality, violence and sexuality shown on television contribute to the serious delinquency problem in this country." In addition, he hinted, there's a chance he may introduce legislation to provide some government control over networks and program sources. At least, he remarked that was his inclination two years ago.

For ABC, CBS and NBC witnesses, most of whom testified at the subcommittee's proceedings in 1961 and 1962, last week's one-day session was a rerun. They were seated at the witness table, the lights went out and they were required to view subcommittee-selected scenes from their 1963-1964 program schedules that allegedly depict the kind of violence and brutality that makes children go wrong.

To their credit, Senator Dodd said, the networks had improved their programing since his last hearing. He had special praise for CBS and implied that he would be less concerned about the violence problem if the other networks matched CBS's restraint.

However, he observed, many of the programs that his subcommittee criticized two years ago now are in syndication. Today, he said, they are in most cases being shown to audiences with large numbers of children even though they were programed in late evening time on the networks.

The network witnesses responded that all these programs had met their programing standards and if the subcommittee would view the examples

shown during the hearing within their "dramatic context," it would find them to be not scenes of "violence" but "action."

For Senator Dodd, Thursday's (July 30) session was a lonely one. Except for Senator Kenneth B. Keating (R-N. Y.) and himself, other senators on the nine-member subcommittee were absent. The two senators and Carl L. Perian, staff director, asked all the questions during the six-hour proceeding.

This particular session—a long time coming—had been planned by Senator Dodd to give the networks an opportunity to demonstrate that they had improved their programing practices since his last hearing on May 14, 1962. The senator then promised a report on the hearing he'd been conducting off-and-on since June 8, 1961. But, although a draft report prepared by the staff was placed on his desk 21 months ago (CLOSED CIRCUIT, Dec. 24, 1962), he later decided the subcommittee should have another look at network programing and he promised to schedule another session (BROADCASTING, Dec. 23, 1963). After months of delay several tentative dates were scheduled, postponed and re-scheduled until finally last week's session occurred.

Senator Dodd said his staff's study of

current programs (monitored Jan. 5-18 in New York, Los Angeles, Chicago and Washington) found no "appreciable reduction of violence in new shows."

New evidence examined by the subcommittee based upon "scientific research," the senator said, points to "a harmful relationship between filmed violence and human behavior." Basically unchallenged by the network spokesmen, the psychological studies were entered into the hearing record.

Although it received little attention during the questioning, CBS offered a document prepared for it by a child psychologist that evaluates these studies and finds many of them wanting. In the report Dr. Ruth E. Hartley, consulting psychologist and author, said she found the connection between the kinds of behavior studied so far "remains theoretical and hypothetical." Further study involving substantial numbers of subjects over long periods of time "may appear formidable, but it is needed," Dr. Hartley stated.

ABC Leads Off — ABC's witnesses were first. Thomas W. Moore, ABC-TV president; Henry G. Plitt, president of ABC Films Inc., and Alfred R. Schneider, vice president, continuity, were questioned in detail about scenes the subcommittee took from some of the programs that are part of the net-



work's current schedule.

Mr. Moore, as did the representatives of other networks who followed him to the witness table, said he could not agree that these scenes were unnecessarily violent or brutal when taken in the over-all dramatic context in which they were presented on the air.

The subcommittee was troubled that warnings by continuity acceptance editors about possible code violations suggested by story scripts had been ignored and that the network was violating its own code. Messrs. Moore and Schneider explained that these comments were usually noted on scripts before any film had been shot. Producers observed the warnings, they said, and all final prints must have continuity's approval before being aired.

Mr. Schneider said that as a result of the earlier subcommittee proceedings ABC has established a practice of sending its continuity editors to visit producers to discuss code problems. This pleased the subcommittee.

NBC was represented by Walter D. Scott, NBC-TV executive vice president, and Morris Rittenberg, NBC Films. Mr. Scott, asked about research into effects television violence has on children, said he was "looking forward" to seeing the work of a joint committee set up to study the problem. The committee was established in 1962 by the National Association of Broadcasters and the Department of Health, Education and Welfare and is presently selecting from among research projects proposed to it for financing.

NBC believes "substantial progress" has been made since the 1962 hearings both in programing balance and in strengthened program review procedures. Asked about the subcommittee's concern that NBC's broadcast standards

Today vs. 1961

Senator Dodd's staff compared the sex-and-violence picture in 1961 with that of 1964 and produced the following results:

City	Prime-time programs featuring violence, 1964	Prime-time programs featuring violence, 1961
Washington	48.8%	50 %
New York	46.4%	44.5%
Chicago	50.5%	49.4%
Los Angeles	41.4%	50 %

The percentage of network films in prime time featuring violence is substantially higher, Senator Dodd said. ABC scored 55.3%, CBS 26.5% and NBC 55.1% The subcommittee's survey indicated that 85% of ABC's syndicated films and films in which they have a profit-sharing interest were shown in prime time in Los Angeles, New York and Washington during the 1963-64 season. Comparable figures for CBS and NBC were 70% and 50%, respectively.

department had doubled the number of complaints sent to producers in the last six months of 1963, Mr. Scott said this was due to their "being more alert."

James T. Aubrey Jr., president, CBS-TV, and Merle S. Jones, president of the CBS-TV Stations division (which handles film syndication), were asked by Senator Dodd whether their network's portrayal "of less violence than the other networks recently" had hurt.

"No," the CBS witnesses replied. And to further questions they said it

had not reduced the size of their audience or aroused a wave of protest from viewers.

Told that 5.5 million children (age 13 and younger) viewed one of CBS's top-rated adult programs, Mr. Aubrey explained that there is "no time in the schedule when we cannot find children" in the audience.

Mr. Jones told the subcommittee he thought it would be "improper" for CBS to have control over its syndicated programs. This, he said, is the responsibility of the individual licensee.

Mr. Jones added that he thought "considerable progress has been made . . . [since the last subcommittee hearing]. . . . Let us stay on this course."

"I think that would be all right for CBS . . ." Senator Dodd commented, but "the others have an awful long way to go."

WJTV(TV) challenges church's analysis

Capitol Broadcasting Co., licensee of WJTV(TV) Jackson, Miss., last week told the FCC that charges by the United Church of Christ that the Jackson station failed to serve the Negro community and discriminated against Negroes in its programing were based on a program analysis "distorted so as to conceal the scope and nature of WJTV's programing and coverage of the racial issue."

The allegations against WJTV's programing, the station said, were founded on the church's monitoring of the Jackson station during the week of March 1. WJTV told the commission that "no single week can ever be representative of the broadcast service rendered, month in and year out. . . ."

The United Church of Christ, which is opposing renewal of WJTV's license, has also asked the commission not to renew the license for Jackson's other TV, WLBT (BROADCASTING, July 20). WLBT, owned by Lamar Life Broadcasting Co., is preparing its reply to the charges by the church.

WJTV questioned the percentages attached to news and documentary programing in the church's analysis. The station said these percentages "were apparently taken from the renewal application of some other station." WJTV told the commission that during the week of March 1 the station devoted 12% of its total programing to local and network news and documentary programs and plans to continue to provide "extensive and accurate coverage of the racial controversy and general programing attuned to the needs of all its viewers, including the Negroes."



Somberness was decidedly evident on both sides of the table at last week's hearing. In opposite-page photo, Senator Kenneth B. Keating (R-N.Y.) listens to answers while subcommittee Staff Director Carl L. Perian (l) and Senator Thomas J. Dodd (D-Conn), chairman, prepare more questions.

Above (l to r), CBS-TV President James T. Aubrey Jr., NBC-TV Executive Vice President Walter D. Scott, and ABC-TV President Thomas W. Moore weigh the questions. Senators complimented network programing since 1961-62 hearing, but said worst programs of that season now are in syndication.

Cronkite out; Trout, Mudd in

CBS joins duet trend, sets new anchor team for Democratic convention; Townsend to handle radio

CBS News correspondents Robert Trout and Roger Mudd were designated last week to serve as anchor men for coverage of the Democratic National Convention on CBS-TV, Aug. 24-27, replacing Walter Cronkite, who had handled this key assignment continuously since 1952.

In another change, Dallas Townsend will anchor the CBS Radio coverage of the Democratic convention, succeeding Mr. Trout in that assignment.

In announcing the realignment, Fred W. Friendly, president of CBS News,

only as managing editor of the *CBS News with Walter Cronkite* and as narrator of *The Twentieth Century*, but will serve as anchor man for the network's coverage of major stories in the future, such as the scheduled Gemini space shots.

"We feel that Cronkite has done a wonderful job, but in view of the ratings and the critic's notices, we have decided we must try something else," the official said.

Graceful 'Disappointment' ■ Mr. Cronkite could not be reached for com-

Huntley-Brinkley as the anchor team. This year ABC News utilized Edward P. Morgan and Howard K. Smith in this capacity.)

Mr. Friendly said CBS News correspondent Eric Sevareid, who provided analysis and interpretation of the Republican convention in San Francisco, will play an even larger role in Atlantic City, as will CBS News correspondent Harry Reasoner. He said a 22-man corps of correspondents will cover events at the convention, headquarters of key figures and related activities in Washington.

Mr. Trout, a news broadcaster since 1932, has covered every political convention for CBS Radio since 1936, and the Democratic conclave this month will cast him for the first time in the role of a television anchor man.

Mr. Mudd has been a broadcast newsman since 1953 and has been with CBS News since 1961. He gained recognition earlier this summer when, as CBS News' Capitol Hill correspondent, he spent 67 days on the Hill covering the Senate debate on the Civil Rights Bill.

Mr. Townsend, a 23-year veteran of CBS News, has covered every political convention since 1948. CBS News' London correspondent Alexander Kendrick will serve as analyst on CBS Radio's coverage of the Democratic convention.

Demo convention has radio-TV in mind

The Democrats took the wraps off their 1964-model convention last week and displayed a trim design intended to hold the radio-TV audiences close to their sets.

Mindful of some of the long, dragged out sessions that seemed to plague the Republicans in San Francisco last month, the Democrats plan short (as possible) evening sessions — nothing scheduled in daylight hours—the use of four films, one for each night of the convention, and a closed circuit TV service for conventioners, and newsmen.

Tentative plans announced in Washington last week are expected to be approved when the Democratic National Committee meets in Atlantic City, the convention site, on Aug. 22, two days before the convention opens.

J. Leonard Reinsch, executive director of the convention and president of Cox Broadcasting Inc., had revealed earlier that the convention would feature a closed circuit TV system for what is believed to be the first time (BROADCASTING, June 22).

The four films, which are expected to run between 25 and 30 minutes, have



Mr. Cronkite



Mr. Mudd



Mr. Townsend



Mr. Trout

called Mr. Cronkite's solo anchor coverage of the Republican convention "superb." But it is known that the CBS News management was disappointed by the ratings and the critical judgment attained by the presentation (BROADCASTING, July 20). NBC News' coverage, led by the Chet Huntley-David Brinkley combination, scored widely both in critical acclaim and ratings.

Shortly before the CBS News' announcement there were rumors that Mr. Cronkite had resigned or was planning to quit. A spokesman said "there is no truth to these rumors," and pointed out that Mr. Cronkite will continue not

ment. He was reported to be in California on vacation. A co-worker said he was "disappointed" at the turn of events but was "accepting the change gracefully."

Since 1952, Mr. Cronkite had been anchor man on CBS-TV for seven national conventions and three elections.

Mr. Friendly said CBS News had decided to utilize two news correspondents for the upcoming Democratic convention because "a dual anchor arrangement provides more flexibility, mobility and diversity of coverage than does a single anchor correspondent."

(Since 1956 NBC News has used

Affiliate says CBS slants news reports

A request for public opinion on "prejudicial expressions" in CBS newscasts was voiced July 20 by Rex G. Howell, owner of KREX-AM-FM-TV Grand Junction, Colo., in a TV editorial.

Mr. Howell, whose stations are CBS affiliates, said he had been registering protests with the network "for many months" over newscasts which "constituted opinion making rather than reporting of factual news."

He said: "We protested the snide manner in which Eric Sevareid interviewed Senator Goldwater, and the side comments frequently voiced by Walter Cronkite which seemed to convey the impression of extreme hostility toward the Arizona senator." Mr. Howell also referred to



Mr. Howell

a CBS News report by Daniel Schorr as an "indefensible distortion" of Senator Goldwater.

(The report by Mr. Schorr from Germany, in which he spoke of the senator's then-planned trip to Germany after the Republican convention, was also attacked by Senator Goldwater [BROADCASTING, July 20].)

"We fervently wish," Mr. Howell said, "that Mr. Schorr and some of his other liberal colleagues would practice greater regard for the basic principles of fairness in journalism."

The editorial quoted Mr. Howell's telegram to CBS Inc. President Frank Stanton. In it Mr. Howell, said: "It is a source of great personal sorrow that the ideological differences between certain network personnel and the Republican nominee for the presidency has led to such unfortunate exchanges as to reflect upon our dedication to the principles of the fairness doctrine and our own sense of journalistic responsibility."

Mr. Howell concluded the editorial with a plea for listener and viewer

comment: "As a conservative, undoubtedly we are more sensitive to what appears prejudicial in our views than perhaps is average among our audience. . . . Please tell [us] . . . if you feel our complaints are justified or not. . . . After all, it is you whom we seek to serve and not our own whims or prejudices. . . ."

According to the stations, "several hundred letters were received with a ratio of three to one expressing the view that CBS commentators were presenting biased viewpoints in the guise of news."

"Mr. Howell sought out a spokesman for the minority who felt that CBS broadcasts were completely fair and impartial and provided equal opportunity by assigning an identical time period for his use."

The KREX-TV editorial marked only the second time in two years that Mr. Howell, a Republican member of the Colorado General Assembly, has used the TV station for editorial expression. He broadcasts a daily editorial on KREX-AM-FM.

these working titles: "The People Speak," featuring a review of domestic issues and produced by John Fuller Associates, Westport, Conn.; "The Road to Leadership," a biography of President Johnson produced by John O'Toole of Eli Productions, New York; "The Quest for Peace," on foreign policy, and "A Thousand Days: A Tribute to President John F. Kennedy," both by David Wolper Productions, Hollywood.

Lloyd Wright, Democratic coordinator of production, said "working arrangements" have been made to provide films for the networks, and because they are "integral parts" of the convention program, it is hoped they will be televised.

(Authoritative information on the role of television and radio in the Democratic presidential campaign has not been available, partly because the party hasn't yet chosen candidates; however, it is expected that these films will be utilized to a considerable extent—prints are to be distributed to party committees all over the U. S.)

Film Sales . . .

The Spread of the Eagle (BBC TV): Sold to KQED-TV San Francisco.

America (CBS Films): KRDO-TV Colorado Springs and KREX-TV Grand

Junction, both Colo.

Call Mr. D (CBS Films): WTIC-TV Hartford, Conn.

Have Gun, Will Travel (CBS Films): WDBJ-TV Roanoke, Va.; WTAE-TV Pittsburgh, and WBIR-TV Knoxville, Tenn.

The Honeymooners (CBS Films): KHJ-TV Los Angeles.

Marshall Dillon (CBS Films): WAVY-TV Portsmouth-Norfolk, Va.; WBRC-TV Birmingham, Ala.; WLOS-TV Asheville, N. C., and WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn.

Wanted Dead or Alive (CBS Films): WIBW-TV Topeka, Kan., and WBIR-TV Knoxville, Tenn.

Mickey Mouse Club (Buena Vista): WHEN-TV Syracuse, N. Y.; KOB-TV Albuquerque, N.M., and WLBZ-TV Bangor, Me.

Columbia Post-'50 (Screen Gems): WKRG-TV Mobile, Ala.; WCIA-TV Champaign, Ill.; WTVN-TV Columbus, Ohio; WTOP-TV Washington; KGNC-TV Amarillo, Tex., and KVKM-TV Monahans-Odessa, Tex. Now in 105 markets.

Living Camera (Peter M. Robeck Co.): WOR-TV New York; KHJ-TV Los Angeles; CKLW-TV Windsor, Ont.-Detroit; KSD-TV St. Louis; KPTV-TV Port-

land, Ore.; WPRO-TV Providence, R. I.; WTEN-TV Vail Mills-Albany, N. Y.; KLZ-TV Denver; KOGO-TV San Diego; WOOD-TV Grand Rapids, Mich.; WFBM-TV Indianapolis; WILX-TV Lansing, Mich.; WLKY-TV Louisville, Ky.; KTVW-TV Tacoma, Wash.; WOKR-TV Rochester, N. Y., and KXTV-TV Sacramento, Calif.

Rifleman (Four Star): KTVI-TV St. Louis; WDAF-TV Kansas City Mo.; KONO-TV San Antonio; 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.; WFMY-TV Greensboro, N. C.; KCND-TV Pembina, N. D.; KOLO-TV Reno; WTHI-TV Terre Haute, Ind.; WLWI-TV Indianapolis; KPAC-TV Port Arthur, Tex.; KOGO-TV San Diego; WBRC-TV Birmingham, Ala.; KIFI-TV Idaho Falls; WTVJ-TV Miami; WPSD-TV Paducah, Ky.; WKYT-TV Lexington, Ky.; WAFB-TV Baton Rouge; KTHI-TV Fargo-Grand Forks, N. D.; WHYN-TV Springfield, Mass.; WSPD-TV Toledo, and WIMA-TV Lima, both Ohio. Now in 125 markets.

The Detectives (Four Star): WFIL-TV Philadelphia; WHP-TV Harrisburg, Pa.; WLYH-TV Lebanon, Pa.; KCND-TV Pem-

bina, N. D.; KOCO-TV Oklahoma City; WKOW-TV Madison, Wis.; KTHI-TV Fargo-Grand Forks, N. D.; WTAE(TV) Pittsburgh; WIMA-TV Lima, Ohio; WLOS-TV Asheville, N. C., and KSBW-TV Salinas, Calif.

Richard Diamond (Four Star): KGNC-TV Amarillo, Tex.; KVKM-TV Monahans-Odessa, Tex.; WSAV-TV Savannah, Ga.; WKOW-TV Madison, Wis.; WTIC-TV Hartford, and KTVI(TV) St. Louis.

Zane Grey Theatre (Four Star): KMSP-TV Minneapolis-St. Paul and WIMA-TV Lima, Ohio.

Science Fiction Theatre (UA-TV): WSIX-TV Nashville; KXLF-TV Butte, Mont.; WBKB(TV) Chicago; WCIX(TV) South Miami, Fla., and KPHO-TV Phoenix. Now in 145 markets.

Men into Space (UA-TV): WKEF-TV Dayton, Ohio, and WWOR-TV Worcester, Mass.

WCLM(FM)'s license revoked by FCC

A unanimous vote by six FCC commissioners last week revoked the license and subsidiary communications authorization of WCLM(FM) Chicago.

Carol Music Inc., the licensee, was found to have failed to program WCLM according to the proposals of its license and to have "illegally" turned over control of portions of its programming to an outside company without informing the commission. The commission said the station's subcarrier facility also was used for a purpose other than proposed when applied for.

The WCLM licensee had been charged with, in addition to the programming question, using its multiplex facilities to provide bookies with prompt results of horseraces. An initial decision by hearing examiners James D. Cunningham and Forrest L. McClenning concluded that the multiplex channel was used to provide such information and benefited persons engaged in illegal gambling (BROADCASTING, Sept. 23, 1963).

Other Grounds ■ The commission did not adopt the hearing examiners' findings as to the horseracing news service but added that its decision "is not to be construed as expressing disagreement with them. It is evident that such broadcasts might well constitute grounds for revocation. But under the facts of this case, we need not, and do not, reach this question because of the other separate and distinct grounds and reasons, set forth above requiring revocation."

WCLM is ordered to be off the air on Sept. 26 or 60 days following the end of all litigation. WCLM will appeal.

64 (PROGRAMING)

STV to extend L. A. service

Contract filed at PUC would expand system into Santa Monica suburb

A contract for General Telephone Co. of California to provide transmission facilities for the pay TV program service of Subscription Television Inc. to an area of Santa Monica, Calif. (BROADCASTING, July 27) was filed last week with the California Public Utilities Commission. The PUC must approve the terms before GTC can supply the service.

The agreement calls for GTC to connect its cables with those already installed by Pacific Telephone & Telegraph Co. for use by STV, at the intersection of Santa Monica and Beverly Glen Boulevards in West Los Angeles and to extend the transmission facilities into Santa Monica, oceanside suburb of Los Angeles. The area to be served by the new facilities contains some 12,000 dwelling units, a subscriber potential slightly larger than that offered by the company's Los Angeles area No. 1, which has 10,766 dwelling units.

Terms of the STV-GTC contract are similar to those of the earlier contract with PT&T (BROADCASTING, Feb. 24). There is a required advance deposit of \$454,000 in cash or securities acceptable to GTC, called a "termination charge" and designed to protect GTC against loss should the contract be terminated at any time before the end of its 10-year span. There is a non-recurring charge of \$18,650 for channels (cables and wires to carry the three STV programs, plus signals to regulate and measure the program service, and to transmit background music). There are also nonrecurring charges of \$35 for each service outlet and \$15 for each inside connection and a monthly fee of \$13,150 for service, plus 50 cents for each home connected to the STV system.

In applying to the PUC for approval of the contract, Allan R. Stacey, GTC vice president, asked for prompt approval without a public hearing. That would be unnecessary, he said, as this contract is similar to the STV-PT&T contract already approved by the commission. It is expected that the PUC will grant his request, especially since the Crusade for Free TV, which is opposing the entry of pay TV into California, does not intend to fight the ap-

proval of this contract.

The crusade did call for public hearings on the contract with PT&T. They were held both in Los Angeles and San Francisco, after which the commission accepted written argument, which it considered for two months before handing down its approval of the contract (BROADCASTING, June 8).

Baseball is by all odds the best liked program offered by STV in its initial week of service to some 2,500 homes in West Los Angeles (a number that is growing by 55 a day as installations are made in homes of families who have subscribed to the service but have not yet been connected to receive it). The orders in the initial area in which service is available total something over 4,000, about 40% of the dwelling units in the area.

Frank Matan, Southern California manager of Reuben H. Donnelley Corp., which is handling the sale of STV service, said that the color coverage of the Dodgers games brought more favorable comments from the original STV subscribers than any other programs offered during the first week. The Checkov drama, "Uncle Vanya," performed by an all-star London cast, also was well received.

Only about a third of the 2,500 families equipped to receive STV programs tuned in to the service for its opening offerings on July 14. Of those who did buy one of the pay TV programs, 61% chose to watch the ball game, 23% selected "Sponono," South African drama of racial conflict, and 16% watched a surfing film, "Gun Ho." The ball game and the surfing film were presented in color, "Sponono" in black and white.

Audience figures for the periods following the initial presentations have not been released by STV. Mr. Matan reported that many favorable comments have been received about some of the symphonic and other musical programs as well as the theatrical fare.

Last week's programming included a number of repeats, with the Dodgers playing out of town.

Program notes . . .

Lots of words ■ MGM-TV reports a record number of 102 writers currently working on stories for 113 episodes of the studio's five TV series. There are 32 writers set for *Dr. Kildare*; *The Man from U.N.C.L.E.* series has 21 writers at work; 22 are writing for *Mr. Novak*; 15 are on *Flipper*, and 12 are writing for *Many Happy Returns*.

