

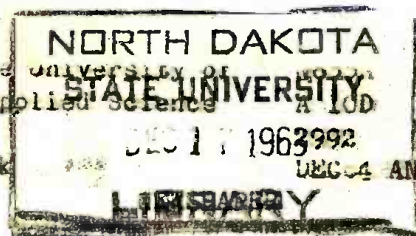
50 Cents



**BRC**

**THE BUSIN**

NO DAK STATE UNIVERSITY OF  
Agric & Applied Science  
Library  
Fargo No Dak



**NG**

**ID RADIO**

DECEMBER 16, 1963

December spot TV sales moving at brisker  
pace than last year ..... 27

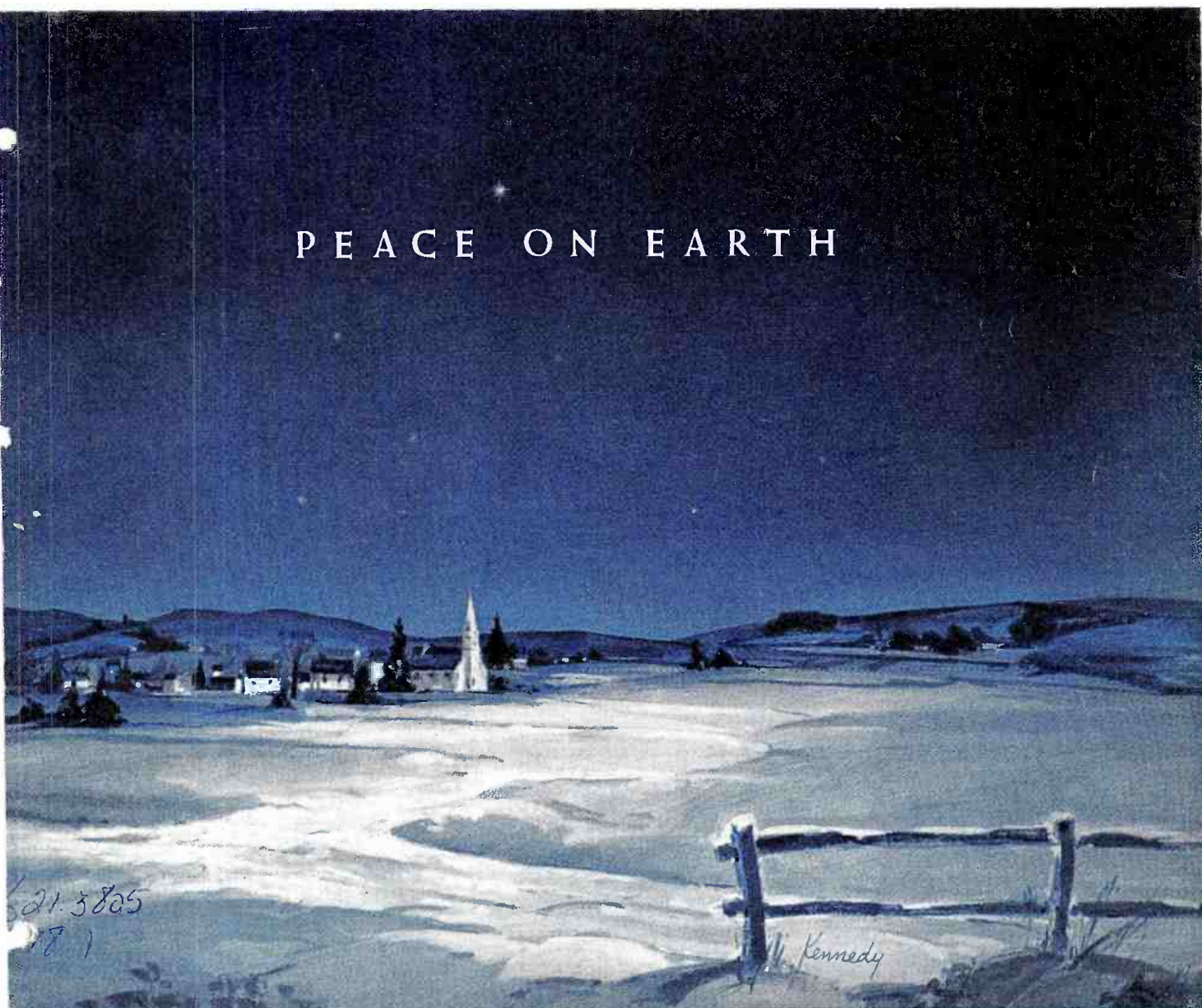
FCC looking for face-saving plan in wake  
of commercial time hearing ..... 38

Radio-TV homes: county-by-county break-  
down released by Nielsen ..... 94

NAB boards plan special meeting on status  
of LeRoy Collins ..... 68

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## PEACE ON EARTH



EDWARD PETRY & CO., INC.

# THE BIG RADIO BUY IN THE U. S. A.



**BIG AGGIE  
LAND**

Since 1922 the powerful voice of WNAX-570 has held the attention of folks throughout five-state Big Aggie Land. Personalities, News and Programming have made WNAX a great station . . . the tremendous area covered by this unique station makes it a great buy.

How great? Well, almost 4 million people live within the 0.5 milivolt line. Big Aggie Land residents last year had a total spendable income of over 7 billion dollars.

Last year, too, retail sales exceeded 5 billion dollars. In all, there are 1,216,400 households in vast and prosperous Big Aggie Land. Naturally all of them are not WNAX fans. But we have our share! That's the tremendous share you get when you buy WNAX-570.

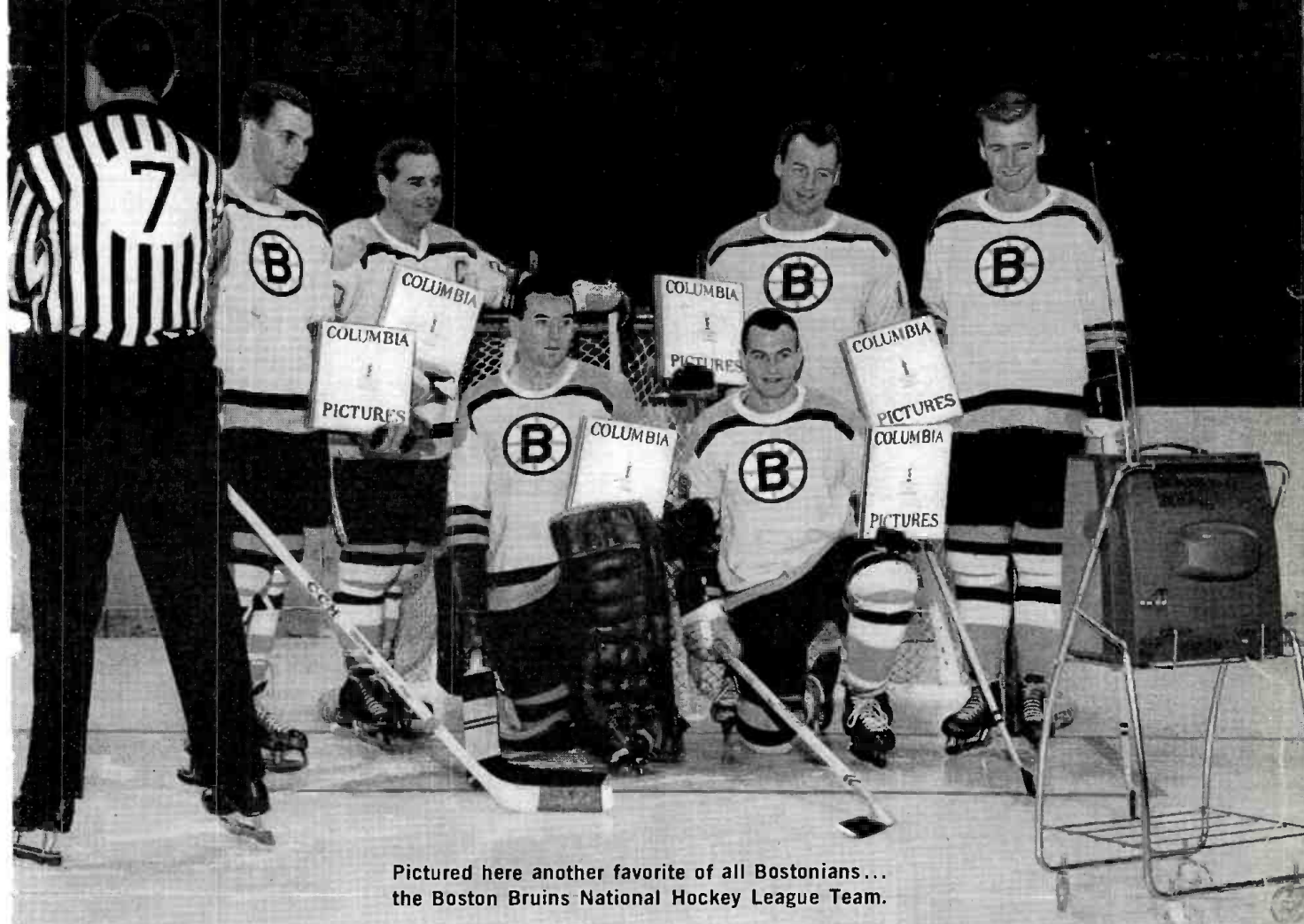
IT'S A FACT . . . YOU SELL FARM RICH BIG AGGIE LAND ON WNAX-570 . . . SEE YOUR KATZ MAN.

**Season's Greetings**

**WNAX-570 CBS RADIO**  
**PROGRAMMING FOR ADULTS OF ALL AGES**  
 PEOPLES BROADCASTING CORPORATION  
 Sioux City, Iowa, Sioux Falls and Yankton, South Dakota  
 Represented by Katz

**PEOPLES BROADCASTING CORPORATION**  
 WNAX, Yankton, S. Dak.  
 KTV, Sioux City, Iowa  
 WGAR, Cleveland, Ohio  
 WRFD, Columbus, Worthington, Ohio

**In Boston  
almost everybody  
watches the  
COLUMBIA  
features  
on WBZ-TV**



Pictured here another favorite of all Bostonians...  
the Boston Bruins National Hockey League Team.

The COLUMBIA features can be currently seen in more than 150 markets

Distributed exclusively by  
**SCREEN  GEMS**

# WGAL-TV

## 8 steps to up your sales on 8 CHANNEL 8

**AUDIENCE**  
Potential customers for your product delivered on a mass basis.\*

**COVERAGE**  
Great, central-Pennsylvania market, known for continued economic stability.

**LOW COST PER DOLLAR**  
More families consistently reached than by all other stations located in the WGAL-TV area combined.\*

**RESULTS** Advertisers achieve sales results as proven by continuing renewal of contracts.

**COLOR** Only area station equipped to originate color. As NBC affiliate, it telecasts more color to an ever-growing audience.

**MODERN FACILITIES** Latest, diversified facilities for future growth and expansion. Spacious studios, latest equipment, including two color tape recorders, color cameras, stand-by transmission units.

**VIEWER LOYALTY**  
Programming developed to meet the needs of its communities results in viewer loyalty to Channel 8.

**PIONEER VHF STATION** Established 1949, one of the first, WGAL-TV pioneers with new and better services.

\*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

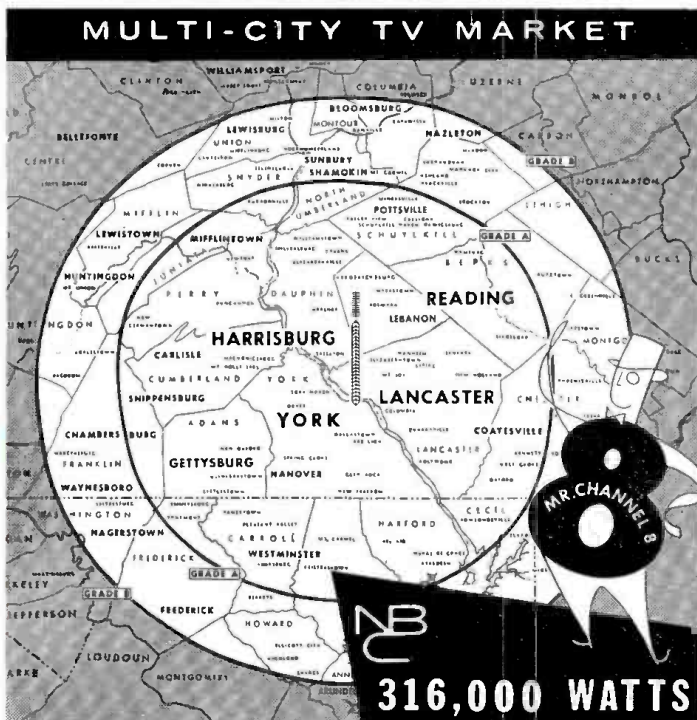
# WGAL-TV

## Channel 8

### Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



## Henry slows pace

As far as FCC Chairman E. William Henry is concerned commission won't start new projects in any broadcast area until existing backlog is cleared. And indications are that commission will be more deliberate in its actions, chastened not only by attitude of Congress as demonstrated by House Commerce Committee action last week to block rule limiting commercials but also by President Johnson's call for more cooperation rather than more controls by regulatory agencies (BROADCASTING, Dec. 9).

## Little debate

As speculation mounts on whether President Johnson will choose to face his Republican opponent in televised joint appearances next fall, one source close to Democratic National Committee said last week decision has not yet been made. President has given committee no indication whatsoever on his plans for 1964, source says, and definitely has not stated what he'll do about TV meetings with opponent.

*Both parties are wondering what provision networks may make for free time if they can't get both presidential candidates on joint appearances. Parties figure greatly increased costs without generous offer from networks, but networks face awkward problems without suspension of Section 315 (see page 54)—question President could resolve with one phone call to Representative Oren Harris (D-Ark.).*

## Don't write; phone

Clipped by FCC because of indiscriminate letter-writing on station license renewals, FCC staff lawyers now are calling Washington attorneys about purported inadequacies, particularly in relation to programming in prime time, of client stations under scrutiny. Check of Washington attorneys revealed several had noted increases in recent weeks in prime time programing calls, but some said there appeared to be easing off. One prominent attorney, however, charged such calls on renewals constitute circumvention of FCC's instructions.

## Aftermath

"More than a dozen" members of Greater Columbia (S. C.) Chamber of Commerce have resigned in protest over civil rights speech delivered by LeRoy Collins, president of National Association of Broadcasters, two weeks ago at chamber's annual dinner meeting (BROADCASTING, Dec. 9; also see page 68). Chamber official said "reaction generally has been very bitter" and "we regret his choice of subjects." Official said, however,

# CLOSED CIRCUIT\*

there was no advance discussions with governor on subject of his talk, and chamber did not know what it would be until three hours before delivery.

## Meagher leaving

John Meagher, vice president for radio of National Association of Broadcasters, has submitted resignation to take effect no later than next Feb. 1. Mr. Meagher has been NAB radio vice president for more than 9 years and before that was general manager of KYSM Mankato, Minn. He hasn't announced future plans.

## Foul-up on fairness

After months of trying, FCC is still unable to agree on letter to CBS-TV on fairness doctrine question that was raised by dramatic show. Commission last summer received complaint from National Council of Claimants Counsel about *Armstrong Circle Theater* episode, "Smash-up," which dealt with fraudulent auto injury suits. NCCC said episode would tend to prejudice juries against claimants. CBS-TV, in commenting, said that because program was drama, fairness doctrine does not apply (BROADCASTING, Sept. 16). Proposed reply was on commission agenda last week, but no agreement could be reached.

*Particular episode poses no problem; commission doesn't suspect insurance companies were in collusion with CBS in production of program, and majority of commissioners, reportedly also are in agreement in rejecting CBS view that fairness doctrine can never apply to dramatic shows, except in extreme cases. But task of reducing this area of agreement to written word is so far defying agency.*

## Cross ownerships

Web of mutual fund investments in publicly held broadcast properties is beginning to be unwound by Metro-media (which was singled out under multiple ownership rules in recent transfer case [BROADCASTING, Dec. 2]). MM investigators have found one fund with more than 1% interests in two national AM-TV networks and one major group owner, and second fund that has in excess of 1% interest in seven groups totaling 34 TV's, 31 AM's and 25 FM's.

## Cinch case

Broadcaster accused of falsifying program logs is in danger of losing two AM stations, both located in South. Hearing examiner, in what some officials consider one of most

"open-and-shut cases ever to come before commission," has recommended non-renewal of one license, revocation of other. Commission reportedly directed staff to prepare order going along with this recommendation. Staff's draft is now before commission, awaiting final action.

## Social note

Washington's Broadcasters Club will start New Year with legislative bang. On Jan. 14 organization is tentatively set to be host for reception for Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), respective chairmen of Senate Commerce Committee and its Communications Subcommittee. On Jan. 22 club hopes to entertain House opposite numbers: Chairman Oren Harris (D-Ark.) of Commerce Committee and Representative Walter Rogers (D-Tex.) of Communications Subcommittee.

## Reason for waiting

Among reasons Senator Spessard Holland (D-Fla.) hasn't announced intentions to run again (and he's expected to) is requirement under Florida law that he must begin to keep accounting of campaign funds as soon as he announces. So, longer Florida candidate for federal office puts off announcement, more time he has before he must begin bookkeeping chores. Candidates in Florida must file by March 3 (see story page 68).

## Catching up

FCC campaign to reduce backlogs is having effect on number of pending transfer cases. Staff, acting on wider authority given it by commission early in November (BROADCASTING, Nov. 11), managed to process 90 applications that month. Effect on backlog: reduced by 40 cases. Staff also reports it is getting "current," that is, starting processing of applications soon after they are filed. Until recently, months often elapsed. Officials' goal is to dispose of five applications each day, 100 per month.

## Music merger

In negotiation is purchase of World Broadcasting System of Philadelphia, which produces wide range of music services for broadcast stations, by Commercial Recording Corp. of Dallas, also in music production. If deal goes through, both companies are likely to be merged into single entity that would be one of majors in field. John Coyle, principal in Commercial Recording and KVII Dallas, is masterminding deal.

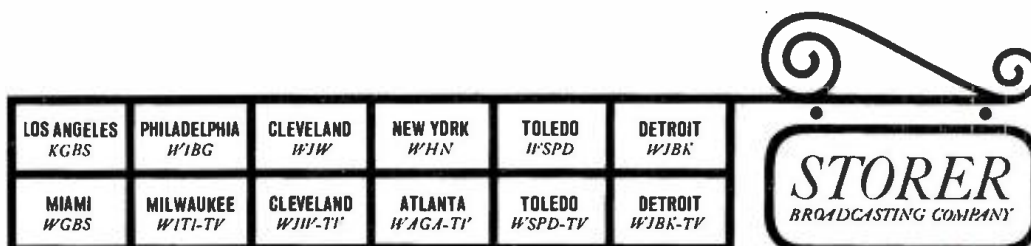
# Thank You

*To our viewers . . . . . whose expressions of appreciation for our weekend of service during the days of sadness and history are highly valued by the hundreds of employees who performed so unstintingly.*

*To our employees . . . who worked night and day without a moment's thought about personal comfort or compensation to see to it that the viewers were continuously served.*

*To our networks . . . . whose incredible resourcefulness, effort, experience and good taste supplied coverage no single station or group of stations ever could have accomplished alone.*

*To our advertisers . . . who not only permitted, but urged, that we pay no heed to their commercial commitments, but serve the public first. Our particular thanks to those who have been generous and understanding in their approval of make-goods to help allay the tremendous financial loss incurred, and our understanding of those whose particular problems did not so permit.*



# WEEK IN BRIEF

Television spot buying in December moving better than year ago, BROADCASTING survey shows. Estimate that 70% of pre-emptions for Kennedy coverage will be recouped through make-goods. See . . .

## SPOT TV PACE BRISKER . . . 27

Top TV advertiser P&G flings gauntlet down to broadcasters; won't pay for spots placed in triple-spotting positions Compton advises reps make-goods or credits will be sought. See . . .

## WON'T PAY WHEN TRIPLED . . . 28

Spot TV billings in third quarter up 23% to over \$185 million. TvB report indicates first nine months has reached \$628 million which is \$24 million above last year's period. See . . .

## THIRD QUARTER SPOT TV UP . . . 30

Advertisers want more creativity from their advertising agencies, NL&B survey finds. TV's effectiveness is praised, but agencies aren't expected to handle broadcast programming anymore. See . . .

## MORE CREATIVITY WANTED . . . 34

FCC sits to hear arguments on proposal to limit commercial time, but hears virtually nothing but opposition. Instructs staff to drop idea, but continue case-by-case consideration. See . . .

## UNHORSED IN CRUSADE . . . 38

Collins's future may be on the line next month. Special meeting of NAB executive committee called by Quarton to consider recent speeches, also reports that NAB president desires to return to political arena. See . . .

## WHAT TO DO ABOUT COLLINS . . . 68

This may be TWTW for program forms. Commission expected to issue revised section for oral comments by industry at Feb. 13 hearing. Provision for listing of commercial time retained. See . . .

## JUST AROUND THE CORNER . . . 60

Does President Johnson have to be "like Caesar's wife?" Family ownership of TV-radio in Texas is questioned by Iowa congressman; "expose" written by Cowles reporter. See . . .

## JOHNSON OWNERSHIP QUESTIONED . . . 78

Commission issues proposals for CATV regulation via microwave licensing powers. Changes delay time from 30 to 15 days, but would still require local station to be carried on cable if requested. See . . .

## EASES UP ON CATV . . . 71

Television homes in continental U. S. are up by almost 1.5 million over last year; radio by over 750,000. Nielsen issues county-by-county estimates of television and radio homes. See . . .

## RADIO IN 94; TV IN 92% OF HOMES . . . 94

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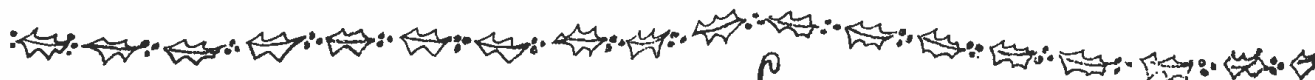


### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO  
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## cast system

In a warm flush of seasonal joie de vivre, the management of WMAL-TV gave a Christmas party. Five bonhomous staff members—Neal Edwards, Herb Victor, Bob Whiteley, Bob Livingston and Fred Houwink—elected to do their bit by giving a Christmas Masque. Since press of work prevented rehearsal, they confronted each other for the first time, masked and in full costume. Grandfather Frost entered, followed by someone who announced he was a partridge in a pear tree. Next came Scrooge, then Melchior, one of the Wise Men resplendent in his regal robes, and, lastly, Amahl, crutch in one hand, Martini in the other, demanding to know when night visiting hours started.

While each actor knew who he was (which was more than could be said for the audience), he wrongly assigned each of the four remaining roles to one of the others. No two actors attributed the same role to any other.

Livingston, for instance, thought Edwards was Melchior; Whiteley thought Houwink was Grandfather Frost and Livingston was Scrooge. Edwards identified Whiteley as Scrooge, while Victor thought Edwards was the partridge in the pear tree and Whiteley was Melchior.

Unmask these masked marvels. Tell us who each was and who Neal Edwards thought Fred Houwink was playing. We'll make it worth your while.

*The season quite o'ercomes us, too—we'll skip the commercial. If you haven't bought WMAL-TV for your clients, we're too late to help you with this year's bonus anyway. Try us again next year. Check Harrington, Righter & Parsons, Inc. for availabilities.*

*Puzzle adaptation courtesy Dover Publishing Co. New York, N. Y. 10014. Address answers to: Puzzle #94, WMAL-TV, Washington, D. C. 20008.*

# wmal-tv

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

## **Collins defends his speech to churchmen** **SAYS IT'S HIS DUTY TO EXPOSE BROADCASTING'S EVILS**

Broadcasting's faults should be "specifically identified" and "not vaguely treated," LeRoy Collins, president of National Association of Broadcasters, has written NAB board in defense of his speech two weeks ago before National Council of Churches.

Governor Collins position was given in reply to letter from Willard Schroeder, wood Grand Rapids, Mich., criticizing governor's comments on cigarette advertising before council (see page 68). Mr. Schroeder also asked NAB president why he did not devote more of his speech to controversial NCC pronouncement on TV programing.

"I think it is no less my job as president of the NAB to encourage the best and discourage the worst in broadcasting," Governor Collins told Mr. Schroeder in a letter also sent to all board members. "This means I must acknowledge that there are areas which should be improved and these areas should be specifically identified not vaguely treated," he said. NAB president said it is his duty to speak out and expose evils in broadcasting.

## **No code relaxation for holidays—Bell**

In statement to members and code subscribers, National Association of Broadcasters Code Director Howard Bell said code time standards would not be waived as reported in Dec. 9 **CLOSED CIRCUIT**.

Magazine had reported NAB would not enforce time maximums during Christmas season because of many make-goods following four-day coverage of presidential assassination when commercials were canceled. "There will be no relaxation of established standards, either in interpretation or enforcement," Mr. Bell said in *NAB Highlights* newsletter to member stations.

He said published report that there would be relaxation was unfair and that magazine had been told this was case before item was printed. NAB officials were afraid of FCC and congressional reaction to report. **BROADCASTING's** original item had said report would not be confirmed by NAB.

## **Assassination weekend cost CBS \$4 million**

Cost to CBS for coverage of events surrounding assassination of President Kennedy totaled \$4 million and cost to

Governor Collins said he had received much encouragement from advertisers and agencies for his specific criticism of Lucky Strike commercials (**BROADCASTING**, Dec. 2).

NAB president pointed out that meeting had been scheduled between NAB and NCC for Dec. 9 to discuss church pronouncement and that it seemed "unwise" to criticize council shortly before meeting. He said his "temperate approach" was more successful and church leaders had told him so.

He said NAB is inclined to feel that there will be modification in church statement and that "delicate negotiations" are moving very well.

(Council postponed last Monday's meeting less than 48 hours before it was to begin and church spokesman said Friday it will be rescheduled for early in February. Meeting was canceled when church leaders were summoned to White House as members of Presidential Religious Advisory Committee. Council has called for FCC regulation of commercial announcements and direct regulation of networks.)

network's radio-TV affiliates was "about as great," according to letter distributed to employees by Dr. Frank Stanton, CBS president.

Cost figures supplied by Dr. Stanton included expenditures for coverage and loss of revenues. He noted that more than 660 CBS staffers worked throughout government crisis.

## **FCC denies waiver to Austin CATV group**

FCC by 6-1 vote has denied request of community antenna television system for permission to duplicate programing of KTBC-TV Austin, owned by LBJ Co. Commissioner Lee Loevinger dissented. Mrs. Lyndon B. Johnson had transferred her majority stock interest in company to trusteeship (**BROADCASTING**, Dec. 9).

FCC action was in order denying TV Cable of Austin's request for waiver of condition which requires CATV system to obtain permission of local station before duplicating its programing. Unless permission is granted, station must wait 30 days (altered to 15 days by announced CATV rulemakings, story page 71) before carrying same program.