New members ■ Television Affiliates Corp. reported last week that membership in TAC has risen to 72 with the signing of WNEP-TV Scranton-Wilkes-Barre, Pa.; KPSA-TV Fort Smith, Ark..

and KGNS-TV Laredo, Tex. Leo M. Brody, manager of station relations for TAC, said two new programs have been added to the organization's library—*The Hanging Judge*, produced by WKY-TV Oklahoma City, and *Young Man in a Quandary*, produced by WTAR-TV Norfolk, Va.

1965-66 entry ■ Screen Gems announced last week that production on the pilot episode of *Possessed*, a one-hour drama series set around the turn of the century, will begin in late summer or early fall. The series, which will star actor Steven Hill, is the first program announced by SG for showing during 1965-66.

News specials ■ WXYZ-FM Detroit has gone to 12-hour-a-day continuous news operation for the duration of Detroit's newspaper strike. ABC-owned station also will expand news coverage on WXYZ-AM-TV while the city's newspapers are closed down.

New Year's Eve ■ Triangle Stations will produce and distribute a 12-hour radio special to be presented on Dec. 31. The program, *12 Hours of New Year's*, will include a review of the year's major news stories, a summary of the entertainment industry's activities, and a preview of the Jan. 1 football bowl games. The program is designed for airing from 7 p.m. to 7 a.m.

Record ban ■ WNEW New York has banned satirical recordings that "ridicule" the federal government and political candidates, John V. B. Sullivan, the station's vice president and general manager announced last Wednesday (July 29). Mr. Sullivan said the ban was triggered by an album criticizing the views of Senator Barry Goldwater, the Republican presidential nominee. The album, "I'd Rather be Far Right Than President," comments satirically on the United Nations, the Central Intelligence Agency, the anti-poverty bill, and tours of the White House.

Delay ■ Hearing of the complaint of the American Federation of Television and Radio Artists against KPOL Los Angeles by the regional office of the National Labor Relations Board in that city has been postponed from July 30 to Sept. 3. Union's Los Angeles branch has charged KPOL with bargaining directly and individually with its staff announcers instead of collectively with AFTRA, with whom the station has a collective bargaining agreement.

Football highlights ■ Tel Ra Productions, Philadelphia, will syndicate a filmed series of 14 quarter-hour shows, *NFL 10 Years Ago*, designed to start with the first week of National Football League games on Sept. 13 and featuring

the highlights of the first week's action 10 years ago, and succeeding weeks throughout the season.

Maestro's music ■ Tapes of Arturo Toscanini's performances, collected and edited by his son, Walter, are available to FM stations and educational and non-profit organizations through Arturo Toscanini Tapes, 655 West 254th Street, New York. The catalogue contains performances thought to have been lost, and others recorded from acetate discs.

Off-network golf ■ Screen Gems Entertainment Corp., Burbank, Calif., has placed into syndication the one-hour *All-Star Golf* series, consisting of 39 color programs spotlighting top golfers such as Arnold Palmer, Gary Player, Sam Snead and Lloyd Mangrum and featuring Jimmy Demaret as host. These programs originally were presented on ABC-TV and NBC-TV.

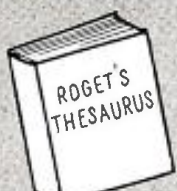
Paint with Winston ■ NBC-TV is preparing a color film based on Sir Winston Churchill's book *Painting as a Pastime*. Produced in England, the film will be given its U. S. premiere on the *Hallmark Hall of Fame* at 10-11 p.m. EST, Nov. 30, Sir Winston's 90th birthday. The film also will be telecast in the United Kingdom, the Commonwealth, and other nations. It is being produced for international distribution in motion

pictures as well as television, and will be made available to schools and colleges through Hallmark Cards Inc.

Film available ■ "Heartbeat," a 28-minute film co-produced by the U. S. Public Health Service and the U. S. Information Agency is now available to television stations through the Heart Information Center, National Institutes of Health, Bethesda, Md. The film tells the story of international progress against heart disease through five human-interest vignettes, filmed on location in America, East Pakistan, Lebanon, Peru, Uganda and Japan.

Asia to U. S. ■ United Press International has inaugurated a regularly-scheduled daily radio-photo beamcast transmission from its Asian headquarters in Tokyo to the UPI bureau in San Francisco.

Ruddy show ■ RKO General Broadcasting has commissioned Halas and Batchelor Cartoon Films of London to produce a one-hour animated, color program of the Gilbert and Sullivan operetta, "Ruddigore." The program will be carried on the group's five TV stations in 1965. RKO said it is only one of several program development projects that it has planned for the coming season.

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

WRAL-TV survives fairness investigation

LICENSE RENEWED WITH CAVEAT TO HEED DOCTRINE

The FCC wound up an intensive investigation into the editorializing practice of WRAL-TV Raleigh, N. C., last week with a letter criticizing the station for failing to comply with the requirements of the commission's fairness doctrine.

But it was evident the commission's heart wasn't in penalizing the station. It renewed the licenses of WRAL-AM-FM-TV, deferred since Dec. 1, 1963, by a 6-0 vote, and adopted the letter by only the barest majority, 3-2.

Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee constituted the majority. Commissioners Robert T. Bartley and Rosel H. Hyde dissented. Commissioner Frederick W. Ford abstained from voting on the letter, and Commissioner Lee Loevinger was absent.

WFTV(TV) Orlando, Fla., was also ticketed for a letter criticizing it for

alleged unfairness in its editorial policy. However, the commission felt the draft prepared by the staff needed rewriting. It is expected to be dispatched after the August recess.

Complaints Prompt Inquiry ■ The FCC investigated both stations as a result of a large number of complaints about their broadcast editorials. Both have aggressive editorial policies (BROADCASTING, April 6).

The commission's letter to WRAL-TV, which reflects the detailed examination that the staff made of the station's programming, was critical of an apparent laxness in WRAL-TV's application of the fairness doctrine.

However, the commission, in renewing the licenses, said the station acted in good faith and that the "mistakes" that were made "are honest in nature." The commission also cited steps taken by the station to assure compliance with the

fairness doctrine.

The station told the commission it relied on network programming to counterbalance "the conservative point of view" WRAL-TV featured. But the commission said the station had failed to demonstrate which network programs favored points of view covered in the station's editorials.

The commission said stations may use network programs to present views opposing those carried by the station. But, it added, the fairness doctrine is "applicable to specific controversial issues of public importance."

Counting Programs ■ The commission also said a local public affairs program relied on by the station to provide an outlet for contrasting viewpoints on controversial issues was not actually serving that function. Examination of the program record shows, the commission said, "only four of the programs dealt with subjects on which you editorialized between Dec. 1, 1962, and Nov. 30, 1963."

Another criticism lodged by the commission was that the station did not always transmit the texts of editorials to persons who might be appropriate spokesmen for the opposing points of view, as required by the fairness doctrine.

To deal with the criticisms leveled by the commission, the station has adopted two new procedures, according to the letter. At the end of every editorial the station now adds a tag line inviting those who disagree to send views to the station.

In addition, the station's editorial board sends copies of editorials with invitations to reply to those considered the most logical spokesman for the opposing points of view.

FOI bill passes Senate, awaits House action

A freedom of information bill, S 1666, passed the Senate last week on a voice vote, bringing news media and the public a step closer to recourse to the courts when a Federal official withholds information. It now awaits action in the House.

Three categories of data are exempted under the bill's disclosure requirements: 1. that required by executive order or for national security reasons to be kept secret, 2. that relating solely to the internal personnel rules and practices of an agency, and 3. enumerated exemptions such as medical and investigatory files, and financial data submitted by businesses to supervisory agencies such as the FCC (BROADCASTING, July 27).

Goldwater champing at bit; LBJ holds reins

President Johnson and Senator Barry Goldwater (R-Ariz.), speaking through intermediaries, last week debated whether they ought to debate during the presidential campaign this fall.

The Senate's failure to act on HJ Res 247, a measure to suspend the equal-time provisions of Section 315 for the presidential and vice presidential races this fall, could make the discussion moot.

Senator Goldwater told BROADCASTING immediately after his nomination last month that he was willing to debate President Johnson, although not necessarily before a panel of newsmen as in 1960's Nixon-Kennedy confrontations (BROADCASTING, July 20). Following a closed-door strategy session with GOP House members the senator let it be known through Representative Jack Westland (R-Wash.) that he was "ready, willing and able" to face the Democratic nominee on television this fall.

George Reedy, presidential news secretary, commented on Wednesday (July 29) that the senator had once said it would be dangerous for an incumbent President to debate. Senator Goldwater appeared on the *Jack Paar Show* (NBC-TV) last winter

and said, "After all, his is the most responsible job in the world and he might just slip and say something inadvertently that might, could even change the course of history" (BROADCASTING, Feb. 10).

Can Be Done ■ Senator Goldwater said last week that advanced taping would minimize the danger of a security slip. His and the President's staffs could "reason out what can properly be discussed," he continued. Nominees would have to "tread very carefully" in foreign affairs or military questions but they could discuss the farm problem, poverty or other domestic issues more freely, Senator Goldwater said.

"I think when the time comes," Senator Goldwater said, "he'll be willing to debate."

Congressional leaders responsible for moving the suspension resolution toward final passage are believed waiting for an indication of the White House's preference. They've shown no inclination to move first (CLOSED CIRCUIT, July 27).

White House sources insist the President has given the matter little thought, but with Democrats pressing for Congress to adjourn Aug. 20, it appeared the President would have to decide soon.

Rigid standards for CATV

UHF licensee seeks guarantee that quality match originating TV's

A UHF television operator has asked the FCC to adopt rules to insure that community antenna television systems carry television signals without degradation. The requested rules would apply to off-air as well as microwave-fed CATV systems.

The petition for rulemaking, filed by Springfield Television Broadcasting Corp., says CATV's should be required to provide picture and sound service of a quality to match that of the stations whose signals they receive.

The petition also says a "positive responsibility" should be imposed on CATV operators. Springfield's proposal would require them to file reports on how they are adhering to commission standards.

Springfield, owner of three UHF's in Massachusetts and one in Ohio, says the signals of some of its stations have been degraded in transmission resulting in letters of complaint from viewers, "including prospective advertisers."

The petition notes that the commission has proposed rules requiring CATV's to protect local television service by carrying the stations' programs without "material degradation" and by refraining from duplicating the programming.

Specifics Wanted ■ But, the petition says, "the commission has not defined its terms." Springfield urges that standards be adopted against which the service of the CATV's can be measured, adding, "It would seem reasonable to impose upon the CATV systems the same standards of signal quality as are imposed upon the originating television stations."

Springfield says its proposed rule is a necessary adjunct to the commission's proposed rulemaking concerning CATV protection of local TV service. But Springfield asks that its proposal be considered separately.

The commission's proposals deal with CATV's served by microwaves, over which the commission has authority. But Springfield says its proposed rule should apply to off-air as well as microwave-fed systems.

Springfield cites as commission authority for adopting regulatory powers

over off-air transmissions the "elaborate regulatory procedures and standards" the commission has adopted "to protect broadcast signals from degradation in transmission, degrading interference while 'in-the-air' and degradation at the receiving point."

The petition notes that of 1,295 CATV systems serving an estimated 3,300,000 viewers, only some 250 use microwave service. Springfield says the protection its proposed rule would provide should not be denied those who have subscribed to the more than 1,000 off-air systems.

Springfield is licensee of WWLP(TV) (ch. 22) Springfield, WRLP(TV) (ch. 32) Greenfield, and WJZB(TV) (ch. 14) Worcester, all Massachusetts, and is permittee of WKEF(TV) (ch. 22) Dayton, Ohio.

Outside loggers okayed if on station payroll

Broadcast stations may contract for an outside firm to do technical logging provided the persons providing the service also are listed on the payroll.

The FCC made its ruling last week in answer to a request by WSKP Miami. The station asked for an interpretive ruling on the contracting of a telephone answering service to make technical readings for the station, rather than hiring regular station employees for the task.

The commission said under the rules there would be "no objection" to hiring an outside service if its own duties "in no way interfere with the technical logging and other functions performed for WSKP. . . . In the event, it is assumed that the personnel in question would be carried on the payrolls" of both the logging service and the station.

Tax relief pleas heard on hill

Committee told 5% tax cut on all-channel sets could drop set prices \$10-30

The additional \$10 to \$30 that consumers are beginning to pay for television receivers—the result of a law that all sets shipped in interstate commerce be equipped with UHF tuners—could be eliminated if Congress would halve the 10% federal manufacturers excise tax levied on TV sets.

That was the message given the tax-writing House Ways & Means Committee by spokesmen for broadcasters, manufacturers and appliance dealers testifying last week during the committee's comprehensive review of all excise taxes.

Interpretation of the panel's reaction to the request varies, but it was clear that the fate of tax relief depends on how swiftly the committee acts. Congress is trying to adjourn by Aug. 20, and unless a bill is approved by the committee, cleared by the House and sent to the Senate very shortly, the effort will fail, at least in this session.

Representative Wilbur Mills (D-Ark.), committee chairman and the man who has the first and last word on all tax legislation, said it seemed that passage of the all-channel set law in 1962 was a "mistake" because about 80% of all viewers are located in areas not served by UHF stations and they would, when buying a TV set, be paying a higher price for something they presently didn't need and couldn't use.

The witnesses, all of whom recog-





Witnesses who asked the House Ways and Means Committee last week to provide some relief in the 10% federal manufacturers excise tax for all-channel TV receivers are shown afterward discussing their testimony — and chances for action in the current session of Congress: (L-r) Delbert L. Mills,

Electronics Industries Association consumer products division; William G. Harley, National Association of Educational Broadcasters; Mort Farr, National Appliance and Radio-TV Dealers Association, and Vincent A. Wasilewski, executive vice president, National Association of Broadcasters.

nized the problem depicted by Representative Mills, said reduction of the excise tax would lower prices on all-channel sets and tend to equalize them to what consumers have been paying for VHF-only receivers.

(The all-channel law was passed to increase the audience for UHF stations rapidly and to encourage the lighting up of many more UHF channels. Since the FCC specified last May 1 as the effective date of the all-channel requirement, the supply of VHF-only sets has dwindled and consumers have found \$10 and \$30 higher price tags appearing on all-channel sets.)

All-Channel Law Criticized ■ Representatives Mills and Harold R. Collier (R-Ill.) devoted most of their questions to criticism of the all-channel law, and Mr. Mills said it appeared to him that the witnesses, who spoke for the Electronics Industries Association, the National Association of Broadcasters, the National Association of Educational Broadcasters and the National Appliance and Radio-TV Dealers Association, ought to be seeking its repeal instead of tax relief.

(One of the earliest proposals for encouraging UHF development was a tax-reduction on UHF sets, but it was later abandoned for the 1962 all-channel law.)

Representative Collier recalled his vigorous opposition to the 1962 law when he foresaw the present problem as a member of the House Commerce

Committee. Representative Mills, who voted for the Kennedy administration measure, said last week he wished the Republican congressman "had spoken a little louder" two years ago.

EIA Cheered ■ Despite the appearance of dissatisfaction with the tax relief request suggested in the tone of the committee's questions, an EIA source said after the hearing Tuesday (July 28) that the questioning actually bode well for reduction of the excise tax. He pointed out that the committee has been reviewing all excise levies for several weeks and said he took heart in Representative Mills' show of interest in the TV situation.

This reflected the chairman's personal interest, the source said, and what Representative Mills was doing was building a record to show the inequities of the present all-channel law and the apparent need for relief.

However, an NAB observer said he thought chances for legislation this year "were not very good." He said the questioning represented strong objection to the proposals for a tax reduction.

The major presentation was made for EIA's consumer products division by Delbert L. Mills, vice president and general manager of the RCA Victor Home Instruments Division, Indianapolis. Mr. Mills (no relation to the congressman) urged that the manufacturers 10% tax be reduced to 5%, "but that the reduction shall not exceed \$8 regardless of the price of the receiver [and] if a re-

duction of 5% will be less than \$8, the smaller amount will apply."

This represents the cost of a UHF tuner in an average-priced set and greater tax relief would become an unnecessary windfall, he said. The proposal combines three pending bills on the matter: HR's 9792, 9978 and 10525.

Although willing to settle for this compromise this year, Mr. Mills said EIA is seeking ultimate elimination of the 10% levy on all electronic home entertainment products. However, he said, the all-channel situation merits immediate and special attention because it is a unique problem:

- "No other product bearing an excise tax has been forced to increase costs directly by an act of Congress."

- Tax reduction would be "a logical, and perhaps necessary, step" to expedite UHF growth.

- Delay in tax reduction may retard UHF development and slow set sales "at a time when all other indications point to a sharp rise."

- The higher cost of all-channel sets where they may not presently receive UHF signals represents "an unprecedented financial burden" on consumers, especially those at lower income levels."

Vincent A. Wasilewski, NAB executive vice president, said the tax "imposes an unnecessary burden upon the public." and "militates against the development of the UHF spectrum which the Congress has sought to foster." Although 1,500 channels have been allocated to the UHF band, Mr. Wasilewski said, only 120 were on the air as of July 1.

Joint Communique ■ The NAB executive recalled a joint letter written to the committee in 1957 by the chairmen of the House and Senate Commerce Committees who said there had been "unanimity of feeling that the way to meet this problem [UHF development] is through the elimination of the federal excise tax on all-channel television sets. . . ." Representative Oren Harris (D-Ark.) and Senator Warren G. Magnuson (D-Wash.), committee chairmen, said that resultant expansion in broadcasting "would produce increased revenues on a scale which would far exceed those lost through granting excise tax relief."

William G. Harley, testifying for the NAB, said "effective utilization of the available UHF channels is of particular concern" to the association since reservation of ETV channels "is concentrated primarily in the UHF band" and the futures of UHF and ETV "are inextricably intertwined."

Mort Farr, an appliance dealer speaking for his association, urged the committee to approve tax relief on TV sets to "prevent a decline in set sales when present inventories of VHF receivers

are exhausted."

Mr. Farr said, however, that his association believes the main reason for failures of commercial UHF's so far has been "inability to compete program-wise," not lack of UHF sets in the audience.

The Association of Maximum Service Telecasters Inc. also urged reduction so that "one more artificial barrier to all-channel development would be eliminated."

Lester W. Lindow, AMST's executive director, said that "by allowing manufacturers to offer 'UHF at no additional cost,' the Congress will provide a stimulus to all-channel set saturation which in turn will further expedite the construction of new UHF facilities. . . ."

FCC extends freeze on clear adjacencies

The partial freeze on AM applications for frequencies adjacent to I-A clear channels last week was extended indefinitely. The freeze, which was adopted as part of the FCC's 1961 clear channel proceeding (BROADCASTING, Sept. 18, 1961), was to have expired Sept 1.

The commission said it instituted the freeze with the belief the issue of high power (up to 750 kw) for clear channel stations would have been resolved by this September. But last week's decision by the commission said "Because of various factors, it 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 for experimental purposes it will require time for the facilities to be installed and operate to provide meaningful data."

Commissioners Robert T. Bartley and Lee Loevinger dissented from this decision. Chairman E. William Henry, Commissioners Rosel H. Hyde and Frederick W. Ford formed the majority.

In a separate action last week the commission voted to grant the application of WGSB Inc. for a new station on 730 kc with 500 w daytime in East Lansing, Mich. The new station's frequency is adjacent to the clear channel 720 kc frequency of WGN Chicago. The WGSB application met the rigorous technical requirements for use of an adjacent channel.

A further clear-channel action last week dismissed the University of Wisconsin's request to shift the operation of WHA Madison from 970 kc (5 kw, daytime) to I-A clear channel 750 kc using 10 kw. WSB Atlanta, is licensed to 750 kc, one of the 13 clear channels the commission has voted to duplicate (BROADCASTING, June 29). WGN's channel also is among those duplicated.

2 plans for CATV relayers

FCC sets new service for microwavers; new criteria for common carrier users

A new berth in the 12700-12950 mc band for noncommon-carrier microwave relay operators serving community antenna television systems was proposed last week by the FCC. A second proposal, made at the same time, would permit a prospective relay operator to apply for facilities in the point-to-point microwave service if "at least 50% of his proposed customers were unrelated to the applicant, and that they would utilize at least half of the service he provided."

The commission said, in proposing the new rules, that they "are designed to provide for the growth potential of CATV systems and more efficient usage of the spectrum allocated to them."

The proposed 12700-12950 mc band service would be known as the community antenna relay service (CAR) and would be administered by the Broadcast Bureau.

The commission's proposal, which had been under study for some time, is based on CATV microwave licensees being essentially private users of the 6,000 mc band and not common carriers in the literal sense of the term (BROADCASTING, June 1). A second interpretation, as worded by FCC officials, is that the CATV's are "spectrum hogs," using 25 mc of band width for each channel of service, doubling that amount at each relay point.

CAR Plan - The proposed community antenna relay service would divide the proposed 12700-12950 mc band into 20 "assignable frequencies." Each channel would be separated by 12.5 mc from adjacent assignments.

Two alternative proposals on bandwidths and channel assignments were offered by the commission. One would provide a narrow-band (12.5 mc) operation without any overlap of sidebands. The second alternative would allow wide-band operation—"as under present 25 mc spacing"—but there would be a 12.5 mc interval between assignable channels, and for overlapping sideband modulation, the commission said.

The FCC's proposal would limit CAR licensees to 10 frequency assignments for any CATV system. Waivers of the limit could be made on "a special showing" to the commission.

There would be no limit on the num-

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ber of CAR licenses that could be held by an operator, but the commission added that "technical requirements would preclude a CAR licensee from preempting all CAR frequencies in any one place." New technical standards, the commission said, would be required of CAR operators and "are intended to make it possible to provide twice as many video channels in the same amount of allocated spectrum space as presently is practicable."

Time to Amortize ■ The proposed rules would allow CATV microwave relay stations to continue in the business radio service on their present assignments until Feb. 1, 1971, the commission said.

The technical requirements of CAR operation, the commission said, may "slightly" up the cost of the system, but "are necessary, we think, in the overall public interest to ensure efficient utilization of the radio frequency spectrum."

The commission said "we are cognizant of the valuable service CATV systems render to the public in many areas and the desirability of promoting the orderly development of the CATV industry."

Other Proposal ■ Applicants for new facilities in the common carrier service—if adhering to the proposal requiring 50% of their customers be unrelated users—would be authorized only in the 10700-11700 mc band "if they served routes up to 400 miles. Those with routes of 400-600 miles would be accepted in the 5925-6425 mc band only if they could show that the other band could not be used," the commission proposed.

The proposed rules for the 10700-11700 mc band would require that an operator "use equipment capable of maintaining the frequency stability necessary for operation in this band," the commission added. Applicants that could not meet the proposed common carrier service requirements could, "if qualified," relocate in the CAR band, the commission concluded.

The commission said that it "may spin off portions of the rulemaking for early decision."

Stone stations get short-term renewals

The FCC on July 24 gave short-term license renewals of one year for KDAC Fort Bragg, Calif., and KCHY Cheyenne, Wyo., for failure to have a first class operator on duty at KCHY and misrepresenting facts before the commission.

KCHY is owned solely by Charles W. Stone while KDAC is owned by Mr. Stone and his wife Josephine, in both cases

doing business as Fort Bragg Broadcasting Co.

Mr. Stone was found to have operated KCHY without a first-class engineer for a period of three months in 1962 after the chief engineer of KDAC was discharged. After failure to find a replacement Mr. Stone sent the engineer from KCHY to KDAC and made an agreement with an engineer in Cheyenne to oversee KCHY's operation until a permanent operator could be found.