FCC noted that some 15 other CATV systems had accepted condition, as had Austin firm, and said it doesn't believe

it should grant exceptions.

TV Cable had asked for waiver on ground that there is competing CATV system, Capital Cable, in Austin, which is not protecting KTBC-TV. Capital Cable is operating by cable and, rather than microwave, is outside FCC's jurisdiction.

## **Esty gets Fab; 2 new C-P items to Bates**

Colgate-Palmolive has assigned agencies to three new products and switched one account—Fab laundry detergent. Fab will transfer effective Jan. 1—from Ted Bates, New York, to William Esty, that city. Television Bureau of Advertising reported gross time TV billings for Fab for first three quarters of 1963: network, \$1,362,500; spot \$1,271,600.

Colgate stressed that Fab switch was unrelated with announcement of new products: Colgate mouthwash, Palmolive liquid detergent, both assigned Bates, and Ajax detergent, assigned to Norman, Craig & Kummel, New York.

Bates said Friday (Dec. 13) that advertising plans for its products have not yet been completed. Fab's new advertising will include radio and TV, it was said. Colgate announced, meanwhile, that multimillion-dollar national introductory campaign will be launched in support of Ajax. Campaign, which will feature white knight as symbol of product strength, will include heavy network and spot TV use.

## **Elgin shifts watches**

Elgin National Watch Co., New York, has appointed Lawrence C. Gumbinner Advertising as agency for its watch line, effective Jan. 1. Former agency handling estimated \$1.5 million

## **Baker probe may be on TV**

Television coverage will be permitted Tuesday (Dec. 17) when Senate Rules and Administration Committee holds first public session in its so-far closed-door proceeding on outside business activities of Robert G. (Bobby) Baker, former majority Secretary of U. S. Senate. Word came Friday (Dec. 13) from Senator B. Everett Jordan (D-N. C.), chairman, and marked first time that committee has given permission for broadcast coverage. Networks requested opportunity when hearing began earlier this fall.

## WEEK'S HEADLINERS

**George B. Storer Jr.**, president of Storer Broadcasting Co., Miami, appointed chairman of steering committee of National Association of Broadcasters-Radio Advertising Bureau, that will conduct \$200,000 study of radio research field (see story, page 51). Mr. Storer, who was not member of committee, will direct joint investigation sponsored by both organizations.



Mr. Storer



Mr. Goshen



Mr. Slate

**Sam J. Slate**, VP of CBS Radio and general manager of WCBS-AM-FM New York, resigns, effective Jan. 3, to accept newly created post of executive VP of RKO General Broadcasting. Jerome Bess will continue, however, as executive VP in charge of operations. According to Hathaway Watson, president of RKO General Broadcasting, Mr. Slate will devote his efforts to long-term planning, government and industry relations, and program development. **Ralph W. Goshen**, WCBS-AM-FM general sales manager since 1959, elected VP and general manager, effective Dec.

30, replacing Mr. Slate. **Jacques Bira-ben**, VP in charge of sales for RKO General-owned WOR-AM-FM New York, assumes added duties as sales chief for WOR-TV. **Burt Lambert**, currently VP in charge of sales at WOR-TV, appointed VP and director of sales planning for WOR-AM-FM-TV. Thirty-year veteran of broadcast field, Mr. Slate originally joined CBS in 1933 in news and press department. He served as program director of BBC's New York office for six years (1945-51) before returning to CBS in 1951 as program director of WCBS and was appointed general manager in 1957. RKO General Stations are WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO-FM Boston; CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich.; KFRC-AM-FM San Francisco; WGMS Bethesda, Md., and WGMS-FM Washington, and WHBQ-AM-TV Memphis, Tenn.

**Earl G. Johnson**, general manager of Midwest division of Pepperidge Farms Inc., Norwalk, Conn., joins American Marketing Association, Chicago, as executive director, effective Jan. 2. Over 300 applicants for AMA post were screened in past two months.



Mr. Bowen



Mr. Cuddeback

**John S. Bowen**, **Alva C. Cuddeback**, **Michael G. Turner** and **Robert F. Young**, all VP's of Benton & Bowles,

New York, appointed VP-management supervisors. Mr. Bowen, who joined B&B in 1959 as account executive and became VP on Crest tooth paste account in 1961, now has responsibility for Procter & Gamble toilet goods account. Mr. Cuddeback has been named director of B&B's Texaco account. He joined agency in 1958 as account exec-



Mr. Young



Mr. Turner

utive on General Foods and was elected VP in 1962. Mr. Turner, with B&B since 1950, joining as assistant account executive and reaching vice president position in 1959, will head newly acquired Eastern Air Lines account. Mr. Young will be responsible for B&B's Instant Maxwell House and Gaines accounts. He joined agency in 1956 as account executive and was elected vice president in 1960.

**Armando M. Sarmiento**, president of McCann-Erickson International since 1959, elected president of McCann-Erickson Inc., New York. He assumes duties being relinquished by **Emerson Foote**, who has been both president and chairman and continues in latter position. Mr. Sarmiento joined M-E as assistant manager of Rio de Janeiro office in 1935 and has served agency continuously in various executive posts.

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

account was McCann-Marschalk, New York. McCann-Marschalk, however, continues as agency on Elgin's hour special on NBC-TV Feb. 20, *A Wild Winters Evening*, starring comedian Jonathan Winters.

### AP admits it erred in story on Collins

Associated Press lead on speech National Association of Broadcasters President LeRoy Collins delivered before Columbia, S.C., Chamber of Commerce (BROADCASTING, Dec. 9) was "off base," according to AP executive.

John Aspinwall, AP radio-TV news editor, said that text of speech does not bear out news service lead saying NAB president "blamed the climate of vio-

lence in the South for President Kennedy's assassination." He said nature of governor's remarks "obviously was such as to require the most careful handling. The incident constitutes an object lesson and will be pursued with our Charlotte [N. C.] bureau" which handled speech, Mr. Aspinwall said.

His comments were made in letter replying to Harold Essex, president of WSJS-AM-TV Winston-Salem, N. C.

On Friday, Senator Strom Thurmond (D-S. C.), member of Senate Communications Subcommittee, attacked Governor Collins's Columbia speech: "For one who professes to abhor the emotion of hate Mr. Collins proves himself singularly adept at verbally purveying this most violent emotion."

### Fairness, editorials to get another look

House Communications Subcommittee endorsed editorializing in report released Friday (Dec. 13). Subcommittee, which held hearings on subject this summer and fall, announced plans to look further into problems in fairness and editorializing raised at those sessions (story page 56).

Report asks FCC's assurance that "no action will be taken . . . against any broadcast licensee resulting in license revocation or denial of license renewal" as result of fairness doctrine application. Commission has never taken such action, it says.

One of a series of full page ads appearing in the New York Times



Who could  
sell them  
anything now...  
except **RADIO**

but make sure it's

# MAJOR STATION RADIO

With almost 4,000 radio stations on the air today, how you choose and how you use "The Companion Medium" is more important than ever before.

Your first guide to effective selection is the *difference* between ordinary radio and great station radio—the *difference* between the relatively few major stations and the thousands of ordinary stations. These are the basic criteria that best identify the major station:

- It has capable management that creates confidence.
- It serves a major market.
- It has superior facilities—a frequency and power that reaches out.
- It devotes major effort to public service.
- It features full range programming designed for the adult audience.

Stations selected on this basis give you RADIO at its best.

**HENRY I. CRISTAL CO., INC.**

NEW YORK • CHICAGO • DETROIT • BOSTON • LOS ANGELES • SAN FRANCISCO • ATLANTA • ST. LOUIS

BROADCASTING, December 16, 1963

**THESE RESPONSIBLE STATIONS  
DELIVER RESPONSIVE AUDIENCES**

|                        |                        |
|------------------------|------------------------|
| <b>KFI</b> Los Angeles | <b>WHAS</b> Louisville |
| <b>KOA</b> Denver      | <b>WJR</b> Detroit     |
| <b>KWKH</b> Shreveport | <b>WPTF</b> Raleigh    |
| <b>WAPI</b> Birmingham | <b>WSM</b> Nashville   |
| <b>WBEN</b> Buffalo    | <b>WSYR</b> Syracuse   |
| <b>WGY</b> Schenectady | <b>WTAG</b> Worcester  |
| <b>WHAM</b> Rochester  | <b>WTIC</b> Hartford   |
| <b>WTMJ</b> Milwaukee  |                        |



NBC Television is not the only network that designs a program schedule for a wide range of interests. It is not the only network that unhesitatingly interrupts the regular broadcast schedule to present frequent programs of special significance.

For the NBC Radio network does these things, too. In more than 33 hours of weekly service to nearly 200 stations, NBC Radio reflects the responsibility and creative excellence of its TV counterpart.

Its news coverage, for example, is furnished by the same, award-winning NBC News team. Chet Huntley, Frank McGee, Edwin Newman and Martin Agronsky are among those who contribute to more than 150 regularly scheduled news and information programs each week (more than any other radio network). In addition, more than 200 hours of special programming have been devoted to coverage of leading world and national news developments so far this year.

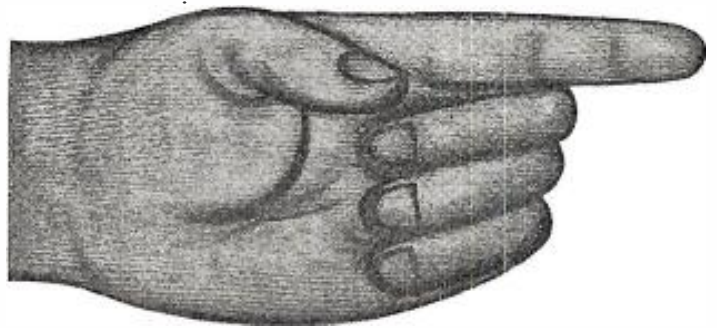
NBC Radio's unique *Monitor* entertains and informs the nation's weekend listeners with its diverse parade of music, comedy vignettes, sports events, interviews and around-the-globe special features.

Wide acclaim has greeted such imaginative programs as *Experiment In Drama* ("...splendid examples of the skillful use of radio"—N. Y. Herald Tribune) and *Toscanini—The Man Behind The Legend* ("... a program indeed worth listing as a radio special"—N. Y. Journal American).

Broadcast annually by NBC Radio are the nation's leading sports events, including the World Series, the Rose Bowl, the NFL Playoff, and the National Singles tennis tournament from Forest Hills.

Rewarding as all of this may be to listeners, it is just as pleasing for sponsors. That's why—year after year—they spend more advertising dollars on NBC than any other radio network. Orders already placed for 1964 are running well ahead of 1963's record-breaking sales pace.

Obviously, the achievements of this "other network" are quite satisfying to us. But, to be perfectly candid, it would be more than just a bit embarrassing if NBC *couldn't* operate a radio network successfully. This is where the whole idea started.



**THE  
OTHER  
NETWORK**

# BETWEEN AVAILS

We're out selling between buys  
...not just when avails are  
submitted. We know every  
personality on the stations  
we rep, and why local  
accounts use them.

Our salesmen visit our stations.

Station Reps

## BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.  
CHICAGO LOS ANGELES SAN FRANCISCO

### FIRST EVERY DAY

and here's why...

- **Exciting Local Programming**  
News, music, documentaries that actually out-rate network shows.
- **Great TV Personalities**  
Hard-selling WSYR-TV personalities, "Central New York's greatest salesmen," at work from before sun-up to signoff.
- **Best Technical Facilities**

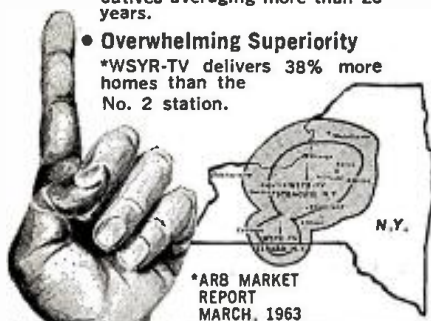
First in Central New York with color, videotape, completely equipped TV center, and the only channel with maximum power at maximum height.

#### • Experience and "Know-How"

A veteran staff directed by executives averaging more than 20 years.

#### • Overwhelming Superiority

\*WSYR-TV delivers 38% more homes than the No. 2 station.



\*ARB MARKET  
REPORT  
MARCH, 1963



Get the Full Story from HARRINGTON, RIGHTER & PARSONS

## DATEBOOK

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

■ Indicates first or revised listing.

### DECEMBER

Dec. 16—Hollywood Ad Club Christmas party, Hollywood Palladium. Tickets are \$6.50 each. For further information, write: HAC, 6362 Hollywood Blvd., Hollywood 28.

■ Dec. 16—Broadcasting Executives Club of New England Christmas party, Sheraton Plaza hotel, Boston.

Dec. 16—Deadline for the return of FCC questionnaires by the Pacifica Foundation attesting to the political loyalty of the foundation's directors and other officials.

Dec. 17—International Radio and Television Society Christmas party, Grand Ballroom, Waldorf-Astoria, New York.

■ Dec. 17—National Collegiate Athletic Association television committee meets in New York with the three networks to consider bids for a new two-year pact. CBS-TV's \$10.2 million contract expires this year.

■ Dec. 18—Annual stockholders meeting, Columbia Pictures Corp., New York.

■ Dec. 27-28—Annual winter conference of the American Marketing Association, Somerset hotel, Boston.

### JANUARY 1964

Jan. 1—New FCC engineering rules requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 3—Comments due on proposal to authorize on regular basis operation of Midwest Program for Airborne Television Instruction Inc. (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of UHF table of assignments.

■ Jan. 6—North Carolina AP Broadcasters Association, High Point, N. C.

■ Jan. 6—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. James Nelson, creative vice president of Hoefer, Dieterich & Brown, San Francisco, will speak on "My Son, the Creative Director."

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 10-11—Arizona Community Television Association meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, KSUN Bisbee, Ariz., ACTA president.

■ Jan. 13—Annual winter meeting of the Rhode Island Association of Broadcasters. Place to be announced.

Jan. 14—Meeting of Hollywood chapter of National Academy of Television Arts and Sciences to discuss subject of pay TV. Place to be announced.

Jan. 17—Franklin Day banquet of Poor Richard Club, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

■ Jan. 17—Board of directors meeting of the Association of Maximum Service Telecasters (AMST), Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17—New York chapter of National Academy of Television Arts and Sciences

honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of Oklahoma Broadcasters Association, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

■ Jan. 20—Hollywood Ad Club luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on the foreign market for American TV programs.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

Jan. 27-31—Annual winter meetings of National Association of Broadcasters' radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

Jan. 31-Feb. 1—Seventeenth annual convention of the South Carolina Broadcasters Association, Jack Tar Poinsett hotel, Greenville, S. C.

### FEBRUARY

■ Feb. 3—Hollywood Ad Club luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

Feb. 3-5—Second annual Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 4-5—Annual Advertising Federation of America government conference in Washington. Highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

■ Feb. 5-6—Third annual Association Public Affairs Conference of U. S. Chamber of Commerce, Sheraton-Park hotel, New York. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirksen (R-Ill.), Philip Hart (D-Mich.), and Roman Hruska (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Feb. 5-6—Legislative dinner and mid-winter convention of the Michigan Association of Broadcasters, Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 6—Minnesota Associated Press Broadcasters Association meeting, Minneapolis.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

Feb. 14—Annual Valentine's Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

# WAPI



## PERSONALITY PORTRAIT



**RON  
CARNEY**

WAPI's personality plus, Ron Carney! Ron's quick wit and masterful adlib ability make every air minute "fun time, Carney style." Better still, Ron's delightful **Happy Housewife Club** with 10,000 card-carrying members makes apron-wearing a pleasure for thousands of Alabama housewives . . . profitable, too. Take a stock of carefully selected popular albums . . . an always increasing listening audience . . . a soft spoken young man with an imagination that reaches from "the breaking point to the twilight zone" . . . add WAPI RADIO, and you've got Birmingham's better blend of listening pleasure.

# WAPI-RADIO

**50,000 WATTS  
BIRMINGHAM, ALABAMA**

WAPI radio represented by Henry I. Christal Company, Inc.

## OPEN MIKE ®

### Van Horne was confused

EDITOR: Recently I was very disturbed by a column published in our local Scripps-Howard paper, *The Indianapolis Times*. The column was written by Miss Harriet Van Horne. . . . I have attached a tear sheet of the column along with my response to R. K. Shull, radio-TV editor of the *Times*:

"Dear Mr. Shull: It seems that each time you go on vacation your paper fills your column space with the wretched work of Harriet Van Horne. . . .

"In this particular column Miss Van Horne is guilty of the common, but reprehensible, fault of quoting out of context and falsely attributing statements and comments to another medium. Miss Van Horne describes *BROADCASTING* magazine (accurately) as the unofficial spokesman of the broadcasting industry. She then implies that the magazine made editorial comments to the effect that 58% of the American public desires legislation to control television commercials. She further printed quotes attributed to *BROADCASTING* that in reality were printed by that magazine in a review of an article written by her fellow journalist Jack Boyle (*BROADCASTING*, Dec. 2). It actually was Mr. Boyle's column that contained the information about the proposed legislation.

"Irresponsible journalism isn't Miss Van Horne's only mistake in this particular column however. . . ."—*Eldon Campbell, vice president and general manager, The WFBM Stations, Indianapolis.*

### A \$31,600 discrepancy

EDITOR: I don't know where you got the information that the purchase price for WEW St. Louis is \$500,000 (*BROADCASTING*, Nov. 25). It is \$468,400, which includes the assumption of the existing mortgage.

The statement that Franklin Broadcasting Co. has disposed of all of its radio stations is totally incorrect, as only one station has actually been disposed of. The others are still owned by Franklin, even though the sales are pending.—*Alvin Koenig, chairman of the board, Franklin Broadcasting Co., New York.*

(The \$500,000 figure was taken from a news release issued by one of the parties to the transaction.)

### Clarification of facts

EDITOR: I read with considerable interest your lead story "The new life in old film" (*BROADCASTING*, Dec. 9). But I must point out that there are certain facts that should be clarified.

1. Pathe News Inc. and Sherman

# FEEDBACK:STAGE 1

## 10:15 pm tonight

### WBBM-TV 2

| ISSUES* | The issues I would most like to see treated in FEEDBACK VIEWER SURVEYS (Please check five) | My second choices would be (Check five others) |
|---------|--------------------------------------------------------------------------------------------|------------------------------------------------|
| A       | <input checked="" type="checkbox"/>                                                        | <input checked="" type="checkbox"/>            |
| B       | <input type="checkbox"/>                                                                   | <input checked="" type="checkbox"/>            |
| C       | <input type="checkbox"/>                                                                   | <input checked="" type="checkbox"/>            |
| D       | <input type="checkbox"/>                                                                   | <input type="checkbox"/>                       |
| E       | <input checked="" type="checkbox"/>                                                        | <input checked="" type="checkbox"/>            |
| F       | <input type="checkbox"/>                                                                   | <input type="checkbox"/>                       |
| G       | <input checked="" type="checkbox"/>                                                        | <input type="checkbox"/>                       |
| H       | <input checked="" type="checkbox"/>                                                        | <input type="checkbox"/>                       |
| I       | <input type="checkbox"/>                                                                   | <input type="checkbox"/>                       |
| J       | <input type="checkbox"/>                                                                   | <input type="checkbox"/>                       |
| K       | <input checked="" type="checkbox"/>                                                        | <input type="checkbox"/>                       |
| L       | <input type="checkbox"/>                                                                   | <input checked="" type="checkbox"/>            |
| M       | <input type="checkbox"/>                                                                   | <input checked="" type="checkbox"/>            |

Are there any other issues that you would like to see treated?

**FEDERAL AID TO SCHOOLS**

Finally, which one of all these should have top priority?

First FEEDBACK VIEWER SURVEY? **E**

Please indicate your:

Sex: M ☒ F ☐

Age: Under 20 ☐ 21-25 ☐ 26-35 ☒

51-65 ☐ Over 65 ☐

Residence:

Chicago, North Side ☒ Chicago, South

Chicago, West Side ☐ Suburb (spec)

Marital Status **MARRIED**

Children: Yes ☒ No ☐ If yes, **3, 5, 9**

Please mail your completed ballot to:  
WBBM-TV FEEDBACK SURVEY  
Post Office Box  
Chicago, Ill.

## Missing Link

Until recently there was no direct connecting link enabling Chicagoans to vote en masse for what they want to see on their favorite station. Now there is.

Via a specially-prepared program, "Feedback: Stage One," WBBM-TV audiences were asked to name community issues they most urgently want explored on future public affairs programs. To facilitate returns, special "Feedback" write-in ballots appeared in six Chicago-area papers. Response was tremendous.

Nearly 10,000 viewers filled in and returned ballots. As a direct result, on November 18 Channel 2 aired "Feedback: The Race Dialogue." And response was even more tremendous.

Within 48 hours alone, some 25,000 Chicago viewers had written WBBM-TV to comment on the program. Future broadcasts will cover such runner-up topics as medical care for the aged, crime in Chicago, taxes, schools, birth control and the Test Ban Treaty.

This successful experiment in large-scale two-way communication accomplishes a dual purpose. It keeps WBBM-TV in closer touch with all segments of the far-reaching Chicago community. And thus guarantees that audiences seeking local programming that exactly matches their tastes, and answers their needs,

**WBBM-TV 2** will continue to keep in touch with Channel 2—CBS Owned WBBM-TV.



## SUNNY ROPES THE "MAVERICK MARKET"

Sunny ties up what the "Sunshine State's" business magazine, *Florida Trend*, cites as "FLORIDA'S MAVERICK MARKET."

WSUN's home county has the nation's highest incidence of auto and stock ownership; brain power industries; high discretionary income . . . *Florida's 2nd market should be 1st on your list.*

**WHAT A MARKET,  
AND SUNNY SELLS IT!**

# WSUN

TELEVISION - RADIO  
TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, TORBET & McCONNELL  
S. E. Rep: JAMES S. AYERS

Grinberg Film Libraries Inc. each owns and controls 50% of the Pathe Newsreel Library. Grinberg has the right to lease and sell the stock footage, subject to the payment to Pathe News Inc. of a specified monthly fee.

2. Pathe News has the right to produce any type of programs from the Pathe News Library and it, alone, has the use of the name and trademark in its productions. In its planned productions, Pathe News will utilize the Pathe footage in large part, though, of course, it will use needed footage from other sources also.

These omissions do not detract from the value of your informative and comprehensive article, but I do want to set the record straight.—*Joseph P. Smith, president, Pathe News Inc., New York.*

(BROADCASTING did not intend to suggest that Pathe News Inc. has no access to the Pathe Newsreel Library, but pointed out that its productions will use footage from a number of sources.)

### Uncommissioned research

EDITOR: First let me thank you for the coverage given my talk on the Negro market (BROADCASTING, Dec. 9).

But I must hasten to correct an erroneous statement of facts relating to research studies on the Negro market that I quoted from.

I refer specifically to the study by the Center for Research in Marketing. Bernard Howard & Company did not commission the center to prepare a study. The data . . . which I quoted was from the center's third study, "The Dynamics of Purchase Behavior in the Negro Market." The findings that I quoted were released to us, at my request, after [it] had been publicized at a [news] conference. The reference to the center, as reported in your article, tends to misconstrue Bernard Howard & Company's participation in their overall research project.—*Bernard Howard, president, Bernard Howard & Company, New York.*

### Concurrence and a reminder

EDITOR: The Dec. 2 editorial, "In days of anguish, a lesson learned," on the performance of radio-television (following the assassination of John F. Kennedy) is one of the most outstanding I have read. In fact, I want to have it framed. . . .

Many stations would welcome this printed on suitable paper for framing—*Wayne Cribb, national sales manager, Lee Stations, Quincy, Ill.*

(Reprints, suitable for framing, are available on request.)

EDITOR: I wish to take issue with one paragraph in your otherwise excellent Dec. 2 editorial. I refer to: "The homogenizing force of television, which alone among the communications media can convey to people the presence of

events as they occur, was never more clearly demonstrated." I wish to point out, and I am sure you agree, that radio just as well as television can be, and in this case was, on the scene broadcasting immediate details.

In fact, many times radio, because of its increased portability, is more immediate than television.—*Lowell Green, chief news editor, CFRA-AM-FM Ottawa, Ont.*

EDITOR: . . . One thing is certain—broadcasters covered themselves with glory during our national emergency.—*Milton J. Shapp, Suburban Station Building, Philadelphia.*

EDITOR: Among the many letters we've received and which we have, of course, sent along to the networks is this moving commentary from Mrs. L. E. Alford, Box 189, Kissimmee, Fla.

"Dear Sir: For some time I've wanted to express appreciation to the cameramen of television, but did not know just where to write.

". . . I am a totally deaf housewife and that limits me in many ways. But some programs on TV lift me to far-away places and into experiences I'd never have otherwise. The actors and script writers are important, but the way the camera is used is truly inspiring at times.