Hearing Examiner Chester F. Naumowicz in his initial decision of Jan. 8 (BROADCASTING, Jan. 13) said that Mr. Stone attempted to convince the commission that an engineer was on duty but in fact the engineer was unaware that he was responsible for the operation on such a basis.

Mr. Naumowicz added that Mr. Stone did mislead the commission but "his misrepresentations were the product of bad judgment inspired by fear rather than a willful attempt calculated from its origin to deceive the commission."

The commission said that the record of the case does not require denial of license renewal and renewal of license for one year would give the FCC time to review the operations of both stations.

The commission also returned to the pending file KCHY's application to change from 1590 kc, 1 kw, daytime to 1530 kc, 10 kw daytime and 1 kw nighttime.

Transmitter move bid again turned down

The FCC last week denied Triangle Publications Inc.'s application to move the transmitter location of WNHC-TV (ch. 2). The commission said it looked like an effort to make WNHC-TV a "Connecticut station" rather than a New Haven outlet.

Triangle wanted to move the transmitter site from a point five miles north of New Haven to a location 20 miles to the northeast in the direction of Hartford and New Britain, Conn., and Springfield, Mass. The move was opposed by Springfield Television Corp., licensee of WWLP(TV) Springfield.

The commission decision marked the second time Triangle has been turned down in its effort to move the WNHC-TV transmitter 20 miles to the northeast. The commission rejected the earlier request in 1957.

The downgrading of service to New Haven and the improvement of service to Hartford and New Britain and "increased impingement on the service areas of television stations" allocated to other communities, the commission said, "tend to establish an intention . . . to

convert WNHC-TV from a New Haven station to a Connecticut station."

The commission said this would be inconsistent with its policy of requiring that first attention be given to the rendition of service to the community to which a station is assigned."

The commission also said the move would jeopardize the chances of WWLP (ch. 22) of becoming "truly competitive" and the ability of WHNB-TV (ch. 30) New Britain, Conn., to provide an effective outlet for local expression.

The commission said the move would also discourage the use of UHF channels assigned to Connecticut communities that would be covered from the relocated channel 8 transmitter.

The commission said that "any improvement of service or additional service which would result from the proposed move is more than counterbalanced by the withdrawal of existing service and the downgrading of service to a substantial number of people."

New U assignments made in 8 markets

The FCC last week took a second step to "expedite the inauguration of new UHF service without impairing the adoption of the overall assignment plan." The commission voted to make assignments in eight markets.

The FCC adopted a similar action three weeks ago in making UHF assignments in 10 markets (BROADCASTING, July 13).

Last week's action:

Santa Barbara, Calif.—reserved channel 20 (now commercial) for ETV; city already has UHF commercial channel 26.

San Diego—continued assignment of channels 39 and 51 (city already has channel 15 for ETV).

Austin, Tex.—added channel 42 and modified the construction permit for KTXN to specify operation on that channel instead of channel 67. Latter is retained for Austin which also has UHF channels 18 (ETV) and 24.

Olney, Ill.—reserved its only present channel—16 (commercial)—for ETV.

Cleveland—continued to retain channel 25 for ETV but took no action on other proposed UHF assignments there; city also has UHF channels 19 and 65.

Portsmouth, Ohio—continued to assign channel 30 but took no action on proposal to assign channel 61 (ETV) there.

Hanover, N. H.—added channel 49 (making it also available to nearby Lebanon). Hanover already has chan-

nel 20 (ETV).

Rutland, Vt.—substituted channel 75 for channel 49 (ETV) and added channel 81.

In a separate action last week the commission moved ETV channel 17 from Palatka and assigned it to Jacksonville, both Florida, as a commercial channel to be used by WJKS-TV instead of channel 36.

In another allocation matter the commission invited comments on a proposal to reserve channel 33 in Harrisburg, Pa., for noncommercial educational use. The rulemaking was requested by South Central Educational Broadcasting Council, which presently is authorized to construct an ETV outlet on channel 65.

Ignoring citations may bring FCC fines

Broadcast licensees last week were told by the FCC that failure to respond to citations from the commission's Field Engineering Bureau charging technical violations will draw "notices of apparent liability."

The commission delegated to the chief of the Broadcast Bureau the authority to issue fine notices if the forfeiture does not exceed \$250. The FCC said "this is intended to expedite the enforcement process." A licensee must answer a notice of a violation within 10 days under commission rules.

Fines will also be issued if a station fails to show the cited violation has been corrected, the commission said.

This does not mean, it added, that in cases where there are serious violations that "more severe sanctions, such as revocation or refusal of renewal of license" will not be imposed. The commission also said that although a licensee responds within the 10-day period, a fine still may be issued.

Technical topics . . .

Fine liable ■ The FCC last Wednesday (July 29) told Lloyd C. McKenney, owner of KLAN Iola, Kan., that he is liable for a \$500 fine for operating with a directional pattern without a first-class engineer on duty. Mr. McKenney has 30 days to contest or pay the fine.

New contracts ■ Contracts totaling \$2.4 million have been awarded by the Federal Aviation Agency for 1,900 transmitters, as well as amplifying equipment. Collins Radio Co., Cedar Rapids, Iowa, was awarded a \$1.5 million contract for 800 50-w UHF and 900 50-w VHF transmitters; Wilcox Electric Co., Kansas City, Mo., received \$232,708 for 200

8-w VHF transmitters, and Orbitronics Inc., Denver, \$647,859 for four and six-channel amplifiers.

UHF converter kit ■ Standard Kollsman Industries, Melrose Park, Ill., has introduced what it claims is the first universal type transistorized UHF television converter kit for custom conversion of VHF sets by service technicians and retail set dealers. The compact kit, UCT-051, eliminates the need for UHF converter boxes sitting on top of older sets. No retail price has been set by the manufacturer.

Second in series ■ Gates Radio Co., Quincy, Ill., has introduced the second FM transmitter in its new G series. The FM-7.5G model is completely self-contained including plate transformer, blowers, stereo generator and SCA equipment. Initial 5 kw G model was introduced at the National Association of Broadcasters convention in Chicago.

All-silicon CATV ■ Construction of what the Westbury CATV Corp. calls the first all-silicon transistorized system is underway at Cocoa Beach, Fla.'s, Cummicable Inc., a 12-channel community antenna installation. The system was selected, said Dr. Byron S. Calir, Westbury president, because of "superior temperature stability provided by its silicon circuitry."

New preamp ■ A solid-state, plug-in preamplifier, the 470A, is now available from Altec Lansing Corp., Anaheim, Calif. The 470A and associated 550A power supply have, according to the manufacturer, a low heat generation and extremely low noise level. It may be used as a preamplifier, line amplifier, booster amplifier or program amplifier without internal wiring changes.

August debut ■ American Airlines last week announced it has set Aug. 16 as the starting date for its in-flight entertainment system (BROADCASTING, July 6). Called Astrovision, the system will offer passengers live television programs,

motion pictures and other entertainment. Astrovision will first go into operation on flights between Chicago and Los Angeles and will expand to other routes in the next few months.

UHF seeker opposes bid for microwave

D. H. Overmeyer, applicant for channel 79 in Toledo, Ohio, last week asked the FCC to deny the applications of Video Service for microwave facilities in Findlay and Tiffin to service the proposed community antenna television system of Cox Broadcasting Co. Video Service is a wholly owned subsidiary of Cox Broadcasting.

Mr. Overmeyer's proposed station would place a grade B service signal over Findlay, he said. Should he receive a grant Mr. Overmeyer plans to seek an NBC-TV affiliation, but he told the commission that if Cox brings in the CATV service, carrying WLW(TV) Cincinnati, an NBC affiliate, he "might well find it impossible to obtain and retain an NBC-TV affiliation." The applicant also pointed out that NBC affiliate WWJ-TV Detroit places a signal over the northern coverage area of the proposed Toledo UHF.

RCA sets color conference

RCA has invited color TV set manufacturers to a pre-sampling conference on Aug. 13 at RCA's Lancaster, Pa., plant for disclosure of technical details on RCA's new 25-inch, 90-degree rectangular color TV picture tube. To this time, RCA's tube division has demonstrated a laboratory model to industry.

RCA expects to be in limited production of the new tube in the latter part of this year, and expects that because it's basically more costly to make, the tube will be priced "accordingly."

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FC&B's first-half billing up

Agency's clients spend \$21 million more, but second half won't be as high, Carney reports

Foote, Cone & Belding's gross billing volume, operating income (commissions and fees) and profits for the first half of 1964 increased "substantially" over the same period last year, it was reported last week by Robert F. Carney, board chairman of the agency which went public last fall.



Mr. Carney

New York Stock Exchange within three

FC & B now has some 4,500 stockholders in 48 states and a number of foreign countries. The agency's management group, however, still controls a majority of the stock. FC&B expects to be listed on the

or four months.

Mr. Carney predicted that total billings in 1964 will reach about \$180 million, up from the nearly \$157.4 million total last year. He said the agency's second-half 1964 is not expected to equal the first-half performance because the traditional third-quarter drop in television spending by many advertisers is not made up by summer spending in other media.

Gross billings to the agency's clients increased to \$97.8 million for the first six months of 1964, Mr. Carney reported, up from \$76.9 million for the same period of 1963. Operating income rose to \$14.2 million from the \$11.3 million of last year's first half. Earnings per common share were 75 cents compared to 56 cents before.

Mr. Carney said he knows two other major agencies that are considering going public but he can not reveal their identities. Papert Koenig & Lois already has gone public and Doyle Dane Bernbach will make a public offering this fall. Grant Advertising's South African subsidiary has gone public.

The FC&B board chairman has been devoting part of his time explaining his agency's story and that of advertising generally before the investment community. He emphasizes that advertising is no more hazardous than other fields and points out that account changes are relatively rare in the bigger agencies. Accounts today are hardly ever under the control of single individuals, he notes.

FC&B continues its expansion of offices and mergers with agencies aboard, Mr. Carney said, but has no such plans domestically. The agency is soliciting four agencies in three other countries. Two such firms were acquired earlier this year.

FC&B's consolidated statement of income for six months ended June 30:

	1964	1963
Net income per common share	\$0.75	\$0.56
Gross billings to clients	97,729,000	76,864,000
Operating income (commissions & fees)	14,212,000	11,328,000
Operating expenses:		
Salaries and other employe benefits	8,203,000	6,931,000
Offices and general expenses	3,421,000	2,435,000
Total operating expenses	11,624,000	9,366,000
Operating profit	2,588,000	1,962,000
Other income, net	69,000	13,000
Income before taxes	2,657,000	1,975,000
Taxes on income	1,374,000	1,002,000
Net income	1,283,000	973,000

Storer ups dividends

Storer Broadcasting Co., Miami, has increased its quarterly dividends after amassing record first-half earnings (BROADCASTING, July 27). New quarterly dividends will be 50 cents per share for common stock and 25 cents a share for class B common stock. Previously they were 45 cents and 12½ cents, respectively. These dividends will be the 43d consecutive quarterly dividends on the stock since Storer went public in 1953.

NBC headed toward record profit

NBC is headed toward a year of record profits, W. W. Watts, group executive vice president of RCA, said last week.

He reported that NBC's profits for the first six months of 1964 were about 20% greater than profits for the first half of 1963, NBC's highest profit year.

NBC will have an added competitive advantage when color television becomes an important factor in audience ratings because of the company's "pre-eminence" in color broadcasting, Mr. Watts said.

His remarks were in an address delivered before the San Francisco Society of Security Analysts on July 30. He said that RCA was continuing to "maintain the profit momentum" generated by the most profitable second quarter and first half in the corporation's history.

Color television, including set manufacturing and broadcasting, accounted for a major share of RCA's record earnings in 1963 and the first half of 1964. RCA has recently reduced the prices of its color sets.

In the first half of this year "unit and dollar sales to RCA distributors were up approximately 50% over the first half of 1963," Mr. Watts said. "We are confident that the recent price reduction, when it has had time to make itself felt at the retail level, will turn the rising curve of sales even more sharply upward." The main sales increase is expected in September when the new TV season begins.

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1.3 million of the total 1.7 million color picture tubes that the industry is expected to produce this year, Mr. Watts said.

RCA is now the third-ranking company in the electronic data processing field, Mr. Watts noted. "We are taking dead aim on the runner-up position to IBM," he said.

Mr. Watts also discussed RCA's acquisition of new government contracts, including a communications satellite study, an order for additional Tiros weather satellites, and several projects totalling \$100 million for manned landings on the moon.

Time Inc. reports top income for first half

Time Inc., has reported net income for the first half of 1964 at a record high of \$11.2 million, or \$1.70 a share, compared to \$6.5 million and \$1.01 per share for the first six months last year. Increased radio and television advertising is credited for a portion of the record income.

Six months ended June 30:

	1964	1963
Net income per share	\$1.70	\$1.01
Net revenues	\$195,903,000	\$168,411,000
Income before taxes	19,667,000	11,321,000
Net income	11,267,000	6,521,000

\$3-million loan acquired

Macfadden-Bartell Corp. has obtained a 15-year loan for \$3 million from The Massachusetts Mutual Life Insurance Co., Springfield, Mass., Gerald A. Bartell, board chairman, announced last week.

The funds will be used to liquidate all of the company's bank loans and will provide more than \$1 million in additional working capital, Mr. Bartell said. He added that Macfadden-Bartell plans to continue its diversification and growth program and will seek profitable properties in both the broadcast and publishing areas. The company's broadcast division owns and operates WADO New York; WOXY Milwaukee; KCBQ San Diego; Telecurarao and Telearuba, both in the Netherlands Antilles.

CBS Inc. registers stock

CBS Inc. has filed a registration statement with the Securities and Exchange Commission seeking to offer 160,000 shares of stock under its stock option plan for its employees.

The stock will be offered according to the regular rules of the plan, with

the price set at five-sixths of the last sale price on the New York Stock Exchange on the days the stock is made available, which will be the last Fridays in March, June, September and December.

LTV shows drop in income

Ling-Temco-Vought Inc., Dallas, last week reported declining earnings and sales for the six months ended June 30 as compared to the same period in 1963. Net sales were down more than \$10 million and earnings per share dropped 22 cents.

Net earnings for the second quarter of this year, however, were up to \$1,242,000 from \$1,043,000 the preceding quarter, and the firm said it expects sales and earnings to continue to improve the rest of the year.

Six months ended June 30:

	1964	1963
Earned per share*	\$1.06	\$1.28
Net sales	152,738,000	162,824,000
Earnings before taxes	3,980,000	5,849,000
Net earnings after taxes	2,285,000	3,663,000

*Based on 2,028,428 shares outstanding.

Chris-Craft earnings up

Chris-Craft Industries Inc., Oakland, Calif., a diversified firm with television holdings, last week reported that its net earnings for the six months ended June

30 were up 23% over the same period last year. Pretax earnings jumped 43%.

Chris-Craft reported that part of its increased earnings were due to improved profits from KCOF(TV) Los Angeles.

Six months ended June 30:

	1964	1963
Earned per share*	\$1.17	\$0.95
Sales	38,036,270	39,055,529
Earnings before taxes	3,250,101	2,277,127
Net earnings	1,700,101	1,377,127

*Based on 1,446,605 shares outstanding.

STV sells secondary issue of 52,705 shares

A secondary issue consisting of 52,705 shares of stock of Subscription Television Inc., pay-TV firm currently getting into operation in Los Angeles, was offered through underwriting firms last Wednesday (July 29) and sold within a few hours at the offering price of \$12.50.

Market sources said that as a secondary issue the stock was sold by a stockholder of the company who, for financial reasons, needed to liquidate his holdings. Secondary issues are sold at net prices, off the floor of the exchange.


There are approximately 3,566,000 STV shares outstanding. The stock is traded over-the-counter, and its price this year has ranged from 8-3/8 to 14-3/8.

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ABC-TV gets set for fall push

PREMIERE WEEK TO BE HEAVILY PROMOTED BY STATIONS

ABC-TV has planned its publicity and promotion campaign for the 1964-65 programs premiering the week of Sept. 13.

The Air Force will cooperate in the exploitation of two new programs, *Twelve O'Clock High* and *No Time for Sergeants*. More than 50,000 recruiting posters will carry appropriate tie-in credits for the network shows. ABC-TV affiliate promotion managers and local Air Force recruiting personnel will coordinate efforts during the campaign. The joint campaign will also feature radio and television, public-service magazine and newspaper advertising as well as promotions through organizations connected with the military such as Air Force Associations, Civil Air Patrol, and veteran service groups.

According to the network, many local stations are arranging to have the week of Sept. 13 proclaimed "ABC-TV Week" by the mayors of their cities in addition to co-op ads by affiliates' local sponsors, ABC-TV displays in prominent store windows, topical teaser ads

in newspapers, promotion gifts for newborn infants, appropriate street ballyhooos, invitations to viewers to visit stations that week and tour their facilities, special "ABC-TV Premiere Week" sales and on-air promotions of all forms.

Local Plans ■ Affiliates, ABC-TV reports, are embarking on individual campaigns to fit their particular operations. Among them, KAKE-TV Wichita, Kan., plans to emphasize the new Monday night network line-up by tying in with the local amusement park, as a back-to-school celebration for the entire family, a week before the premieres. At the park the miniature golf course will be the site of the "Bing Crosby Open," and there will be a "Peel the Potato" contest at the *No Time for Sergeants* booth, with contestants' money going to charity. KAKE-TV personalities will participate in all these activities.

■ WVUE(TV) New Orleans will stage a miniature Mardi Gras parade with each float representing a different ABC-TV show. The public will participate in the parade via a station contest

whereby viewers send in photos of themselves dressed like ABC and local station personalities. Bands and marching units will also participate. A special telecast of the parade will be aired by WVUE.

■ KMSF-TV Minneapolis-St. Paul will concentrate on the Friday night line-up with audio promotions at the Minnesota State Fair. The largest local department store is tied in with the theme, "There's a whole lot in store for all the family. . . ." This theme will be incorporated in window and in-store displays, newspaper ads, etc.

■ WKBW-TV Buffalo is using an "ABC Question Man," costumed in tuxedo and top hat, who will tour the city interviewing at random, with prizes for the correct answers to the question, "Do You Know Your ABC's for Friday Night?" This phrase will be promoted on the air and in the local press.

■ A TV quiz game is the promotion of WTVM(TV) Columbus, Ga., for the new fall schedule. The game takes the form of a test to match clues with show titles. The contest will start before the network's premiere week and will end Oct. 1.

Many of the affiliates are plugging individual nights so that families will stay tuned to ABC and thus form the habit of "channel sticking." Affiliates are also plugging the returning evening shows and the daytime schedule.

Individual shows with individual exploitation slants will be worked on local levels, i.e.: *Valentine's Day* with local florists, candy stores, etc. *Tycoon* with local business and service organizations, *Bewitched* with local clairvoyant and magic groups.

Auto makers get FM presentation

A correlation between FM-set ownership and new-car buying was stressed in a series of presentations made by the National Association of FM Broadcasters for Detroit automobile manufacturers over the past few weeks.

The presentations, tailored for each manufacturer, were based on research studies showing that 58% of all cars bought new (1962 models or later) were bought by people living in FM homes; that 67% of all medium-priced and luxury cars bought new were purchased by people in FM homes, and that 56.6% of all who say they intend to buy a new car within the next 12 months are FM-set owners.

The presentations were made to the



Folk-music bash at the White House

Lynda Bird Johnson holds leather-bound first editions of Stephen Foster sheet music presented to her at a White House folk music concert July 26. (L-r): James W. Grau, promotion and advertising manager, WNBC-AM-TV New York; Miss John-

son, Big Wilson, WNBC morning personality, and Mrs. Dorothy H. Davies, staff assistant to President Johnson. Mr. Wilson served as master of ceremonies at the concert which was produced by WNBC for the White House.

Buick, Cadillac, Chevrolet, Oldsmobile and Pontiac divisions of General Motors and the Dodge division of Chrysler Corp.

The FM association's display was also shown to the following agencies: BBDO (Dodge), D. P. Brother (Oldsmobile, Harrison Radiator, Guardian Maintenance and AC Spark Plugs), Campbell-Ewald (Chevrolet, Delco Radio and GMAC), MacManus, John & Adams (Cadillac and Pontiac), McCann-Erickson (Buick), and Young & Rubicam (Chrysler).

Art Crawford, the FM association's vice president and director at large, said he was encouraged by "the promise of increased FM budgets by nearly every manufacturer contacted. Most of these firms have made exploratory trips

into the FM medium, but now, for the first time, they have been provided with national statistics which will allow them to buy with justification in many markets."

ABC licenses 140 items for merchandising

ABC Merchandising announced last week it has licensed over 140 items associated with new programs scheduled for ABC-TV presentation in the fall. Manufacturers have taken licenses for 37 items relating to *Voyage to the Bottom of the Sea*, 63 items associated with *The Addams Family* and 23 with 12

O'clock High. Another 20 items are tied in with new programs *Shindig*, *Mickey*, *Wendy and Me*, *Valentine's Day* and *Peyton Place*.

From tee shirts to stuffed animals and games the items bring the ABC Merchandising division a standard licensing fee of 5% of wholesale price with some fees ranging as high as 10%. Contracts are generally granted on a yearly basis with optional renewal provisions.

ABC-TV and ABC Merchandising, both subsidiaries of American Broadcasting-Paramount Theaters, are designed to mutually benefit each other: The items licensed by the merchandising division attracting audience to ABC-TV programming and the programs serving as advertising for the licensed merchandise.

INTERNATIONAL

CBC reports increase in commercial sales

PRIORITY TABLE SET FOR NEW RADIO-TV OUTLETS

Canadian Broadcasting Corp. sold more radio and television advertising, \$32,392,102, in the fiscal year ended March 31, 1964, than the \$30,846,627 in the 1962-1963 fiscal year.

The annual report shows CBC received \$78,439,000 from the Canadian Parliament to operate in the 1963-64 fiscal year as compared with \$73,994,000 in the previous fiscal year. Its expenses totaled \$115,458,436 in the last fiscal year as against \$108,365,882 the previous year. This included \$33,216,295 for commercially sponsored programs, \$8,920,479 for supervision and service of such programs, and \$8,064,343 in selling and administration costs of the commercial programs. Agencies and networks received \$3,804,462 in commissions, slightly less than the previous year, and affiliated stations received \$4,927,418, some \$600,000 more than the previous year, for carrying the programs.

In the report CBC President Al Ouimet stated that while CBC with its affiliated stations now covers 94% of the Canadian population with television and

98% with radio, CBC plans to build more outlets to reach the smaller communities not now receiving service. There are about 122 communities on the radio list and 60 on the television list to receive service, with minimum population being 500 for radio and 2,000 for television. A priorities table has been established for these small communities.

14 nations sign communications pact

Fourteen nations initialed agreements in Washington on July 24 establishing a global commercial communications satellite system, completing diplomatic arrangements for a project envisioned only by science fiction writers a decade ago.

The action involved two interrelated agreements. One, intergovernmental, lists the purposes of the organization, conditions for membership, provisions for control and diplomatic protocols. The other, between "designated agencies" (the Communications Satellite Corporation for the U. S.), delves into the details of practical organization, financial participation, and apportionment of "quotas."

Comsat will manage the global system on behalf of its other members. All major matters will be decided by an Interim Communications Satellite Committee, composed of one representative from each of the signatories "whose quota is not less than 1.5% and one representative from any two or more

signatories whose combined quotas total not less than 1.5%." For the transaction of business, members will have a number of votes equal to their quota. Comsat's quota is 61%.

However, a quorum requires the presence of representatives whose total votes exceed the votes of the representative with the largest vote by not less than 8.5, and certain matters of business must be approved by a margin of 12.5

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over the "representative with the largest vote." These matters include system type, standards for earth stations, approval of budgets by major categories, adjustment of accounts, establishment of rates, decisions on additional contributions, placing of contracts, launchings, rules of procedure for the Committee and compensation to the corporation (Comsat). In effect, the U. S. will be able to veto anything, but will need the concurrence of at least two other nations for affirmative action.

Financial contribution to the global system will be in proportion to the quotas for participating agencies, which are:

Australia, 2.75%; Austria, 0.2%; Belgium, 1.1%; Canada, 3.75%; Denmark, 0.4% France, 6.1%; Germany, 6.1%; Ireland, 0.35%; Italy, 2.2%; Japan, 2.0%; Netherlands, 1.0%; Norway, 0.4%; Portugal, 0.4%; Spain, 1.1%; Sweden, 0.7%; Switzerland, 2.0%; United Kingdom, 8.4%; U. S., 61.0%; Vatican City, 0.05%.

3 Central American nations get TV link

Sports fans in El Salvador, Honduras and Nicaragua can now watch a weekly sports telecast originating from El Salvador under a live television link between the three nations. Six stations affiliated with ABC Worldvision in the three nations are involved in the newly completed link.

Work is underway to expand the live connection to Guatemala, Costa Rica, and Panama. The six stations already linked are: El Salvador, channel 4 in San Salvador; Nicaragua, channels 6 and 8 in Managua; and Honduras, channels 5, 9, and 13 in Tegucigalpa and San Pedro Sula.

BBG lifts freeze on CATV systems in Canada

The freeze on new cable TV outlets has been lifted by the Canadian government, effective Aug. 1, but more stringent rules for non-Canadian ownership of cable TV installations, accompanied the thaw.

Transport Minister J. W. Pickersgill said a new order-in-council will temporarily permit stricter control over foreign ownership of CATV licensees, pending changes in the Canada Broadcasting Act to permit the regulatory Board of Broadcast Governors to hold hearings on CATV applications.

Mr. Pickersgill stated that "applications already before the Department of Transport will be considered on their individual merits as was the case before (the freeze on) Dec. 31, 1963. . . . Since there is some doubt as to the power of the BBG to hold hearings, the govern-

New company formed

A new company, Rediffusion Television Ltd., is being formed to take over the television operations of Associated Rediffusion Ltd., the London weekday commercial television contractor. Its non-television assets will become the property of another company, Rediffusion Holdings Ltd.

AR is owned jointly by Rediffusion Ltd. and British Electric Traction Ltd. and these two companies will share in the ownership of the two new companies in the same ratio as their present ownership of AR. After the reorganization AR will cease business and the public will be invited to buy two million nonvoting shares in Rediffusion Television Ltd.

ment proposes to ask Parliament to clothe the board with the necessary authority to hold such hearings pending a more formal amendment to the Broadcasting Act."

He said the government had no desire to regulate CATV merely for the sake of regulation, but there were two main concerns. One was to see that CATV installations did not fall under foreign ownership and control, and the other to see that they did not make an existing television station uneconomical or inhibit the establishment of a new broadcasting station.

British pay TV's postpone start

Four of the five British experimental pay television companies have postponed the beginning of operations because of the delay in getting post office approval while negotiations with theater owners over compensation for box office losses were going on.

Caledonia Television Ltd. which will serve an area in Scotland expects to start in August 1965 instead of in the spring. Choiceview Ltd., which will cover the Leicester area, is delaying its opening until September 1965. It originally planned to begin in September this year. Pay-TV Ltd., which will operate in parts of Sheffield and London, will begin in the middle of next year instead of January. Tolvision Ltd., which will serve Luton and Bedford, expects to start by March 1965 instead of an earlier date.

All the companies have agreed not to screen any films until at least six months after they have been shown at theaters

in their area. They will also pay a percentage of their revenue into a fund to compensate theater owners for any loss of box office income.

No viewing fees have been indicated. The companies will share programs.

An estimated 60,000 homes in the experimental areas will be connected to CATV systems which can be used for pay TV when it begins.

Channel 8 goes on air in Caracas, Venezuela

Cvtv Caracas, Venezuela (ch. 8), was scheduled to begin on-the-air operations last Saturday (Aug. 1) with a live two-and-a-half-hour program presenting Latin American and U. S. entertainers.

Prominent in the ownership of the station are Goar Mestre, Latin American broadcaster and former head of CMQ Circuito, Cuba, and several Venezuelan business interests. Programming for the station will be provided by Proventel, a Venezuelan production company in which CBS and Time-Life Broadcast have a financial interest along with Mr. Mestre and local businessmen.

Wes Pullen and Frederick S. Gilbert, president and general manager, respectively, of Time-Life Broadcast, and Merle S. Jones, president of the CBS television stations division, attended the opening day ceremony in Caracas.

Comsat gets FCC OK to lease AT&T station

The FCC last week granted an application by the Communications Satellite Corp. to lease and modify AT&T's earth station at Andover, Me.

The one-year lease, which Comsat can extend another two years if it desires, will allow the firm to work in conjunction with the HS-303 Spacecraft, scheduled to be launched early next year. Comsat will lease the experimental satellite station for two-thirds of the total hours each month and can change the hours to full time, with five hours a month set aside for AT&T to continue its Telstar II experimentation.

The modification of the station is expected to take about seven months. Comsat will use it to transmit the "early-bird" satellite, to earth stations at Goonhilly Downs, U. K.; Pleumeur-Bodou, France; Raisting, West Germany, and Fucino, Italy.

In announcing the grant the commission pointed out that Comsat would have to get FCC permission to proceed with the experiment once the modifications are completed.

FATES & FORTUNES

BROADCAST ADVERTISING

Martin Starger, associate director of radio-TV programming department of BBDO, New York, elected VP. Also elected VP was **Jack Manning**, account group head. Mr. Starger joined BBDO's radio-TV department in 1956, previously served with motion picture unit of U. S. Army Signal Corps. Mr. Manning joined BBDO earlier this year from Norman, Craig & Kummel, New York, where he had been associate account supervisor and assistant VP.



Mr. Starger

R. Hal Dean elected president and chief operating officer of Ralston Purina Co., St. Louis. Mr. Dean was formerly executive VP, president of international division and responsible for grocery products and Van Camp divisions.

John Singleton, VP and account supervisor of Tatham-Laird Inc., Chicago, promoted to director of client services, in addition to his present duties.

Charles E. Thomas, for past two years director of research for J. Walter Thompson Co. in Detroit, joins Sindlinger & Co., Norwood, Pa., based market analysis organization, as VP. He will make his headquarters at Sindlinger's newly established Detroit office to service clients in Midwest and Southwest. Prior to joining JWT, Mr. Thomas was senior advertising research analyst for B. F. Goodrich Co., Akron, Ohio.

Charles T. Young, formerly VP and account group supervisor at Young & Rubicam, New York, joins Ketchum, MacLeod & Grove as VP and associate manager of New York office.

Al Mauro elected corporate VP at Mogul Williams & Saylor, New York. He has been with agency for 15 years. is director of production and traffic.

Peggy L. Prag, copy chief at Johnstone Advertising, New York, elected VP. Miss Prag, formerly with BBDO, joined Johnstone in 1963.

Robert (Bud) Schiebel, formerly with SAM magazine, and **Charles Farmer**, previously with WJJD and WBEE, both Chicago, join WAAF Chicago as account executives. **Dolores Williams** named WAAF merchandising director.

Allan Clamage, formerly VP and account supervisor at Grant Advertising, New York, joins W. B. Doner & Co., Detroit, as account executive.

Perry L. Brand, formerly VP of Polaris Corp., Milwaukee-based holding

company with diversified interests including stations and agency, Klau-Van Pietersom-Dunlap, has joined Chicago office of Griswold-Eshleman Co. as VP and chairman of plans board.

James Miller, account director at North Advertising, Chicago, and **Vivian Sutlin**, copywriter, elected VP's.

Leslie Silvas, formerly VP for creative planning at Warwick & Legler, New York, elected VP and creative director of Carson/Roberts Inc., Los Angeles. **Patricia Dacy** appointed C/R's personnel director and office manager.

Bernhardt Denmark, VP and general manager of family products division of International Latex Corp., New York, elected VP in charge of marketing. Mr. Denmark will be responsible for marketing of all consumer products in continental U. S. and Canada.

Ray H. Rosenblum, formerly sales manager of WTIG Massillon, Ohio, appointed general sales manager of WKPA New Kensington and WYDD(FM) Pittsburgh, both Pennsylvania. **Nick Corvello** named WKPA local sales manager.



Mr. Visser

Paul M. Visser, VP and director of business development at Gardner Advertising New York, elected to agency's board of directors. Mr. Visser, former NBC Far East correspondent and agricultural director for network, joined Gardner in 1953 as account executive.

William C. Pullman promoted from account executive to account supervisor at Needham, Louis & Brorby, Chicago. **Robert D. MacDonald** moves up to account executive from assistant. **William E. York Jr.**, formerly with Maxon Inc., Detroit, joins Chicago office of NL&B as account executive.

Gene Reveles, **Roger Gaylord**, **Pat**

Frey and **Jerry Howard**, all formerly media buyers at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed media supervisors in realignment of media department (see page 51).

Rudy Baumohl, senior media buyer at Cunningham & Walsh, New York, promoted to media supervisor, responsible for buying activities on Boyle-Midway division of American Home Products Corp. and Glenbrook Laboratories division of Sterling Drug Co. He joined C&W in 1960.



Mr. Morgan

Donald E. Jones, senior VP and manager of New York office of MacManus, John & Adams, elected to agency's board of directors. Mr. Jones fills vacancy on board created by impending retirement of **Leo A. Hillebrand**, VP and secretary. **Sam A. Morgan**, who joined Chicago office of MacManus, John & Adams early this year as account group supervisor, elected VP. Previously he had been with MacFarland Aveyard & Co. and Clinton E. Frank Inc.

Gene Foster, formerly group head and art director at BBDO, New York, named VP and art director of Frank B. Sawdon Inc., that city. **Joe Hughes** appointed VP and copy chief. Mr. Hughes, who joined Sawdon in 1963, was formerly assistant group head at Grey and creative director at Gardner Advertising. They will be in charge of all creative work at agency.

Charles T. Young joins Ketchum, MacLeod & Grove as VP and associate manager of New York office. Mr. Young moves from Young & Rubicam, that city where he was VP and account group supervisor.

Don C. Edlund, formerly of KWXYZ Everett, Wash., joins KACL Santa

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Barbara, Calif., as account executive.

Richard H. Hughes, salesman at Avery-Knodel Inc., New York, joins New York office of Crosley Broadcasting Corp., Cincinnati, as national TV account executive.



Mr. Hutchings

Charles Lee Hutchings elected VP and creative director of Wade Advertising, Los Angeles, replacing **Frank Ryhlick**, who has resigned, effective Aug. 15, to devote full time to his personal writing. Mr. Hutchings moves to Wade's West Coast headquarters from Los Angeles office of Young & Rubicam where he served as copy director. Mr. Ryhlick, under name of Frank Riley, has written magazine stories and TV dramas, three of which won Freedom Foundation Awards.

Ray Timothy and **Don Douglas** appointed account executives at NBC-TV Spot Sales, New York.

Charles Preston, formerly with WCBS-TV New York, joins KXTV(TV) Sacramento, Calif., as account executive.

Charles Hemrich, formerly with Edward H. Weiss & Co., Chicago, joins Doyle Dane Bernbach there as account executive on Drewrys Ltd., U.S.A.

Wayne Grant, formerly in sales with several midwest stations including WAUK Waukesha, Wis., and WISN-TV Milwaukee, joins WEMP Milwaukee as account executive.

Wendell Dodds, formerly in charge of sales service for KOVR-TV Sacramento, Calif., named sales coordinator at KHJ-TV Los Angeles.

Shirley D. Smith, formerly executive director of Public Relations Society of America, New York, joins staff of Advertising Federation of America, that city, as fulltime consultant on public relations and membership.

Sy Levy joins WJRZ Newark, N. J., as general sales manager. He was formerly manager of Newark sales office. **Louis Warren**, assistant operations director at WJRZ, named production manager.

James S. Williams joins Compton Advertising, New York, as account executive. He was formerly account executive at BBDO, that city.

M. M. Craig Spitz elected VP of Pritchard, Wood Inc. He is western manager for agency in San Francisco.

James N. Shaheen, member of sales staff of WHOF Canton, Ohio, since 1962, promoted to commercial manager.



Mr. Swanson

Niles Swanson, who joined Chicago office of D'Arcy Advertising in 1956 as business manager of broadcast department, elected VP. **Thomas J. Henry** and **J. Herbert Heydorn** promoted to associate media directors in D'Arcy's Chicago office.

Thomas M. Dolan, formerly sales manager in St. Louis for Adam Young Inc., joins TV sales staff of Edward Petry & Co., that city.

Edward R. Pietras, formerly with Procter & Gamble, Co. Ltd., Toronto, joins North Advertising, Chicago, as radio-TV producer.

William H. Loughran, account executive at Ball & Davidson, Denver, promoted to director of marketing.

Clifton W. Housely joins Marplan, research arm of McCann-Erickson New York, as consultant on travel research. Mr. Housely, vice chairman of research commission of International Union of Official Travel Organizations, was director of marketing research for *Holiday* magazine and manager of travel and recreation research for Curtis Publishing Co.

Alfred G. Kohlman joins New York office of Erwin Wasey, Ruthrauff & Ryan as research group manager. He was formerly at William Esty Co.

Donald L. Daigh, formerly at D'Arcy Advertising, St. Louis, joins copy staff of N. W. Ayer & Son, Philadelphia.

William L. Hildebrandt, formerly of WCPO-AM-FM-TV Cincinnati, joins sales staff of WKRC-TV, that city.



Mr. Reiss

Robert H. Reiss, general manager of special projects division of United Artists Television Inc., New York, joins Doherty, Clifford, Steers & Shenfield, that city as vice president and director of agency's media and broadcast programming.

Robert Mahlman, media supervisor in New York for William Esty Co., joins TV sales staff of Katz Agency, that city.

Thomas K. Costello, formerly VP and account supervisor at John M. Simmons Associates, St. Louis, joins Klau-Van Pietersom-Dunlap, Milwaukee as account executive.

Hank Weiss, formerly account executive at KNX Los Angeles, moves to local sales staff of KTLA(TV), that city.

Sally Goswell appointed media director of Dawson, Turner & Jenkins, Portland, Ore. She joined agency in 1961.

John Lapick, copy supervisor at Young & Rubicam, New York, named to newly created post of creative supervisor. He joined Y&R in 1955 as television art director, was appointed art supervisor in 1958.

Thomas P. Maguire resigns from Maxon Inc., New York, after 13-year association with that agency. He was assistant business manager. Mr. Maguire's future plans were not announced.

THE MEDIA



W. T. Knight Jr.

F. Schley Knight, VP-engineering of Savannah Broadcasting Co. (WTOC-AM-FM-TV Savannah, Ga.), elected president of company, succeeding his father, **William T. Knight Jr.**, president and general manager, who becomes board chairman, newly created position. **William Knight Jr.**, who has headed Savannah Broadcasting since it was founded in 1929, will continue to serve firm as executive committee chairman and in advisory capacity as well.

Frank Nowaczek, for five years National Community Television Association director of research and author of NCTA's study of effects of alleged eco-

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conomic effects of community antenna television systems on TV's, resigns, effective Sept. 1, to become assistant to Fred Lieberman, president of Telesystems Services Corp., Glenside, Pa., owner and manager of CATV systems.

Howell E. Hammer named business manager of WTLN Apopka-Orlando, Fla.

John A. McCorkle joins WNCN(FM) New York as general manager. He was sales executive at WNEW, that city.

I. Martin Pompadur, general sales attorney for ABC legal department, New York, named director of sales contracts. **Alan R. Morris**, assistant director of program business affairs at ABC, named director of program business affairs. **Donal Flynn**, assistant general sales attorney at ABC, promoted to assistant director of sales contracts.



Mr. Trammell

Phillip W. Trammell, former general manager of KOMA Oklahoma City, appointed to same post at WDGW Minneapolis-St. Paul. Stations are owned by Storz Broadcasting Co. He succeeds **Richard H. Harris**, who resigned to become general manager of WBZ Boston (BROADCASTING, July 13).

Earl Glade Jr., KBOI-AM-FM-TV Boise, elected president of Idaho Broadcasters Association. **J. Allen Jensen**, KID-AM-TV Idaho Falls, elected IBA VP, and **Robert W. Saxvik**, KBAR Burley, secretary-treasurer.

PROGRAMING

Richard Rubin, vice president in charge of television talent at General Artists Corp., New York, resigns to form his own television packaging and personal management firm, Dick Rubin Ltd., with offices at 60 West 57th Street, New York.

Leo Silber rejoins Official Films, New York, as house counsel. For past two years Mr. Silber practiced general law and also was involved in Independent TV Productions in U. S. and Europe.

Brown Meggs, director of eastern operations for Capitol Records Inc., New York, appointed to newly created post of VP in charge of merchandising, advertising and PR for Capitol Records Distributing Corp., Hollywood. Mr. Meggs joined Capitol in 1958.

Howard W. Peterson, musical director of Sound Recording Co., Seattle, from 1951-61, appointed executive producer of Ullman MusicCreations, Dallas, wholly owned subsidiary of Morton J. Wagner Cos., Hollywood, which produces audio

services for broadcasters.

Merwin Bloch, assistant to advertising manager at Paramount Pictures, joins United Artists, New York, as advertising manager. He succeeds **Mort Hock** (BROADCASTING, July 27).

Edward J. Keady joins Reeves Sound Studios division of Reeves Broadcasting Corp., New York, as account executive.



Mr. Browne

Frank A. Browne, assistant to president of Paul H. Raymer Co., radio-TV sales representative, New York, joins Trans-Lux Television Corp., that city, as national sales manager. He replaces **Murray Oken**, who assumes new sales management assignments in Trans-Lux's TV syndication operation. Mr. Browne previously was director of special projects for Metro TV Sales and southern division manager of Screen Gems.

Eugene J. Hynes Jr., for past two years account executive at WCBS-AM-FM New York, joins United Artists Television, that city, in same capacity. **Phil Williams**, formerly with Time Inc., New York, as sales manager for *March of Time* and earlier VP and sales manager of ABC Films, joins special projects division of United Artists Television.

Corey Meyer, formerly of WABR Winter Park, Fla., appointed program director of WTLN Apopka-Orlando, Fla.

Robert Hiestand, formerly production manager of KTTV(TV) Los Angeles, and **John J. Dorsey**, who directed last season's *The Jerry Lewis Show* on ABC-TV, have been signed by Armistead TV Production Co. to direct sports programming of Subscription Television Inc.'s pay TV service, beginning with baseball. Mr. Hiestand handles Dodgers games in Los Angeles; Mr. Dorsey will be in charge of Giants games for San Francisco subscribers when service starts in that city on Aug. 14.

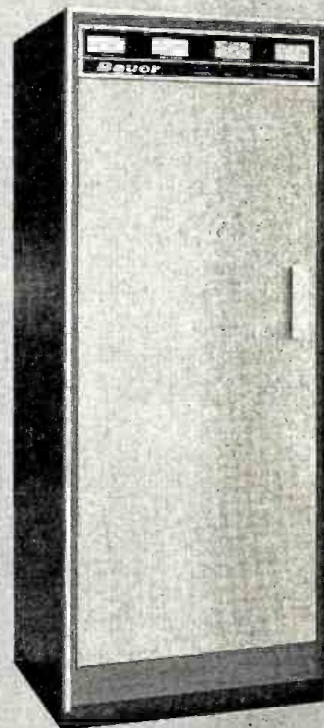
George Carroll, senior director at WTRF-TV Wheeling, W. Va., promoted to production manager.

Donald K. Willing, producer-director with public affairs department of WGN-AM-TV Chicago, promoted to executive producer. **Bud Chase**, special projects producer at WBKB(TV) Chicago, joins WGN's public affairs department as director of film documentaries.

Richard Sargent, producer-director at WGHP-TV High Point, N. C., promoted to production manager.

George Ray, news director of KCHU-TV San Bernardino, Calif., joins KOMO-TV Seattle as sports director. He succeeds **Keith Jackson**, who resigned to join

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ABC's western division sports department in Hollywood.

Charles Keys, formerly VP and general manager of KVII(TV) Amarillo, Tex., joins Four Star Distribution Corp., New York, as sales representative.

Lee C. Frischknecht joins National Educational Television, New York, as assistant director of field services. He was formerly manager at WMSB(TV) (educational ch. 10) East Lansing, Mich.

Donald J. Blair, member of staff of WNYC-TV (educational ch. 31) New York and freelance announcer, signed as TV commentator in Paul Jacobson's Jalor Productions' *Santa Claus Conquers the Martians*.

Ted Work, former CBS Radio sports announcer and at one time with WWDC Washington, named sports director of WANE-TV Fort Wayne, Ind., succeeding **Bob Hill**, who has joined KHOU-TV Houston. **Rolland Smith** of WNYS(TV) Syracuse, joins WANE-TV as announcer and weatherman, replacing **Bill Aylward**, who moves to WISH-TV Indianapolis.

NEWS

Frank Haley, for two years staff announcer at KGAF-AM-FM Gainesville, Tex., joins KEEH Nacogdoches, Tex., as news director.

Ken Gaughran named news director of WVOX-AM-FM New Rochelle, N. Y.

Art Kevin, newsman at KHJ Los Angeles for past year, promoted to assistant news director. **Adam DeMarais**, formerly newsman at KDEO and KSON, both San Diego, joins KHJ as tape editor. **Don Ross**, previously news writer-producer at KNX Los Angeles, is now on-air newsman at KHJ.

Tom Byrd, news director of KEOS Flagstaff, Ariz., joins KHOS Tucson, Ariz., as newsman-announcer.

Wesley Manley named director of public affairs and supervisor of sales service at WTRF-TV Wheeling, W. Va.

Pete Dingeldey named newscaster announcer at WTLN Apopka-Orlando, Fla.

Ralph Howard, newsman at WPDM Potsdam, and before that at WOTT Wassertown, both New York, joins Associated Press, Troy, N. Y., in radio bureau. He succeeds **Bill Phillips**, who moves to radio membership staff in New York.

EQUIPMENT & ENGINEERING

John McKenna elected VP and district manager in New York for RCA Communications Inc. Mr. McKenna joined RCA in 1935.

C. Robert Paulson appointed to newly created position of product manager-television for Precision Instrument Co., manufacturer of portable TV magnetic tape recorders, Palo Alto, Calif. He formerly was special representative for TV sales in western region.

Frank J. Haney to succeed **Albert W. Malang** as chief video facilities engineer for ABC Engineers, New York. Mr. Haney was formerly senior staff engineer. Mr. Malang resigned to join The Whittaker Corp., North Hollywood.

Roger P. Pitkin, previously sales representative for electronic tube division of Sylvania Electric Products, appointed western area distributor sales manager for semiconductor products division of Motorola Inc., with headquarters in Hollywood.

Hobart R. Rowe joins RCA corporate staff in New York as manager of management controls function, management engineering services. He was formerly functional director at Bruce Payne & Associates, management consultant firm, New York.