"They were especially tasteful in the long weekend of President Kennedy's death and burial. It was difficult to do, and I thought over and over how well a certain scene was done. Please convey to them my very warm appreciation of their labors and results to the public."—*Roy Danish, director, Television Information Office, New York.*

### A germane question

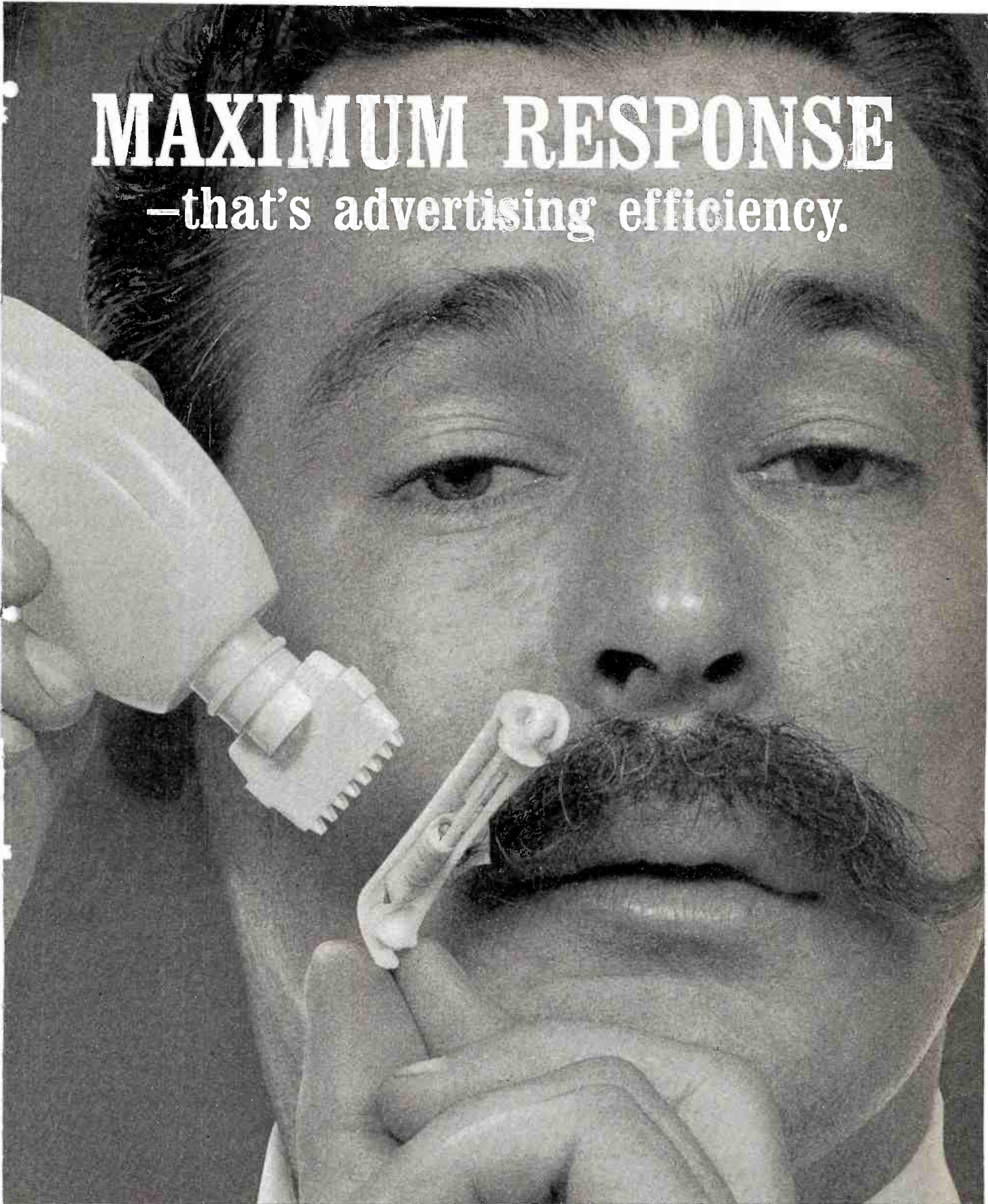
EDITOR: I wonder: Do the jurists who heard and watched our industry's dignified and sensitive coverage of President Kennedy's funeral feel their courtrooms are more sanctified than St. Matthew's Cathedral?—*Dwight D. Seely, operations manager, KVOY Yuma, Ariz.*

### In quest of the superior

EDITOR: There is a wealth of evidence through the years on the productivity of commercial television. But we always can learn and the Schwerin story (BROADCASTING, Dec. 2) was most interesting. This kind of information is as important to the seller as it is to the buyer since we are as eager to see a schedule succeed as the buyer.

Further, the more qualitative information available will certainly contribute to the success of this great medium.

We look forward to more material of this kind, especially the definitions on what is "superior." As commercials be-



**MAXIMUM RESPONSE**

—that's advertising efficiency.

**WBAL-TV BALTIMORE**

**"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"**

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



# WAGA-TV

"DIALOGUE" ON WAGA-TV FEATURES NATIONALLY KNOWN PERSONALITIES IN A HALF HOUR OF PENETRATING CONVERSATION. ABOVE, "MR. GOLF", ROBERT T. JONES, WITH ED THILENIUS, STATION SPORTS DIRECTOR. THE "BOBBY JONES" PROGRAM GENERATED NATIONAL ATTENTION, AND A REQUEST ON BEHALF OF ANOTHER WELL-KNOWN GOLFER, FORMER PRESIDENT DWIGHT D. EISENHOWER, FOR A FILM PRINT OF THIS "DIALOGUE" PROGRAM.



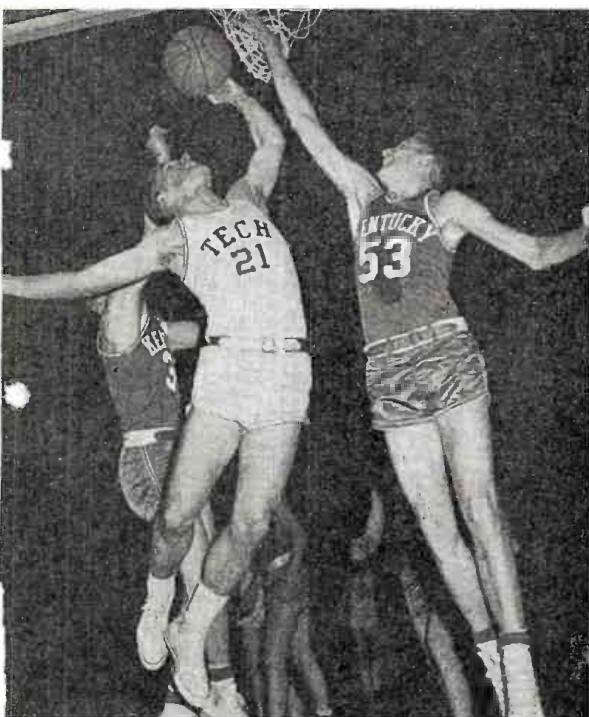
WHERE THERE'S NEWS, WAGA-TV GOES with portable Mach-  
tronic video tape recorders to capture action for viewers. The  
Governor's Press Conference, fast-breaking news and special  
events are telecast regularly.



KEN BAGWELL, general manager of WAGA-TV,  
plays an important role in local affairs.  
Above, he reports to a United Appeal meet-  
ing on the progress of his division.



THE 4-H HOUR has aired weekly on  
Channel Five since November 5,  
1955. WAGA-TV covers 752,500 TV  
homes in 115 counties.\*



WAGA-TV FIRST televised Georgia Tech basketball! Twenty Cracker  
baseball games were televised in 1963! This season, WAGA-TV will  
telecast local college basketball, including an Invitational Tourna-  
ment. Sports airs twice a day on PANORAMA NEWS.



DAILY TELEVISION EDITORIALS are discussed by the station Editorial Board, above, prior  
to airing. WAGA-TV has crusaded for city, county, and state improvements and never  
ducks controversial issues. Editorials air three times each day on WAGA-TV.



ATLANTA'S ONLY station-produced educa-  
tional series features professors from local  
colleges and universities. Above, Dr. C. G.  
Alexandrides of Georgia State College.



CBS STARS promote: Robert Reed of  
"Defenders" is a WAGA-TV spokes-  
man for the Atlanta Bar Association  
Legal Aid Committee.

# .dynamic leader in local programming!



Boy Scouts pledge  
allegiance to the flag three  
times a day on WAGA-TV!

ATLANTA looks to WAGA-TV for local programming that reflects the pace of the city and the  
tone of the times. Channel Five has its sights on more than ratings; the growth of its market  
motivates the station to do the things it does! WAGA-TV programs the only weekly prime time  
network and local public affairs shows . . . punctuates the  
needs of the market with Atlanta's only daily television  
editorials . . . produces a daily television educational series  
. . . serves public interest with such programs as The 4-H  
Hour, Let's Discuss It, Reporter's Notebook, and others.

The ARB Circulation Report\* shows that WAGA-TV  
reaches more homes daily and has more net daily and weekly  
circulation than any newspaper or TV station in an arc swing-  
ing from Washington, D.C. to Dallas, Texas. It's your best in-  
vestment. Consult with STORER TELEVISION SALES, INC.



Today... this  
golf ball, and thousands  
like it will whistle  
down the fairway of one of  
the 33 golf courses  
in San Diego.

San Diegans go big  
for year 'round golf—and  
tennis and fishing and  
swimming and boating.

They're busy, active,  
buying people... served  
best by KOGO-TV.

Buy KOGO-TV.

A must buy in a  
must buy  
market.

**KOGO-TV**  
**SAN DIEGO**

NBC • A TIME-LIFE STATION  
REPRESENTED BY THE KATZ AGENCY

come "superior" undoubtedly they will become more acceptable by everyone.—*Jack E. Harrington Jr., Harrington, Righter & Parsons, New York.*

EDITOR: Obviously, the long range implications of the work described in the article are of great importance to the future of commercial television. Should it ever become possible to predict with any degree of accuracy the validity of one commercial approach as opposed to another, I personally fear that it would tend to inhibit creative experimentation in commercial production. We have all seen examples (all bad) of attempts to follow the leader simply because the leader was successful. This does not only apply to the production of commercials but to programing, promotion and sales.

There are a number of other facets of Mr. Schwerin's study that are personally disturbing to me. I find it difficult to concur with the premise that advertising campaigns can be pretested and that value judgment such as "inferior," "equal" or "superior" can be ascribed to a commodity (the commercial itself) which is designed to appeal to both the rationale and the emotions of great numbers of people—whose senses of logic and ranges of emotions are as different from each other as the eyes and ears they use to evaluate the commercials.—*Symon B. Cowles, director of advertising and publicity, ABC Owned Television Stations, New York.*

### Hits to all fields

EDITOR: The many different responses I have had to my Monday Memo (BROADCASTING, Dec. 2) certainly points up the variety of areas of your circulation.—*B. B. Randolph, manager radio and TV, Aluminum Company of America, Pittsburgh 19.*

### Christmas came early

EDITOR: We would like 14 subscriptions [for the Florida congressional delegation] to begin with the next issue.—*Kenneth F. Small, executive secretary, Florida Association of Broadcasters, Gainesville, Fla.*

EDITOR: . . . There is no need to announce that the subscriptions in the enclosed order are our gift. All the gentlemen are members of our board of directors and we think it worthwhile for them to receive background information about the broadcasting industry. I know of no better source for this information than your magazine.—*J. Allen Jensen, executive vice president-general manager, KID-AM-TV, Idaho Falls, Idaho.*

(BROADCASTING offers special reduced rates for group subscriptions. For details, write circulation department, Washington headquarters.)

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\*Reg. U. S. Patent Office

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BROADCASTING, December 16, 1963

Q.

**Which "Network" will attract the most children in 1964?**

A.

**The Magilla Gorilla "Network" made-up of the leading children's stations in each city.**

**Ideal hand-picked these stations for greater audience, greater impact, greater sell.**

**HERE'S THE IMPRESSIVE LINE-UP.** *This is a partial listing only. Additional stations are being added every day.*

|                                                                                 |                                                                                     |                                                                      |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| New York . . . . . WNEW-TV . . . . . Thurs.—7-7:30 PM                           | Chicago, Ill. . . . . WGN-TV . . . . . Mon.—6:30-7 PM                               | Los Angeles, Cal. . . . . KCOP-TV . . . . . Fri.—6:30-7 PM           |
| Albany-<br>Schenectady-<br>Troy . . . . . WAST-TV . . . . . Thurs.—4:20-4:50 PM | Greenville-<br>Asheville-<br>Spartanburg . . . . . WFBC-TV . . . . . Fri.—5-5:30 PM | Portland, Ore. . . . . KGW-TV . . . . . Fri.—5:30-6 PM               |
| Atlanta, Ga. . . . . WSB-TV . . . . . Fri.—5:30-6 PM                            | Hartford-<br>New Haven . . . . . WNHC-TV . . . . . Fri.—5-5:30 PM                   | Providence, R. I. . . . . WTEV-TV . . . . . Thurs.—5:30-6 PM         |
| Austin-Mason<br>City, Minn. . . . . KMMT-TV . . . . . Sat.—5:30-6 PM            | Honolulu . . . . . KONA-TV . . . . . Wed.—5-5:30 PM                                 | Pueblo-<br>Colorado Spgs. KOAA-TV . . . . . Fri.—5-5:30 PM           |
| Baton Rouge, La. . . . . WBRZ-TV . . . . . Sun.—1:30-2 PM                       | Houston, Texas . . . . . KTRK-TV . . . . . Fri.—5-5:30 PM                           | Raleigh-Durham . . . . . WTVB-TV . . . . . Fri.—5-5:30 PM            |
| Beaumont, Tex. . . . . KPAC-TV . . . . . Fri.—5-5:30 PM                         | Indianapolis, Ind. . . . . WTTV . . . . . Fri.—6:30-7 PM                            | Richmond, Va. . . . . WTVR-TV . . . . . Fri.—5:30-6 PM               |
| Birmingham, Ala. . . . . WAPI-TV . . . . . Sat.—11-11:30 AM                     | Jacksonville, Fla. . . . . WJXT-TV . . . . . Wed.—4:30-5 PM                         | Roanoke, Va. . . . . WSLR-TV . . . . . Fri.—5:30-6 PM                |
| Buffalo, N. Y. . . . . WGR-TV . . . . . Fri.—5-5:30 PM                          | Kansas City, Mo. . . . . KMBC-TV . . . . . Fri.—5-5:30 PM                           | Rochester, N. Y. . . . . WROC-TV . . . . . Thurs.—4:30-5 PM          |
| Cedar Rapids-<br>Waterloo . . . . . WMT-TV . . . . . Fri.—5-5:30 PM             | Lancaster-<br>Harrisburg-<br>York . . . . . WHP-TV . . . . . Sat.—7-7:30 PM         | Sacramento-<br>Stockton . . . . . KOVR-TV . . . . . Wed.—6-6:30 PM   |
| Charleston-<br>Huntington . . . . . WSAZ-TV . . . . . Thurs.—5:30-6 PM          | Little Rock, Ark. . . . . KARK-TV . . . . . Fri.—4:30-5 PM                          | Saginaw-Bay<br>City-Flint . . . . . WNEB-TV . . . . . Fri.—5-5:30 PM |
| Charlotte, N.C. . . . . WSOC-TV . . . . . Fri.—5:30-6 PM                        | Louisville, Ky. . . . . WHAS-TV . . . . . Thurs.—5:15-5:45 PM                       | San Antonio . . . . . KENS-TV . . . . . Thurs.—4:30-5 PM             |
| Chattanooga, Tenn. . . . . WDEF-TV . . . . . Thurs.—5:30-6 PM                   | Memphis, Tenn. . . . . WMCT-TV . . . . . Fri.—5-5:30 PM                             | San Diego, Cal. . . . . KOGO-TV . . . . . Thurs.—4:30-5 PM           |
| Cincinnati, Ohio . . . . . WCPO-TV . . . . . Wed.—6-6:30 PM                     | Miami, Fla. . . . . WLBW-TV . . . . . Thurs.—5-5:30 PM                              | San Francisco . . . . . KTVU-TV . . . . . Wed.—6-6:30 PM             |
| Corpus Christi . . . . . KZTV . . . . . Fri.—5-5:30 PM                          | Milwaukee, Wis. . . . . WISN-TV . . . . . Fri.—5-5:30 PM                            | Salt Lake City . . . . . KCPX-TV . . . . . Fri.—5:15-5:45 PM         |
| Dallas-Ft. Worth. . . . . KTVT . . . . . Fri.—6-6:30 PM                         | Minneapolis-<br>St. Paul . . . . . WTCN-TV . . . . . Fri.—5:30-6 PM                 | Scranton-Wilkes<br>Barre . . . . . WNEP-TV . . . . . Fri.—5:30-6 PM  |
| Davenport-<br>Rock Island . . . . . WOC-TV . . . . . Thurs.—5-5:30 PM           | Mobile-Pensacola . . . . . WKRG-TV . . . . . Fri.—4:30-5 PM                         | Seattle-Tacoma . . . . . KING-TV . . . . . Fri.—5:30-6 PM            |
| Dayton, Ohio . . . . . WHIO-TV . . . . . Fri.—5-5:30 PM                         | Nashville, Tenn. . . . . WSIX-TV . . . . . Thurs.—5-5:30 PM                         | Shreveport, La. . . . . KTBS-TV . . . . . Fri.—5:30-6 PM             |
| Denver, Colo. . . . . KOA-TV . . . . . Fri.—5-5:30 PM                           | New Orleans . . . . . WDSU-TV . . . . . Wed.—5-5:30 PM                              | Spokane, Wash. . . . . KREM-TV . . . . . Wed.—6:30-7 PM              |
| Eugene-Roseburg-<br>Coos Bay, Ore. . . . . KVAL-TV . . . . . Fri.—5:30-6 PM     | Norfolk, Va. . . . . WAVY-TV . . . . . Fri.—5:30-6 PM                               | Springfield, Mo. . . . . KVTN-TV . . . . . Fri.—5:50-6 PM            |
| Fresno, Calif. . . . . KFRE-TV . . . . . Fri.—5:30-6 PM                         | Oklahoma City . . . . . WKY-TV . . . . . Fri.—5-5:30 PM                             | St. Louis, Mo. . . . . KPLR-TV . . . . . Fri.—5:30-6 PM              |
| Ft. Wayne, Ind. . . . . WPTA-TV . . . . . Fri.—6:30-7 PM                        | Omaha, Nebr. . . . . KMTV . . . . . Fri.—5-5:30 PM                                  | Syracuse, N. Y. . . . . WSYR-TV . . . . . Fri.—5:30-6 PM             |
| Grand Rapids-<br>Kalamazoo . . . . . WKZO-TV . . . . . Thurs.—4:45-5:15 PM      | Orlando-<br>Daytona Beach . . . . . WDBO-TV . . . . . Mon.—5-5:30 PM                | Tampa, Fla. . . . . WFLA-TV . . . . . Fri.—5:30-6 PM                 |
| Green Bay, Wis. . . . . WBAY-TV . . . . . Fri.—5-5:30 PM                        | Peoria, Ill. . . . . WEEK-TV . . . . . Thurs.—5-5:30 PM                             | Toledo, Ohio . . . . . WTOL-TV . . . . . Tues.—6:30-7 PM             |
|                                                                                 | Philadelphia . . . . . WFIL-TV . . . . . Fri.—4:45-5:15 PM                          | Tucson, Ariz. . . . . KOLD-TV . . . . . Wed.—6-6:30 PM               |
|                                                                                 | Phoenix, Ariz. . . . . KOOL-TV . . . . . Wed.—6-6:30 PM                             | Tulsa, Okla. . . . . KOTV . . . . . Fri.—5-5:30 PM                   |
|                                                                                 | Pittsburgh, Pa. . . . . WTIC-TV . . . . . Tues.—7-7:30 PM                           | Washington, D.C. . . . . WTTG . . . . . Fri.—6:30-7 PM               |
|                                                                                 |                                                                                     | Wheeling-<br>Steubenville . . . . . WTRF-TV . . . . . Mon.—5:30-6 PM |
|                                                                                 |                                                                                     | Wichita, Kansas . . . . . KARD-TV . . . . . Fri.—5-5:30 PM           |

Ideal Toy Corp., 200 Fifth Ave., New York, N. Y.



## Premixed media packages on the horizon?

Picture this: A media supervisor in a top New York agency picks up the phone and calls the representative of "Memphis Metro-Media Inc." He orders a 90-day quarter-saturation package (for profile group "A") to help promote his client's exciting new product "Aidems."

Two weeks later, 950 miles away, things really start cracking.

The city of Memphis is inundated with commercial messages for Aidems. They come from all directions: television, radio, newspapers, magazines and billboards. Each message carries the identification of one or more Aidem dealers, and each message is directed to a predetermined socio-economic group.

Aidem sales soar.

The client is happy.

The agency is happy.

And, certainly, Memphis Metro-Media Inc. is happy. Their instant media package #25-A-90 has paid off again, and handsomely.

**Buck Rogers Dream?** ■ Far fetched? Perhaps a little.

But the day may soon come when the top 20 or so markets around the country can be "bought" instantaneously. What's more, each market will be available in varying degrees of saturation (i.e.—full, half, quarter, etc., similar to current-day outdoor advertising coverage).

More importantly, each market will be divided into carefully defined profile groups. An advertiser will be able to concentrate his effort at any socio-economic level he chooses.

Each market would offer perhaps six to eight premixed media buys; the exact total would equal the number of profile breakdowns times the number of saturation plans available. Duration of campaigns would remain flexible.

**The 'Package' Inside** ■ Let's take a look inside a premixed package, this time one geared to reach the upper-income group in greater New York City. We'll label this particular mix "NYC #50-D-90"—indicating a 90-day program of medium saturation.

**Radio:** Daily spot announcements on the city's top semiclassical music station.

**Television:** Concert, drama or news analysis broadcasts, twice a week.

**Magazines:** Three pages total in the New York City edition of the leading national news weekly. Three pages in the sophisticated lively arts weekly.

**Newspapers:** Weekly 1,000-line insertions in the two upper-crust dailies.

**Outdoor:** Carefully spotted quarter-showings in Westchester, Rockland,

Nassau, Fairfield and Bergen counties.

Such a plan would theoretically offer a 20% volume discount. In addition, some leeway in media emphasis would be allowed for certain products.

**Obvious Factors** ■ Just what factors on the horizon indicate a trend to premixed media? Quite a few. Let's take a look at some of the more obvious ones.

For years now, advertisers have been making a slow but deliberate move toward media localization. Of course, radio, newspapers and outdoor have long been available on a market-by-market basis. But recently, magazines and even television have been offering greater flexibility to media buyers.

Who would have thought some time back that *Time* magazine could ever be bought for metropolitan New York alone, or that the Cleveland area could be broken out of *Life's* 7 million-plus circulation, or that *TV Guide* could be bought in some 70 editions?

Who would have thought, too, that the mighty medium of television might someday join the ranks of local media? There is an indication of such a trend, however, in the move away from full or partial program sponsorship to participations (participations have increased 425% in the past five years, while single sponsorships have dropped 67% and alternate sponsorships have fallen 25%).

**Slice Of Pie** ■ There is further indication in the fact that at least one network is already slicing up its station lineup for important enough advertisers. In addition, the FCC's determination to strengthen the position of independent stations and give nonnetwork advertisers equal opportunity for TV time adds validity to the premise.

The need for geographic market standardization may accelerate the trend

to premixed media. The future may see the day when Boston is *Boston* to everyone and every medium—no more retail trading zones, no more standard metropolitan areas, no more Nielsen "A" counties.

Another factor that seems to indicate a trend in this direction is the urbanization that is sweeping the country. Within a decade or two, the topography of America may serve as little more than a backdrop for 15 or 20 population "islands."

On this point, several agency and media studies made over the past decade have indicated that many marketing areas are undergoing drastic change because of these population growth patterns. Subsequently, these studies have paved the way to new media strategies and concepts.

Ready-mixed media could offer innumerable advantages. Not the least important of these would be an attractive volume discount structure.

**Territory Awareness** ■ Equally as important would be the fact that sales representatives for premixed media would be extremely knowledgeable about the territory they represent; so much so that they could concentrate on selling their *market* and forego the time-worn tendency to sell against competitive media.

In the creative area, too, premixed media would offer distinct advantages. Campaigns could be custom tailored to specific markets, even specific segments of those markets. Test marketing could come into its own. And advertisers who often find themselves hamstrung in regional or state legal technicalities (insurance, liquor, etc.) would likely find life a little bit easier.

Premixed media may never come into being. But, then again, it just could happen. In either event it makes interesting food for thought.



Austin P. Kelley, a vice president of Ben Sackheim Inc., New York, has served as senior account executive on Nationwide Insurance and American Cyanamid during the five years he's been at the agency. Before joining Sackheim, he was creative director in the advertising department of Continental Insurance. Mr. Kelley is a native of Charlotte, N. C., holds a degree from The Citadel and has done graduate work at New York University and City College of New York.

# You can't cover Indianapolis with Indianapolis TV!

*\*The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. Greatly expanded Indiana reach
2. Effective and complete coverage of Indiana's two top TV markets
3. Greatly improved overall cost efficiency

**So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.**

## WTHI-TV\*

CHANNEL 10  
TERRE HAUTE,  
INDIANA

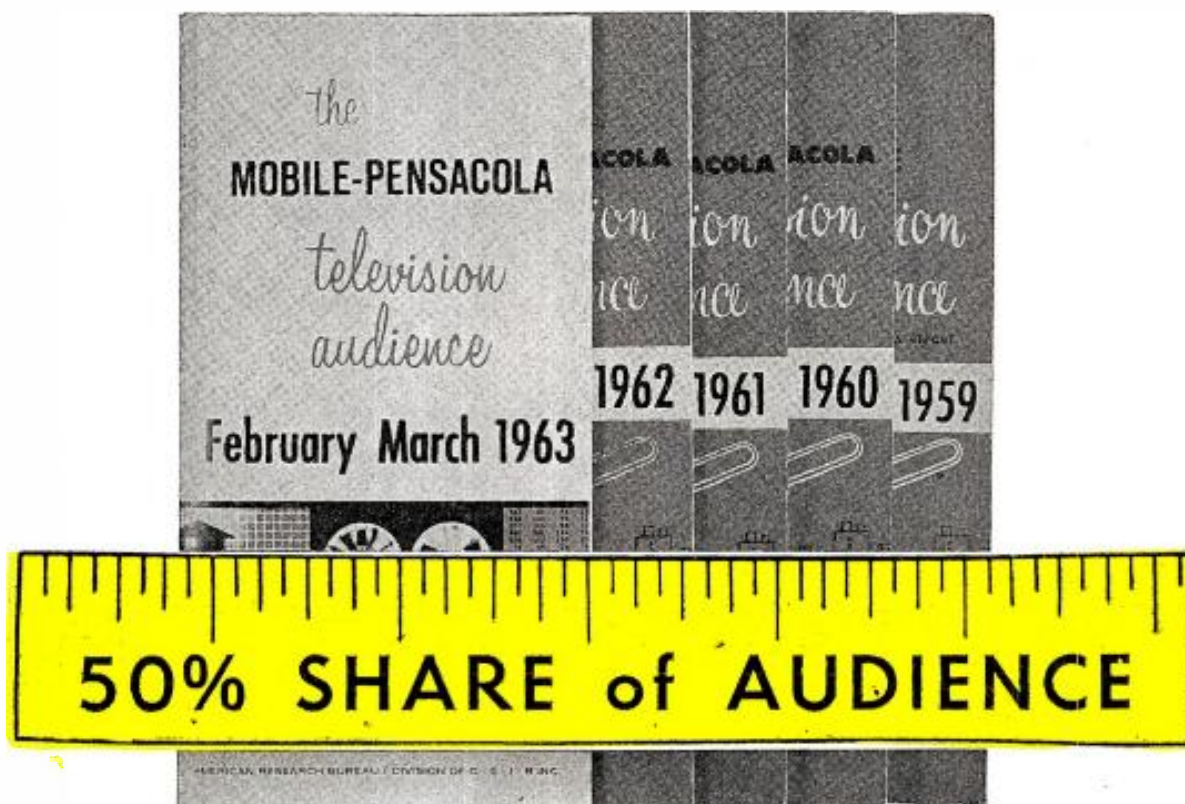
*\*An affiliate of WTHI AM & FM*



**WTHI-TV  
delivers more homes  
per average quarter  
hour than any  
Indiana station \***  
**(March 1963 ARB)**

*\*except Indianapolis*

# NO OTHER STATION CAN MAKE THIS STATEMENT 5 CONSECUTIVE YEARS



Exception To The Rule

## WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of  
audience in every March ARB measurement  
since 1959, from 9 a.m. to midnight.\*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.



Represented by H-R Television, Inc.  
or call

C. P. PERSONS, Jr., General Manager



\*3 station VHF market.

# SPOT TV PACE BRISKER THIS YEAR

- Station time mostly sold even before pre-emption problem arose
- Advertisers agree to make-goods for most of lost commercials
- Dollar figures will be uncertain until final totals are ready

The dollar-and-cents effect of television stations' wholesale cancellation of spot advertising business in their 3½-day coverage of President Kennedy's assassination began to assume more nearly appraisable proportions last week.

The full effect may never be known more than vaguely, but two developments offered heartening possibilities that the money losses, overall, won't be as bad as they could have been.

■ A survey by BROADCASTING, part of an annual series, indicated that for a majority of TV stations December's spot bookings were moving at a moderately brisker pace than last year—even before the pre-emptions occurred. This factor, in the face of pessimistic reports that had circulated regarding December prospects, could ease the impact of the Nov. 22-26 hiatus on commercials on yearend profit-and-loss statements.

■ After two weeks of uncertainty, it began to appear that about 70% of the unprecedented volume of pre-emptions has in fact been rescheduled—or will be—through the authorization of "make-goods" by most advertisers. This estimate was drawn from soundings taken among leading station sales last week.

In addition, the BROADCASTING survey found that a high proportion of stations—even higher than those reporting December gains—expected their 1963 full-year spot billings to exceed 1962's. But that was before the pre-emptions occurred, and how these might affect the forecasts was not calculable. Station reps, however, anticipated last week that spot TV business for 1963 would be up in total but that some markets, as always, would be down.

Observers speculated that a 70% make-good level might represent the retrieval of \$4 million to \$5 million of an estimated \$7 million-plus in national spot business voluntarily dropped on the weekend of President Kennedy's death. But it was acknowledged that dollar figures must remain speculative at least until fourth-quarter reports have been compiled, and may never be fully known.

**Good Positions** ■ It also was noted that for stations already approaching sold-out status, most make-goods would have to go into positions for which other buyers normally could be found, so that as a practical matter make-goods would not materially affect the pre-emption losses of these stations.

Authorities also pointed out that most

cases of inability to accommodate make-goods—of which there have been some, though relatively few—would occur in major markets where the rates are highest, so that the number of pre-emptions rescheduled is at best an uncertain and probably an overoptimistic indicator of the number of dollars that may be recouped.

While advertisers, agencies, stations and their reps were wrestling with this biggest make-good problem in broadcasting history, another complication entered the picture as Procter & Gamble, television's No. 1 customer, warned stations that it will not pay if they place its commercials in "triple-spotting" positions adjacent to "shared" but inadequately integrated messages (see page 28).

BROADCASTING's station survey, an annual yearend business study, reflected national spot traffic movement at almost the precise period of the Nov. 22-26 pre-emptions. By coincidence the questionnaires were distributed a few days before President Kennedy's death and were returned, in practically all cases, before make-goods could have been taken into account.

**As It Might Have Been** ■ Thus, although they inquired specifically about



## Seven sit on FCC's proposed commercial time limits

The seven members of the FCC, sitting in the borrowed majesty of an Interstate Commerce Commission hearing room, heard the views of some 40 individuals and groups last week on the FCC's proposal to set commercial time limits.

The commissioners heard little that was new and, reportedly, decided on Thursday to abandon the

rulemaking. The commission is expected to take final action on the matter Wednesday (see story page 38).

Shown testifying is Richard Nicodemus (l), a sociologist employed by the National Recreation Association. He supported the rulemaking. But, like others who favored a rule, he was unable to help the commis-

sion with the crucial question—how could one rule be fashioned that would be equitable for all stations?

The commissioners (l-r) are Kenneth A. Cox, Robert E. Lee, Rosel H. Hyde, Chairman E. William Henry, Robert T. Bartley, Frederick W. Ford and Lee Loevinger, who wore dark glasses against the "glare" of the TV camera lights.

# P&G won't pay for spots next to piggybacks

Top TV advertiser Procter & Gamble warned last week that it will not pay for spots placed in "triple-spotting" positions alongside so-called "piggyback" commercials.

P&G in the third quarter of this year alone spent more than \$17 million in spot TV, according to Television Bureau of Advertising computations of gross time billings (see story, page 30).

The warning and P&G's guidelines were issued through Compton Advertising, New York, in a letter to station representatives. Compton said it was acting in this area as the "spot coordinating agency" for P&G and its several other agencies.

Explicit in Compton's letter was P&G's expectation that so-called violations of the policy would make good either by running the Procter & Gamble commercial again ("make-good") or by crediting the advertiser with the amount of time affected. The policy was aimed at spotting of P&G commercials adjacent to two other commercials even when the other two were sponsored by the same company. This one-company sponsorship of adjacent commercials is often called "piggyback" buying.

The letter, sent by Graham Hay, broadcast media supervisor at Compton, set the scene in the opening paragraph:

"Procter & Gamble, as you know, has been and is opposed to triple-



Mr. Hay

spotting. Where incidents of this are uncovered relative to Procter & Gamble announcement schedules, its agencies have always insisted on either make-goods or credit."

**Asks Confirmation** • Mr. Hay asked the reps to advise stations of the policy and "confirm in writing to us the fact they have been so apprised." He also noted that if any of the stations "care to comment on this policy, please direct such correspondence to us."

Several factors, it was said by agencies, reps and advertisers, have combined to focus attention on this long-simmering problem in spot placement, not the least of which is the current complications over make-goods stemming from wholesale spot cancellations during the Nov. 22-26 weekend (see story, page 27).

It was pointed up that national advertisers view the "shared" commercial in different ways. Some, including a Compton client other than P&G, are said to place two different commercials back to back with no "bridge" between them; others do bridge the commercials but the messages are for dissimilar products.

Broadcast businessmen note also that the shared commercial—usually made up of two 30-second messages placed back to back—is striking favor with more and more advertisers. Among those identified with using the shared commercial are Alberto-Culver, American Home Products and Pepperidge Farm Bread. Lever Bros. recently placed a shared commercial, with bridging, in a heavy spot TV campaign for two of its products: Wisk detergent and Imperial margarine.

But there are many interpretations

and viewpoints, including charges of some reps of indirect "rate-cutting" (on the theory of getting two commercials for the price of one).

On the other hand, a national advertiser observed that by using the shared-commercial concept it was able to spread its advertising over additional markets and thus get its message into markets other than the top 50. It also found the method enabled the company to extend the life of the campaign.

**Product Protection** • Product protection is still another vexation over piggybacks. The traditional protection expected by advertisers is a separation of 15 minutes. But, as some reps have noted, two "integrated" commercials used side-by-side raise a specter of four separate commercials which when the usual 20-second addition is allowable in non prime time may add up to five commercials.

Several representatives indicated they had little to quarrel about with P&G's approach in that they also seek better definition and "policy."

P&G—through Compton—defined its policy as follows:

"A 'shared' commercial will be considered an integrated one, and thus actually one commercial, if it satisfies these requirements:

"Both commercials are identified as having the same brand name. It is not sufficient that the bridge say, 'here's another product from'—and then go into a commercial having no audio or video identification with the brand name of the first commercial in the pair.

"Both commercials are for products which have the same general

spot business booked for the week of Dec. 9, they produced data on sales levels as they would have been if the pre-emptions had not occurred. They therefore provide the most complete light yet available on the question, which a number of advertisers have raised, of stations' ability to re-schedule such a volume of commercials in positions generally comparable to those originally ordered.

The findings suggest that in some cases it could not have been done but that in most instances it could—within limits—and that on the "average" station it almost certainly could have been.

The "limits" affecting most stations' ability to accommodate a full run of make-goods had to do with such ques-

tions as whether an advertiser wanted the commercials to run before Christmas or whether he would let them extend through the end of the month or even into January, as some have done; the rigidity with which the advertiser defined "comparable" positions, and the willingness of local advertisers in a number of cases to adjust their own schedules.

**Big Markets Toughest** • The pinch would of course have been tightest—as it is now—in major markets and in the rescheduling of 60-second announcements, which traditionally are in greatest demand and shortest supply in markets of all sizes.

But even in the bigger markets, the survey found, minute sales in most of

the choicest periods were running short of capacity by 10% or more on the average, and in other periods by as much as 30 or 40%.

Considered individually, however, some stations were within 5% of sell-out and a few reported no minute availabilities at all in prime periods, indicating that these stations had little leeway for make-goods when the problem arose.

The rescheduling of pre-empted ID's and 10-second and 20-second announcements presented a much smaller problem, the survey indicated. Sales of these lengths were running lighter in practically all markets, as is normally the case.

Overall, December sales on three out

customers and use.

"The bridging or integrating of the two commercials is so executed as to appear to be one commercial.

"The continuity of a shared commercial meeting all of the above requirements with one other commercial does *not* create a triple-spotting occasion.

"A shared commercial which does *not* satisfy all of the above stated requirements will be considered a 'piggyback' commercial, or, two separate commercials. If a commercial for Procter & Gamble is run adjacent to a 'piggyback' pair, a triple-spotting condition has been effected for which we will require a make-good or credit."

The National Association of Broadcasters' TV code defines the basic differences between an integrated and a piggyback commercial as follows:

A commercial that's integrated has two or more products or services but is so executed by audio and video "that it actually is a single announcement." The products or services must be related in character and purpose or they must be offered by the same sponsor. The piggyback is defined as one in which the audio and video bridge is so executed as to make the presentation actually two or more separate announcements and must be counted as two or more, according to the code.

But broadcasters and advertisers who must decide on the question maintain the provisions are open to question and the term "executed" vague.

While NAB may consider a commercial with two different products advertised as "integrated" so long as the same sponsor is offering the products and the bridging is acceptable, many advertisers and reps remain confused.

of four stations in the survey were running ahead of last December's. But the gains were not as general as those reported a year ago, though there were signs that individually they may be running a little higher, on the average, than they did last December.

The 75% who reported gains, for example, compared with 91% increases last December. Where the gains were described numerically, the average increase this year was 27% as against 24% last December.

**More Declines** ■ This year's survey found 14% of the responding stations reporting December declines, as compared to 2% a year ago. Where a rate of decline was indicated, it averaged 10% this year to 2% last December.

The biggest gains were in sales of announcement lengths under one minute. Minutes were far and away the best-sold commodity, but on the average the shorter lengths all registered more gains than losses—as compared to last December—while minute sales declined more often than they gained.

Some stations reported unit sales down but dollar volume up.

The most widespread increases were evident in returns from markets with four or more stations, where 87% of the respondents reported December billings increases as compared to 13% who said business was down from the December 1962 levels.

In one and two-station markets 78% of the returns indicated December increases, 17% showed drop-offs and 5% saw little or no change from last December. In three-station markets 70% of the respondents reported December increases, 13% reported declines and 17% indicated no change.

**Study Supported** ■ The basic findings of the station study were borne out by a supplementary survey conducted by BROADCASTING last week among leading television sales representatives.

Like the stations, reps preponderantly reported that December business is running ahead of last December's—despite some cutbacks by a number of major advertisers (CLOSED CIRCUIT, Nov. 23)—and by more than 10 to 1 they indicated that their 1963 billings would exceed 1962's.

Their individual estimates of 1963 increases averaged out to about 14% above 1962 billings.

A few representatives said some of their stations had not been able to handle even the make-goods that had been offered them, but these were exceptions. An overriding majority said they had been able to reschedule all or practically all make-goods that have been authorized. A number of advertisers agreed to let their make-goods run into January, some of them stipulating that they be billed as if they run in 1963.

The 70% figure on acceptance of make-goods from the Nov. 22-26 period represented a consensus, but on a station-to-station basis the percentages varied widely, some outlets, mostly in major markets, were reported as having make-good levels of 40, 50 and 60%, while other stations, especially smaller ones, were said to have obtained make-good instructions covering up to 90% of their pre-emptions.

**Cooperation Good** ■ The dominant impression communicated by the reps was that advertisers and agencies generally had cooperated to a considerable extent. They conceded there had been a wavering attitude in the week or 10 days immediately after the Kennedy

death, but, in the words of one rep official; "after all is said and done, advertisers and agencies cooperated wonderfully. They worked together with us and our stations and often gave us the benefit of the doubt. Some business just couldn't be saved, of course, and that was to be expected."

The executive vice president of a representative firm that specializes in medium-sized-market stations reported that at least 85% of its cancelled spot TV business was now in the make-good category. He said there was no problem in finding appropriate time periods, adding "most of them already have been carried."

He said his business was down slightly in early December and for 1963 will be about the same as 1962. He forecast that sales will increase substantially in the first quarter of 1963, pointing out that orders are coming in more frequently than last year at this time.

The director of a large rep company said at least 60% of the cancelled commercials will be make-goods and added: "We are scheduling some of them in January. We have received approvals from some advertisers to carry them at this time because, in these cases, we couldn't fit them in this month. We applaud this move on the part of advertisers."

**Ahead of 1962** ■ Current business is running slightly ahead of last year at this time, he reported, and business for 1963 should be about 18% above that of 1962. The prospects are "excellent" for the first quarter of 1964, he reported.

A study made by another large rep firm indicated that at least 60% of its cancelled spots were recoverable though make-goods. There were few spots that could not be accommodated, an executive said.

Business is up slightly for early December, he said, and 1963 as a whole will conclude with an approximate 5% increase in billing over 1962. Indications are, he added, that the first quarter will be bright though January may be a "bit lower" than January 1963.

An estimated 50% of another large rep firm's cancelled TV spots will fall into the make-good class, an official said. He noted that among his stations the range runs from 30% in one market up to 80% in several other markets.

"We were able to schedule the make-goods in every case, except when a program buy, such as a news show or a special program, was involved," he explained.

Business now running on his stations is slightly down from last December, even counting the make-goods, he acknowledged. He continued: "more advertisers seem to be taking 'breathers' in December and in January. We detect fewer campaigns on anything resem-

bling a national basis this month and next.

**Over 1963 Level** — But he thought that business for the first quarter of 1964 generally should be over the 1963 level. He estimated that for 1963 his stations would increase their billing by an average 7% over 1962.

A rep firm that is represented strongly in major markets estimated that 60%

of business would be recouped through make-goods. He said stations were able to accommodate virtually all of the spots because business for December was hit by a "wave of cancellations" before the Kennedy tragedy.

The evaluation was that business currently running on the stations is "about the same or slightly better" than during the same period in 1962. He added:

"December is not one of our better months; every other month of this year did better than the comparable month of 1962 but we'll consider ourselves fortunate if December is up even or slightly over December 1962."

His judgment was that 1963 billings for his stations will be at least 12% over 1962 figures. The first quarter of 1964 looks "very promising," he added.

# Third-quarter spot TV up \$185 million

## INCREASE OF 23% IN PERIOD BRINGS NINE MONTH TOTAL TO \$628 MILLION

Spot TV billings (national and regional spot) for the third quarter of 1963 totaled more than \$185.3 million, an increase of 23.1% over the like period a year ago.

The report released by Television Bureau of Advertising today (Dec. 16) and based on N. C. Rorabaugh Co. compilations, places the first nine-month total of gross time billings for spot TV at \$628.1 million. This is some \$24 million ahead of initial projections made last summer (BROADCASTING, Aug. 12).

TvB said the percentage increase is based on an analysis of the same 318 stations which reported for the third quarter of both years.

In the third quarter, Procter & Gamble was the No. 1 spot advertiser, billing more than \$17 million. General Foods and Colgate-Palmolive billed \$7.7 million and \$7.4 million respectively.

Top gainers by product classifications in dollars and percentages, according to TvB:

Automotives, an increase of 41% from \$5.37 million to \$7.58 million; confections and soft drinks, up 42% from \$12.38 million to \$17.61 million; gasoline and lubricants, up 57% from \$5.46 million to \$8.5 million; household paper, boost of 73% from \$2 million to \$3.5 million, and tobacco products-supplies, also up 73% from \$4.99 million to \$8.64 million.

American Tobacco was a leading gainer among individual advertisers showing a third quarter jump from \$437,100 to a little over \$2 million. Another cigarette company, Brown & Williamson Tobacco, moved up from a \$211,300 expenditure for spot TV time in last year's third quarter to more than \$1.29 million in the same period this year.

General Foods, TvB's figures point out, doubled its expenditure: it climbed from \$3.89 million to \$7.7 million in the comparative quarters. Shell Oil is back in spot TV quite strong: the comparative difference for the quarter was \$804,000 last year to \$2.4 million this year.

In the third quarter, announcements accounted for \$152.8 million, ID's (10 second spot) for \$14.1 million and programs for \$18.36 million.

### TOP 100 SPOT TV ADVERTISERS THIRD QUARTER 1963 (Source: TvB-Rorabaugh)

|                                   |              |
|-----------------------------------|--------------|
| 1. Procter & Gamble               | \$17,045,900 |
| 2. General Foods                  | 7,751,600    |
| 3. Colgate-Palmolive              | 7,450,500    |
| 4. Lever Bros.                    | 5,007,200    |
| 5. Bristol-Myers                  | 4,254,300    |
| 6. General Mills                  | 4,032,900    |
| 7. Coca-Cola (bottlers)           | 4,023,300    |
| 8. William Wrigley Co.            | 4,002,500    |
| 9. Alberto-Culver                 | 3,677,400    |
| 10. American Home Products        | 3,500,800    |
| 11. Shell Oil                     | 2,404,000    |
| 12. Liggett & Myers               | 2,336,100    |
| 13. Kellogg                       | 2,322,400    |
| 14. Jos. Schlitz Brewing          | 2,246,900    |
| 15. Pepsi-Cola (bottlers)         | 2,110,800    |
| 16. American Tobacco              | 2,025,800    |
| 17. Carter Products               | 1,915,000    |
| 18. Gillette                      | 1,845,800    |
| 19. Ford Motor (dealers)          | 1,822,700    |
| 20. Warner-Lambert                | 1,790,200    |
| 21. Ralston-Purina                | 1,707,000    |
| 22. General Motors (dealers)      | 1,567,600    |
| 23. Beech-Nut Life Savers         | 1,486,800    |
| 24. Pabst Brewing                 | 1,420,400    |
| 25. Philip Morris                 | 1,411,200    |
| 26. Food Mfr. Inc.                | 1,307,400    |
| 27. Brown & Williamson            | 1,293,300    |
| 28. Anheuser-Busch                | 1,250,000    |
| 29. Canadian Breweries            | 1,246,000    |
| 30. Avon Products                 | 1,228,800    |
| 31. Socony-Mobil Oil              | 1,211,200    |
| 32. Simoniz                       | 1,150,200    |
| 33. Royal Crown Cola (bottlers)   | 1,074,000    |
| 34. Helene Curtis Industries      | 1,046,000    |
| 35. Standard Brands               | 977,900      |
| 36. Theo. Hamm Brewing            | 905,700      |
| 37. Continental Baking            | 905,500      |
| 38. Eversharp                     | 895,000      |
| 39. International Latex           | 865,000      |
| 40. Pet Milk                      | 854,100      |
| 41. John Hancock Mutual Life Ins. | 800,500      |
| 42. National Dairy Products       | 794,900      |
| 43. Associated Products           | 794,600      |
| 44. Sears, Roebuck                | 793,500      |
| 45. P. Ballantine & Sons          | 734,500      |
| 46. American Motors (dealers)     | 732,400      |
| 47. National Biscuit              | 730,700      |
| 48. Campbell Soup                 | 718,200      |
| 49. Chrysler Corp. (dealers)      | 715,800      |
| 50. Falstaff Brewing              | 701,500      |
| 51. Richardson-Merrell            | 695,200      |
| 52. Welch Grape Juice             | 672,900      |
| 53. Pearl Brewing                 | 660,100      |
| 54. R. J. Reynolds                | 657,100      |
| 55. Miles Laboratories            | 643,600      |
| 56. American Oil                  | 641,900      |
| 57. Corn Products Co.             | 617,800      |

|                                |         |
|--------------------------------|---------|
| 58. Chrysler Corp.             | 603,600 |
| 59. Phillips Petroleum         | 540,800 |
| 60. Humble Oil & Refining      | 538,100 |
| 61. Sinclair Refining          | 536,700 |
| 62. P. Lorillard               | 533,100 |
| 63. Borden                     | 528,800 |
| 64. Climalene                  | 525,400 |
| 65. Canada Dry (bottlers)      | 505,300 |
| 66. Foremost Dairies           | 495,300 |
| 67. Pacific Tel. & Tel.        | 494,600 |
| 68. Chesebrough-Pond's         | 484,900 |
| 69. Frito-Lay                  | 467,700 |
| 70. Stroh Brewery              | 464,000 |
| 71. Greyhound                  | 457,200 |
| 72. Pillsbury                  | 455,900 |
| 73. Shulton                    | 449,600 |
| 74. B. C. Remedy Co.           | 438,000 |
| 75. M. J. B. Co.               | 437,600 |
| 76. Hills Bros. Coffee         | 434,900 |
| 77. Lucky Lager Brewing        | 432,500 |
| 78. Associated Brands          | 422,600 |
| 79. Wallace & Tiernan          | 421,900 |
| 80. C. Schmidt & Sons          | 419,200 |
| 81. Atlantic Refining          | 409,900 |
| 82. A & P Tea Co.              | 406,400 |
| 83. Kroger                     | 404,100 |
| 84. Armstrong Rubber           | 394,500 |
| 85. E. & J. Gallo Winery       | 388,200 |
| 86. Sterling Drug              | 386,400 |
| 87. Nestle                     | 384,300 |
| 88. F. & M. Schaefer Brewing   | 381,800 |
| 89. General Motors             | 378,100 |
| 90. Kimberly-Clark             | 375,400 |
| 91. U.S. Borax & Chemical      | 366,200 |
| 92. Metro-Goldwyn-Mayer        | 361,600 |
| 93. George Wiedemann Brewing   | 350,600 |
| 94. Beecham Products           | 347,600 |
| 95. Swift & Co.                | 344,800 |
| 96. Lestoil Products           | 343,000 |
| 97. Socony-Mobil Oil (dealers) | 342,700 |
| 98. Scott Paper                | 335,800 |
| 99. Maybelline                 | 332,000 |
| 100. Sperry-Rand               | 326,000 |

### NATION AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

|                               |            |
|-------------------------------|------------|
| AGRICULTURE                   | \$ 221,000 |
| Feeds, meals                  | 131,000    |
| Miscellaneous                 | 90,000     |
| ALE, BEER & WINE              | 16,589,000 |
| Beer & ale                    | 15,836,000 |
| Wine                          | 753,000    |
| AMUSEMENTS, ENTERTAINMENT     | 879,000    |
| AUTOMOTIVE                    | 7,583,000  |
| Antifreeze                    | 352,000    |
| Batteries                     | 3,000      |
| Cars                          | 6,127,000  |
| Tires & tubes                 | 670,000    |
| Trucks & trailers             | 82,000     |
| Misc. accessories & supplies  | 349,000    |
| BUILDING MATERIAL, EQUIPMENT, |            |
| FIXTURES, PAINTS              | 878,000    |

# EVER HEAR ABOUT THE IOWA SCHOOLTEACHER?

It's been proverbial for generations in the travel trade that, wherever you go, "you always run into a lot of Iowa schoolteachers."

It's a cute quip, but it should have been worded "Iowa people." Because most of our people have more spendable income than average—and it's *spendable income* that permits travel, and new automobiles, and better food, and more luxuries of every sort.

Our Iowa farm people, for example, average a gross income of \$4,214 *per person*. By comparison, prosperous Indiana averages \$2,869 — Ohio, \$2,402.

WHO-TV, covering the heart of Iowa, has many time segments that will give you more high-income farm people, at lower cost, than any other station in this area. Ask PGW for facts.



CHANNEL 13 • DES MOINES

**WHO-TV**



PETERS, GRIFFIN, WOODWARD, INC.,  
National Representatives



AFFILIATE

| Classification                                        | Expenditure         |
|-------------------------------------------------------|---------------------|
| Fixtures, plumbing, supplies                          | 2,000               |
| Materials                                             | 546,000             |
| Paints                                                | 266,000             |
| Power tools                                           | 24,000              |
| Miscellaneous                                         | 40,000              |
| <b>CLOTHING, FURNISHINGS,</b>                         |                     |
| <b>ACCESSORIES</b>                                    | <b>1,536,000</b>    |
| Clothing                                              | 917,000             |
| Footwear                                              | 490,000             |
| Hosiery                                               | 129,000             |
| Miscellaneous                                         |                     |
| <b>CONFECTIONS &amp; SOFT DRINKS</b>                  | <b>17,611,000</b>   |
| Confections                                           | 8,240,000           |
| Soft drinks                                           | 9,371,000           |
| <b>CONSUMER SERVICES</b>                              | <b>\$ 5,906,000</b> |
| Dry cleaner & laundries                               |                     |
| Financial                                             | 722,000             |
| Insurance                                             | 2,033,000           |
| Medical & dental                                      | 101,000             |
| Moving, hauling, storage                              | 26,000              |
| Public utilities                                      | 2,421,000           |
| Religious, political, unions                          | 428,000             |
| Schools & colleges                                    | 74,000              |
| Miscellaneous services                                | 101,000             |
| <b>COSMETICS &amp; TOILETRIES</b>                     | <b>21,053,000</b>   |
| Cosmetics                                             | 1,992,000           |
| Deodorants                                            | 2,828,000           |
| Depilatories                                          | 77,000              |
| Hair tonics & shampoos                                | 6,462,000           |
| Hand & face creams, lotions                           | 1,025,000           |
| Home permanents & coloring                            | 2,819,000           |
| Perfumes, toilet waters, etc.                         | 55,000              |
| Razors, blades                                        | 1,546,000           |
| Shaving creams, lotions, etc.                         | 841,000             |
| Toilet soaps                                          | 2,175,000           |
| Miscellaneous                                         | 1,233,000           |
| <b>DENTAL PRODUCTS</b>                                | <b>3,594,000</b>    |
| Dentifrices                                           | 2,873,000           |
| Mouthwashes                                           | 636,000             |
| Miscellaneous                                         | 85,000              |
| <b>DRUG PRODUCTS</b>                                  | <b>10,260,000</b>   |
| Cold remedies                                         | 801,000             |
| Headache remedies                                     | 4,257,000           |
| Indigestion remedies                                  | 543,000             |
| Laxatives                                             | 672,000             |
| Vitamins                                              | 565,000             |
| Weight aids                                           | 1,222,000           |
| Miscellaneous drug products                           | 1,932,000           |
| Drug stores                                           | 268,000             |
| <b>FOOD &amp; GROCERY PRODUCTS</b>                    | <b>\$42,620,000</b> |
| Baked goods                                           | 4,071,000           |
| Cereals                                               | 10,191,000          |
| Coffee, tea & food drinks                             | 6,627,000           |
| Condiments, sauces, appetizers                        | 3,757,000           |
| Dairy products                                        | 2,663,000           |
| Desserts                                              | 373,000             |
| Dry foods (flour, mixes, rice, etc.)                  | 2,160,000           |
| Fruits & vegetables, juices                           | 2,971,000           |
| Macaroni, noodles, chili, etc.                        | 967,000             |
| Margarine, shortenings                                | 1,197,000           |
| Meat, poultry & fish                                  | 2,541,000           |
| Soups                                                 | 374,000             |
| Miscellaneous foods                                   | 2,186,000           |
| Miscellaneous frozen foods                            | 266,000             |
| Food stores                                           | 2,276,000           |
| <b>GARDEN SUPPLIES &amp; EQUIPMENT</b>                | <b>55,000</b>       |
| <b>GASOLINE &amp; LUBRICANTS</b>                      | <b>8,557,000</b>    |
| Gasoline & oil                                        | 8,405,000           |
| Oil additives                                         | 104,000             |
| Miscellaneous                                         | 48,000              |
| <b>HOTELS, RESORTS, RESTAURANTS</b>                   | <b>147,000</b>      |
| <b>HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES</b> | <b>7,120,000</b>    |
| Cleaners, cleansers                                   | 5,008,000           |

## Buy a few, get a harem

"First time ever," the commercials begin. "From Bartlett Rambler in Anaheim. A blonde with every convertible. Brunettes with station wagons. Redheads with every 1964 Rambler sedan. . . Drive that old car of yours to Bartlett Rambler. . . Be sure to bring in your old wife, mother-in-law, whoever you want replaced, and drive away in the '64 Rambler of your choice with the hmm, hmm, hmmm of your choice sitting beside you. . ."