John A. Johnson, serving as director of international arrangements for Communications Satellite Corp., named VP-international by Comsat board of directors. Before joining satellite corporation, Mr. Johnson had been general counsel of the National Aeronautics and Space Administration, and general counsel of U. S. Air Force.

FANFARE

Mitch Litman, director of publicity for WWDC-AM-FM Washington, promoted to newly created post of director of publicity and sales service.

Felix Owens named to newly created post of photographic services manager in CBS-TV network press information department in Hollywood. Appointment coincides with absorption of photographic department on West Coast by press information department, headed by James W. Hardiman. Mr. Owens originally joined CBS in 1957.

Ruth F. Dixon appointed director of women's community affairs in PR department of KRON-TV San Francisco.

Paul Rosenfeld appointed director of program promotion for WBNS-TV Columbus, Ohio.

Robert K. Doerr named assistant trade news editor in NBC press department, New York. He had been staff writer in NBC publicity unit.

INTERNATIONAL

Paul Herriott, radio-television director of Young & Rubicam Ltd., Toronto, elected VP.

Bill Cooke, for past year general manager of CBS Television Network Sales of Canada Ltd., Toronto, returns to sales staff of Canadian Broadcasting Corp., that city, as television sales manager for English network.

Syd Wayne appointed broadcast supervisor of MacLaren Advertising Co. Ltd., Toronto agency.

R. A. Pitt, executive assistant of Trans-Canada Communications Ltd., Toronto, promoted to general sales manager. Company operates CKRC Winnipeg, Man.; CKOC Hamilton, Ont.; and CKCK-AM-TV Regina, Sask.

Barry Savage, formerly general sales manager of CKGM-AM-FM Montreal, named general manager of CKPM Ottawa, new 10 kw daytimer on 1440 kc.

W. J. Shubat elected vice president and director of sales of CJAD and CJFM (FM), both Montreal.

Jack Schoone, for past five years with CKCR Kitchener, Ont., elected VP and general manager of CKCR and CHIQ, both Hamilton, Ont.

W. M. Brennan elected vice president and director of sales of CFRB and CKFM (FM), both Toronto.

W. Stanley Rolston appointed general manager of Philco Argentina, S. A., wholly owned subsidiary of Philco Corp., Philadelphia. He will assume his new duties in September, with headquarters in Buenos Aires, and succeeds

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Ricardo M. Rivero Haedo, who has resigned as general manager but will continue on board of directors of Argentine company. Mr. Rolston has been manager of Philco's Latin-American operations since 1955, with headquarters in Mexico City.

Frank Stalley, announcer at CBLT(TV) Toronto, named executive assistant to Charles Jennings, general manager of regional broadcasting of Canadian Broadcasting Corp., Ottawa.

ALLIED FIELDS

Charles M. Gowdy, hearing examiner with Bureau of Hearings and Appeals in Social Security Administration and earlier attorney for George C. McConaughy, former FCC chairman, elected president of Association of Hearing Examiners in Department of Health, Education and Welfare.

Frank M. Kratokvil appointed chief of FCC field engineering bureau, succeeding **George S. Turner**, who retired Aug. 1. Appointment is subject to Civil Service approval. Mr. Kratokvil has served for 16 years as assistant, and later deputy, chief of bureau.

Professor Lee S. Dreyfus, general manager of WHA-TV (educational ch. 21) Madison, Wis., named associate director of TV in radio-TV education division of University of Wisconsin, that city. **Steven Markstrom**, WHA-TV assistant manager promoted to station manager. **George Schneidewind** appointed WHA-

TV program supervisor. **Cliff Eblen**, formerly program director of WHA radio, promoted to station manager. **Karl Schmidt**, WHA production manager and WHA-TV special projects director, assumes new responsibilities for development of special projects for both radio and TV. **Kenneth Ohst** named WHA production supervisor.

Joe L. Cramer, former director of business affairs for UPA Pictures, named administrator of Hollywood Museum. He succeeds **Richard E. Hall**, who resigned to enter private business.

Robert M. Smalley, assistant director of PR at Republican National Committee, Washington, appointed campaign news secretary to Representative William E. Miller (R-N.Y.), GOP candidate for Vice President. Mr. Smalley, former screen writer, was confidential secretary to former San Francisco Mayor George Christopher and with Whitaker & Baxter International, San Francisco PR firm, before that.

The Reverend Donald Roper of Glen Ellyn, Ill., named associate chairman-operations in New York for radio-TV division of United Presbyterian Church in the U. S. A. He has been director of field services, with headquarters in Chicago, for past two years. **Robert Norris**, central area director, succeeds Mr. Roper as field director. **The Reverend Charles Brackbill** of Mountain-side, N. J., associate chairman of broadcasting unit, has been assigned to new post of planning and developing long-

range broadcasting objectives. **John Groller**, division radio producer, will now direct all program production.

DEATHS

James McCauley Landis, 65, former dean of Harvard Law School (1937-46), who in November 1960 was appointed by late President Kennedy (then senator) to make survey on problems of federal regulatory agencies (FCC, FTC etc.) with possible view to reorganization, died July 30 at his home in Westchester County, N. Y. He had been under treatment for cardiac disorder. Among numerous other posts held, Mr. Landis was member of Federal Trade Commission.

William Ralph Van Buren, 78, president of Daily Press Inc., parent company of Hampton Roads Broadcasting Corp. (WGH-AM-FM Newport News, Va.), died July 27 of heart attack at his home in Hampton, Va. Mr. Van Buren, retired Navy captain, became president of Daily Press in 1953.

John L. Carson, 53, salesman with NBC-TV in New York, died July 24 at his home in Bronxville, N. Y. Mr. Carson joined NBC in 1950.

Dr. Hector Skifter, 63, technical supervisor from 1934 to 1942 of National Battery Broadcasting Co. (KSTP Minneapolis-St. Paul), died July 25 in Manhasset, N. Y. Dr. Skifter, at time of his death, was president of Airborne Instruments Laboratory, Deer Park, N. Y.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 23 through July 29, 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 sunet. 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

ACTION BY FCC

*St. Paul—Twin City Area Educational Television Corp. Granted CP for new TV on UHF channel 17 (488-494 mc); ERP 23.8 kw vis., 11.9 kw aur. Ant. height above average terrain 490 feet, above ground 556.5 feet. P.O. address 1640 Como Avenue, St. Paul 13. Estimated construction cost \$158,016; first year operating cost \$130,000; revenue \$130,000. Studio location St. Paul, trans. location Falcon Heights, Minn. Geographic coordinates 44° 59' 54" north latitude, 93° 11' 17" west longitude. Type trans. RCA TTU-1B, type ant. Alford 1044-S. Legal counsel Faegre & Benson, Minneapolis. Principal: board of trustees, John deLaitre acting president. ETV group is licensee of *KTCA-TV (ch. 2) same city. Action July 27.

APPLICATIONS

Duluth, Minn.—Central Minnesota Television Co. VHF channel 10 (192-198 mc); ERP 316 kw vis., 158 aur. Ant. height above average terrain 942 feet, above ground 777 feet. P.O. address 720 Hawthorne Street, Alexandria, Minn. Estimated construction cost \$576,846; first year operating cost \$540,000; revenue \$550,000. Studio and trans. locations both Duluth. Geographic coordinates 46° 47' 24" north latitude, 92° 07' 04" west longitude. Type trans. RCA TT-35-CH, type ant. RCA TW-12A 10P. Legal counsel Marmet & Schneider, consulting en-

gineer Kear & Kennedy, both Washington. Central Minnesota is licensee of KCMT Alexandria and KNMT Walker, both Minnesota. Ann. July 17.

*Burlington, Vt.—University of Vermont and State Agricultural College. UHF channel 22 (518-524 mc); ERP 648 kw vis., 61.8 kw aur. Ant. height above average terrain 2,221 feet, above ground 112 feet. P.O. address c/o Dr. Raymond V. Phillips, Director, General Extension, University of Vermont, Burlington. Estimated construction cost \$863,166; first year operating cost \$231,550. Studio location Burlington, trans. location Windsor, Vt. Geographic coordinates 43° 28' 39" north latitude, 72° 27' 16" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-25G. Legal counsel E. F. Czarna

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Jr., Washington, consulting engineer Roger W. Hodgkins, Cape Elizabeth, Me. Principal: board of trustees. Ann. July 24.

*Rudland, Vt.—University of Vermont and State Agricultural College. UHF channel 49 (680-686 mc); ERP 41.8 kw vis., 16.6 kw aur. Ant. height above average terrain 1,402 feet, above ground 298 feet. Estimated construction cost \$277,904; first year operating cost \$35,500. Studio location Burlington, trans. location Rutland. Geographic coordinates 43° 39' 32" north latitude, 73° 06' 25" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-25G. See applications for Burlington on page 81. Ann. July 24.

*St. Johnsbury, Vt.—University of Vermont and State Agricultural College. UHF channel 30 (566-572 mc); ERP 43.8 kw vis., 17.46 kw aur. Ant. height above average terrain 2,163 feet above ground 108 feet. Estimated construction cost \$250,101; first year operating cost \$33,500. Studio location Burlington, trans. location East Burke, Vt. Geographic coordinates 44° 34' 15" north latitude, 71° 53' 36" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-25G. See application for Burlington on page 81. Ann. July 24.

*Windsor, Vt.—University of Vermont and State Agricultural College. UHF channel 26 (542-548 mc); ERP 648 kw vis., 61.8 kw aur. Ant. height above average terrain 2,790 feet, above ground 112 feet. Estimated construction cost \$400,801; first year operating cost \$52,250. Studio location Burlington, trans. location Stowe, Vt. Geographic coordinates 44° 31' 36" north latitude, 72° 48' 57" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-25G. See application for Burlington on page 81. Ann. July 24.

Existing TV stations

CALL LETTERS ASSIGNED

- KAAR(TV) San Diego—San Diego Telecasters Inc.
- WMAQ-TV Chicago—National Broadcasting Inc. Changed from WNBQ(TV).
- WKBP(TV) Burlington, N. J.—Kaiser Industries Corp.
- WVIR-TV Charlottesville, Va.—Virginia Broadcasting Corp.

New AM stations

ACTIONS BY FCC

Roswell, N. M.—John A. Barnett. Granted CP for new AM on 1020 kc, 10 kw. unil. P.O. address Box 670, Roswell. Estimated construction cost \$143,700; first year operating cost \$102,000; revenue \$120,000. Principal: John A. Barnett. Mr. Barnett is owner and general manager of KSWB-TV Roswell, and has 10% interest in Cable TV of New Mexico Inc. and 32% interest in Carper Cable Inc., CATV systems. Action July 15.

Myrtle Beach, S. C.—Grand Strand Broadcasting Corp. Granted CP for new AM on 1520 kc, 250 w. D. P.O. address J. M. Soles Jr., Tabor City, N. C. Estimated construction cost \$18,230, first year operating cost \$28,000, revenue \$40,000. Principals are J. M. Soles Jr. and Isadore Kramer (each 37.5%) and Harry Hyman (25%). Mr. Soles owns 22.5% of WTAB Tabor City, N. C., and 50% of WYMB Manning, S. C. Mr. Kramer owns

22.5% of WTAB and 50% of WYMB. Mr. Hyman is manager of WLSE Wallace, N. C. Action July 24.

APPLICATIONS

Barbourville, Ky.—Barbourville-Community Broadcasting Co. 950 kc, 1 kw. D. P.O. address 228 Court Square, Barbourville. Estimated construction cost \$32,710; first year operating cost \$60,000; revenue \$75,000. Principals: Walter B. Sutton, S. M. Mayne, William E. Nau, Earl L. Cole, Howard H. Miller, R. B. Williams, A. T. Corey, R. E. Viall, Elmer Engle, C. H. Melton and Paul M. Buchanan (each 9.09%). Applicants are Barbourville businessmen. Mr. Buchanan is mayor of Barbourville. Ann. July 28.

Arecibo, P.R.—Jose Soler. 1360 kc, 1 kw. D. P.O. address Box 52, Quebradillas, P.R. Estimated construction cost \$14,060; first year operating cost \$19,287; revenue \$31,500. Principal: Jose Soler. Mr. Soler is owner of cafeteria. Ann. July 24.

Existing AM stations

CALL LETTERS ASSIGNED

- KCKY Coolidge, Ariz.—Coolidge Broadcasting Co.
- WCAI Ft. Myers, Fla.—Lee Broadcasting Inc. Changed from WXYC.
- WFSO Pinellas Park, Fla.—Pinellas Radio Co.
- WOMN Decatur, Ga.—Joel E. Lawhon. Changed from WLKB.
- WNNR New Orleans—Supreme Broadcasting Inc. Changed from WJMR.
- KLAV Las Vegas—Arthur Powell Williams. Changed from KLAS.
- WFTN Franklin, N. H.—Franklin Broadcasting Corp.
- KYMN Oregon City, Ore.—Republic Broadcasting Inc. Changed from KRON.
- WFBA San Sabastian, P.R.—Pepino Broadcasters Inc.

New FM stations

ACTIONS BY FCC

Riverside, Calif.—C. Edwin Goad. Granted CP for new FM on 99.1 mc channel 256, 5.95 kw. Ant. height above average terrain 155 feet. P.O. address 4324 Lime Street, Riverside. Estimated construction cost \$23,799; first year operating cost \$42,000; revenue \$42,000. Principal: C. Edwin Goad. Action July 24.

*Flossmoor, Ill.—Community High School District No. 233. Granted CP for new FM on 89.1 mc, channel 206, 10 w. Ant. height above ground 107 feet. P. O. address 899 Kedzie Avenue, Flossmoor. Estimated construction cost \$4,509; first year operating cost \$200. Principal: board of education. Action July 28.

Fort Knox, Ky.—Fort Knox Broadcasting Corp. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 184 feet. P.O. address c/o B. E. Cowan, Box 68, Fort Knox. Estimated construction cost \$12,500; first year operating cost \$100,000 (AM and FM); revenue \$110,000 (AM and FM). Applicant is licensee of WSAC Fort Knox. Action July 24.

Louisville, Ky.—Fort Knox Broadcasting Corp. Granted CP for new FM on 103.9 mc, channel 280, 3 kw. Ant. height above aver-

age terrain 300 feet. P.O. address c/o B. E. Cowan, Box 68, Fort Knox, Ky. Estimated construction cost \$15,000; first year operating cost \$28,000; revenue \$28,000. Applicant is licensee of WSAC Fort Knox. Action July 24.

Salisbury, Md.—WBOC Inc. Granted CP for new FM on 94.3 mc, channel 232A, 630 w. Ant. height above average terrain 590 feet. P. O. address Charles J. Truitt, Radio-TV Park, Route 13, Salisbury. Estimated construction cost \$24,000; first year operating cost \$15,000; revenue \$4,000. Waived Sec. 73.210(a)(2) of rules to permit main studios to be located outside city limits. Applicant is licensee of WBOC Salisbury. Action July 24.

Pascagoula, Miss.—Crest Broadcasting Inc. Granted CP for new FM on channel 255, 26.2 kw. Ant. height above average terrain 183 feet. P.O. address c/o W. R. Guest Jr., Box 789, Pascagoula. Estimated construction cost \$24,373; first year operating cost \$11,400; revenue \$14,000. Crest Broadcasting is licensee of WPMP Pascagoula. Action July 28.

San Angelo, Tex.—Technics Inc. Granted CP for new FM on 93.9 mc, channel 230, 28.7 kw. Ant. height above average terrain 156 feet. P.O. address 302 East Avenue K, San Angelo. Estimated construction cost \$34,537; first year operating cost \$22,916; revenue \$25,920. Principals: Kenneth S. Gunter and Theodore N. Winberg (each 50%). Mr. Gunter is secretary-treasurer of Texas Cablevision, operator of CATV system in San Angelo; Mr. Winberg is local businessman. Action July 24.

APPLICATIONS

Elgin, Ill.—James C. French. 103.9 mc, channel 280A, 1 kw. Ant. height above average terrain 80 feet. P.O. address Route 2, Box 478, Dundee, Ill. Estimated construction cost \$13,152; first year operating cost \$36,000; revenue \$40,000. Principal: James C. French. Mr. French is owner of two-way radio equipment sales and service store. Requests former facilities of WELG(FM). Ann. July 23.

Paintsville, Ky.—Big Sandy Broadcasting Co. 100.1 mc, channel 261A, 851 w. Ant. height above average terrain 567 feet. P.O. address Paintsville, Ky. Estimated construction cost \$5,550; first year operating cost \$1,400; revenue \$1,400. Principals: Dr. Hershell B. Murray (30%), James D. Cox (15%), Paul G. Fyffe (10%), Parker West (30%), and Thomas Cox (15%). Mr. Fyffe has 10% interest in Big Sandy Broadcasting Inc., licensee of WSPJ Paintsville and is general manager of same. Ann. July 27.

Marietta, Ohio—William G. Wells and R. Sanford Guyer d/b as Marietta Broadcasting Co. 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain minus 14 feet. P.O. address Box 594, Marietta. Estimated construction cost \$12,200; first year operating cost \$4,800; revenue \$4,800. Marietta Broadcasting is licensee of WMOA Marietta. Ann. July 28.

Norfolk, Va.—Flanagan Dorsey Broadcasting Enterprises Inc. 104.5 mc, channel 283, 11,556 kw. Ant. height above average terrain 70.2 feet. P.O. address c/o WSMD, Box 401, Waldorf, Md. Estimated construction cost \$18,081; first year operating cost \$24,000; revenue \$60,000. Principals: John R. Dorsey Jr. (26%), Edward H. Lenaway (26%) and Sherman E. Flanagan Sr. (48%). Mr. Dorsey has 50% interest and is vice president-general manager of WSMD (FM) Waldorf, Md. Mr. Lenaway has 50% interest in WSMD. Ann. July 28.

Oshkosh, Wis.—Value Radio Corp. 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 300 feet. P.O. address 2333 Bowen Street Road, Oshkosh. Estimated construction cost \$9,830; first year operating cost \$3,000; revenue \$3,000. Principals: Charles R. Dickoff (29%), Philip Fisher (5%), William R. Walker (32%), Harold A. Holman (19.6%), Joseph D. Mackin (13.1%) and William L. McDonald (1.39%). Value Radio is licensee of WOSH Oshkosh. Ann. July 23.

Existing FM stations

CALL LETTERS ASSIGNED

- WLAY-FM Muscle Shoals, Ala.—Slatton-Quick Inc.
- *KERS(FM) Sacramento, Calif.—State of California Sacramento State College.
- KLMO-FM Longmont, Colo.—Radio Longmont Inc.
- WJIZ(FM) Albany, Ga.—James S. Rivers Inc. Changed from WJAZ-FM.
- KLAW(FM) Lawton, Okla.—Security

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Ownership changes

ACTIONS BY FCC

KJKJ Flagstaff, Ariz.—Granted transfer of control of licensee corporation, Dateline Broadcasters Inc., from Joseph A. Brandt and Joseph L. Patrick (each 50%) to Charles L. and Rosemary Foster (each 50%). Consideration \$44,500. Fosters own oil production firm. Action July 23.

KATA Arcata, Calif.—Granted assignment of license from M&P Radio Broadcasting Corp., owned by Earl Madray (100%) to Vern Emmerson. Consideration \$90,000. Mr. Emmerson is real estate and general contractor in Sunnydale, Calif. Action July 23.

KUZZ Bakersfield, Calif.—Granted acquisition of negative control of licensee corporation, Thunderbird Broadcasting Co., by Doris M. Griffiths (20% before, 50% after) through purchase of stock from Gerald T. Hill (80% before, 50% after). Consideration \$1,500. Action July 23.

KIDD Monterey, Calif.—Granted relinquishment of negative control of licensee corporation, Monterey Peninsula Broadcasters, by Robert K. and Julie I. Sherry (each 50% before, 49.647% after) through transfer of stock to George R. Walker, trustee. No financial consideration. Action July 23.

KWVY Waverly, Iowa—Granted acquisition of positive control of licensee corporation, Cedar Valley Broadcasting Co., by John W. Talbott (35.15% before sale, 51.22% after) from Wilbur L. Schield (16.07% before sale, none after). Consideration \$15,390. Other stockholders' interests remain same. Action July 24.

WEZJ Williamsburg, Ky.—Granted transfer of control of licensee corporation, Whitney County Broadcasting Inc. owned by Leon and Keith Buck (each 50% before) to Keith and Peggy Buck (100% jointly after). Consideration \$30,000. Action July 24.

WGPR(FM) Detroit—Granted transfer of control and SCA of licensee corporation, WGPR Inc., owned by Dale Roeder (75%) and John M. Roeder (25%) to International Free and Accepted Modern Masons Inc. nonprofit fraternal organization, William V. Banks, director. Consideration \$19,500. Action July 24.

KTOW Sand Springs, Okla.—Granted assignment of license from Forest G. Conley (100%) to Big Chief Broadcasting Company of Tulsa Inc., owned by L. M. Beasley and O. C. Thompson (each 37½%) and Bill Harper (25%). Consideration \$149,000. Messrs. Beasley and Thompson have interest in KLPR Oklahoma City; Mr. Harper has interest in KTCS Fort Smith, Ark. Action July 28.

KRAV Tulsa, Okla.—Granted assignment of license from George R. Kravis II tr/as Boston Broadcasting Co. to Raymond F. Kravis tr/as company of same name. Considering \$70,000. Mr. R. F. Kravis has 90% interest in consulting petroleum engineering firm. Action July 24.

WTSJ-TV San Juan, P.R.—Granted assignment of CP from Antilles Broadcasting Corp., owned by Julio Morales Ortiz and Clement L. Littauer (each 50%) to TELE-SANJUAN Inc., owned by same individuals at same percentages. No financial consideration. Action July 23.

KCHO(FM) Amarillo, Tex.—Granted assignment of license and SCA from U. C. Sterquell tr/as Panhandle Broadcasters to John B. Walton Jr. tr/as KCHO-FM. Consideration \$25,000. Mr. Walton is owner of KVKM-AM-TV Monahans, KVII-TV Amarillo and has 33.3% interest in KFNE-FM Big Spring, all Texas. Action July 24.

WCWT(TV) Wausau, Wis.—Granted assignment of license from Central Wisconsin Television Inc., owned by Walter A. Baumgardt, H. C. Rostal, Harold C. Klessig (each 19.6%). Harold Kasper, Wilfred W. Mittelstadt (both 13.07%). Viola F. Lillge (9.8%) and William F. Krueger (3.26%) to Midcontinent Broadcasting Co., owned by Joseph L. Floyd, N. L. Benton and Edmond R. Ruben (each 33½%). Consideration \$34,439. Mr. Floyd has interest in outdoor theaters among other business holdings. Mr. Benton has 20% interest in Wayne Evans & Associates Inc., Minneapolis advertising firm. Mr. Ruben has indoor and outdoor theater interests in Minnesota, North Dakota and South Dakota. Action July 24.

Applications

KFOG-AM-TV San Francisco; **KHVH-AM-FM-TV** Honolulu; **KHJK** Hilo, Hawaii;

KICB-TV Corona, Calif.; **WKBD** Detroit, and **WKBP** Burlington, N. J.—Seek assignment of license from Kaiser Industries Corp., owned by Henry J. Kaiser, MacKintosh Partnership, Boy Scouts of America Inc., and others to Kaiser Broadcasting Corp., wholly owned subsidiary of former corporation. Ann. July 28.