The spots, broadcast on KEZY Anaheim, Calif., were conceived by Johnny Gunn, that station's program director, for Bartlett Rambler through Sarver & Witzerman, Long Beach, Calif. Lest anyone get the wrong idea, each commercial makes it clear that the offer is "wife-approved. . . You get the new car you've been wanting. She gets the beautiful House of Sheffield wig."

| Classification                                            | Expenditure         |
|-----------------------------------------------------------|---------------------|
| Floor & furniture polishes, waxes                         | 1,555,000           |
| Glass cleaners                                            | 24,000              |
| Home dry cleaners                                         | 3,000               |
| Shoe polish                                               | 323,000             |
| Miscellaneous cleaners                                    | 207,000             |
| <b>HOUSEHOLD EQUIPMENT—APPLIANCES</b>                     | <b>1,372,000</b>    |
| <b>HOUSEHOLD FURNISHINGS</b>                              | <b>714,000</b>      |
| Beds, mattresses, springs                                 | 282,000             |
| Furniture & other furnishings                             | 432,000             |
| <b>HOUSEHOLD LAUNDRY PRODUCTS</b>                         | <b>15,308,000</b>   |
| Bleaches, starches                                        | 3,114,000           |
| Packaged soaps, detergents                                | 10,489,000          |
| Miscellaneous                                             | 1,705,000           |
| <b>HOUSEHOLD PAPER PRODUCTS</b>                           | <b>3,510,000</b>    |
| Cleansing tissues                                         | 579,000             |
| Food wraps                                                | 1,099,000           |
| Napkins                                                   | 20,000              |
| Toilet tissue                                             | 726,000             |
| Miscellaneous                                             | 1,086,000           |
| <b>HOUSEHOLD GENERAL</b>                                  | <b>\$ 1,775,000</b> |
| Brooms, brushes, mops                                     | 17,000              |
| China, glassware, crockery, containers                    | 355,000             |
| Disinfectants, deodorizers                                | 205,000             |
| Fuels, (heating, etc.)                                    | 235,000             |
| Insecticides, rodenticides                                | 787,000             |
| Kitchen utensils                                          | 60,000              |
| Miscellaneous                                             | 116,000             |
| <b>NOTIONS</b>                                            | <b>36,000</b>       |
| <b>PET PRODUCTS</b>                                       | <b>2,408,000</b>    |
| <b>PUBLICATIONS</b>                                       | <b>673,000</b>      |
| <b>SPORTING GOODS, BICYCLES, TOYS</b>                     | <b>1,073,000</b>    |
| Bicycles & supplies                                       | 43,000              |
| Toys & games                                              | 958,000             |
| Miscellaneous                                             | 72,000              |
| <b>STATIONERY, OFFICE EQUIPMENT</b>                       | <b>420,000</b>      |
| <b>TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS</b> | <b>209,000</b>      |
| Radio & television sets                                   | 177,000             |

| Classification                         | Expenditure          |
|----------------------------------------|----------------------|
| Records                                | 31,000               |
| Miscellaneous                          | 1,000                |
| <b>TOBACCO PRODUCTS &amp; SUPPLIES</b> | <b>8,644,000</b>     |
| Cigarettes                             | 8,076,000            |
| Cigars, pipe tobacco                   | 518,000              |
| Miscellaneous                          | 50,000               |
| <b>TRANSPORTATION &amp; TRAVEL</b>     | <b>1,996,000</b>     |
| Air                                    | 1,261,000            |
| Bus                                    | 520,000              |
| Rail                                   | 156,000              |
| Miscellaneous                          | 59,000               |
| <b>WATCHES, JEWELRY, CAMERAS</b>       | <b>881,000</b>       |
| Cameras, accessories, supplies         | 79,000               |
| Clocks & watches                       | 3,000                |
| Jewelry                                | 5,000                |
| Pens & pencils                         | 772,000              |
| Miscellaneous                          | 22,000               |
| <b>MISCELLANEOUS</b>                   | <b>1,702,000</b>     |
| Trading stamps                         | 201,000              |
| Miscellaneous products                 | 407,000              |
| Miscellaneous stores                   | 1,094,000            |
| <b>TOTAL</b>                           | <b>\$185,330,000</b> |

## Studebaker ad plans in suspended state

Still up in the air last week was the question of future advertising in the United States by the Studebaker Corp. which is discontinuing automobile production in this country. The firm this year has put between \$5-7 million into advertising, with about 15-20% in broadcasting—mostly in network television.

Unofficial reports that D'Arcy Advertising, New York, would lose Studebaker billings with the closing of the auto firm's main plant in South Bend, Ind., were discounted by headquarters officials last week. They said there would be no changes at this time.

D'Arcy said there has not yet been a meeting of agency and Studebaker officials to plan 1964 advertising, but that action could be expected within a few weeks. The agency also said it has completed introduction of Studebaker's 1964 models. It is preparing now for 1964 advertising that will generally point up the fact that Studebaker will continue to manufacture cars in Canada for sale there and export to the U.S. No figures have been released on 1964 billings.

Studebaker has cut its broadcast billings as was expected earlier (BROADCASTING, Sept. 16). The Television Bureau of Advertising reports that Studebaker's gross time billings in TV for the first nine months of 1963 were: network TV, \$966,300 and spot TV \$92,000. The firm's network sponsorship was almost entirely at CBS-TV on *NCAA Football*, *Twilight Zone*, *Alfred Hitchcock*, *Eyewitness* and *Mister Ed*.

Studebaker's Canadian subsidiary is represented by McConnell-Eastman, Toronto, and sponsors the *Ed Sullivan Show* on CBC-TV there.



**If your trade is with teens,** *the station that will best help you make sales in the Carolinas is WSOC-TV. With hit shows like Kilgo's Kanteen, livelier local sports features, WSOC-TV delivers this area's most enthusiastic product supporters. Plenty spending money, too. Charlotte's consumer spendable income per family is highest of any metro area in the South. Get a bigger share of it with*

**Charlotte's WSOC-TV**

# MORE CREATIVITY WANTED

## Major advertisers tell surveyors what functions they want their advertising agencies to fulfill

Improved creative output, particularly in the print media fields, appears to be the chief need that major advertisers want their agencies to fulfill today, according to a study of the attitudes of major advertisers conducted earlier this year by Forward Research Inc. for Needham, Louis & Brorby.

The study also found that "surprisingly" TV programming as an agency function "is out of the running." Comments praising the commercial effectiveness of television were reported as well but the identity of their sources was not disclosed.

Needham, Louis & Brorby is releasing details of the study today (Dec. 16). The study is based on a confidential survey of more than 150 key marketing and advertising executives from a range of top companies in 22 industries. None of them now are NL&B clients.

The survey was conducted through personal interviews in New York, Chicago and a number of other cities. Interviews ran one to two hours. NL&B said the survey had a very high cooperation rate of 86% of those contacted. The findings and conclusions are those of Forward Research and not the agency. NL&B's sponsorship was not disclosed until the report was finished.

The overall objectives of the study were outlined in advance by Paul C. Harper Jr., president of the Chicago-based agency. Two other NL&B executives were responsible for the planning and follow-through. They were Dr. Leonard Kent, vice president and director of research, and Dr. Gordon Keswick, director of creative research.

**Two Viewpoints** ■ Titled "Major U. S. Advertisers Look at Advertising and Agencies," the study showed broadly that there are two points of view concerning what an advertising agency should do for its clients.

"Some advertisers want total marketing help," the study said. This ranges "from sales to research."

Others, however, "want creative counsel only," it noted, "in the belief that the advertiser should provide the rest of the marketing function."

The study reported that closely related to these differing points of view "it was found a communications problem often exists between advertisers and agencies. In many cases there is a misunderstanding as to the services the agency can and should provide."

Obviously there are no rights or wrongs here, the study said, because it all depends upon the individual point

of view. "Nevertheless, even in 'secure' client-agency relationships," the study said, "there is evidence of a need for improved communications between advertiser and agency—especially agency management. Insecurities and suspicions seem to arise not so much from what is needed by the advertiser and not supplied by the agency as from what the advertiser expects but does not make clear."

**Recent Improvement** ■ Nearly all of the executives surveyed noted specific areas of recent improvement in advertising agency performance. The report said those of major importance included marketing and sales know-how, research and creativity. Creativity refers to an agency's capacity to generate new ideas and communicate them effectively to consumers, the report explained.

"Speaking of agency service func-



NL&B's Harper

tions which are important to their needs, executives stress three that they consider the bulwarks of the best advertising agencies," the report summarized. "These are print creativity, media planning and marketing strategy. In contrast, broadcast creativity, account handling, agency management and consumer research were substantially less important. Surprisingly, TV programming as an agency function is out of the running."

Apart from the overriding single need for agencies to improve creative output, especially in print, the executives sur-

veyed also "see an increasing need for agencies to provide top caliber, highly intelligent and experienced people to implement these functions."

The study noted that the anonymous collective "the agency" carries neither prestige nor real meaning. Only "personal individual talents" command respect, it indicated, pointing out that more than a third of those interviewed feel that agencies should do a better job in strengthening personnel with whom the clients work.

**Hope For Future** ■ In its conclusions the report observed that "creativity and research will be expected to carry the burden of the advertiser's hope for future progress. Research-mindedness, if not formal research, has arrived. To an increasing extent, research will be part of the total process of developing the advertiser's approach to the consumer."

The study continued, "and creativity, much like research-mindedness, will be expected from every member of the team. It is no longer restricted to the writer and the artist. The advertiser seeks it in everyone concerned with his problems."

In a section devoted to typical comments on areas of recent agency progress, the report included the following on creativity from one respondent:

"I think they have developed TV commercials—to me that is the outstanding thing. There is a freshness and newness about them and they're entertaining. An acceptable way has been found to show the benefits of their products. . . . They're in better taste and more entertaining, more informative, more believable. That is an overall comment, some commercials won't come up to that, but a multitude of agencies are coming up with great improvements."

**Other Comments** ■ Among interview comments quoted elsewhere in the report were these:

"... I feel the most effective medium today is TV and consequently those agencies who can create outstanding commercials can stimulate the sale of their customer's product better than if they were superior in their creativeness for any other medium. TV is particularly effective because it is both visual and audio."

"... The most powerful communicative medium which man has yet devised for mass selling is television. Therefore, the efficient use of television would make it the strongest weapon in an advertiser's arsenal. The creation of commercials should be handled in such a way as to make them adaptable in the most efficient way possible to the television medium so it can utilize all its power."

"... We haven't experienced it yet

**Remember when you relied  
on radio?**

**To find out if you should  
take an umbrella?**

**To avoid a traffic jam?**

**To get the football scores?**

**Your father depended on radio, too.**

**So will your children.**

# Radio...one of the good things about America

ABC OWNED RADIO STATIONS

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

—haven't done any, but I have a strong feeling that the TV audience is the strongest audience out. That's the best way to reach the mass audience."

"... Ideally the program department of the agency should be expert in evaluating TV programming, but should have strength to go to the client and present it. It should be an additional selling arm to what we're doing. Actually the media department in most agencies has usurped the broadcasting department's activities. They used to build shows, but that part of the business today is pretty much in the hands of the networks, because they're the only ones in a position to spend the money for show development. Even a very large-sized agency is not equipped to perform this function. As a result, media people have pretty much taken over," the respondent commented.

### Business briefly . . .

**Humble Oil and Refining Co.**, through McCann-Erickson, New York, has purchased sponsorship of 26 NBC-TV specials in 1964. The first program in the series, *Orient Express*, will be televised in color Tuesday, Jan. 7 (10-11 p.m. EST).

**Beech-Nut Life Savers Inc.**, through Benton & Bowles, New York, has purchased time in nine NBC-TV series, giving it air time every night except Monday. Programs are *International Showtime*, *Mr. Novak*, *The Richard Boone Show*, *Espionage*, *Eleventh Hour*, *The Lieutenant*, *The Bill Dana Show*, *Temple Houston* and *Saturday Night at the Movies*.

**The Savings and Loan Foundation**, through McCann-Erickson, New York, has purchased full sponsorship of ABC Radio's broadcast of the American Football League championship game, scheduled for Jan. 5. The game will be played in the home stadium of the Western Conference winners, either the San Diego "Chargers" or the Oakland "Raiders."

**R. J. Reynolds Tobacco Co.**, through William Esty, New York, has purchased sponsorship of the Orange Bowl football game on ABC-TV and Radio Jan. 1 at 1:45 p.m. Other sponsors, already announced are **Bristol-Myers Co.**, through Doherty, Clifford, Steers & Shenfield Inc.; **Buick Motor Division**, through McCann-Erickson Inc.; and **Texaco Inc.** through Benton & Bowles, all New York.

**Smith, Barney & Co.** will sponsor a two-hour Christmas Eve musical program on radio stations in 12 cities where the Wall Street investment firm has offices. Albert Frank-Guenther Law, New York, is the agency.

**Lever Brothers Co.**, through Foote, Cone & Belding, New York, plans to

advertise its new-formula Imperial Margarine in a campaign marking the product's return to nighttime television after an absence of two years. The drive will include commercials on CBS-TV's *The Defenders* and *Candid Camera* and ABC-TV's *The Price is Right*, as well as a heavy spot TV campaign in major U. S. markets.

**Autolite Division of Ford Motor Co.**, through BBDO, New York, **Bristol-Myers Co.**, through Doherty, Clifford, Steers & Shenfield, also New York, and **Consolidated Cigar Corp.**, through Len-

nen & Newell, that city, have purchased sponsorship in *NBC Sports Special*, a weekly, 90-minute series scheduled to start Jan. 4, 1964, on NBC-TV. The program will run Saturdays, 4:30-6 p.m. EST.

**Union Oil Co. of California**, through Smock, Debnam & Waddell, will sponsor the Santa Anita feature races, on CBS Television Pacific Network, Saturday, 4-4:30 p.m. PST, for 11 weeks starting Dec. 28. It is the ninth consecutive season of Union Oil sponsorship of the Santa Anita races.

*So good to work with... 1-1-3*



Mulling it over—or making a deadline  
... pleasant music and crisp news  
maintain fresh alertness... radio **1-1-3**

*Detroit's good music station...*

One of a series in Detroit newspapers and The Advertiser

**W-CAR**

**50,000 watts**

**1130 KC**

Representation: AM Radio Sales

# FCC unhorsed in commercial crusade

## QUESTION NOW: HOW TO PULL BACK WITHOUT TOTAL SURRENDER

The FCC's controversial commercial-time standards rulemaking reached the end of the road last week, battered and all but friendless.

Most of a string of participants at a two-day oral argument on the proposal asked the commission to abandon it. The rulemaking suggests adoption of the commercial codes of the National Association of Broadcasters as a basis

commercialization."

**No Guidelines Worked** ■ Some of the broadcasting industry witnesses at the oral argument would oppose even this step. The chairman repeatedly asked witnesses if the commission should publicize guidelines followed by the staff in examining applications for over-commercialization. He said applications are spot checked for excessive numbers

**Local Policy** ■ Mr. McKenna said this procedure would lead broadcasters to develop a "reasonable commercial policy in light of the needs" of their community. And this, he said, would be better than an across-the-board rule enforced by the commission.

Another communications attorney, Paul Dobin, said the commission lacked the case-by-case information needed for



Mr. Anello



Judge Rosenman



Mr. Monderer



Mr. McKenna



Mrs. Logan

for the proposed rule.

Most of those who appeared said the agency lacked the authority to adopt such a rule and that, in any event, it would be impossible to fashion a single standard for commercialization that would be equitable for all TV and radio stations.

And the House Commerce Committee registered its concern by approving a bill that would prohibit the commission from adopting rules setting commercial limits (story page 42).

**Fond Farewell** ■ Even before these developments, there were signs that four votes could not be found on the commission to provide a majority in favor of a rule. By midweek, the commission reportedly decided to jettison the proposed rulemaking (story page 39).

FCC Chairman E. William Henry indicated at the beginning of the week that he had little hope a rule could be adopted. Appearing on NBC's *Meet the Press*, on Sunday (Dec. 8), he said the commission should "at least clarify" its position so that the industry would know what the FCC means by "over-

of commercials.

Usually, he was told, either that no instructions should be given the staff or that the guidelines should not be published. Some witnesses said publication of the guidelines would have the same effect as a rule.

The oral argument constituted an unusual effort by the commission to obtain information beyond that provided in the comments filed in the proceeding. However, many of the arguments that were made had been heard before. And none of those favoring limitations were able to suggest any method for devising a rule that would be equitable for all stations—the problem that caused the commission the most trouble.

But some of these opposing the rulemaking did suggest alternative courses.

James A. McKenna Jr., representing ABC, said the commission could add to its application forms a question asking whether the station conforms—not necessarily belongs—to the NAB code. Those licensees who reply in the negative would be required to explain their commercial policy.

a rule. He suggested that the commission build up a history of ad hoc decisions before formulating a rule.

Attorneys Theodore C. Pierson and Ben C. Fisher, in separate statements, agreed that the commission lacked the knowledge to develop a rule. But they didn't suggest a case-by-case approach. They said an industry-government committee should be formed to study such questions as the effectiveness of commercials and the public's reaction to them.

Mr. Pierson said that until this knowledge is available, there should be "no meddling by the NAB or the FCC."

R. B. McAlister of KSEL and KTXM-TV Lubbock, Tex., offered "the McAlister Plan." Each licensee would file with the commission the commercial policy it would follow for the succeeding 12 month-period. These submissions could be averaged by the commission and published as guidelines for commercialization in the various broadcast services.

**Invite Comments** ■ Norman E.

Jorgensen, a communications attorney, said that the licensees, along with publicizing their renewal applications, as now required, invite the public to comment on their commercial practices. He noted that this was in line with Chairman Henry's recommendation that broadcasters announce their legal obligations and invite comments on their programming (BROADCASTING, Oct. 28). He said the commission could step in when a licensee appeared to be ignoring local complaints. But the commission, he said, "would stay out as long as the public approves."

The major opponent of the proposed



Mr. Parker



Mr. Finz

rulemaking in the oral argument was Douglas A. Anello, NAB general counsel. He questioned the commission's legal authority over commercials and said the agency should consider a licensee's advertising practices only in connection with his overall programming performance.

The commission, he said, cannot decide in advance whether a certain number of commercials is too large in a particular market. Therefore, he said, it would be impossible to apply a commercial-limiting rule on an across-the-board basis.

The proposed rule, he said, would "change the face of broadcasting." He urged the commission to permit the industry to regulate itself. He said the NAB commercial codes have been strengthened over the years, not weakened, as some commissioners have claimed.

**Single Standard Questioned** ■ But in this connection he noted that the industry is beginning to feel that a single standard for all stations is unrealistic. As a result, he noted, the NAB code

## But FCC won't give up all ad control

The FCC proposal to limit, by rule, the amount of advertising a broadcasting station can carry is dead. But the commission is keeping alive the issue of overcommercialization.

The FCC tentatively decided last week to terminate the controversial rulemaking that, among other things, proposed adoption of the National Association of Broadcasters' commercial codes as government rules.

But in closing the door on a general rule, the FCC is expected to state that it will seek to apply restrictions on overcommercialization on a case-by-case basis.

**Fast Action** ■ The commission reached its decision in two meetings following the two-day oral argument on the proposed rulemaking last Monday and Tuesday (Dec. 9-10). Most of the 40 participants who were heard urged the commission to drop its proposal (see story beginning on opposite page).

However, some spokesmen for broadcasting interests suggested that the agency use the case-by-case approach, and the FCC is expected to cite those suggestions as at least part of the basis for its decision.

The FCC reportedly will say it will be in a position to make a close examination of a station's commercial policy once its revised program reporting forms for radio and television are designed. Work on those

forms is beginning to move ahead.

On Thursday the FCC instructed its staff to draft an order terminating the commercial rulemaking but stating that the commission would look into commercial volume on a case-by-case basis.

If the commission agrees on the language the staff submits, it will approve the order at its meeting next Wednesday (Dec. 18). If not, the document will go back for re-writing. In either case, the termination order is expected before the end of the month.

**Division of Opinion** ■ Not all commissioners are satisfied with the instructions given the staff. Some, including Chairman E. William Henry, are said to feel the compromise doesn't go far enough. Others, including Commissioner Rosel Hyde, feel it goes too far.

The proposal to adopt the NAB code or some other specific standards as an FCC rule was put out by a bare 4-3 majority last May. One of those who voted for it, then Chairman Newton N. Minow, left the commission afterward. His replacement, Lee Leovinger, has never shown much enthusiasm for the proposal. And Commissioners Robert E. Lee, who originally proposed the rule, and Kenneth A. Cox, who voted for the rulemaking, have since questioned the practicability of the proposal.

authority is studying the feasibility of "qualitative standards."

Mr. Anello also said the NAB code should be considered as a goal which stations seek to achieve, not a rule.

Judge Samuel I. Rosenman, appearing for CBS, said his "chief concern" is that the proposed rule would take from broadcasters the responsibility the commission and the Communications Act have given them for determining the public interest.

Judge Rosenman, who once served as speech writer for the late President Franklin D. Roosevelt, also said the proposed rule might lead to an examination by the FCC of a stations' income. He said this would be "a new and undesirable" development.

"The remedy for overcommercialization," he said, lies "in the good collective judgment of the American people."

**No Mathematical Formula** ■ Howard Monderer, Washington attorney for NBC, said the proposed rule would mark a sharp departure from past FCC policy of permitting licensees to determine local needs. Asked whether it

would help if the commission established criteria on commercials, he replied: "I cannot equate the public interest with a mathematical formula."

Robert F. Hurleigh, president of the Mutual Broadcasting System, said there are too many different types of stations to be covered by a single rule. He said the requests for waivers would be so great "that you might just as well not have any rule at all."

A. E. Tatham, chairman of Tatham-Laird Inc. and chairman of the American Association of Advertising Agencies, also opposed the rule—but not because he approved of broadcasters' commercial policies.

Mr. Tatham, who spoke for his own company only, echoed the complaint of other agencies and advertisers about commercial "clutter." But, he said, the proposed rule would not come to grips with this matter.

And, in any event, he said broadcasters should be left free to work out the problem without government interference.

Peter Goelet, president of the Na-



**Maurice Dolbier**  
Senior Book Reviewer and  
columnist, New York Herald  
Tribune; author.

**Jimmy Breslin**  
New York Herald Tribune's  
"Boswell of the Subway Circuit";  
a touch of Runyon, Hemingway,  
Behan, but mostly Breslin.

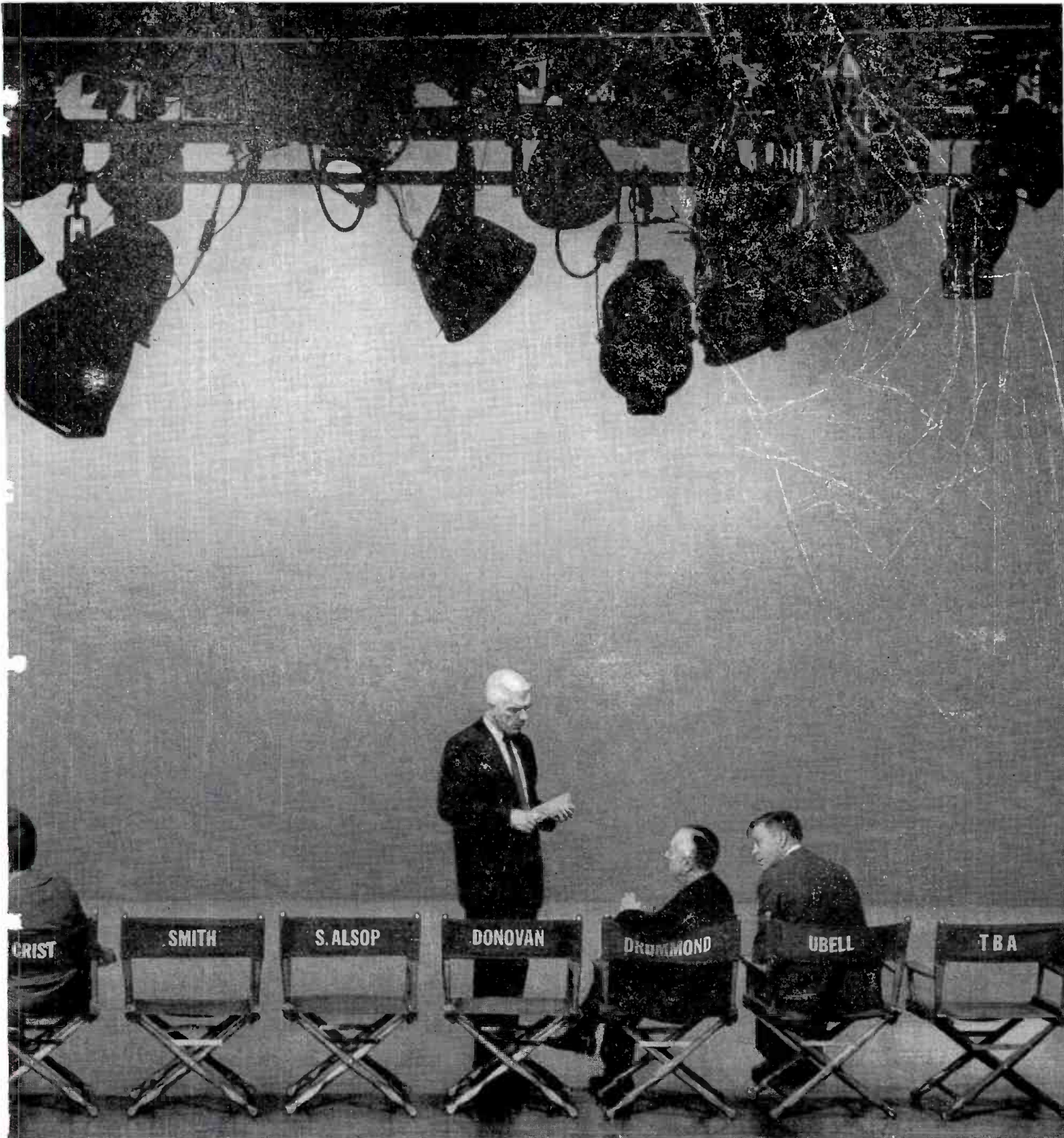
**Robert Novak**  
Co-author, with Evans, of  
"Inside Report," nationally  
syndicated Washington column.

**Roland Evans**  
Half of the Evans-Novak team;  
top political observer and  
national affairs reporter.

**Marquis Childs**  
Author, nationally syndicated  
columnist and Washington  
Bureau Chief, St. Louis  
Post-Dispatch.

**Walter Kerr**  
Distinguished drama critic,  
playwright and author of  
standard textbooks  
of the theatre.

**Journalism spoken here**



**Judith Crist**  
 Critic, New York Herald Tribune; highly quoted for her wit and caustic pen.

**Red Smith**  
 Dean of American sportswriters; colorful, humorous, perceptive.

**Stewart Alsop**  
 Washington Editor, Saturday Evening Post; co-authored famed "Inside Washington" column.

**Robert J. Donovan**  
 Washington Bureau Chief, Los Angeles Times; author of "Pt-109" and Eisenhower: The Inside Story."

**Roscoe Drummond**  
 One of Washington's most-respected newsmen; former Bureau Chief, Christian Science Monitor.

**Earl Ubell**  
 Science Editor, New York Herald Tribune; frequent winner of reporting awards.

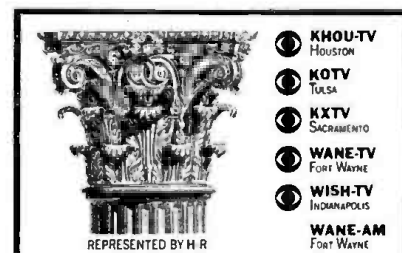
**TBA**  
 (Other distinguished columnists to be announced.)

Literate, vigorous, authoritative... these distinguished columnists and writers (with others to be added) bring breadth and understanding to the important news of the day.

...days stimulating, often provocative, their analyses are videotaped in Washington and New York and are presented, one each week day, as a significant supplement to the extensive local and regional news coverage by CORINTHIAN stations.

Their personal and individual commentaries range from the national to the international news, from sports to the lively arts, adding a new dimension to television broadcasting.

We are proud to present these great journalists to the communities we serve. This breakthrough in television journalism is another example of CORINTHIAN stations' concept of responsibility to their communities.



**THE CORINTHIAN STATIONS**  
 RESPONSIBILITY IN BROADCASTING.

## Overcommercialization is chief complaint

The FCC received 637 complaints about overcommercialization by radio and television stations during the first six months of 1963. This accounted for 45% of the total complaints about broadcast advertising received by the commission in that period.

Figures on complaints filed with the commission, as compiled by the agency's staff, were read into the record of last week's two-day oral argument on the FCC's proposal to adopt a rule on commercial limits.

Overcommercialization was said to outstrip by far other aspects of broadcast advertising as a cause for complaint. Other causes were false

and misleading advertising, bad taste and liquor and tobacco ads.

During fiscal 1963, which ended June 30, 8,380 complaints were received about all subjects. Of these, 2,463, or 29.4% involved advertising. The only subject drawing more complaints was programing, which was the subject of 3,864 communications from the public.

No breakdown of the complaints about commercials during all of fiscal 1963 was available.

Chairman E. William Henry read the figures into the record at the request of Commissioner Frederick W. Ford, who was absent during Tuesday's (Dec. 10) session.

tional Audience Board, said the solution should come through an "interaction" between broadcasters and advertisers. "In this instance," he said, "I believe what is best for business is best for the public."

**Small Stations** ■ Several of the speakers said that adoption of a commercial-limiting rule would be particularly burdensome for small stations which, they said, would find it economically impossible to live within the same rules as those followed by large stations. Commissioner Kenneth A. Cox, however, was not impressed. He said that monitoring by the commission's staff indicated that the most serious violators of the NAB code are not the small market daytime radio stations but large, financially successful, full-time stations in important markets.

Support for the proposed rulemaking came from a number of individuals and organizations. Steven Finz, 20-year-old law student from New York, represented an organization called the League Against Obnoxious TV Commercials. He called the TV commercial "the American household's least desired guest" and said it appears "ridiculously too often." He urged the commission to "bring sensible and sane advertising standards to this medium." He said the league has grown to 6,300 members in the past year, and that 90% of them favor federal regulation.

Mrs. Clara Logan, president of the National Association for Better Radio and Television, said recent monitoring of Los Angeles radio and television stations disclosed what she considered "far too many commercials." She said one station carried 22 minutes and 45 seconds of commercials in one hour and that a network television station broadcast 14 commercial spots within a 14½-minute period beginning at 5:45 p.m.

She said the survey shows that, be-

tween Nov. 26 and Dec. 4, 1,331 commercials were carried on six TV and four radio stations during an 87-hour period.

**Make-Goods** ■ However, Commissioners Cox and Frederick W. Ford recalled that monitoring followed the four days in which all the stations dropped all commercials to cover events connected with the assassination of President Kennedy. The commissioners suggested the heavy concentration of commercials might have included a large number of make-goods.

The Reverend Everett C. Parker of New York, director of the office of communication of the United Church of Christ, also supported the rulemak-

ing. He said the commission is "more than fair" in proposing adoption of the NAB commercial codes.

And the Reverend David C. Colwell of Washington, a member of the general board of the National Council of Churches, said the commission has "every legal right and the moral duty" to regulate commercials.

Others supporting the proposal to limit commercials were Richard Nicodemus, sociologist employed by the National Recreation Association; Sydney R. Katz, of New York City; and Alfred D. Rosenblatt, of Laconia, N. H.

**Other Opponents** ■ Others who appeared in opposition to the proposed rulemaking were Representative Odin Langen (R-Minn.), Dean F. W. Ziebarth of the University of Minnesota; John W. Steen, Group W (Westinghouse Broadcasting Co.); Mrs. Virginia Pate, WASA-AM-FM Havre de Grace, Md.; Maryland-D.C.-Delaware Broadcasters Association; Richard M. Schmidt Jr., Colorado Broadcasters Association; James Popwell, WCEH Hawkinsville, Ga.; Georgia Association of Broadcasters; Joseph M. Baisch, WREX-TV Rockford, Ill.; Illinois Broadcasters Association; Robert N. Green, Texas Association of Broadcasters; Howard B. Hayes, Virginia Broadcasters Association.

Also, Edwin T. Elliott, WHH Norfolk, Va.; John D. Kennedy, WDRK Greenville, Ohio; M. H. Blum, WANN, WXTG-FM Annapolis, Md.; and attorneys Thomas H. Wall; Robert H. Bader, and R. Russell Egan (representing WGN-AM-TV Chicago).

## FCC HEADED OFF ON THE HILL

### Harris committee okays Rogers's bill on commercials

While the FCC listened to arguments on the merits and demerits of its proposal to regulate commercials last week (see page 38), the House Commerce Committee voted overwhelmingly for a bill that would prohibit the commission from making rules on the length and frequency of commercials.

By voice vote and with only one known dissent—Representative John E. Moss (D-Calif.)—the committee approved HR 8316, a bill introduced last summer by Representative Walter Rogers (D-Tex.), in an effort to head off the FCC's announced plan to consider getting into commercial regulation.

Representative Oren Harris (D-Ark.), chairman of the full committee, said he would "probably" request the House Rules Committee to clear the way for a vote in the House. The FCC, however, was taking steps to cease consideration of its proposal, and it was thought the House committee's action

had been partly responsible for the commission's move.

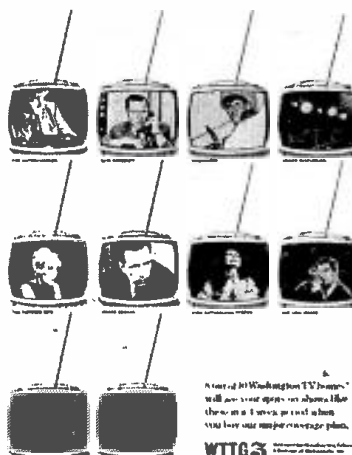
A report on the committee's action was expected to emphasize that the bill was aimed at the commission's claim that it had the authority to make rules on commercials, not whether overcommercialization exists, or is a problem. Representative Moss was preparing a dissent to accompany the committee report last week, and said he thought other committee members might join him.

Representative Rogers pointed out that the committee has not expressed its view on overcommercialization itself. If overcommercialization is a problem—"and I grant you it very well could be"—he said, "I would be one of the first ones to say that the matter should be gone into by the Congress."

Several members who voted for the Rogers bill said they thought it was not the best way to approach the situation (commercials) and urged the com-

# TAKE A 5 MINUTE!

**WATER-PROOFING** **REPAIRS**  
I painted up 100% profit on.  
**Waterproofing** **Repairs** **To** **Basement** **Floors**



At one of the Washington TV forums, well over a thousand people gathered. There they met a few people, including a few who were not in the audience.

**WTG3** Wetland Technology Group, Inc.  
10000 W. 10th Avenue, Suite 100  
Denver, CO 80231-1000



## Washington knows about these men

[illegible]**WTTG 5**

**Stronger and Smaller than, Incomparable**  
**to the other side of the world**  
 ...

Author's address: Department of Computer Science, University of Cambridge, 100 Brook Hill Drive, Cambridge, MA 02139, USA. E-mail: [john@cam.ac.uk](mailto:john@cam.ac.uk)

Get 8 out of 10 in  
one move.

WTTG can capture 8 out of 10 TV homes in the Washington Area within four weeks with its Major Coverage Plan.



It's just more...



National Health Insurance  
 4-20-00 10-00-00  
 10-00-00 10-00-00  
 10-00-00 10-00-00



How do MITN's work in Washington  
and we'll show you it who watch MITN



**WIDE REACH**  
Nine out of 10 TV shows  
in Washington are  
members of NITDO's  
family through its  
Major Coverage Plan.  
NITDO TELEVISION

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**METROPOLITAN BROADCASTING TELEVISION, A DIVISION OF METROMEDIA, INC., REPRESENTED BY METRO TV SALES**

## A helping dial

A new "audio" advertising medium in the Midwest is helping sell its older brother—radio. WCvs Springfield, Ill., reported last week it is finding a telephone "dial-a-message" service to be very successful in helping to sell and merchandise 52-week sponsors. WCvs said an average of 1,200 listeners dial the station's special phone number daily for the latest weather information plus reminders to "shop at Gundy's supermarkets." During bad weather some 2,900 call daily.

mittee to seek a constructive alternative. Representative William L. Springer (R-Ill.) said the committee "has a responsibility to do more than say the FCC's proposal is not in order."

Representative Springer said the committee favored more self-policing by

broadcasters, but said this cannot be achieved unless the National Association of Broadcasters is more representative of all licensees. He suggested the committee look into the arrangement whereby the National Association of Securities Dealers works hand in hand with the Securities and Exchange Commission. Securities firms wishing to do business with each other must be members of the NASD, whose rules and decisions are subject to SEC review. Former FCC Chairman Newton N. Minow proposed that broadcasters be required by law to be members of the NAB (BROADCASTING, April 8).

Representative Harris gave the idea little encouragement, and in a reference to the committee's action, he said, "I just don't think the commission should get out a rulemaking that goes into the economics of broadcasting."

Broadcasters gave the committee strong encouragement to block the FCC's commercial proposal when more than 30 witnesses testified in favor of HR 8316 (BROADCASTING, Nov. 11).

## Pastore will be present in spirit

### DISCUSSION DUE ON POSSIBLE TV ADVERTISING REFORMS

The long-awaited and much-discussed meeting looking toward reforms in television advertising will be held Wednesday (Dec. 18) in New York's Waldorf Astoria hotel with broadcasters, advertisers and agencies sitting around the conference table.

Looking over their shoulders will be Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who is pushing the industry for a solution to what he called "mounting criticism" of TV commercial practices (BROADCASTING, Nov. 18).

The meeting is the brainchild of LeRoy Collins, president of the National Association of Broadcasters, and Senator Pastore has invited participants to sit down with him after they have their own sessions. Governor Collins first requested the network heads to meet with him on the problems of TV advertising last summer. This suggestion was rejected by all three networks on the grounds such a meeting may run into antitrust problems and that the subject matter should fall within the framework of the NAB code authority (BROADCASTING, Aug. 26).

Governor Collins has since accepted the latter suggestion and NAB Code Director Howard Bell has taken over jurisdiction. All three networks also will be represented Wednesday, along with broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies. Broadcast spokesmen will include Messrs. Collins, Bell, John Couric. Ed

Bronson, Stockton Helffrich of the NAB; William Quarton, WMT-TV Cedar Rapids, Iowa, and NAB board chairman; Bob Ferguson, WTRF-TV Wheeling, W. Va.; Clair McCollough, Steinman Stations, and network vice presidents Alfred R. Schneider (ABC-TV), Joseph Ream (CBS-TV) and Ernest Lee Jahnce Jr. (NBC-TV).

Advertising's representatives had not been firmed Thursday (Dec. 12), but Art Tatham, AAAA chairman from Tatham-Laird, will head that association's delegation. The meeting will be closed and several sessions are expected to follow before definite agreements are reached.

## New agency will handle religious radio show

Formation of Arnold E. Johnson Associates Inc., Chicago, and appointment of the agency by Good News Broadcasting Co. effective Jan. 1 were announced Thursday (Dec. 12) by Mr. Johnson. He takes part-time leave of absence as vice president and broadcast facilities director of Needham, Louis & Brorby, Chicago.

Good News Broadcasting, which has headquarters in Lincoln, Neb., produces six weekly half-hour radio programs, *Back to the Bible*, and buys time for the show on some 200 stations in the U.S. and more than 100 stations abroad. The organization marks its 25th anniversary next May.

Mr. Johnson has been interested in

various religious causes for many years. He has been with NL&B for 11 years and before that was with NBC for 19 years. Grace R. Jordan, media director of Ladd, Wells & Co., joins Johnson Associates as vice president. The new agency's address will be 100 South Wacker Drive, Chicago.

## Ad 'goliaths' moving into children's field

The toy industry was warned last week by a specialist in children's advertising that it faces competition for a child's attention on TV from major corporations who are learning to exploit the children's field.

Melvin A. Helitzer, president of Helitzer, Waring & Wayne, New York, told the 47th annual convention of the Toy Manufacturers Association that the large companies entering or testing the children's market include Sterling Drug (a new citrus flavored aspirin); Alberto-Culver (a children's toothpaste, Mighty White); Colgate-Palmolive (a toothpaste and bubble bath soap); Lever Bros. (children's food products); General Electric (automatic tooth brushes for youngsters) and Sony Instrument Co. (a children's transistor radio).

To compete against these "goliaths," Mr. Helitzer suggested that toy manufacturers compete "only in the market where you can afford to do a solid job," and avoid blanketing the country with a "handkerchief budget."

## 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 commercial, production manager, agency with its account executive and production manager.

Jefferson Productions, 1 Julian Price Place, Charlotte, N. C.

Claussen Bakeries (fruit cake); one 60, one 20 for TV, live on tape. Agency: Cargill, Wilson & Acree, Richmond, Va. Ken Calfee, agency producer.

Chef Bill Salads; three 60's for TV, live on tape. Agency: Dunnagan Advertising, Charlotte. John Dunnagan, agency producer.

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

Liberty National Life Insurance Co., Birmingham, Ala.; one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Winter Seal Corp. (combination windows), Flint, Mich.; one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Argus Publishing Co. (weekly magazine), Seattle; one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Time Life Insurance Co., San Antonio, Tex.; one 60 for radio, jingle. Ernie Bernhardt, production manager. Placed direct.



## Us Hayseeds Get Around!

Maybe you'll never believe it until you see it—but though some of our pastimes may seem rather rural, *the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.\**

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

\* Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see "Red River Valley") — this is one of the most fertile agricultural areas in the United States. Look up *both* these references, and see for yourself!

BROADCASTING, December 16, 1963

**WDAY**  
5000 WATTS • 970 KILOCYCLES • NBC  
**and**  
**WDAY-TV**  
AFFILIATED WITH NBC • CHANNEL 6  
**FARGO, N. D.**



PETERS, GRIFFIN, WOODWARD, INC.,  
*Exclusive National Representatives*

## A truce in the central Illinois TV battle

### FCC ASKED TO RULE ON PROPRIETY OF COMBO RATES

The central Illinois battle between Plains Television, operator of UHF stations in the area, and Midwest Television Inc., the owner of WCIA(TV) Champaign on VHF, was suspended last week.

Plains asked the FCC to permit it to withdraw its petition asking that WCIA be required to divest itself of some of its broadcast TV stations in the central state area. It submitted a letter from counsel for Midwest which proposes that the FCC be asked to issue a declaratory ruling on the propriety of Midwest's combination discount rate for advertisers using WCIA and WMBD-TV Peoria (a UHF station).

Pending an FCC ruling, Midwest agreed to suspend the combination rate.

Last October, Plains charged that Midwest was a monopoly in the area through its ownership of VHF and UHF outlets and the use of combination rates, staff and programing (BROADCASTING, Nov. 4). In addition to WCIA and WMBD-TV, Midwest operates a UHF translator at LaSalle, Ill., and is an

applicant for channel 26 in Springfield, Ill., and for a VHF translator at Effingham.

Plains owns WICS(TV) Springfield, WCHU(TV) Champaign and WICD(TV) Danville, all UHF. It is also an applicant for a VHF translator in Champaign.

Midwest denied the allegations of monopoly and related examples of Plains's operations to indicate that both were acting in similar fashion (BROADCASTING, Nov. 18).

**Leave It to FCC** ■ Midwest suggested that the basic conflict—Midwest's combination rate schedule for users of both WCIA and WMBD-TV—be submitted to the FCC for a ruling.

In the meantime, Midwest said, it was suspending as of Dec. 9 the combination rate and would hold it in abeyance until the FCC ruled. The suspension would run to Aug. 5, 1964, Midwest said, when it reserved the right to reactivate it with applications for license renewals of WCIA and WMBD-TV.

Midwest stated also that it never

intended to include KFMB-TV San Diego in its combination rate structure which is primarily for the central Illinois area. Midwest is buying the San Diego station from Transcontinent Television Corp. for \$10,085,000.

Plains told the FCC that the combination rate schedule between WCIA and WMBD-TV was basic to its fight to maintain its position against the VHF outlet in its area and that in view of Midwest's proposal, it was ready to withdraw its petition for divestiture.

### Wynn Oil boosts ad budget, most in radio

Wynn Oil Co., Azusa, Calif., will mark its 25th anniversary in 1964 with a 33% boost in its advertising budget to a record high of \$2,475,000 for its car-care products. Most of the money will be spent on network radio, Kenneth C. Lovgren, advertising manager, said last week.

The radio for Wynn's friction proofing and other auto products will include 46 commercials a week on *News on the Hour* and four a week on *Monitor* on an alternate week basis on 198 NBC stations; 12 spots a week every

## A rep can sell public service, too

The station representative's skill in selling commercials is obvious, but there's one who can boost public service spots with equal prowess. He is John A. Cory, Chicago vice president of Peters, Griffin, Woodward Inc.

Mr. Cory has sparked a new TV spot series in behalf of the Hadley

School for the Blind, Winnetka, Ill., which has been providing educational courses at no charge to the blind and is supported solely by gifts and legacies. Two 60-second and two 20-second spots have been made (see picture).

Mr. Cory, however, hastens to emphasize his role would not have been

possible without the cooperation of WGN-TV Chicago, which produced the announcement package without charge, and that of the Chicago office of J. Walter Thompson Co., which freely gave creative assistance.

WGN-TV has aired the new TV spots for several weeks. Prints also have been sent to other Chicago TV stations as well as to WCCO-TV Minneapolis-St. Paul and WWJ-TV Detroit. Mr. Cory points out that the project indicates clearly how diverse elements within the business can work unselfishly together for worthy purposes. WGN-TV's rep is Edward Petry & Co.; WCCO-TV and WWJ-TV are PGW outlets.

Lois Williams of Hadley School's public relations department says she has 50 sets of the spots ready for TV, all thanks to Mr. Cory and his friends. She reports that about 25% of the school's present 1,700 students said they learned of the school from the radio spot packages sent out around the country during the past few years.

"Radio and television are the blind person's constant companion," Mrs. Williams related, "because they can't read a paper. They enjoy listening to TV even though they can't see the picture."



Mrs. Richard Kinney, blind wife of the Hadley School's blind and deaf associate director, is seen in one of the spots reading a Braille text

book. Also seen in the television spots for the school is the Kinneys' baby, whose hearing and sight are normal.



## ***Man on the Way up***

He runs a fashionable New York hotel from the front elevator. He's a man of compassion, confusion and extraordinary command of the King's English. (King Alphonso's, that is.) He is, of course, Jose Jimenez, star of NBC's "Bill Dana Show."

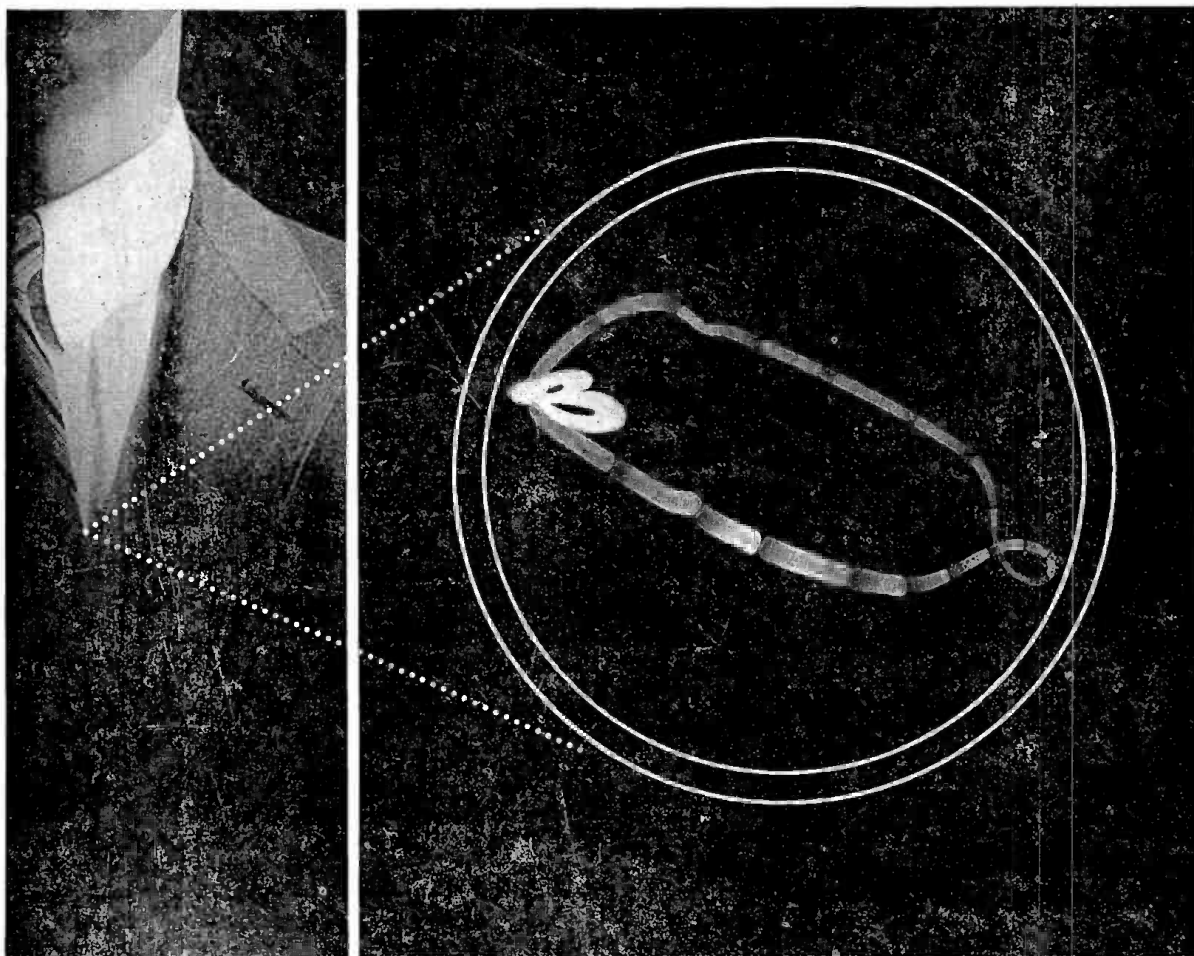
Jose's been on the rise since comedy writer Bill Dana unveiled him on television. (Contrary to rumor, Bill invented Jose, not the other way around.) Four seasons, numerous guest appearances, and six top-selling record albums later, Jose's star has grown to major magnitude. NBC's Sunday evening showcase features

light, tight comedy plots that keep Jose bell-hopping. And this is not a one-banana salad. Jonathan Harris registers strongly as the man who *thinks* he manages the hostelry, and Gary Crosby makes an attractive fellow-bellboy.

"Appealing" and "amusing" are among the critics' favorite terms for "The Bill Dana Show." And we at NBC were quietly overjoyed when Jack O'Brian of the *New York Journal-American* found it "subtly hilarious." So it is. Elevators all have their ups and downs, but Jose's fortunes just keep going higher and higher.

NBC

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



## THE HEART BEATS IN 3-D. NOW VIEW IT THAT WAY.

Medical science has a new weapon for its war with heart disease: the ITT Vectorcardiograph. It is an electronic device that uses a novel data processing and display technique to create a composite picture of all three dimensions of the heart's electrical action. This picture is shown on a cathode ray tube as loops whose size and brightness indicate the third dimension in a natural way. By "reading" these loops, an examiner can detect abnormalities in the heart's action. / As a research tool, the ITT Vectorcardiograph is being used to improve methods for detecting and diagnosing heart disease. For monitoring the heart's reaction to stress, as in aerospace flight, the device provides an immediate, easily interpreted display. If research proves its value for use in offices and clinics, recent ITT advances in micro-electronics will permit the design of a compact, reliable instrument. / This Vectorcardiograph is one of the new developments in medical electronics by ITT companies. These developments parallel ITT's advances in other phases of electronics and telecommunications. All have helped make ITT the world's largest international supplier of electronics and telecommunications equipment. / International Telephone & Telegraph Corporation. World Headquarters: 320 Park Avenue, New York 22, New York.

worldwide electronics and telecommunications

**ITT**

other week on 209 CBS stations and 20 commercials a week every other week on 344 ABC stations. In addition to this year-long "radiator-to-gas-tank" car-care campaign on network radio, local radio, TV and newspapers, regional trade publications, racing publications and point-of-purchase material will be used. Special emphasis will be put on new products to be introduced during the year.