WGMA Hollywood, Fla.—Seeks assignment of license from Melody Music Inc., owned by Jack Barry and Daniel Enright (each 50%) to Hollywood Community Service Radio Inc., owned by Henry D. Perry (15%), Charles E. Little Sr. (23%), Thomas N. Kearns (15%), George L. Pollotto (12%), Edward T. Foster (12%), Charles W. Lantz (12%), Ted J. Sorin (5%), Kenneth P. Roth-ermel (3%) and Betty Jane Cochran (3%). Consideration \$150,000. Mr. Little Sr. is general manager of WGMA. Remaining stockholders are Florida businessmen. Ann. July 27.

WTAD-AM-FM Quincy, Ill., and **KHQA-TV** Hannibal, Mo.—Seek assignment of license and CP from Lee Broadcasting Inc., owned by Lee Radio Inc. (52.90%), Neill E. Starks (5.39%), Therese Waters (2.07%), estate of Lee P. Loomis (3.16%), Walter and Irene Rothschild (2.05%) and others to Lee Radio Inc., owned by Neill E. Starks (6.43%), Walter and Irene Rothschild (3.29%), Elizabeth Norris (18.75%), Margaret H. Loomis (2.29%), estate of Lee P. Loomis (7.86%), W. E. Hall (4.08%), Laura Lee (9.78%) and others. No financial consideration; transaction of merger. Ann. July 23.

WTCN Minneapolis—Seeks assignment of license from Time-Life Broadcast Inc., owned by Time Inc. which is owned by Roy E. Larsen (5%), Henry R. Luce (4.9%), Shaw & Co. (2.9%), Henry Luce Foundation Inc. (2.4%), Powers & Co. (2.3%), J. C. Orr & Co. (1.3%), Merrill Lynch, Pierce, Fenner & Smith (1.2%), Margaret Z. Larsen (1.3%) and others to Buckley-Jaeger Broadcasting Corp. of Minnesota, owned by Richard D. Buckley (85%), John B. Jaeger (10%) and Richard D. Buckley Jr. (5%). Consideration \$500,000. Buckley-Jaeger Corp. of Connecticut is licensee of WDRC-AM-FM Hartford, Conn., and Buckley-Jaeger Corp. of California is licensee of KGIL San Fernando, Calif., and KKKH-AM-FM San Francisco. Ann. July 23.

WNJH Hammonton, N. J.—Seeks assignment of license from Hammonton Broadcasting Co., owned by William S. Halpern (49.3%), Louis N. Seltzer (49.3%), Sylvia C. Halpern (0.7%) and Marian H. Seltzer (0.7%) to New Jersey Broadcasting Co., owned by J. William Harrell (99.96%), Ronald N. Cobert (0.02%) and Robert Harrell (0.02%). Consideration \$60,000. Mr. J. W. Harrell is Baltimore businessman; Mr. Cobert is attorney. Ann. July 23.

WJZZ Mt. Holly, N. J.—Seeks assignment of CP from Mount Holly-Burlington Broadcasting Inc., owned by John J. Farina (98%), Frederick R. Farina (1%) and Sarah M. Farina (%) to John C. Giordano, receiver. No financial consideration. Ann. July 21.

WFME Newark, N. J.—Seeks assignment of license from Bergen FM Inc., owned by Communications Industries Corp. which is owned by Lazar Emanuel (30.95%), Stephen Ausnit (11.1%), Paul Smullen (10.3%), Media Management Corp. (8.8%), Arthur D. Gatz (3%), Abraham Edelman (2.7%), Dr. George L. Train (2%) and others to United Broadcasting of New Jersey Inc., owned by Richard Eaton (100%). Consideration \$300,000. Mr. Eaton is principal stockholder of following: WOOK-AM-TV and WFAN(FM) Washington; WSID Baltimore; WJMO and WCUY-FM Cleveland Heights, Ohio; WANT Richmond, Va.; WINX Rockville, Md.; WBNX New York; WFAB South Miami, Fla.; WMUR Manchester, N. H., and permit for WACH-TV Newport News, Va. Application for acquiring WJMY-TV Allen Park, Mich., is currently pending. Ann. July 24.

KSHA Medford, Ore.—Seeks assignment of license from Diana C. Redington, William H. Crocker II, Alexander M. Casey and Genevieve De Dampierre Casey d/b as Medford Broadcasters to Genevieve De Dampierre Casey, William H. Crocker II, and Diana C. Redington d/b as Medford Broadcasters. No financial consideration; settlement of property between Mr. and Mrs. Casey. Ann. July 27.

WHHL Holly Hill, S. C.—Seeks acquisition of positive control of licensee corporation, Palmetto Communications Corp., by Pascal M. Eargle (50% before, 52.5% after) through purchase of stock from William H. Vandiver (10% before, 7.5% after) Consideration \$500. Remaining stockholders are Doris S. Rickenbacker (30%) and Robert C. Rickenbacker Jr. (10%). Ann. July 24.

KCMC and **KTAL-FM** Texarkana, Tex.,

and **KTAL-TV** Texarkana, Tex.—Shreveport, La.—Seek relinquishment of negative control of licensee corporation, KCMC Inc., by Camden News Publishing Co. (50% before, 49% after) through sale of stock to Walter E. Hussman (17.5% before, 19% after). Consideration \$8,020. Ann. July 17.

KSL-AM-FM-TV Salt Lake City. **KIRO-AM-FM-TV** Seattle and **WBUL** New York—Seek transfer of control of licensee corporations, KSL Inc., KIRO Inc. and International Educational Broadcasting Corp., from Corporation of President of Church of Jesus Christ of Latter-Day Saints, owned by David O. McKay (88.06%), Spencer P. Felt (4.87%), Gordon C. Holt (4.42%), Earl J. Glade (1.57%), John M. Wallace (1.61%) and others to Bonneville International Corp., owned by former corporation. No financial consideration; transaction of incorporation. Ann. July 27.

WBOF Virginia Beach, Va.—Seeks assignment of license from Roy Marsh, receiver, to Atlantic Communications Corp., owned by C. Braxton Valentine Jr. and Arthur W. Arundel (each 50%). Consideration \$136,102. Mr. Valentine is attorney. Mr. Arundel is 100% owner of WAVA-AM-FM Arlington, Va.; WARR-FM Warrenton, Va.; WKVA Charles Town, W. Va., and has 10% interest in WHAG Highway, Md. Ann. July 27.

Hearing cases

OTHER ACTIONS

WFMS Indianapolis.—Waived Sec. 73.207 (b)(2) of rules and granted application to change studio and trans. sites, increase ERP to 5 kw, and decrease ant. height to 105 feet. Action July 24.

KXJB-TV, channel 4, Valley City, N. D.—Waived Sec. 73.685 of rules and granted application to move trans. site 3.5 miles east and 1 mile north of Galesburg, N. D., decrease vis. ERP to 97.7 kw increase ant. height to 2,060 feet above ground, and maintain studio in Valley City. Action July 24.

■ Commission denied petition by KREM Broadcasting Co. (KREM), Spokane, Wash., for reconsideration of assignment of call letters KREN to Washington Broadcasting Co. for new AM at Renton, Wash. KREM opposed assignment because of similarity of call letters, and the resultant confusion on part of regional advertisers and agencies was prejudicial in terms of loss of good will and advertising revenue. Commission stated KREM has shown no instance of actual confusion, nor has shown that placement of advertising is made solely on basis of call letters and without reference to other distinguishing factors such as location, power and hours of operation. Action July 24.

■ By order, commission amended administrative rules to delegate authority to chief of Broadcast Bureau to issue notices of apparent liability in amounts not in excess of \$250 to broadcast licensees who fail to respond promptly and satisfactorily to notices of technical violations. This is intended to expedite enforcement process. Action July 24.

■ By decision, commission denied application of Triangle Publications Inc., to change trans. location of WNHC-TV (ch. 8) New Haven, Conn., from about 5 miles north of city on Gaylord Mountain, near Hamden, to about 20 miles northeast of New Haven, near Meriden, install directional ant. system and increase ant. height from 720 feet to 780 feet; also, denied Triangle's petition for oral argument de novo, and dismissed as moot motion by Springfield Television Broadcasting Corp. WWLP(TV) (ch. 22) Springfield, Mass., and Connecticut Television Inc. WHNB-TV (ch. 30) New Britain, Conn., to reopen record. Action July 24.

WOOK Washington—Granted application to extent of permitting removal of limiting resistor during nighttime hours of operation; without prejudice to whatever action commission may take on pending renewal of license and related application. Action July 24.

■ Commission notified John B. Reynolds, licensee of WJBR(FM) Wilmington, Del., he has incurred apparent liability of \$100 for operating changed facilities from Nov. 16, 1958 to April 29, 1964 without having requested or obtained program test authority. At same time, commission accepted nunc pro tunc, as of July 1, 1960, Reynolds application for license to cover changed facilities and dismissed as moot application for extension of CP. Station has 30 days to pay or contest forfeiture. Commissioner Hyde abstained from voting. Action July 24.

■ Commission issued memorandum opinion and order which granted renewal of licenses of General Electric Co.'s WGY,

WGFM(FM) and WRGB(TV) Schenectady, N. Y. Also authorized assignment of licenses to new operating unit of company, General Electric Broadcasting Inc. Action July 24.

■ By memorandum opinion and order in Boston TV channel 5 proceeding in Doc. 8739 et al., commission denied petition by Greater Boston Television Corp. to reopen record to show that Michael Henry is no longer connected with Greater Boston and that other unspecified changes in principals in both WHDH Inc., and Greater Boston have occurred since close of record in 1955. Commissioner Loevinger dissented. Action July 24.

■ By memorandum opinion and order, commission denied application of North Caddo Broadcasting Co. for new AM on 1600 kc, 500 w, D, in Vivian, La. Proposed station would overlap primary service area of commonly owned KALT Atlanta, Tex., in contravention of multiple ownership rules. North Caddo filed waiver of oral testimony pursuant to Sec. 1.603 of procedural rules. Action July 24.

■ By report and order, commission amended FM table of assignments to substitute channel 221A for 272A at Carrollton, Ga., and reassign latter channel to Rome; and modified construction permit of Faulkner Radio Inc. to specify operation of WLBB-FM Carrollton on channel 221A in lieu of channel 272A in that city. Action July 24.

■ Commission, in rulemaking proceeding concerning allocation of UHF channels for regular airborne educational TV operation, scheduled oral argument on October 9. Because of importance of matter, commission agreed oral argument, as requested by Midwest Program on Airborne Television Instruction Inc., was warranted. Proceeding involves Midwest's petition that present experimental operation be authorized on regular basis and that six UHF channels be provided for that purpose. Action July 24.

■ By memorandum opinion and order, commission denied petition by Melody Music Inc., owned by Jack Barry and Daniel Enright, for reconsideration of April 17 decision which denied application for renewal of license of WGMA Hollywood, Fla.; also, denied WGMA request for further, consolidated oral argument of proceeding with National Broadcasting Inc., et al., in Doc. 13085 et al., and to hold action on instant petition in abeyance pending decision in NBC case or pending receipt of application for assignment of WGMA's license. Action July 24.

■ By decision in Doc. 14816 and 15023-4, commission granted applications for renewal of licenses of Charles W. and Josephine R. Stone, d/b as Fort Bragg Broadcasting Co., for KDAC Fort Bragg, Calif., and Charles W. Stone for KCHY Cheyenne, Wyo., for short terms of one year, in order to have early opportunity to review operations; and returned to pending file application to change facilities of KCHY from 1590 kc, 1 kw, D, to 1530 kc, 10 kw-LS, 1 kw-N, DA-2, for further consideration at time renewal application is filed for station. Commissioner Bartley not participating. Action July 24.

■ Commission renewed licenses of Crowell-Collier Broadcasting Corporation's three AM's—KFWE and KEWB Los Angeles and Oakland, Calif., respectively, and KDWE St. Paul—until April 1, 1965 to afford commission opportunity to review licensee's over-all operations, implementation of management reorganization and adjustments in policies and program practices. Action July 23.

■ Granted applications for renewal of licenses of following: WNAT Natchez, WMOZ Meridian and WJQS Jackson, all Mississippi, WIKC Bogalusa, WJBO Baton Rouge and WYLD New Orleans, all Louisiana, and KTCS Fort Smith, Ark. Action July 22.

■ Commission granted applications for renewal of licenses of following: WFLA-TV and WTVT(TV), both Tampa; and WEZY Cocoa; WHOO Orlando; WQAM Miami; WQNN Lakeland, and WNNV Pensacola, all Florida. Chairman Henry and Commissioners Lee and Cox dissented. Action July 22.

■ Commission addressed letter to Department of TV, Radio and Films of American Lutheran Church, Minneapolis, in response to request for ruling on necessity for sponsorship identification of certain religious programs. Action July 22.

Routine roundup

ACTIONS ON MOTIONS

By Hearing Examiner Millard F. French

■ In proceeding on applications of WENY

Inc., and Elmira Heights-Horseheads Broadcasting Co. for new FM's in Elmira, N. Y., granted WENY Inc.'s motion to continue Sept. 9 hearing to Nov. 12, and to cancel various procedural dates agreed upon at prehearing conference (Doc. 15434-5). Action July 28.

■ Granted Broadcast Bureau's petition to extend time from July 23 to July 31 to file proposed findings and reply filings to remain Aug. 21 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. Action July 23.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to extend time from July 31 to Sept. 2 to file proposed findings and from Aug. 11 to Sept. 14 for replies in proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J. Action July 27.

■ Pursuant to agreements reached at July 23 prehearing conference in Blue Island-Elmwood Park, Ill., FM proceeding, scheduled certain procedural dates and evidentiary hearing after remand for Oct. 26. Action July 24.

■ On own motion, made certain corrections to transcript of hearing in proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPLB), Greenville, both Michigan, in Doc. 15348-9. Action July 21.

By Hearing Examiner H. Gifford Irion

■ On own motion, continued July 31 further hearing to Sept. 18 in proceeding on applications of Holston Broadcasting Corp. and C. M. Taylor for new AM's in Elizabethton and Blountville, respectively, both Tennessee in Doc. 15111-2. Action July 28.

By Hearing Examiner Jay A. Kyle

■ On own motion, rescheduled Sept. 11 prehearing conference for Sept. 29 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action July 27.

■ In proceeding on applications of Dover Broadcasting Inc., and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia, and New Philadelphia, respectively, both Ohio, in Doc. 15429-30, granted Tuscarawas request to continue Oct. 6 hearing to Oct. 20. Action July 23.

By Hearing Examiner Forest L. McClenning

■ Granted request by Westinghouse Broadcasting Inc., to continue July 30 prehearing conference to Sept. 10 in proceeding on AM application of Western Slope Broadcasting Inc. (KREX), Grand Junction, Colo. (Doc. 15518). Action July 27.

By Hearing Examiner Sol Schildhouse

■ Scheduled further prehearing conference for July 30 in proceeding on applications of Integrated Communication Systems Inc. of Massachusetts, United Artists Broadcasting Inc., and WGBH Educational Foundation for new TV's on channel 44 in Boston. Action July 23.

By Hearing Examiner Herbert Sharfman

■ Scheduled further prehearing conference for July 28 in proceeding on applications to Great Northern Broadcasting System and Midwestern Broadcasting Co. for new FM's in Traverse City, Mich. Action July 24.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 28

KICU-TV Visalia, Calif.—Granted CP to replace expired permit for changes in TV. WTSJ(TV) San Juan, P.R.—Granted Mod. of CP to change type aur. ant.

■ Granted CPs for six Instructional Fixed TV's to Roman Catholic Diocese of Rockville Centre, New York, and Roman Catholic Diocese of Brooklyn, New York, on frequencies 2596-2602, 2608-2614, 2620-2626, 2632-2638 mc for KNZ-65 Rockville Centre, 2548-2554, 2560-2566, 2572-2578, 2584-2590 mc for KNZ-66 Roslyn Heights, 2644-2650, 2656-2662, 2668-2674, 2680-2686 mc for KNZ-67 Huntington, 2554-2560, 2566-2572, 2578-2584, 2590-2596 mc for KNZ-68 Central Islip, 2506-2512, 2518-2524, 2530-2536, 2542-2548 mc for KNZ-69 Brooklyn, 2602-2608, 2614-2620, 2626-2632, 2638-2644 mc for KNZ-70 Brooklyn, all with 10 w.

■ Following were granted extensions of

completion dates WETA-TV Washington to Jan. 28, 1965; WMUB-TV Oxford, Ohio, to Jan. 15, 1965; WIHS-TV Boston, to Jan. 28, 1965, and WNEW-TV (main trans. and ant.) New York to Sept. 1.

WMPO Middleport-Pomeroy, Ohio — Granted license covering an increase in power and installation of new trans.

WONO(FM) Syracuse, N. Y.—Granted CP to change facilities from operation on channel 265 (100.9 mc), ERP 260 w, ant. height 475 feet to channel 300 (107.9 mc); ERP 10.5 kw; ant. height 490 feet; remote control permitted; condition.

KFMQ(FM) Lincoln, Neb.—Granted SCA on sub-carrier frequency of 87 kc.

Granted renewal of licenses for following: KPAC Port Arthur, Tex., and WMGR Bainbridge, Ga.

WRCR Maplewood, Minn.—Granted license for AM; specify type trans., correct geographic coordinates, and redescribe main studio and trans. location.

WDSU-FM New Orleans—Granted mod. of CP to change from operation on channel 287 (105.3 mc) to channel 227 (93.3 mc), continued operation with 100 kw, ant. height 850 feet, condition.

WNCO Ashland, Ohio—Granted license covering an increase in daytime power and installation of new trans.

WCPO-TV Cincinnati—Granted mod. of license to reduce aur. ERP to 58.9 kw.

*WETA-TV Washington—Granted mod. of license to change studio location from Arlington, Va., to Washington.

WEWS(TV) Cleveland—Granted CP to reduce aur. ERP to 10 kw, and change type aur. trans. (main trans. and ant.); ant. height 1020 feet.

WLWT(TV) Cincinnati—Granted CP to reduce aur. ERP to 10 kw; ant. height 680 feet.

WCSH-TV Portland, Me.—Granted CP to reduce aur. ERP to 20 kw, modify aur. trans. and incorporate facilities authorized in expired permit.

KCRL(TV) Reno—Granted mod. of license to change ERP to 17.4 kw vis. and 3.44 kw aur.; ant. height 420 feet.

WFMJ-TV Youngstown, Ohio — Granted CP to side mount presently licensed main ant. and main trans. for use as auxiliary trans. and ant., when new main trans. and ant. are installed.

KNZ-71 North Hempstead, N. Y.—Granted CP for new instructional fixed TV on frequencies of 2655-2650 mc and 2656-2662 mc. with 10 w.

WENH-TV Durham, N. H.—Granted mod. of CP to reduce aur. ERP to 63.1 kw, and change type aur. trans.

KDPS-TV Des Moines, Iowa—Granted mod. of CP to change type trans.

Actions of July 27

WFTL Ft. Lauderdale, Fla.—Granted renewal of license for auxiliary trans.

KWHP(FM) Edmond, Okla.—Granted SCA on sub-carrier frequency of 87 kc.

■ Granted renewal of licenses for following: KMLB-AM-FM and SCA Monroe, La.; KMYO Little Rock, Ark.; WKLE Washington, Ga.; WSIM Prichard, Ala.; WGRM Greenwood, Miss.; WFFM Ft. Valley, Ga.; WBKH Hattiesburg, Miss.; KMRC Morgan City, La.; KRNR Roseburg, Oreg.; WKUL Cullman, Ala.; WQXI Atlanta; WBBK Blakely, Ga.; WGRA Cairo, Ga.; WRNJ(FM) Atlantic City, N. J., and KHAT Phoenix.

KSGM Chester, Ill.—Granted license covering increase in daytime power, change in ant.-trans., studio and station location; remote control permitted while using non-DA; condition.

■ Granted renewal of licenses for following: WFTL Ft. Lauderdale, Fla.; WTOK-TV Meridian, Miss.; WHAS-AM-TV Louisville, Ky.; WPCF Panama City, Fla.; KARK-TV (main trans. and ant., and auxiliary trans. and ant.), Little Rock, Ark.

■ Following FM's were granted extensions of completion dates as shown: KSET-FM El Paso, Tex., to August 31, and WZIP-FM Cincinnati, to August 31.

Actions of July 24

Turner-Farrar Association Shafee, Mo.—Granted CP for new UHF-TV Translator on channel 80, to rebroadcast programs of WSIL-TV (ch. 3) Harrisburg, Ill.

K08CT, K10DE, K12DL Duchesne city and Strawberry River area, Utah—Granted CP's to change trans. location to three-fourths miles south of Highway 40 and Duchesne River Bridge, Duchesne; and make changes in ant. system for VHF-TV translators.

KJSK-FM Columbus, Neb.—Approved engineering technical data submitted, pur-

Continued on page 91

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
• DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.

• All other classifications, 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. *BROADCASTING* expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Manager for classical FM station wanted. Replies confidential. Box H-32, *BROADCASTING*.

Manager-sales manager for fast-growing station. Metro pop. 150,000. Aggressive news dept. Excellent opportunity for family man. Five colleges in 50 mile radius. Group operations makes advancement probable. Box H-62, *BROADCASTING*.

Station manager strong on sales, and capable of sales direction for new 5 kw non-directional serving Tampa, St. Petersburg, Clearwater area. Track record, references. All replies held in strict confidence. C. W. Reddoch, WCWR, Box 606, Clearwater, Florida.

Manager strong on sales for new station. Send full particulars to Station WELV, Ellenville, N. Y.

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-28, *BROADCASTING*.

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, *BROADCASTING*.

Experienced salesman with Philadelphia Agency contacts for desirable opening. Box G-279, *BROADCASTING*.

Salesman with proven ability in hard-to-sell markets for southwest one-station market. Ambitious, determined, hard worker confident of ability to raise station billing. Best credit, character, sales references. Opportunity for station managership. Permanent position; salary plus percentage. \$1000 per month potential for right man. Box G-333, *BROADCASTING*.

Gulf Coast experienced aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Negro group. Box G-338, *BROADCASTING*.

Wanted: Top flight professional radio salesman, for medium sized 3 station market Rochester, Minnesota. Prefer Minnesota or Upper Midwest man. Contact Box H-23, *BROADCASTING*.

One man . . . for play-by-play, sales and morning combination. Box H-26, *BROADCASTING*.

Central Illinois well rated, good music, prestige news station needs additional salesman . . . college man with one to two years experience preferred. Salary and commission. Send resume to Box H-31, *BROADCASTING*.

Sincere-hard hitting salesman wanted for early August opening. The man you'll replace earned \$8,000.00 last year. One station market—AM-FM operation Midwest. Send complete details and picture. Box H-35, *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*.

Sales—(Cont'd)

Detroit sales manager or salesman (management capabilities) excellent opportunity. Salary plus. Multiple group. Box H-43, *BROADCASTING*.

We have an opening for top-notch salesman in one of the top Ohio markets. Opportunity for promotion if you have managerial ability. All replies held confidential. Box H-49, *BROADCASTING*.

\$10,000, six years sales experience, news, announcing, copy, to invest in Rocky Mountain, Midwest station. Box H-72, *BROADCASTING*.

Indiana daytimer wants experienced aggressive radio salesman. Good opportunity for right man. Send references and complete background to Box H-82, *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.

Sales-announcer. Emphasis sales! Salary plus commission. Two-station college community. Strong sports market. KHAS—radio, Hastings, Nebraska.

New 5 kw non-directional serving one of Florida's richest areas seeking high caliber sales staff. Solid sales record a must. References and resume. All replies held in strict confidence. C. W. Reddoch, WCWR, Box 606, Clearwater, Florida.

Have an immediate opening for radio sales at WAAY radio in Huntsville, Alabama, WAAY radio a 5000 watt, 24 hour per day operations and is the #1 rated station in the market and has been for the past five years. An unusual opportunity for the right man in one of the most prosperous and fastest growing markets in the country. This is not an addition to our present sales force, but a complete established list of clients with unusually high billing. The man we are looking for must be experienced and able to furnish good references and proof of past performances. Please send complete resume, photograph, etc. to Henry Beam, WAAY Radio, Box 986, Huntsville, Alabama.

Professional salesman metro market. Need help due to new format and increased business. Write GM, WXXW, Troy, N. Y.

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.

Wanted — Experienced account executive for Palm Beach radio station. Large commissions, good opportunity for real sales ability. Send resume, references. P. O. Box 2631, Palm Beach, Florida.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and if you are aggressive, hard working, with a solid sales record behind you . . . then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We have openings in our top three cities . . . New Orleans, Houston, Memphis . . . for successful radio salesmen. If you've got sales ability we can promise you realistic earnings between \$8,000 and \$14,000. If you've got executive ability we can promise you an opportunity within a year of becoming one of our assistant managers and eventually a managerial chance. Write: Stanley Ray, OK Group, 505 Baronne St., New Orleans, La.

Salesmen: Need two aggressive salesmen with management potential. At least three years experience. Willing to work 15 hours per day to build a solid future. Rush references. P. O. B. 7437, Fabulous, Las Vegas Nevada.

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*.

Dallas good music station has opening for top notch announcer with bright, mature delivery. Send tape, picture, complete resume and personal references. Box G-258, *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*.

Modified Top Forty station looking for a smooth, tight producing announcer with a third class radio telephone license. A real opportunity for a young man on the way up with talent, drive and a desire for reasonable security. Send resume, picture and tape to, Box G-298, *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*.

Excellent opportunity. Salary commensurate with experience and ability. Midwest. Box H-64, *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*.

CBS TV/AM announcer AM/TV. Middle-road music operation opportunity for valuable experience KAVE, Carlsbad, New Mexico.

Immediate opening for experienced announcer. Tight production, middle of the road music. Send tape, resume and picture to Bill Wood—Operations manager—KFOR, Lincoln, Nebraska.

Sales-announcer. Emphasis sales! Salary plus commission. Two station college community. Strong sports market. KHAS—radio, Hastings, Nebraska.

Announcer combo man for good music Midwest FM. 3rd phone and broadcast endorsed license required. Must be mature, experienced, able to edit and read news, start August 17. Send tape, resume and salary expected. KSHE, 1035 Westglen Dr., St. Louis 26, Mo.

Announcers wanted: Expanding staff. Must be experienced with good voice. Adult station, top equipment, good pay, network. Send tape, photo, resume to Carl Yates, KSIS AM-FM, Sedalia, Missouri.

Announcers: Two country music jocks needed immediately. Send references, resume, tap, picture to KTOO Radio P. O. B. 7437, Las Vegas, Nevada.

Announcers—(Cont'd)

Experienced announcer for immediate opening. Send tape and complete resume to Manager, WAFC, Staunton, Va.

Mature announcing staff for new 5 kw non-directional serving one of Florida's biggest markets. No "screamers," no "hot shots." Seeking adult announcers to appeal to "Mr. and Mrs." Sales background helpful. Tape resume, references. All replies held in strict confidence. C. W. Reddoch, WCWR, Box 806, Clearwater, Florida.

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.

Announcer-country-western-experienced in programming management ability preferred—good starting salary. Send resume and tapes to: Radio WEEB, Box 1300, Albany, N. Y.

Have immediate opening for morning man who also has news experience for feature news cast. Good pay, 40 hour week. Send tape, past experience, references and salary required in 1st letter. William Winn, Program director, WESB, Bradford, Penna.

Central Virginia good music station needs experienced announcer. Production, tight board. Growing community, Little theater, four Colleges, diversified industry. Tape/resume, Gary Shaffer, WDMS, Lynchburg, Virginia.

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 WGHC 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.

WGTN is accepting applications for an announcer-dj with third class ticket with endorsement. Apply J. B. Delzell—Georgetown, S. C.

Announcer-Experienced staff man wanted to operate key commercial slots 5-8 AM and 11-2 PM. Must be strong on news and commercials. Be familiar with C & W and pop music. Must be married, no floater. Permanent job. Opportunity for advancement with small growing chain. Send tape and work record. Don't call. Good market. WKUL, Cullman, Alabama.

Radio announcer with first class license needed. Must furnish references. WMNC, Morganton, N. C.

Need announcer with 1st phone license. WSER, Elkton, Md. Phone 301-398-3883.

Immediate opening for announcer with 1st phone good salary located in beautiful mid-Hudson area, 55 miles from NYC. Call 914-831-1260.

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.

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.

Openings in Indiana for broadcast engineers, both radio and TV; also TV announcer-news-caster and account executive. Write; Box 62, Bloomington, Indiana.

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.

Technical—(Cont'd)

Immediate opening for experienced announcer/engineer. Send tape and resume. Manager, WAFC, Staunton, Va.

I want a chief engineer who is looking for a tough job. 10 kw daytime, directional. I want a man who can build things from experience not from a book. Contact Dick Oppenheimer, WALT, Tampa, Florida.

Real opportunity 1st class man with little experience but willing and able to learn. Write C. Engr., WCOJ, Coatesville, Pa.

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 1st class engineer-announcer. WHZN, Hazleton, Pa. Send resume and audition tape or call 455-5048.

Start Sept. 1st. Announcer engineer to take charge of our complete physical plant plus board shift. 1st phone—regular maintenance on all equipment—contact WJON, St. Cloud, Minnesota.

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.

Engineer-announcer needed immediately. Very little maintenance. If you have a first ticket and need experience or are an experienced man wanting to join a progressive organization, contact Ed Rogers, Manager, WSHB, Reaford, N. C.

Production—Programing, Others

Are you a real pro in the broadcast news-room? 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.

Group seeking 1 pd. 1 news director, jocks. Top-rated format stations; excellent opportunities. Send tape and resume now to: Box G-191, 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.

Massachusetts' 2nd largest market. Station is in need of man who can do copy and production. Must be a self starter. Salary open. Box G-303, BROADCASTING.

Can you create and produce top-notch commercials? Can you sell? If you can do both, write immediately to Box H-18, BROADCASTING.

Operations manager being sought for Midwest NBC outlet in top 60 market. Full knowledge of production-directing important. On-the-air work would be a plus factor but not necessary. Excellent opportunity with multiple ownership operation. Send resume along with salary requirements. Box H-61, 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.

All night first phone swinger needed by No. 1 major market 50 kw. Immediate opening—rush tape and resume. Box H-75, BROADCASTING.

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.

Production—Programing, Others

Continued

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.

Production man to head radio copy department—writer, voice, and produce commercial and station promotion material. Send copy samples, tape of voice to: Orv Koch, Stuart Broadcasting Company, Box 391, Lincoln, Nebraska.

Operations director 45,000 watt FM good music station market 260,000 supervise sales promotion, programing. Seeking individual with sales and supervision experience capable of developing stations potential beyond current profitable status. Call Dick Morgan, Manager phone 219-742-7125.

RADIO—Situations Wanted

Management

Sales oriented general manager of major market station seeks greater opportunity. Prefer Chicago, St. Louis, Cincinnati or Cleveland. Top in sales and management. Box G-225, BROADCASTING.

Working manager for small station operation. Combination duties as manager, salesman, top announcer, copy, production. 20 years experience good stations; create and sell profitable promotions. Can operate profitably with staff of 5. Modest salary-percentage arrangement. Box G-308, BROADCASTING.

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.

Manager-Experienced large and small market sales, medium market management. Presently employed. Seeking opportunity, preferably in South. Options desired. Box H-6, BROADCASTING.

Management: Extremely capable man wants to advance to larger market after successfully managing radio property for three years in 100,000 population category. Northwest inland market. Will accept manager and/or sales manager. Have larger market sales background. Family man, late thirties. Box H-47, BROADCASTING.

\$100,000 average annual billing in top market. Strong on local sales development. Desires sales management or management. Ready to produce mutual profits. Contact only. Box H-70, 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.

Gold was discovered in California in 1848. A gold mine of creative sales talent will be discovered in Dave Matson in 64. Box 206, Bromall, Pennsylvania. 215-353-1922.

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

DJ wants to swing with Top 40. One year middle of road experience. Single. Box G-133, 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—swinging-dj with personality traits that promises varied and unique listening qualities. Experience meager but hope's high and potential great!! Rock format preferred, but open to offer's. Single, resume and tape on request. Box G-267, BROADCASTING.

Announcers—(Cont'd)

Tired of rat race, experienced all phases, 2nd phone, married. Permanent medium, major. Box G-272, BROADCASTING.

First phone announcer. News, copy. Married, children. Strictly permanent. Box G-293, BROADCASTING.

Metropolitan area radio-TV announcer-newscaster with network experience wants change, will consider program directorship. Eighteen years background. Box G-332, BROADCASTING.

Announcer, 1st phone, experienced, dependable. Expert on music. Looking for right position on East coast. No hurry. Box H-4, BROADCASTING.

Florida 1st phone announcer-dj, reliable, veteran, one year experience. Box H-5, BROADCASTING.

DJ-personality plus, versatility. Willing to travel Midwest. Top 40. One year experience. Ambitious. Box H-8, BROADCASTING.

Bright sound-dj-knowledge of good middle of the road music, tight board, good production, presently employed as dj/newsman, N. Y. radio school grad, seeks opportunity for advancement, need \$125. Box H-12, BROADCASTING.

Swingin', mature dj-program director . . . sharp production, promotion. Laudable record, ratings . . . metro Easterns . . . "a pro." Box H-16, BROADCASTING.

Commercial announcer: 5 years experience—U. of Md. grad—age 29—married—first phone. Box H-19, BROADCASTING.

Experienced news-sportscaster, looking for play-by-play . . . excellent references . . . first phone. Box H-38, BROADCASTING.

Experienced announcer, good news, strong commercials and tight board. Presently employed. Box H-41, BROADCASTING.

Something lacking in your major market FM operation? We can help each other. Format preferably jazz or classics, absolutely no garbage. Right situation more important than starting salary. Good voice, excellent music knowledge, experienced all phase announcing, production, news, copy. Box H-50, BROADCASTING.

Experienced announcer, dj. Married, personable, authoritative newscaster, not a floater, 3rd phone. Box H-51, BROADCASTING.

Texas only—First phone—experienced—news sales—play-by-play. Box H-53, BROADCASTING.

First phone showman—all phases and formats in top markets; college, draft free, available immediately. Box H-55, BROADCASTING.

50 kw California announcer seeks Chicago location. 15 years—1st phone. Box H-57, BROADCASTING.

Experienced announcer, college graduate, desires morning shift. Southeastern Pennsylvania area. Preferred. Box H-63, BROADCASTING.

If you're East of the Mississippi, North of the Mason-Dixon line, and willing to pay 6400 a year, you can have one of the best afternoon or evening "Top 40" jocks in the business. Presently employed. Vet. Single. 6 years experience. Tapes and resumes available. Write Box H-74, BROADCASTING.

Seeking night hours on good music station. Seven years experience. Good voice. Box H-75, BROADCASTING.

Announcers—(Cont'd)

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.

Radio newsman would like TV news announcer job with small market station. Willing to go anywhere. VTR and Kline available. Box H-81, BROADCASTING.

Announcer/engineer—1st phone, 21 yrs. old, voice and drama training, graduate of Announcer Training Studio, New York, 8 months experience, \$115/week. Phone 201-762-8510.

Announcer, third phone element 9. Radio school graduate. Phone 622-2100, Pottsville, Pa.

Recently named honorary member of Pickle Packers of America. Will shed this badge of distinction to work for you. Despised in some of the better markets in the country. Proven rating destroyer. Call 304-232-1170 or 304-277-2767 to learn the true meaning of absurdity.

Announcer/engineer with 6 years experience desires job in Western states. Available immediately. Marv Cope, RFD #2, Brigham City, Utah.

Announcer, now with newspaper desires to return to broadcasting. Don Wilson, News-Post, Frederick, Md.

Attention Atlanta area. Experience. Mature voice. Proven sales. Available immediately. Dave Spindle, P. O. B. 571, Temple City, Calif.

14 Years experience radio and TV. Quality voice age 37, married. Major market experience. Currently employed in radio & TV. 3rd class with endorsement. Burke Moras—703-732-3478, Box 235X, Rt. 2, Petersburg, Va.

Good music. Airman, 6 years experience, pd experience. 24, married, family. Jack Du-Long, 3956 North Oconto Avenue, Chicago, Illinois 60634, Phone 312-625-9497.

Technical

First phone, med experience. Five years technical background. Will relocate. Box G-292, BROADCASTING.

Experienced chief engineer available in August. Best references. Box G-294, BROADCASTING.

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.

Family man, 1st phone good voice some training in announcing. Locate in Georgia, South Carolina area. Box H-1, BROADCASTING.

FM chief. Construction, maintenance, proofs. Responsible, mature—AM-TV experience. Box H-36, BROADCASTING.

Chief engineer desires to relocate. 15 years experience in AM maintenance and installation. Prefer South or Southwest. Box H-37, BROADCASTING.

Chief seeks transmitter shift. Experienced—5 kw directionals, FM's, proofs, installations. Box H-39, BROADCASTING.

I hide from squirrels. Experienced dj. Tight board, News—timely, Box H-42, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box H-71, BROADCASTING.

Production—Programing, Others

Program director seeks immediate change. 15 years dj, newscaster-writer, programmer. Experience covers 50 kilowatt operation, network staff. Prefer Jersey, Delaware, Eastern Penna. Box G-54, BROADCASTING.

Production—Programing, Others

Continued

Sportscaster/director. Nine years play-by-play basketball, football, baseball. Strong on news, interviews. Family, college journalism graduate. Box G-323, BROADCASTING.

Secretary—Attractive, experienced college grad offers excellent skills to swingin' employer (N. Y. C.). Box G-331, BROADCASTING.

Continuity director, with AM/FM operation. Background includes writing, fashion, women's TV programming. Finest references, air check and copy examples available. Desires to relocate nearer home. Chicago-Detroit area. Box H-10, BROADCASTING.

News director, Farm director or combination. Quarter of century experience. 8 years news director 5000 watt station. 4 years experience as farm director. Extensive experience with interviews and public relations. In present position 8 years. Box H-14, BROADCASTING.

Middle Atlantic region—prefer sales, traffic, continuity—draft free, 21, and good. Not great just good and willing to work. Box H-20, BROADCASTING.

A young aggressive employed program director devoted to promotion and programing desires bigger challenge. Strong on morning show and production. Box H-22, BROADCASTING.

Program director: One of nation's most effective air personality/program director combinations with 100% record of successes desires permanent position of responsibility and authority with broadcaster who will delegate both and who wants ratings and sound to be sold, combined with efficient operation from office to traffic to studio to liason with sales. Will take full charge of all phases leaving General manager to business and sales management. If your ratings and balance sheets indicate reorganization and revitalization time is here, get me. Any market, any location. Special interest in national program director's chair with solid chain or consultant for clients employment by national station representative. Young, married, a pro. Want permanence as #2 man in your management team. If you can afford to fly me in for a talk in your office, send air mail invitation now. Box H-28, BROADCASTING.

Experienced copywriter/announcer. Deep voice especially suited to commercials, news and better music. Box H-45, BROADCASTING.

Need #1 ratings PD, medium market, seeking another PD position. Box H-58, BROADCASTING.

\$175 will get top-rated N. E. newsman. Only top 50 markets need reply. Five years experience, family, B. A. degree. Box H-77, BROADCASTING.

TELEVISION—Help Wanted

Announcers

Immediate opening for settled, top quality man with 1st class ticket. Leading station in UHF island area, in one of south's fastest growing markets. Box G-270, BROADCASTING.

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.

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)

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.

Openings in Indiana for Broadcast engineers, both radio and TV; also TV announcer-Newscaster and account executive. Write: Box 62, Bloomington, Indiana.

Production—Programming, Others

TV commercial continuity writer in top hundred station located in midwest. Include full details with wage required in original application. Box F-191, BROADCASTING.

Production man needed immediately for large market Midwest station to assist department manager. Knowledge of scenery, props, studio rigging and purchasing. Experience in TV or Theatre production preferred. Resume to, Box G-222, BROADCASTING.

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-138, BROADCASTING.

Producer-director. Top 50 market seeking creative, hard-working dependable man. Must do own switching. Here is your opportunity. Send full details to Box H-24, BROADCASTING.

TELEVISION—Situations Wanted

Management

General manager—sales and promotion manager, 39, AB degree. In radio 17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Professional, thoroughly experienced. Successful producer of ratings, profits and prestige. Weekend interview anywhere. Please write Box H-13, BROADCASTING or telephone 404-355-4501 evenings or Sunday.

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.

TV Station manager—complete resume available upon request, outlining background of 25 year broadcaster seeking change for valid reasons. Would accept management of small or medium market station or assistant in larger market. Age 42, fully experienced in single or group radio/TV operations, finest references. Presently employed, but anxious to place rich experience and ability to work for new employer. Box H-33, BROADCASTING.

Announcers

Number one, quality, radio personality wants to move to television. Current program (2-6 pm) number one for two years in top, major market. Want to learn television. Willing to work. Box G-169, BROADCASTING.

Fully sponsored, top rated, flexible, hard working, educated personality on top of market of half a million wants to do weather, news, sports, interviews, specials, M. C. or commentary in one of the nations top 25 markets. Present earnings exceed \$200 weekly. Box H-44, 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.

Production—Programming, Others

Become No. 1. Heavy remote news, sports events producer-director. Managerial, programming experience. Independent and net. Box G-28, BROADCASTING.

Young ambitious television newscaster with five years radio, television and wire service experience in Chicago desires relocation. Will consider smaller market for the right offer. Producer writer and camera talent for newscasts and several stimulating documentaries. Married, no children. Box G-217, BROADCASTING.

Producer/director: No whiz-kid, no wonder boy genius—but a good record of creative, thorough work and of getting the job done. Looking for a better position, more income as program director, production manager producer/director with station, agency, or independent production unit. Married, 32, AB, MA, 10 years TV. Box G-250, BROADCASTING.

TV production-direction, U. S. and Canadian university trained; 2 years European experience in live, VTR, remote, film, Eurovision; 11 years management in show biz, seek position U. S. A. Box H-2, BROADCASTING.

Newsman—recent Missouri University journalism grad.—writing, editing and on the air experience. Box H-7, BROADCASTING.

Producer-director. Presently employed. Ten years heavy production. Desires creative, challenging position. B. A., Family. Box H-9, BROADCASTING.

Director—major northeast market—seeks opportunity preferably West or Southeast. Box H-46, BROADCASTING.

Responsible, ambitious, producer, director, announcer, desires employment with station or agency where constructive thinking and follow thru are needed. Good idea man and work well with sales. All phases of TV and radio. Box H-54, BROADCASTING.

Television artist experienced in art-work, slides and props, available for creative position. Box H-59, BROADCASTING.

On the air performer specializing in children programs, format creations, set designs, puppets and situations. Box H-60, BROADCASTING.

TV newscaster—weathercaster. Five years experience. Age 29. Completely dependable. Seek move up. VTR and references for consideration. Box H-66, BROADCASTING.

Responsible television newsman-journalist. Experienced, excellent background, employed northeast major. Family, relocate. Box H-69, 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 Ampex VR 1002 Video tape machine. State age and accessories. WPIX, Engineering Dept., 220 E. 42nd St. New York 17, N. Y.

We are a clearing house for all used broadcast equipment. Write us your needs. List your equipment for quick sales with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

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, Wilcox & 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.

FOR SALE—Equipment

Continued

Symmetra-Peak—Perfect. (Kahn Laboratories 3½" rackpanel for modulation symmetry) Offer? Box H-3, BROADCASTING.

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 KBEC, Waxahachie, Texas.

For sale: ATC Cartridge equipment. Two playbacks, one record amplifier. Six months old. New condition. Used in light duty. We're going stereo. New cost \$1535.00. Make offer FOB Jacksonville. Don Ritter WDCJ, Riverport Tower, Jacksonville, Florida. 32211. 305-Raymond 5-2400.

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.

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.

Free! Top star interviews! Record from your telephone! Write for number. Box 85068, Hollywood 27, California.

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 Parkview 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.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 335B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electronic Company, Box 96, Temple, Texas.

Sexy gal, French-man, granny and many others featured on 100 taped one liners. All different. 100 for \$10.00. Cash or C.O.D. only. Box H-15, BROADCASTING.

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.

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INSTRUCTIONS—(Cont'd)

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.

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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.

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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 Aug. 4, 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 8071, New Orleans.

Help Wanted—Announcers

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Production—Programing, Others

TOP NEWSMAN

For adult programmed 24 hour news and music operation in one of country's top ten markets. We're looking for the exceptional man to join our staff who combines ability to prepare and deliver on the air news with the desire of teamwork with other members of our staff. No reader's or DJ's need apply. This is a top job with top pay for a top man to join one of today's great Broadcasting organizations. Send tape and complete resume to:

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**WANTED
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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:

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TELEVISION

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SELL IN THE SUN

Tucson, Arizona, wants a young local TV salesman—Great potential—write KGUN-TV, P. O. Box 5147, Tucson, Arizona.

Production—Programing, Others

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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:

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INSTRUCTIONS

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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.

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Recording studio, 18 years in business, large southern city, fully equipped, opportunity unlimited. Reply:
Box G-313, BROADCASTING

"WORDS OF WISDOM"
QUOTATIONS BY FAMOUS PEOPLE

Taped by professional, 7 to 20 seconds each. Ideal program fillers. Can be sponsored. 100 quotations . . . \$25.00 for 52 weeks exclusive use. Satisfaction guaranteed. Send check to: HAYDEN HUDDLESTON ADVERTISING AGENCY, INC., Shenandoah Building, Roanoke, Virginia.

WANTED TO BUY—Stations

LOOKING

FOR RADIO STATIONS to buy in South-east. 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

NOTICE

Responsible operator seeks radio station in Southwest or Central United States. Principals requested to send full details and comments, to:

Box G-256
BROADCASTING

INTEREST IN CATV SYSTEMS

from qualified buyer. No restrictions on area. Minimum 500 connections. List potential, asking price, etc.

Box H-68, BROADCASTING

FOR SALE

Stations

GROUP SELLING AM DAYTIMER

In single station medium Texas market and class "C" FM in adjacent market. Excellent equipment and fastest growing markets in state. Priced about 1 1/2 times gross plus real estate. \$218,000.00 Some terms.

Box H-79, BROADCASTING.

FM & AM Honolulu—Excellent cash flow. Expanding market.
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FOR SALE

Due to owner's health, radio KMAE, 1600 kc with primary coverage of Dallas-Fort Worth area from McKinney is for sale. It is one of finest equipped and staffed stations of 1 kw daytime anywhere. Only cash will be considered. Inspection invited from responsible individuals. Contact Geo. W. Smith, Jr., LI 2-2459—McKinney, Texas.

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4. PACIFIC NORTHWEST. \$30,000 full price. \$10,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 85

suant to commission's June 17 order in Doc. 15452, to modify CP of KJSK-FM and specify operation on channel 286 (101.1 mc); ERP 100 kw; ant. height 202 feet.