## BCH comes to a halt on its Black Friday

Broadcast Clearing House, one of three companies that set out in 1961 to clear the "paper jungle" surrounding the buying and selling of spot broadcast time, ceased operations last Friday, the 13th.

A second member of the 1961 triumvirate has not been active for many months.

President Lee P. Mehlig announced the BCH closing in letters sent to advertising agencies, stations and station representatives.

Although the principles of the BCH service "have been widely accepted in broadcasting and advertising," he said, sales "have not reached the level necessary to meet operating costs—or to attract investment of the capital necessary for further operation."

The company had contracts with one agency and three station representation firms, Mr. Mehlig reported: the agency is Guild, Bascom & Bonfigi; the reps are Avery-Knodel, The Meeker Co. and Savalli/Gates.

Through these clients, Mr. Mehlig said, BCH has been handling paper work involving more than 600 radio and TV stations, "almost all" reps and more than 200 advertising agencies.

The work has included billing, collecting and disbursing payments for spot radio and TV schedules.

Mr. Mehlig said the adjusted bill for October broadcasts, which was submitted in November, is the last that BCH will submit. Bills for November broadcasts, he said, should be prepared by the stations or their agents, and payments of these November bills should be made directly to the stations or their agents—not to BCH.

The Bank of America, which handled the preparation of bills and also the collections and disbursements in the BCH service, was authorized to accept agency payments received through Dec. 13 and disburse them to stations and reps as soon as possible. Agency payments received after Dec. 13 are to be returned to the agency with notification that they should be paid directly to the stations involved.

Mr. Mehlig said that questions concerning payment of BCH bills should



# TELEVISION STATIONS

# IN EL PASO

AND...

# NOW 46th\*..THE GREENVILLE— SPARTANBURG — ASHEVILLE MARKET... AND ITS DOMINANT STATION IS



"The Giant of  
Southern Skies



WFBC-TV's 61-County  
Grade A and B Con-  
tours Include The Rich  
Industrial Western  
Carolinas, plus coun-  
ties in Georgia and  
Tennessee, with ...

**RANKED 46th** by SALES  
MANAGEMENT Magazine, the  
WFBC-TV market is ahead of Jack-  
sonville, Richmond-Petersburg, Dur-  
ham-Raleigh, and other fine South-  
ern Markets. Within its coverage  
area, WFBC-TV is the DOMINANT  
station, according to all the latest  
independent surveys. For more in-  
formation, contact the Station or  
Avery-Knodel.

\*Feb. 1, 1963 SM Survey of Tele-  
vision Markets Average Nighttime  
(Daily) Circulation



AFFILIATED WITH

**WBIR-TV**  
KNOXVILLE, TENN.  
**WMAZ-TV**  
MACON, GA.

Represented by Avery-Knodel, Inc.

2,157,900 PEOPLE  
589,300 HOMES  
\$3,105,817,000 INCOMES  
\$1,974,010,000 RETAIL SALES

According to  
SALES MANAGEMENT'S SURVEY OF  
BUYING POWER, JUNE 10, 1963



be referred to the Bank of America,  
Business Services Center, Box 3717,  
Rincon Annex, San Francisco 20.

**Service Is Needed** ■ In a letter to  
all BCH shareholders, the chief of  
whom is John C. Miller, Mr. Mehlig  
said that "ironically the need for BCH's  
services grows rather than diminishes  
each day: 1961 showed spot television  
in the \$500 million bracket, while in  
1963 [it] may hit \$800 million. That is  
\$300 million more paper work."

"Spot radio," he continued, "stopped  
growing at the \$200 million level . . .  
has never made any substantial growth  
in the past three years and probably  
won't, unless positive steps such as a  
BCH service are undertaken.

"... Though we know that you  
[shareholders] can glean small solace  
from it, we are more certain today than  
ever before that BCH's pioneered prin-  
ciples and demonstrated performance  
will become tomorrow's eventuality."

BCH announced its formation and  
plans in 1961, began processing spot  
radio paper work in 1962 and added TV  
last June.

Of the two other companies that  
started out as pioneers in the clearing-  
house field at about the same time, Cen-  
tral Media Bureau is still in operation.  
It has revised some of its original plans  
and is also offered as a service in print  
media buying—as originally intended—  
as well as in television.

The third company, Broadcast Bill-  
ing Co., has been absorbed by Data Inc.  
and has not been active in its original  
field for some time.

## 'Attitude change' best yardstick of spot value

The advertising research manager of  
Colgate-Palmolive Co. last week said  
in New York that "attitude change"  
is apparently the best measurement of  
the worth of a television commercial.  
Magdaline Diamantis told a luncheon  
meeting of the American Marketing  
Association that "sales" and "recall"  
are often used as criteria for determin-  
ing the effectiveness of TV advertising  
but are actually inadequate as the basis  
of a decision. Her remarks came in  
a panel discussion on "How to Test  
Television Commercials Effectively."

Miss Diamantis stressed that a suc-  
cessful study of TV commercials should  
be integrated with a broader study of  
other forms of advertising in support  
of a product, and she added that "the  
administration of the study program  
must be uniform" at all levels. Miss  
Diamantis also said that cost is the  
strongest argument for keeping the size  
of the sample group down, and she  
added: "considerable thought should be  
given to testing of competitive brands."

Appearing on the panel with Miss  
Diamantis was Herbert Kaye, president



of a New York research firm bearing his name. Mr. Kaye said that, when possible, on-the-air tests are desirable to create a realistic situation. He also said that an inquiry should focus on the product and not directly on the commercial itself, and he added that two controlling factors in such studies are: accuracy of research findings and available budget.

The third member of the panel, Charles Allen of Audience Studies Inc., said that his group successfully uses preselected groups for study, despite the unrealistic atmosphere of a special commercial presentation. He noted that a major factor in study success is the proper selection of the test group.

## Rating evaluators announce their goals

"The fastest possible completion of a series of methodology studies designed to provide one or more valid methods of measuring the full radio audience" was the goal announced last week in a joint industry investigation of radio listenership research field methods.

At the same time, a steering committee formed to oversee the study named George B. Storer Jr., president of the multiple-station Storer Broadcasting Co., chairman. The committee is composed of representatives of the National Association of Broadcasters and the Radio Advertising Bureau, which are conducting the \$200,000 study as a joint effort.

The committee also appointed a technical subcommittee (which will meet this Thursday [Dec. 19]) to make plans for the initial pilot studies to spearhead the overall project. Following its formal meeting, the committee met with Audits and Surveys, which will evaluate the actual field work.

NAB representatives on the steering committee include Hugh M. Beville, NBC; Tom Carr, WBAL Baltimore; Ralph Glazer, Westinghouse Broadcasting Co. (Group W); Melvin Goldberg, NAB; Vincent Wasilewski, NAB; Ben Sanders, KICD Spencer, Iowa; Ben Strouse, WWDC Washington and chairman of the NAB radio board.

RAB-appointed members are Miles David, RAB; Alfred N. Watson, RAB; Charles Gates, WGN Chicago; Robert F. Hurleigh, MBS; Robert Kieve, WBBS Rochester, N. Y.; William D. Shaw, KSFO San Francisco, and Mary McKenna, Metromedia Inc.

Members of the technical subcommittee include Mrs. McKenna (chairman), and Messrs. Beville, Goldberg and Watson.

Mr. Storer was not a member of the steering committee, as appointed by either of the sponsoring associations, prior to his selection as chairman.

(BROADCASTING ADVERTISING)



# ODESSA- MIDLAND TEXAS

ARE NOW...

*announcing. . .*

THE AMERICAN  
MEDICAL  
ASSOCIATION'S

# 1964 medical journalism awards

*... to recognize journalism that contributes to a better public understanding of medicine and health in the United States.*

## CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or series in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

## AWARDS AND PRESENTATION

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

## GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1965, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1964.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—All entries should be submitted in simple, legible form. Elaborateness of presentation will not be a factor in the judging.

6—Awards will be announced April 15, 1965.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

## JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The 1964 Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

*All entries must be sent to the 1964 Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.*

## Alberto-Culver plans regular radio use

Alberto-Culver Co. plans soon to use some radio on a regular basis for one product. This does not mean, however, any major modification of the company's basic reliance on television.

TV always has received virtually all of the firm's ad budget and presently is getting nearly \$40 million on an annual basis. Alberto-Culver also has spent small amounts in magazines.

Alberto-Culver's initial spot radio test for its Command brand of men's hair dressing in 10 top markets has obtained such good results, it is understood, that after the first of the year the company is expected to expand the radio drive for Command to at least 30 markets. It no longer will be considered only a test at that time, it was learned, but it would be a going radio campaign in the usual marketing sense.

Radio, though, will not get the major share of the Command budget. Most will continue to be invested in network TV for this product. The agency is J. Walter Thompson Co., Chicago.

## ITC reports 9 new sales of Jo Stafford specials

New regional and local market sales were announced last week by Independent Television Corp. for its *Jo Stafford Show*, a monthly series of specials to premiere in January.

Gold Strike Stamp Co., through Harris & Love Advertising has purchased six of the one-hour musical specials for Butte, Great Falls, Billings, Twin Falls, all Montana; Idaho Falls and Boise, Idaho, and Salt Lake City.

Other purchasers were Southern New England Telephone Co. for WNHCTV New Haven, Conn. and 17th Street National Bank for KLZ-TV Denver. The shows are now sold in 78 markets.

## Rep appointments . . .

- WFTV(TV) Orlando, Fla.: Blair Television, New York, named exclusive national sales representative effective Jan. 1.
- KKTU(TV) Colorado Springs-Pueblo, Colo.: Avery-Knodel Inc., New York, as national sales representative.
- WAYL Minneapolis: Good Music Broadcasters, New York, named exclusive national representative.
- WFUN Miami: Robert E. Eastman & Co., New York, appointed national representative.
- KPCN Dallas and KCUL Fort Worth: Jack Masla & Co., New York, appointed national representative.

(BROADCASTING ADVERTISING)



# REPRESENTED BY



## effective immediately

KROD-TV  4 EL PASO  
KOSA-TV  7 ODESSA-  
MIDLAND

*Sold nationally everywhere by*  
**ADVERTISING TIME SALES, INC.**

## '64 DEBATES STATUS STILL UNDECIDED

### Commerce committee bypasses action on Section 315

The House Commerce Committee last week passed up an opportunity to act on a suspension of Section 315, the equal-time law, for next year's presidential and vice presidential elections.

The committee, meeting in a closed door session, turned to other items on its long agenda and put off the suspension question until next year. Its meeting last Tuesday (Dec. 10) was the last for this session of the 88th Congress. Thus, instead of putting to rest speculation that President Johnson has no intention of facing a Republican presidential candidate in joint televised appearances as his predecessor did in 1960, the committee indirectly added currency to such stories.

Representative Oren Harris (D-Ark.), committee chairman, who said the week before that it would be "likely" to presume that the committee might like to have the President's views

on the suspension before it acts, said last week, "I think we've got to take a look at the whole thing."

He did not say if he already had discussed the matter with President Johnson.

The House and the Senate have approved HJ Res 247, a resolution to suspend the equal time requirements for 1964's presidential and vice presidential races beginning up to 75 days before the election. The House version says 60 days; the Senate said 75.

This small technical difference plus the Senate's preference not to require the FCC to furnish certain reports on the suspension next year, made it necessary for the House to take another look at the resolution. The measure went back to the House in early October (BROADCASTING, Oct. 7) and has stayed there.

The suspension of Section 315 has

been requested by broadcasters. Without suspension, all minor candidates for the Presidency and Vice Presidency would be entitled to equal time if the major candidates made joint appearances on radio or television.

President Kennedy had committed himself to meet a Republican opponent on television in 1964, but President Johnson has been silent on the matter.

Meanwhile, other people had their own ideas. Sid Davis of the Westinghouse Broadcasting Co. Washington bureau, reported Monday (Dec. 9): "A personal friend and very close adviser to Johnson told me the President would be 'nuts' to debate in 1964. . . . President Johnson is no JFK before the camera. . . ."

A Republican party source who is quite content about the television image and debating abilities of major Republican presidential hopefuls said last week the GOP was looking forward to a joint TV appearance and would be "extremely shocked" if there were none.

And perhaps disappointed.

## After original success, WTHI-TV seeks to film retrial

An Indiana television station that filmed courtroom proceedings of two murder trials in September was seeking permission last week to cover the retrial of one in which a woman juror changed her mind.

WTHI-AM-FM-TV Terre Haute, Ind.,

was filming a poll of the jury requested by the defense counsel after the jury had found his defendant guilty, when a juror admitted that she was no longer sure of her vote.

Betty Chadwick, WTHI-TV's chief photographer, had been photograph-

ing the proceedings from her stationary camera position in the rear of a Vigo county circuit courtroom when the incident occurred Sept. 17. It was the second murder trial Miss Chadwick had filmed in an Indiana courtroom in a week.

Television access to Indiana courts has not been quite the problem for stations there as it has been in other states. According to Charles F. Cremer, administrator of news and public affairs, the station has found area judges cooperative when it has sought courtroom access for its cameras and microphones. The judges and attorneys involved in cases the station covered in September have told WTHI that the coverage was unobtrusive, unobstructive to legal procedure and did not detract from the conduct of the trial, Mr. Cremer said.

The station used available light and placed microphones near the judge's bench and in the jury box, but recorded sound only during the judge's instructions to the jury and the foreman's delivery of a verdict.

A sound camera was used throughout, however, because it was quieter than silent equipment, Mr. Cremer explained. The camera was located in the rear of the courtroom where it could cover the jury and the judge, but witnesses giving testimony were filmed with backs to the camera.



In this photo printed from 16 mm motion picture film shot in an Indiana courtroom by WTHI-TV Terre Haute, Vigo county prosecuting at-

torney Ralph Berry (facing camera) cross-examines James E. Spellman, defendant in a murder trial last September.

## Four CBS-TV-owned stations buy films

In what was described as "the most important licensing agreement ever made" for post-1950 feature films, Seven Arts Associated Corp. announced last week that 215 Universal-International features have been bought by four of the CBS-TV-owned stations. The overall price is understood to be in excess of \$15 million.

The stations involved in the transaction are WCBM-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. It was reported that KNXT(TV) Los Angeles, the CBS-TV-owned station there, was excluded from negotiating because KHJ-TV Los Angeles previously had picked up an option for the Seven Arts package. The sale is believed to be the largest for any single feature film transaction to date.

Seven Arts acquired the 215 post-1950 features from Universal last summer for \$21.5 million plus a percentage of the gross sales. Seven Arts obtained the TV rights for 10 years for showing in the United States, Canada, Puerto Rico and the Virgin Islands (BROADCASTING, July 22).

Included in the titles, of which 109 were produced in color, are "Magnificent Obsession," with Rock Hudson and Jane Wyman; "The Glenn Miller Story," with James Stewart and June Allyson; "Man Without a Star," with Kirk Douglas and Claire Trevor; "Winchester 73," with James Stewart and Rock Hudson; "Mississippi," with Tyrone Power and Piper Laurie; "All that Heaven Allows," with Rock Hudson and Agnes Moorehead; "Bend of the River," with James Stewart and Arthur Kennedy; "Tomahawk," with Van Heflin and Yvonne De Carlo and "The Spoilers" with Jeff Chandler, Jack Palance and Rita Gam.

### Film sales . . .

*Love That Bob* (MCA TV): Sold to WHIO-TV Dayton, Ohio.

*Famous Playhouse* (MCA TV): Sold to WBAL-TV Baltimore, Md.

*The Mighty Hercules* (Trans-Lux): Sold to Armed Forces Radio and Television Service, Los Angeles; WROC-TV Rochester, N. Y., and Rediffusion Ltd., Hong Kong.

*Felix the Cat* (Trans-Lux): Sold to KBMT-TV Beaumont, Tex.

*Guest Shot* (Trans-Lux): Sold to Rediffusion Ltd., Hong Kong.

*Encyclopedia Britannica Films* (Trans-Lux): Sold to KBLU-TV Yuma, Ariz., and WHEC(TV) Rochester, N. Y.

*Tarzan* (Banner Films): Sold to WRVA-TV Richmond, Va.; KVOs-TV Bell-

## TvQ's top 10 for November by age

| Rank | Program                     | Total Audience TvQ* | Age groups |       |       |       |     |
|------|-----------------------------|---------------------|------------|-------|-------|-------|-----|
|      |                             |                     | 6-11       | 12-17 | 18-34 | 35-49 | 50+ |
|      |                             |                     | TvQ        | TvQ   | TvQ   | TvQ   | TvQ |
| 1    | Bonanza (NBC)               | 54                  | 55         | 69    | 48    | 53    | 52  |
| 2    | Beverly Hillsbillies (CBS)  | 52                  | 81         | 66    | 43    | 44    | 44  |
| 3    | Disney World of Color (NBC) | 46                  | 64         | 47    | 38    | 42    | 47  |
| 3    | Saturday Night Movies (NBC) | 46                  | 49         | 61    | 44    | 46    | 36  |
| 5    | Andy Griffith (CBS)         | 44                  | 60         | 45    | 38    | 40    | 46  |
| 6    | Red Skelton (CBS)           | 41                  | 63         | 45    | 35    | 37    | 37  |
| 7    | Gunsmoke (CBS)              | 40                  | 48         | 39    | 30    | 39    | 45  |
| 8    | Combat (ABC)                | 38                  | 56         | 51    | 35    | 32    | 27  |
| 8    | Dick Van Dyke (CBS)         | 38                  | 51         | 58    | 37    | 33    | 26  |
| 8    | The Fugitive (ABC)          | 38                  | 22         | 45    | 50    | 37    | 25  |
| 8    | Monday Night Movies (NBC)   | 38                  | 36         | 49    | 39    | 39    | 30  |
| 8    | Virginian (NBC)             | 38                  | 43         | 40    | 34    | 34    | 41  |

\*Percentage of those familiar with program and who say it is one of their favorites.  
Copyright Home Testing Institute Inc., 1963

ingham, Wash.; WFBM-TV Indianapolis; WGAN-TV Portland, Me.; WLOS-TV Asheville, N. C.; WDEF-TV Chattanooga; WOW-TV Omaha; KOTV(TV) Tulsa, Okla.; WNEP-TV Scranton, Pa.; KTVT(TV) Fort Worth; WKY-TV Oklahoma City; KOAT-TV Albuquerque, N. M.; KOLO-TV Reno; KORK-TV Las Vegas and WOOD-TV Grand Rapids, Mich.

*The Little Story Shop* (Hollywood Television Service): Animated puppet series sold to WSLs-TV Roanoke, Va.; KNTV(TV) San Jose, Calif.; WHYN-TV Springfield, Mass.; WBAP-TV Fort Worth; WLEX-TV Lexington, Ky.; WJHL-TV Johnson City - Kingsport - Bristol, Tenn.; KXTV(TV) Sacramento, Calif.; WGHP-TV High Point, N. C.; WHIS-TV Bluefield, W. Va.; CKCK-TV Regina, Sask., and CKSO-TV Sudbury, Ont.

*Christmas in the Holy Land* (MGM TV): Sold to WCHS-TV Charleston, W. Va.; WFTV(TV) Orlando, Fla.; KGBT-TV Harlingen, Tex.; WTVT(TV) Tampa-St. Petersburg, Fla., and KVIQ-TV Eureka, Calif.

*Post-'48 features* (MGM TV): Sold to KTBC-TV Austin, Tex., and KIFI-TV Idaho Falls, Idaho.

*Pre-'48 features* (MGM TV): Sold to KCMO-TV Kansas City, Mo.

*135 MGM Cartoons* (MGM TV): Sold to KTTV(TV) Los Angeles.

*The Islanders* (MGM TV): Sold to WINK-TV Fort Myers, Fla., and WTVW(TV) Evansville, Ind.

*Our Gang Comedies* (MGM TV): Sold to KHJ-TV Los Angeles.

*Sam Benedict* (MGM TV): Sold to WTVW(TV) Evansville, Ind., and WINK-TV Fort Myers, Fla.

*Cain's Hundred* (MGM TV): Sold to WINK-TV Fort Myers, Fla.

*Asphalt Jungle* (MGM TV): Sold to WTVW(TV) Evansville, Ind.

*Exploitable* (Allied Artists TV):

Sold to WTTG(TV) Washington; WTTV(TV) Indianapolis; KCTO-TV Denver; WZZM-TV Grand Rapids, Mich.; WRVA-TV Richmond, Va.; KAVE-TV Carlsbad, N. M. and WKNX-TV Saginaw, Mich. Now sold in 59 markets.

*Box Office 26* (United Artists TV): Sold to KFEQ-TV St. Joseph, Mo.; WSPA-TV Spartanburg, S. C.; WTOG-TV Savannah, Ga.; WBOC-TV Salisbury, Md.; WRVA-TV Richmond, Va.; KPIX(TV) San Francisco; WRAL-TV Raleigh, N. C.; WSOC-TV Charlotte, N. C.; KFDA-TV Amarillo, Tex. and WCHS-TV Charleston, W. Va. Now sold in 130 markets.

*Zoorama* (Trans-Lux): Sold to KGO-TV San Francisco, WCHS-TV Portland, Me., and KTVB(TV) Boise, Idaho.

*Top Draw Feature Films* (Trans-Lux): Sold to KGO-TV San Francisco.

*The Human Jungle* (United Artists TV): Sold to KCOP(TV) Los Angeles, first U. S. station to acquire this 60-minute British series.

*The Story of Christmas* (Seven Arts): Sold to KCOP(TV) Los Angeles; KOB-TV Albuquerque, N. M.; WTVP(TV) Decatur, Ill.; KBT(TV) Denver; WFRV(TV) Green Bay, Wis.; KLAS-TV Las Vegas; WKOW-TV Madison, Wis.; WOW-TV Omaha; KOLO-TV Reno; KSL-TV Salt Lake City and KAKE-TV Wichita, Kan. Now in 11 markets.

*A Christmas Carol* (Seven Arts): Sold to KRON-TV San Francisco; WGR-TV Buffalo; WDAF-TV Kansas City, Mo.; KCTO(TV) Denver; WNYs-TV Syracuse, N. Y.; KSL-TV Salt Lake City; KERO-TV Bakersfield, Calif.; KULR-TV Billings, Mont.; WCIA-TV Champaign, Ill.; WFRV(TV) Green Bay, Wis.; KVAL-TV Eugene, Ore.; KVIQ-TV Eureka, Calif.; KRTV(TV) Great Falls, Mont.; KGBT-TV Harlingen, Tex.; WEEK-TV Peoria, Ill.; KPHO-TV Phoenix, Ariz., and WTHI-TV Terre Haute, Ind. Now in 17 markets.

*Bob Hope Features* (Allied Artists): Sold to KLAS-TV Las Vegas; KTVK-TV

## Revitalized IPI moves into programing on a major scale

From common stock to videotaped commercials to program production sums up the progress report of International Production Inc., Hollywood.

Robert Brandt, president, reported last week during a business trip to New York that IPI, which expanded into the program field only five months ago, has sold four sports specials to CBS-TV and is preparing pilots of three series for the 1964-65 season.

The company was organized in 1959 under the name, International Video Tape & Recording Productions Inc. to produce commercials and lease facilities. The financing was provided by more than 500 clients of Mr. Brandt's Los Angeles brokerage firm. They invested more than \$1.2 million in the venture.

Last summer, Mr. Brandt decided that in order to flourish (and protect his clients' investment), the company had to become active in TV program production. He assumed presidency of the firm, changed its name several weeks ago, and engaged several programing specialists, including Fred Hamilton, who had been associated with *Bonanza*, *The Lawless Years* and *Fibber McGee and Molly*.

The initial buys by CBS-TV, Mr. Brandt said, are a one-hour tennis



Mr. Brandt

Let personalities participate

special spotlighting Pancho Gonzales, Pancho Segura, Dean Martin and Edie Adams; a half-hour program on the Salton Sea speedboat races; another half-hour special on a trip up the turbulent Colorado River by two boatmen, and a fourth on the Sacramento field trials of hunting dogs, featuring comedian Andy Devine. Mr. Brandt thinks there is a market

for sports specials in which "name personalities" participate.

For his pilot program projects, Mr. Brandt calls on his brokerage company clients for investment, much as Broadway producers call on "angels." Among the taped pilots in preparation, he recounted, are *Tonight We Improvise*, in which well-known actors are presented with a situation and spontaneously develop a dramatic interlude; *Mr. and Mrs. Pollcat*, in which professional actors discuss a sensitive subject and then involve bystanders (this will be taped on location), and *Time of Challenge*, a daytime dramatic series to be taped on location.

IPI has a \$500,000 mobile unit, according to Mr. Brandt. It is a 54-foot truck and trailer, housing four Marconi camera chains and two Ampex recorders as well as associated equipment. The company also leases space at the Carthay Studio in Los Angeles.

The company continues as a producer of taped commercials while expanding into the programing area. In addition to Mr. Brandt, IPI executives include Mr. Hamilton, vice president in charge of programing; Dick Rosenbloom, vice president in charge of sales and Bill Wallace, vice president in charge of production.

Phoenix, Ariz.; WKNX-TV Saginaw, Mich.; KEND-TV Fargo, N. D.; WKZO-TV Kalamazoo, Mich.; KONO-TV San Antonio, Tex.; WREX-TV Rockford, Ill. and WDAF-TV Kansas City, Mo.

*Showcase for the 60's* (United Artists): Sold to CFRN-TV Edmonton, Alberta; CHBC-TV Kelowna, B. C.; KCBI-TV Prince Albert, Sask.; CHCA-TV Red Deer, Alberta; CJLH-TV Lethbridge, Alberta; CKX-TV Brandon, Man.; WHTV (TV) White Horse, Yukon Territory; CBWT-TV Winnipeg, Man.; CKCK-TV Regina, Sask.; CKRS-TV Janquiere, Que.; CBUT-TV Vancouver, B. C.; CBHT-TV Halifax, N. S. and CHCT-TV Calgary, Alberta.

## House group says editorials worthwhile

The House Communications Subcommittee, which conducted hearings on broadcast editorials in July and September, agreed last week that editorials on the air serve the public interest.

But it also agreed that a decision not to editorialize should not be con-

strued as failure to contribute to a broadcaster's community.

This view and others on the delicate question of fairness were to be expressed in a letter the subcommittee was drafting last week to Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee. The document was expected to stand for the time being as a reflection of the subcommittee's thinking in this area, but was not thought to be anything like the last word it would have to say on fairness and editorializing.

In fact, as Representative Walter Rogers (D-Tex.), subcommittee chairman, explained last week, the panel plans to look further into both issues early next year. It has legislation pending on two questions raised during its editorializing hearing: (1) should a candidate be entitled by law to answer editorial attacks on the facilities of a station which carried them (or to answer a station's endorsement of his opponent), and (2) whether broadcasters must provide free time for the airing of views contrasting those broadcast in a paid program.