KREL Corona, Calif.—Accepted for filing amended application to increase daytime power from 1 kw to 5 kw and change from DA-N to DA-2, continued operation on 1370 kc, 500 w-N, and assigned amended application new file number BP-16257. Held in abeyance portion of petition by John Brown Schools of California Inc. (KGER). Long Beach, Calif., objecting to grant of KREL application, until latter is considered on merits.

■ Granted renewal of licenses for following: WAVA-AM-FM Arlington, Va.; WBOW Terre Haute, Ind.; WDXR Paducah, Ky., and WFLI Lookout Mountain, Tenn.
WTIC-AM-FM-TV, (ch. 3) Hartford, Conn.—Granted mod. of license to change name to Broadcast-Plaza Inc.

■ Granted renewal of licenses for following: WBIR-TV (main trans. and ant.) Knoxville; WFBM-TV (main trans. and ant., and auxiliary trans. and ant.) Indianapolis WKJG-TV Fort Wayne, Ind.; WKYT-TV Lexington, Ky.; WLBC-TV Muncie, Ind.; WLKY(TV) Louisville, Ky.; WNDU-TV South Bend, Ind.; WSBT-TV (main trans. and ant., and auxiliary ant.), South Bend, Ind.; WSM-TV (main trans. and ant., and auxiliary trans.) Nashville; WTHI-TV Terre Haute, Ind.; WTVG(TV) Chattanooga; WDCN-TV Nashville; WKNO-TV Memphis; WAVE-TV Louisville, Ky.; WPTA(TV) Roanoke, Ind.; WATE-TV (main trans. and ant., and auxiliary trans. and ant.) Knoxville, Tenn.; WDEF-TV (main trans. and ant., and auxiliary trans.) Chattanooga; WFIE-TV Evansville, Ind.; WJHL-TV (main trans. and ant., and auxiliary ant.) Johnson City, Tenn.; WLAC-TV Nashville, Tenn.; WLEX-TV Lexington, Ky.; WLWI-TV Indianapolis; WPSD-TV Paducah, Ky.; WREC-TV Memphis; WSIX-TV (main trans. and ant., and auxiliary ant.) Nashville; WSJV(TV) (main trans. and ant., and auxiliary trans. and ant.) Elkhart, Ind.; WTTV(TV) Bloomington, Ind.; WFPK-TV Louisville, Ky.; WDXI-TV Jackson, Tenn.; WANE-TV Fort Wayne, Ind.; WISH-TV (main trans. and auxiliary ant.) Indianapolis and WTVK(TV) Knoxville, Tenn.

■ Granted renewal of licenses for following translators: K06AJ, K07AS, K11FD, Cliff-Gila T. V. Club, CHF-Gila, N. M.; K11AL, K09AI, Las Vegas TV Translator Association, Las Vegas, N. M.; K02DH, K06AW, K07FH, Mimbres TV Association, San Lorenzo and Mimbres Valley area, N. M.; K06CN, K07EB, Pinos Altos TV Association, Silver City and surrounding area, N. M.; K07CW, K11FT, Rodeo Television Association, Rodeo, N. M.; K73AL, Board of Education Truth or Consequences Municipal Schools District #6, Truth or Consequences, N. M.; K70AE, K76BE, K80AC, city of Truth or Consequences, Truth or Consequences, N. M.; K74AZ, Gallup McKinley County Schools, Gallup, N. M.; K7OCT, K75AC, K77BH, K80BH, K73BE, K83AT, San Juan Non-Profit T. V. Association, Farmington, Farmington-Bloomfield Highway and Huerfano Bloomfield Highway area, N. M.; K7OAZ, K83AG, Gallup, N. M.; K78AV, Gallup, N. M., and K11DU, Pinos Altos TV Association, Silver City, N. M.

K08BS Canon City, Colo.—Granted assignment of license of VHF-TV translator to Garvey Communications System Inc. No monetary consideration. Assignee is also licensee of KFMH(FM) Colorado Springs, and KCHF Pueblo, both Colorado.

San Bernardino County Superintendent of Schools Running Springs, Redlands, all California.—Granted CP's for two new UHF-TV Translators on channels 70 and 75, to rebroadcast programs of KVCR-TV (ch. 24) San Bernardino.

KCLN Clinton, Iowa—Granted license covering installation of new trans.

WMVS(TV) (ch. 10,) Milwaukee—Granted license covering changes for non-commercial educational television; ant. height 750 feet.

W09AG Franklin, N. C.—Granted mod. of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 29

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS
						for new stations
AM	3,919		78		79	335
FM	1,146		46		205	267
TV	523 ¹		60		86	159

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 29

	VHF	UHF	TV
Commercial	512 ²	156	668
Noncommercial	57	50	107

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,895	1,136	520 ¹
CP's on air (new stations)	77	36	63
CP's not on air (new stations)	79	188	80
Total authorized stations	4,051	1,360	663
Applications for new stations (not in hearing)	202	216	71
Applications for new stations (in hearing)	88	37	66
Total applications for new stations	290	253	137
Applications for major changes (not in hearing)	193	52	41
Applications for major changes (in hearing)	41	4	11
Total applications for major changes	234	56	52
Licenses deleted	0	1	0
CP's deleted	0	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

CP to change frequency to channel 9 for VHF-TV translator.

Actions of July 22

■ Granted renewal of licenses for following: WDOC-AM-FM Prestonsburg, Ky.; WKKS Vanceburg, Ky.; WKLO Louisville, Ky.; WCNB-FM Connersville, Ind.; WNAS (FM) New Albany, Ind.; WMQM Memphis; WPGW Portland, Ind.; WVSH(FM) Huntington, Ind.; WPAD-AM-FM Paducah, Ky.; WKLX Paris, Ky.; WBIW Bedford, Ind.; WCNB Connersville, Ind.; WIRJ Humboldt, Tenn.; WTCR Ashland, Ky.; WVTS(FM) Terre Haute, Ind.; WIRV Irvine, Ky.; WMOC Chattanooga; WJSO Jonesboro, Tenn.; WNKY Neon, Ky.; WPHC Waverly, Tenn.; WAGG Franklin, Tenn.; KWAM Memphis; WEMB Erwin, Tenn.; WDIA Memphis; WCSI-AM-FM Columbus, Ind. and WLOK Memphis.

WGCH Greenwich, Conn.—Granted mod. of CP to change ant.-trans. site, specify main studio location and remote control point, change type trans., and makes changes in ant. system (decrease height); remote control permitted; conditions.

Columbia Broadcasting System Inc. Los Angeles—Granted CP and license to add new trans. for low power auxiliary; conditions.

KSLN-TV channel 34, Salina, Kan.—Granted CP to change ERP to 0.661 kw vis., and 0.087 kw aur.; redescribe trans. location, change studio location and ant. height to 150 feet, and make changes in ant. system; remote control permitted; conditions.

Spartan Radiocasting Co. Montreal, Black Mountain, Ridgecrest and Swannanoa, all North Carolina—Granted CP for new VHF-TV translator on channel 10, to rebroadcast programs of WSPA-TV (ch. 7) Spartanburg, S. C.

Actions of July 21

Redmond JC-TV, Inc. Redmond, Prineville and Madras, Ore.—Granted CP for new UHF-TV Translator on channel 81, to rebroadcast programs of KEZI-TV (ch. 9) Eugene, Ore.

Redmond JC-TV Inc. Terrebonne, Ore.—Granted CP for new VHF-TV Translator on channel 4, to rebroadcast programs of KEZI-TV (ch. 9) Eugene, Ore.

92 (FOR THE RECORD)

Revocations

■ By decision, commission adopted, with modifications, Sept. 17, 1963 initial decision and revoked license and SCA of Carol Music Inc., for WCLM(FM) Chicago, and ordered Carol Music to cease operation by Sept. 26, 1964, provided that in event petition for reconsideration or appeal from decision is timely filed, Carol Music shall wind up affairs and cease operation and authorizations shall terminate in 60 days after denial of petition for reconsideration and/or judicial affirmation of commission's decision. Action July 24.

Fines

■ Commission notified Cheyenne Broadcasting Inc., it has incurred apparent liability of \$1,000 for repeated and willful violation of Sec. 310(b) of Communications Act and Sec. 1.540 and 1.613 of commission's rules by KVVO-AM-FM, Cheyenne, Wyo., executing unauthorized transfer of control without applying for or obtaining commission consent, and failing to notify commission of numerous transactions relating to ownership or control. Licensee has 30 days to contest or pay forfeiture. Action July 22.

■ Commission notified Dubuque Broadcasting Co. it has incurred an apparent liability of \$2,000 for willful or repeated violations of Sec. 73.93 of rules by failing to have licensed operator on duty and in charge of WDBQ Dubuque, Iowa, and operating after sunset with daytime power in violation of license. This is first assessment for operation without licensed operator of any kind on duty. Licensee has 30 days to contest or pay forfeiture. Action July 22.

■ Commission notified Forrest G. Conley he has incurred apparent liability of \$1,000 for willful or repeated violations of Sec. 73.93(c) of rules for failure to employ first-class operator on full-time basis at KTOW Sand Springs, Okla., or not having written contract with part-time first-class operator. Licensee has 30 days to contest or pay forfeiture. Commissioner Hyde abstained from voting. Action July 22.

Rulemakings

PETITIONS FOR RULEMAKINGS FILED

■ Topeka, Kan.—Rea Bowman. Requests

amendment of rules to assign channel 244A to Larned, Kan. Received July 16.

■ WMFD Wilmington, N. C.—Dunlea Broadcasting Industries Inc. Requests amendment of rules to assign channel 265A to Wilmington. Received July 21.

Processing line

Notice is hereby given, pursuant to Sec. 1.571(c) of commission rules, that on Sept. 1, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.227(b)(1) and Sec. 1.591(c) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Aug. 31, which involves conflict necessitating hearing with application on list, must comply with provisions of Sec. 73.24(b) and 73.37 of commission rules as adopted July 1, to govern acceptance of standard broadcast applications and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Aug. 31 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

■ KSKI Hailey, Idaho—Radio Sun Valley Inc., from 1340 kc, 250 w, 1 kw-LS, SH (Sun Valley, Idaho) to 1340 kc, 250 w, 1 kw-LS, SH (Hailey, Idaho).

■ KZZN Littlefield, Tex.—Gerald H. Sanders, from 1490 kc, 250 w, unl. to 1490 kc, 250 w, 1 kw-LS, unl.

■ Manistee, Mich.—Manistee Broadcasting Co., 1490 kc, 250 w, 1 kw-LS, unl.

■ KJDY John Day, Ore.—John Day Valley Broadcasters, from 1400 kc, 250 w, unl. to 1400 kc, 250 w, 1 kw-LS, unl.

■ WMEG Eau Gallie, Fla.—Mel-Eau Broadcasting Corp., from 920 kc, 1 kw, D. to 920 kc, 1 kw, DA-N, unl.

■ KYNT Yankton, S. D.—Leon T. Scoblic & Lloyd G. Reedstrom, from 1450 kc, 250 w, unl. to 1450 kc, 250 w, 1 kw-LS, unl.

■ WAZF Yazoo City, Miss.—WAZF Inc., from 1230 kc, 250 w, unl. to 1230 kc, 250 w, 1 kw-LS, unl.

■ KCMS Manitou Springs, Colo.—Garden of Gods Broadcasting Co., from 1490 kc, 100 w, unl. to 1490 kc, 250 w, 500 w-LS, unl.

■ KGLN Glenwood Springs, Colo.—KGLN Inc., from 980 kc, 1 kw, D. to 980 kc, 1 kw, D.

■ WWBD Bamberg-Denmark, S. C.—William V. Whetstone Jr., from 790 kc, 1 kw, D. (Bamberg, S. C.) to 790 kc, 1 kw, D. (Bamberg-Denmark, S. C.).

■ KLMO Longmont, Colo.—Radio Longmont Inc., from 1050 kc, 250 w, D., to 1060 kc, 10 kw, D.

■ Ord., Neb.—Loup Valley Broadcasting Inc., 1060 kc, 1 kw, D.

■ KOSI Aurora, Colo.—Armstrong Broadcasting Corp., from 1430 kc, 500 w, 5 kw-LS, DA-N, unl. to 1430 kc, 5 kw, DA-N, unl.

■ WJRZ Newark, N. J.—Bergin Broadcasting Corp., from 970 kc, 1 kw, 5 kw-LS, DA-N, unl. to 970 kc, 5 kw, DA-N, unl.

■ Murfreesboro, N. C.—Murfreesboro Broadcasting Corp. 1080 kc, 500 w, D.

■ Yoakum, Tex.—H. H. Huntley, 1130 kc, 5 kw, DA-D.

■ KREL Corona, Calif.—Major Market Stations Inc., from 1370 kc, 500 w, 1 kw-LS, DA-N, unl. to 1370 kc, 500 w, 5 kw-LS, DA-2, unl.

■ KIMN Denver—KIMN Broadcasting Inc., from 950 kc, 5 kw, DA-N, unl. to 950 kc, 5 kw, DA-1, unl.

■ WMBG Richmond, Va.—Havens & Martin Inc., from 1380 kc, 5 kw, DA-N, unl. to change in DA and site.

■ WERX Wyoming, Mich.—1500 kc, 500 w, DA-D, to 1500 kc, 500 w, 250 w-CH, D.

■ KDOK Tyler, Tex.—KDOK Broadcasting Co., from 1330 kc, 1 kw, D. to 1490 kc, 250 w, unl., class IV.

APPLICATION DELETED

■ KBUC Corona, Calif.—Radion Broadcasting Inc., from 1370 kc, 500 w, 1 kw-LS, DA-N, unl. to 1370 kc, 500 w, 5 kw-LS, DA-2, unl.

BROADCASTING, August 3, 1964

Dave Lundy didn't have to pound pavements and ring doorbells to land his first job in broadcasting back in 1937. He found it virtually at his doorstep.

He was working at the Hotel Sacramento in California's capital when KROY went on the air and opened its studio in the hotel. Mr. Lundy became acquainted with the manager, who offered him a job on the station's sales staff.

"I had always been interested in music and amateur theatricals," Mr. Lundy recalls, "and I thought radio offered the opportunity for an interesting and rewarding career. I've been in radio and television ever since."

In the intervening years, Mr. Lundy has pounded plenty of pavements and has rung many doorbells to obtain business for the various broadcasting enterprises with which he has been associated. He spent 25 years in California in several top-echelon sales posts but pulled stakes and moved to New York in 1962 when he was named executive vice president of Blair Television Associates. Under the John Blair & Co. unification reorganization last year, Mr. Lundy was elected president of Blair Television.

Not from Mold ■ Mr. Lundy, a tall, solidly built man, does not fit into the mold of the aggressive, fast-talking salesman. He has a friendly, down-to-earth manner which can be persuasive and believable.

He joined Blair in 1958 after more than 20 years of experience with stations in sales and managerial capacities. Out of this extensive, local background comes a strong conviction that a representative must serve its stations on several levels.

"It isn't enough for a rep firm to make presentations and sales on behalf of its stations," Mr. Lundy maintains. "In this highly competitive business, we must see to it that stations and agencies are provided with the best of research, promotion and sales services."

Blair is generally acknowledged to be the largest of the national representative firms in the broadcast field, with offices in 10 major cities: New York, Chicago, Boston, Detroit, Philadelphia, St. Louis, Dallas, Los Angeles, San Francisco and Atlanta. It is Blair's intention to remain in the number one position, according to Mr. Lundy, who adds:

"Our business credo is to get the best people and give the best service to stations and to agencies. We think this is a combination that can't be beat."

For the immediate future, Blair is planning an expansion in its research facilities, Mr. Lundy noted, under the direction of Mel Goldberg, who left his post of research vice president of the National Association of Broadcasters and is scheduled to join the Blair or-

Only the best is keystone of business credo

ganization this week.

Mr. Lundy is particularly proud of a sales device Blair has been using for a comparatively short time. It is an estimated report of the way funds are spent for a national spot TV campaign in a particular market, providing the amounts spent on the Blair-represented stations and on the opposition outlets.

"This report helps us keep a thumb on the economic pulse of the community," Mr. Lundy pointed out.

Pleased with TMP ■ Mr. Lundy regards Blair as being in the forefront of several services for stations and advertisers and is especially pleased with its Test Market Plan. Under TMP, an advertiser selects a Blair market to test a new product or a commercial for an old product. The client pays for the time only, while Blair implements a 300-person questionnaire survey before and after the testing.

WEEK'S PROFILE



David Elwyn Lundy—Pres., Blair Television, New York; b. San Jose, Calif., Aug. 19, 1908; San Jose State College; hotel business in Sacramento, 1933-37; salesman, KROY Sacramento, 1937-40, sales mgr., 1940-43; sales mgr., KYA San Francisco, KLAC Los Angeles, 1943-47; gen. sales mgr., KLAC-AM-TV and KYA, 1948-52; sales mgr., KGO San Francisco, 1952-58; mgr., Blair Television, Los Angeles, 1958-62; executive VP, Blair Television Associates, New York, 1962-63; pres., Blair Television, 1963; m. Mary Blair; child—Mrs. Blair Lundy Ferbush.

"TMP is particularly timely today with major accounts continually introducing new brands," Mr. Lundy observed. "We feel that spot TV is ideally fitted to new product introduction and TMP gives the client the opportunity to measure product acceptance and commercial effectiveness before a product is launched nationally."

More than 150 national advertisers have used TMP over the past four-and-a-half years, Mr. Lundy reported.

Another pioneering effort by Blair, according to Mr. Lundy, is the company's special projects division which works with stations in developing local programs that will attract sponsorship by regional and national spot TV advertisers. Stations are encouraged to create series of special programs of community interest, accenting entertainment values. Specials are often built around outstanding community and sports events, Mr. Lundy pointed out.

"We have had our special projects division operating for two years," he remarked. "We feel we have done very well with it thus far, and we think that this area is bound to grow in the future. We find these programs build strong identification for sponsors."

Along with other station representatives, Blair is attempting to cope with the ticklish issue of "piggybacks." He noted that Blair has spent a considerable amount of time with the American Association of Advertising Agencies and the NAB working toward the creation of a recommended policy for all Blair-represented stations.

Travel Advocate ■ Mr. Lundy's main interests appear to be his job and his family. He said he has "tried to play golf," but has given up the sport. He enjoys reading—both fiction and non-fiction—but his favorite pastime is traveling, and this hobby is tied to both his job and his family.

On weekends, Mr. Lundy and his wife, the former Mary Blair of Sacramento (no relation to John Blair), hop into an auto and visit various parts of the East Coast. They try to visit a different area each week.

"We enjoy traveling, and as a Westerner, I feel that I should get to know the part of the country in which I'm working and living," Mr. Lundy explained. "I find these weekend trips are helpful for business too, giving me an idea of the economy of particular markets. I've been as far north as Maine and as far south as Florida but I've plenty of places in between to see and visit."

His frequent long-distance travels take him to Alameda, Calif., to visit his daughter, Mrs. Blair Lundy Ferbush, and his grandchildren.

"And one of these days," he said with a smile, "I'm going to take a long trip the other way—to Europe."

The political load

IN three weeks the big scene shifts to Atlantic City and the Democratic convention. It should be a better disciplined proceeding than the San Francisco convention last month that nominated the Goldwater-Miller ticket.

The nomination of Lyndon B. Johnson as the Democratic standard bearer is assured. President Johnson has clearly defined his platform in the events that have transpired since he assumed the presidency last November. The single item of suspense is the selection of his running mate.

Second in importance to the vice presidential selection—strange as it may sound—will be the behavior and performance of the news media—mainly the networks. The Goldwater organization made this an issue in its condemnation of certain newspapers, networks and commentators. The criticism was not in the coverage of the convention but in the events leading up to the nomination. Goldwater supporters were critical of commentators and columnists for purported distortions and their implied, if not outright, support of the more liberal elements among the Republicans.

This is a curious departure from the other presidential campaigns going back to the first Franklin D. Roosevelt venture in 1932, which, incidentally, was the first to be waged full tilt by radio. FDR contended that 80 to 85% of the newspaper circulation in the country was Republican, and that radio had to be relied upon to overtake the “innuendoes and half-truths” of the newspapers.

In each presidential race since that time the Democrats have bewailed their underdog status where newspaper opinion was concerned. Four years ago it was television and the Great Debates that delivered the election to John F. Kennedy over preponderant newspaper opposition.

Why the turnout? One reason could be that the contest is no longer between pure Republicans and pure Democrats. It is now between Goldwater conservatives and Johnson liberals.

Broadcasters are on the spot to an even greater degree than newspapers. Like it or not, broadcasters are licensed. Moreover, every radio or television newsmen who goes on the air carries his by-line. Newspaper editorials generally do not.

Broadcasters have never been in precisely the same position—or predicament—before. Senator Goldwater is no longer an aspirant for the nomination of his party. He is the nominee. President Johnson, following the Atlantic City convention, will be both the chief executive and his party's nominee.

It is going to be a tough and probably bitter campaign. Each party will buy television and radio time as never before. The networks, at the national level, and the stations, at the state and local levels, must exercise scrupulous care in maintaining balance. And newsmen and commentators must be the quintessence of objectivity in their reporting.

Time to get some facts

TO the intense distress of their chairman, a majority of FCC commissioners have called a halt to the wholesale prosecution of stations for “overcommercialization.”

Twice within a month the majority, rallying behind its newest member, Lee Loevinger, has rejected staff recommendations for action against stations that the staff had decided were carrying excessive loads of advertising. In effect the majority has frustrated Chairman E. William Henry's announced campaign to establish commercial standards through case-by-case rulings. But the majority will have to remain alert. We have no doubt that Mr. Henry and the ingenious staff will continue

to contrive ways to regulate the quantity of advertising on radio and television.

The silly part of the whole business is, of course, that overcommercialization cannot be defined in terms that are equally applicable to all stations or to all members of the radio and television audience. Nobody has made any serious attempt to measure the limits of the public's tolerance of advertising quantity. What Mr. Henry may think is overcommercialization may pass unnoticed among many persons of different tastes.

It is altogether possible that the placement and the content of commercials may cause more irritation than the number of commercials causes. If that is true, and there is insufficient research to confirm or dispute it, any effort to establish limits on the sheer number of commercials would seem to promise therapy of little value.

Yet Mr. Henry and his like-minded associates persist in pursuing the illusion that a public service would be performed by the adoption of arbitrary limits on the number of commercials. Regrettably the illusion is perpetuated by broadcasters themselves.

With no research whatsoever to guide them broadcasters have written into their radio and television codes precise regulation of the length and quantity of advertising. That they may have some doubts themselves about the sanctity of the code limitations is occasionally indicated as, for example, in the current political season when the code authority has ruled it is permissible to add, above the normal commercial load, as many political advertisements as broadcasters can sell. Still, the broadcasters publicly embrace their codes as though they were divine in origin and wisdom.

As long as the broadcasters continue to include commercial limitations in their codes, they are only helping Mr. Henry's cause. They are in effect arguing, as he does, that standards applicable to all stations and all listeners and viewers can be written. They are in a poor position to resist with logic any government attempt to invoke standards of its own.

Collectively the broadcasters are making enough money to afford the kind of research that is needed to discover how the public really reacts to various numbers of commercials of various content in various placements. They ought to invest in that kind of research not only to improve their own performance but also to give themselves facts with which to counter the fancies of Mr. Henry and others like him.



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