Representative Rogers said the sub-

committee reached a consensus that "editorializing is a method of participating in the public interest of a community, but that not to [editorialize] does not mark failure to contribute."

He also said the subcommittee would entertain legislation to require broadcasters who editorialize to identify their editorials as opinion and to announce that their facilities will be made available for contrasting views. This was likened to Section 317 of the Communications Act which requires identification of sponsors and political announcements.

The subcommittee also will go into the FCC's license fee schedule which takes effect Jan. 1. Representative Rogers has said the commission does not presently have authority to institute its fees. Some firms affected by the fees have taken the matter to court (see page 74).

## Oral contraceptive show

NBC-TV has scheduled a special hour colorcast discussion Sunday, Jan. 12 (10-11 p.m.), of the social and religious aspects of a new birth control



## Here's the word on \$191 million in automotive sales

Mention FLINTSAGINAWBAYCITY and you're talking about a lot more than simply the 37th metropolitan television market.

Because every morning our transmitter goes on, the boundaries disappear and these three Michigan cities come together as a single television buy.

As do the more than 188,000 TV homes in the 3-city metropolitan area where the average spend-

able income is \$6,904. And where people spend about \$275 more each year than the national average—enough to buy a lot of car parts and accessories, or even help to buy a car.

A Harrington, Righter and Parsons man will be happy to get things rolling for you. Just ask him about FLINTSAGINAWBAYCITY. WJRT/Channel 12/ABC Primary/Division: The Goodwill Stations, Inc.

# WJRT

pill now being used in Puerto Rico and Kentucky.

Reporter David Brinkley will moderate the program, which will include an interview with Dr. John Rock, director of the Rock Reproduction Study Clinic in Boston and co-developer of the first oral contraceptive.

### AMA sets contest deadline

The American Medical Association has announced its 1964 Medical Journalism Awards competition for distinguished radio and television and print media reporting on medicine or health.

The AMA will award \$1,000 and a plaque in each of five categories. Deadline for entries published or broadcast in 1964 is Feb. 1, 1965. Awards will be announced April 15, 1965. Further information is available from the AMA, 535 North Dearborn Street, Chicago 10.

### \$1 million film buy

WNEW-TV New York last week announced the largest single feature film acquisition deal in the station's history—a \$1 million purchase of 125 pre-1948's from MGM-TV. The pictures include "Woman of the Year," "Treasure Island," "Edward My Son," "Dr. Jekyll and Mr. Hyde," "Thirty Seconds Over Tokyo," "They Were Expendable" and "Command Decision."

## Closed circuit to link 25 cities for GOP rally

The Republican party will kick off its 1964 election campaign with fund raising dinners in major cities tied together by closed circuit TV Jan. 29.

The telecast, handled by Theater Network Television of New York, will cost about \$250,000 for the 25 cities scheduled as of last week. Film excerpts will be made available to broadcasters, TNT said.

A program which included satirical references to the Kennedy administration has been scrapped, but other entertainment is being planned. Meanwhile, the party's plans for TV appearances by GOP leaders were unchanged and included former President Eisenhower and Vice President Nixon, Arizona Senator Barry Goldwater and Governors Rockefeller of New York, Scranton of Pennsylvania and Romney of Michigan.

Emphasis will be on \$100-a-plate dinner formats, a party spokesman said last week, but because this will be the GOP's major fund-raising effort for next year, the party is urging contributions well in excess of that figure. The party is presently \$200,000 in debt. It held a similar TV-linked rally early in 1962.

## TW3 matches Mitch

*That Was the Week That Was*, previewed last month by NBC-TV, reportedly caused high viewer interest levels on a par with response to the first presentation of *Sing Along with Mitch* in 1960. Reaction figures comparing the two shows were released last week by TvQ, New York television research firm.

|                                                                     | Sing Along | Week That Was |
|---------------------------------------------------------------------|------------|---------------|
| Respondents familiar with show—percent                              | 20         | 14            |
| Percentage who considered show a "favorite" (from all respondents)  | 9          | 6             |
| Percentage of those familiar with show who considered it a favorite | 43         | 44            |

*That Was the Week That Was*, often shorted to *TW3*, has been scheduled for Friday nights by NBC-TV (BROADCASTING, Dec. 9). It is a satiric review of the week's news.

## No change in Paar libretto

NBC reported late last week that there is no change in the situation concerning comedian Jack Paar, who has announced that he will leave the network because of a schedule dispute. There had been speculation that Mr. Paar's Friday night show would be expanded to run from 9:30-11 p.m. EST, but the 9:30-10 p.m. time slot being vacated by *Harry's Girls* was given instead to the new topical satire program *That Was the Week That Was*.

One-third sponsorship of the new show, scheduled to make its debut Jan. 10, has been purchased by Clairol Inc., through Foote, Cone & Belding, New York and by Brown & Williamson Tobacco through Post-Keyes-Gardner.

## 'Making of President' on TV

Theodore H. White's Pulitzer prize-winning book, *The Making of the President 1960*, has been adapted for television for showing on ABC-TV Sunday, Dec. 29 (8:30-11 p.m.).

Produced by Wolper Productions Inc., the script was written by Mr. White before the assassination of President Kennedy. Following the President's death, Mr. White made no changes in the script, but did add a short prologue to the story that tells how Mr. Kennedy and Richard Nixon became their parties' candidates for the presidency and how Mr. Kennedy was elected.

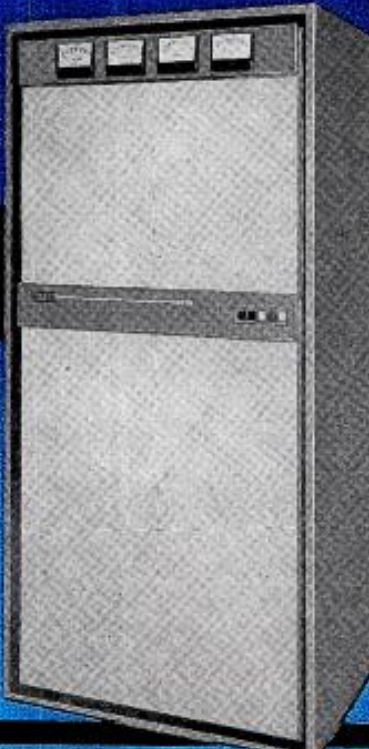
Xerox Corp., through Papert, Koenig, Lois, Inc., New York, will sponsor the program.

# BROADCASTER PREFERRED...

IT'S THE GATES "BIG G"  
IN THE  
1KW AM FIELD

Designed around the dependable 833A tube, the Gates BC-1G 1KW AM Broadcast Transmitter assures reliability. Silicon rectifiers, swing-out accessibility, simplified cooling (no noisy blowers in the "Big G") are but a few of the bonuses you get with this Gates favorite.

Why do broadcasters buy ten "Big G's" each month? An eight page brochure called ADV-112A will help you understand.





**GATES**

**GATES RADIO COMPANY**

A Subsidiary of Harris-Intertype Corporation

**QUINCY, ILLINOIS**



**HARRIS  
INTERTYPE  
CORPORATION**

Offices in: Houston, New York, Los Angeles, Washington, D.C.  
In Canada: Canadian Marconi Company, Montreal. Export Sales: Radio International Corporation, New York City



## Above The Clouds

Each weekday morning for over 6 years Television Station WREC-TV in Memphis has presented a 15-minute inspirational program titled "Above The Clouds." Produced in cooperation with the well-known Memphis Union Mission, "Above The Clouds" fea-

tures religious music and songs with guest ministers of all faiths from Memphis and the Mid-South area. This daily devotional program is a continuing part of our efforts to serve all the community needs and interests. It is just one of many public service features

that WREC-TV regularly presents to its large and responsive audience.

**WREC-TV**   
CHANNEL 3 MEMPHIS

# 'SOON' IS JUST AROUND THE CORNER

## This could be week of revised TV program reporting form

For years, FCC officials have been predicting the adoption "soon" of a revised program reporting form for television. Last week, the prediction was heard again—and this time, apparently, there was more basis for it than usual.

The commission reportedly agreed to put out for industry comments a revised reporting form—actually, Part IV of the Broadcast Application Form—prepared by a three-member committee of commissioners. The form—now being put in final shape by the staff, is expected to be released soon, probably this week.

But in a departure from past practices, the commission will ask that comments on the form be given orally, rather than in written form. The commission has set Feb. 13 as the date for industry spokesmen to comment—in person.

The commissioners decided on this procedure to save themselves from another torrent of "paper." Previous versions of the revised form—which is intended to implement the commission's 1960 statement on programing policy—have been put out for comments twice.

The form expected to be published this week is understood to be similar to

the one that the commissioners have been mulling over for months, with only slight changes in emphasis.

Reportedly, there are a number of differences of opinion among the commissioners on a number of points in the form. But so great was the determination to put "something" out without further delay, the differences were quickly submerged.

The sudden breakthrough appeared to be related to the decision to abandon the proposed commercial time-limit rulemaking (story page 39). Both decisions were taken at a special meeting Thursday (Dec. 12).

**Case-By-Case** ■ In dropping the commercial-limitation rulemaking, the commission is expected to say that it will check for overcommercialization on a case-by-case basis and that the revised program reporting form will make this possible.

The proposed form would, it is understood, require licensees to report their commercials by minutes and percentages of programing, in composite and typical weeks. This would give the commission a quick check on the amount of commercials carried by a station. It would also permit it to com-

pare promise versus performance.

In other aspects, the form would require an applicant to report on what he has done to survey community needs and interests, how he evaluates those needs and interests and what programs he intends to carry as a result.

**Some Paper Work** ■ Much of this information would have to be set forth in considerable detail. For instance, the form would reportedly require the licensee, in reporting on his survey of needs and interests, to list the names of individuals and organizations contacted, to relate their views and to discuss his evaluation of them.

The programs he intends to carry to meet needs and interests would be carried in chart form, identified by title, source and time slot and frequency, and broken down according to the 14 categories the 1960 program policy statement says "are usually necessary" to satisfy community interests and needs.

A similar chart reporting the programing actually carried in the preceding reporting period would also have to be completed.

In addition, the applicant would list, by types, the special programs (both network and local) he intends to broadcast. He would also be asked to explain any serious discrepancies between the programing that was proposed and delivered.

One issue that has troubled the commissioners is whether the reporting form should be filed every three years, as at present, or annually. The commission is sure to ask industry spokesmen to comment on this aspect.

It was reported last week that the form, as it will be put out for comments, will propose that at least the section on commercials, possibly the one dealing with programing, be filed annually.

Commission sources frankly acknowledge the form will require much more work for applicants than the one now being used. That one doesn't involve much more than a translation of material from logs into the reporting form.

**Be A Pro** ■ However, the commission's defense of the form is expected to be that it would, in effect, force the applicant to study his community closely and become an expert on what is needed to satisfy its needs and interests.

Some commissioners feel this knowledge would protect the applicant from questions from the agency about his programing. These officials say that once an applicant has demonstrated his expertise and submitted plans for meeting his community's needs, the FCC would have no grounds for questioning him.

The commission will get to work in earnest on a revised program reporting form for radio at a special meeting Jan. 6. Proposals on how the form should be

**WAVE RADIO AND TV**  
**ARE**  
**IN VARIABLY**  
**EFFECTIVE**  
**LOUISVILLE**  
**BOTH NBC**  
BOTH REPRESENTED BY THE KATZ AGENCY  
(Antique type from the Robinson-Pforzheimer Collection.)

# COMPETITION IS GOOD FOR EVERYBODY

---

**IN 1939**, before **BMI**, the broadcaster's major music license entitled him to use the catalogs of 137 music publishers of the United States.

---

**TODAY**, broadcasters may choose their music from the catalogs of many thousands of publishers, over half of which are affiliated with **BMI**.

---



**BROADCAST MUSIC INC.**

589 Fifth Avenue

New York 17, N.Y.

# Special Holiday Rates



## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**ONE YEAR SUBSCRIPTION**

**52 WEEKLY ISSUES—\$8.50**

Reduced Rates Effective  
through December, 1963

**EACH ADDITIONAL GIFT—\$7.50**

Please send 52 issues of BROADCASTING as my gift to:

**1**  
**\$8.50**

|                 |      |                |  |
|-----------------|------|----------------|--|
| name            |      | title/position |  |
| company name    |      |                |  |
| street & number |      |                |  |
| city            | zone | state          |  |

Sign gift card \_\_\_\_\_

occupation required

**2**  
**\$16.00**

|                 |      |                |  |
|-----------------|------|----------------|--|
| name            |      | title/position |  |
| company name    |      |                |  |
| street & number |      |                |  |
| city            | zone | state          |  |

Sign gift card \_\_\_\_\_

occupation required

**3**  
**\$23.50**

|                 |      |                |  |
|-----------------|------|----------------|--|
| name            |      | title/position |  |
| company name    |      |                |  |
| street & number |      |                |  |
| city            | zone | state          |  |

Sign gift card \_\_\_\_\_

occupation required

**4**  
**\$31.00**

|                 |      |                |  |
|-----------------|------|----------------|--|
| name            |      | title/position |  |
| company name    |      |                |  |
| street & number |      |                |  |
| city            | zone | state          |  |

Sign gift card \_\_\_\_\_

occupation required

**additional subscriptions may be listed separately at \$7.50**

all orders will be checked. in the event of duplication you will be notified immediately

☐ I enclose \$

☐ please bill

|                 |      |       |  |
|-----------------|------|-------|--|
| name            |      |       |  |
| street & number |      |       |  |
| city            | zone | state |  |

**MAIL TODAY!**

**BROADCASTING** Subscription Department • 1735 DeSales St., Wash., D. C. 20036  
62 (PROGRAMING)

revised keep shifting, but ultimately it is expected to be a far simpler one to complete than the one for television.

Present proposals would require applicants to report on commercials carried by percent of programming material. The applicant also would be required to report on a survey of community needs and on plans for carrying various broad types of programming, such as news, public affairs and entertainment.

## Answer due Tuesday on NCAA football

The television committee of the National Collegiate Athletic Association will open sealed envelopes in New York's Manhattan hotel Tuesday (Dec. 17), and the high bidder will receive rights to major collegiate football games for 1964 and 1965.

CBS-TV ended its two-year, \$10.2 million pact with the Alabama-Miami game last Saturday (Dec. 14).

The NCAA games, which have been shown on all three networks in the past decade, are expected to go for \$11 million to \$11.5 million. While some industry sources feel the figure could be higher, others say the point of saturation in buying rights is very near.

These people also point to the upcoming bids for the National Football League games, also concluding a \$9.3 million, two-year, CBS-TV contract. It is expected the NFL bids will be \$1 million to \$2 million higher than those for the NCAA, and the question of just how much of an increase sponsors will take is paramount (BROADCASTING, Sept. 30).

## WJRZ has repertory group

WJRZ Newark announced last week it has formed a new repertory company for a weekly 2½-hour program of American and European drama. The company is under the direction of Ann Giudici, whose credits include several off-Broadway plays. WJRZ plans to tape the programs throughout the winter, with the first broadcast to be presented next April.

A *Children's Theater* of fantasy and dramatic readings of classical literature for the younger audience also will be presented on Saturday mornings.

## Oswald special set on CBS-TV

CBS-TV has scheduled *The Law and Lee Oswald*, a one-hour special on the legal aspects involved in the case of Lee Harvey Oswald—suspect in the assassination of President Kennedy—Dec. 22 (2-3 p.m. EST).

The discussion program, will focus on the question of whether Oswald was receiving all his constitutional rights under due process of law. There have

BROADCASTING, December 16, 1963



**YOU MAY NEVER HEAR THE COMMONEST LANGUAGE\*—**

## **BUT... WKZO Radio Talks to the Most People in Kalamazoo and Greater Western Michigan!**

### **6-COUNTY PULSE REPORT KALAMAZOO RETAIL TRADING AREA—SEPTEMBER, 1962 SHARE OF AUDIENCE—MONDAY-FRIDAY**

|                   | WKZO | Station "B" | Station "C" |
|-------------------|------|-------------|-------------|
| 6 A.M. - 12 NOON  | 30   | 19          | 5           |
| 12 NOON - 6 P.M.  | 27   | 18          | 6           |
| 6 P.M. - MIDNIGHT | 40   | 17          | X           |

*Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.*

*\* An estimated 460 million people speak Mandarin (Northern Chinese).*

WKZO Radio is far and away heard the most in the significant market it serves.

The 6-county Pulse of Sept. '62 tells it in plain English: WKZO Radio outscored all others in 358 of 360 quarter-hours surveyed, and won *all* hours surveyed both in total listening and adult listening. (It's Greek to us what happened on the two quarter-hours we lost.)

We broadcast the well-heard word all over Greater Western Michigan. NCS '61 shows WKZO Radio's circulation ahead of every radio rival in the area—a whopping 40.4% greater than all other Kalamazoo stations combined.

It's a market worth more than mere lip service. Sales Management has predicted that Kalamazoo alone will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Let your Avery-Knodel man whisper sweet *some things* in your ear about WKZO Radio!



### *The Feltzer Stations*

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

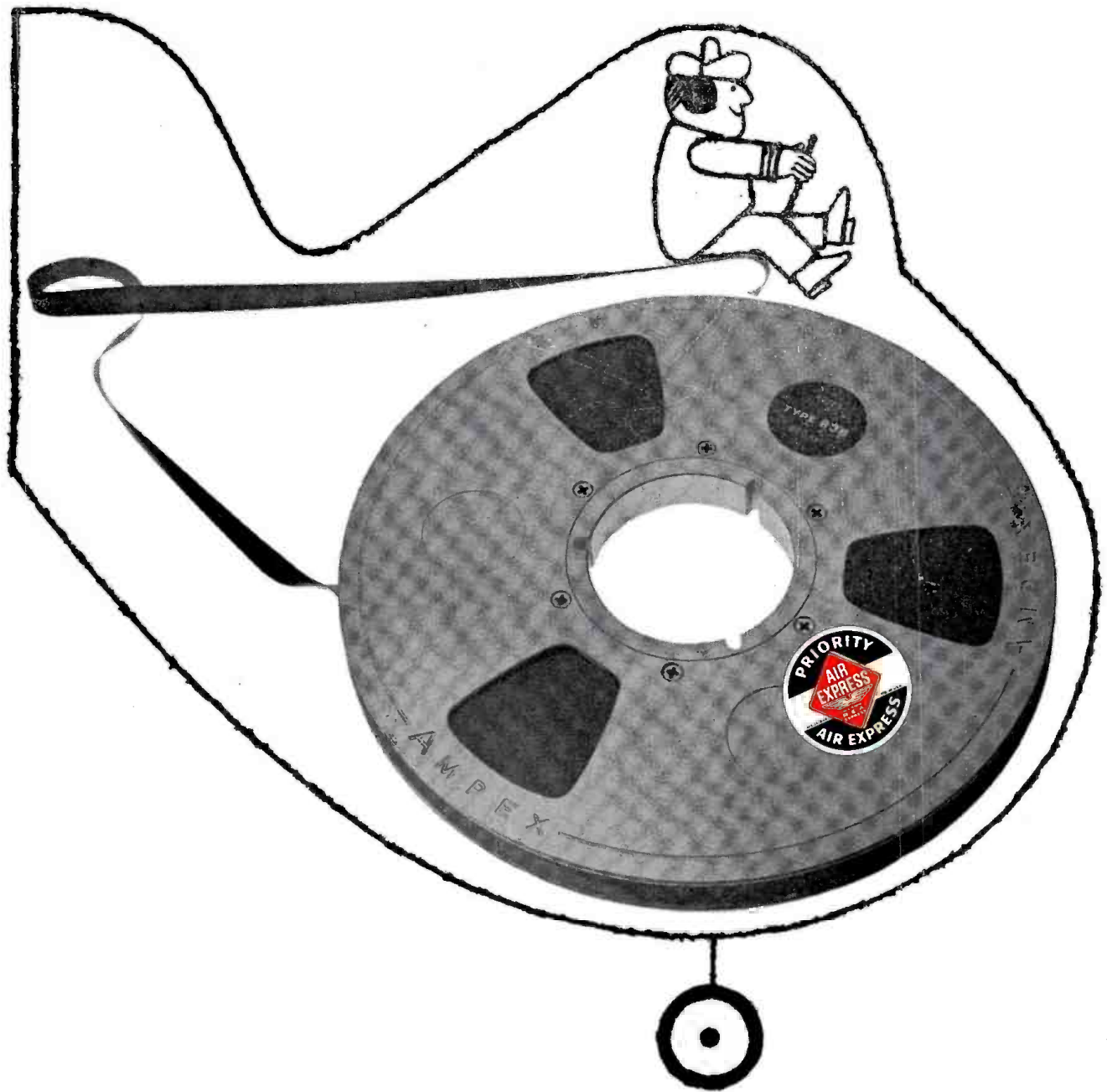
**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV/ CADILLAC-TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
KOLN-TV/LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

# **WKZO**

**CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN**

*Avery-Knodel, Inc., Exclusive National Representatives*

AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



**Ask Ampex how Air Express  
keeps them ahead.**

**AIR EXPRESS** DIVISION OF



# "We make sure Ampex machines all over the country are up-to-date with Air Express."

—Robert L. Bary, Traffic Manager  
Ampex Corporation, Redwood City, Calif.

Ampex, leader in the highly competitive field of magnetic recording equipment, is continually improving its products. To pass on these improvements to users of its equipment, Ampex relies heavily on Air Express. Regular, daily Air Express pick-ups speed modifications to customers as soon as the changes are perfected.

Ampex also uses Air Express to hold down its inventory of 21,000 different and expensive parts. Air Express' overnight delivery service makes it possible to keep inventory to a minimum—and still get vital parts in time to meet production schedules.

Fast-moving companies like Ampex make Air Express a regular part of their operations. Try it and see how it adds to your success.



## So, who was out selling the shows?

An employment high for any TV studio was reached Thursday (Dec. 12) when Revue reported 5,300 persons on its Universal City studios payroll. Total was a 51% increase over the previous record of 3,500, reached Aug. 29, also by Revue. At that time the company had 11 segments of television series in production; last Thursday the total was 19.

This all-out filming effort occupied every one of the 32 sound stages on the 410-acre lot, plus six backlot locations, and four other units were relegated to off-lot locations, Revue reported.

The employees included 1,385 actors (210 series regulars, featured

players and guest stars; the rest bit players, extras and stand-ins); 2,675 off-camera personnel, from laborers to executive producers, with 1,240 members of the Revue executive and administrative staffs completing the count.

The 19 telefilms on Thursday's shooting schedule were: three segments of *Kraft Suspense Theater*; two of *Wagon Train*, *Arrest and Trial*, *Bob Hope-Chrysler Theater*; one—*The Virginian*, *Destry*, *McHale's Navy*, *Jack Benny Show*, *Channing* and the initial segments of four new shows, *Karen*, *90 Bristol Court*, *Broadside* and *Night People*, plus television's first two-hour telefilm, *Johnny North*.

been some recent charges that he could not have been given a fair trial in the light of overwhelming publicity of the case (BROADCASTING, Dec. 9). The program will be moderated by Dan Rather, CBS newsmen who covered Oswald's arrest, detention and slaying in Dallas.

## 'Trust' to be replaced by new quiz with Clark

ABC-TV plans to revise its daytime programing beginning Dec. 30 by inserting a new quiz show called *The Object Is*, starring Dick Clark, in place of *Who Do You Trust?*

The new daytime lineup (all times EST): 11-11:30, *The Price Is Right*; 11:30-noon, *The Object Is*; noon-12:30, *Seven Keys*; 12:30-1, *Father Knows Best*; 1-1:30, *Tennessee Ernie Ford Show*; 2:30-2:55, *Day in Court*; 2:55-3, *Lisa Howard News*; 3-3:30, *General Hospital*; 3:30-4 *Queen for a Day*; 4-5, *Trailmaster*.

## 25 planning grants given for TV study

Planning grants of \$250 each were awarded to 25 social scientists last week by the Joint Committee for Research on Television and Children. The 25 were selected by the government-backed committee, which wants to discover the influence of TV on children, from proposals solicited last summer (BROADCASTING, Aug. 5).

The recipients must now submit detailed research designs and the committee will pick a few as deserving of larger grants. The study first began as an outgrowth of hearings by the Senate Juvenile Delinquency Subcommittee more than a year ago (BROADCASTING, July 9, 1962), and the final result will probably not be in for years, according

to Bernard Russell, special assistant to the secretary of the Department of Health, Education and Welfare.

Mr. Russell was head of the committee until last week, when a permanent chairman was elected, Dr. Gerhart D. Wiebe, dean of the School of Public Relations and Communication at Boston University.

Other members of the committee include Melvin A. Goldberg, vice president-research director of the National Association of Broadcasters; Julius Barnathan, ABC; Frank Shakespeare, CBS, and Louis Hausman, NBC.

## KWOS wins coverage fight

Kwos Jefferson City, Mo., after a month of negotiations, was able to break local precedent Dec. 3 to cover three hours of the city's council meeting at which the presiding officer was unexpectedly routed from the chair after nearly two hours of parliamentary maneuvering by his opposition.

Extensive favorable listener reaction, plus local newspaper commendation, followed the event all week, according to William Natsch Jr., kwos station manager. Kwos originally sought to cover debate on a gross receipts tax bill. Earlier this year kwos aired debate in the state legislature.

## Program notes . . .

**TV rights purchased** ■ Holbrook Productions has purchased the television rights to *The Player: A Profile of an Art* by Lillian and Helen Ross. The company plans to present half-hour documentaries of some of the 55 actors who were profiled in the book.

**Christmas special** ■ An hour-long col-orcast of *Podrecca's Piccoli Theater*, famed Italian marionette troupe, has been syndicated to 39 stations for show-

## Ever take the PULSE of your HOOPER?

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

**PULSE: May 1-21, 1963**

6 AM-12 Noon WILS 12 Noon-7 PM

**63% 58%**

AUDIENCE ESTIMATE

**HOOPER: Jan.-Mar. 1963**

7 AM-12 Noon WILS 12 Noon-6 PM

**62.3% 68.8%**

SHARE OF RADIO AUDIENCE

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

What earns this audience for WILS?



We broadcast  
24 Hrs.-A-Day.

**48**  
NEWSCASTS

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

**6**  
GREAT D.J.'s

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



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

Why Lansing is your market

**SALES MANAGEMENT** Ranks us:

21st in Retail Sales per Household

(3rd in Metro Cities over 200,000)

94th in Population and Households  
(always in the top 100)

Lansing is the state capital and the  
home of Oldsmobile and Michigan  
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students).

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(Venard, Torbet & McConnell, Inc.)  
or, write to:

**RADIO 1320**  
**WILS**  
LANSING

5,000 WATTS / 24 HOURS A DAY

ing during the Christmas holiday season. The program was produced by Triangle Stations at WFIL-TV Philadelphia and features Dick Clark as host.

'Bingo' purchased - *TV Bingo*, a live syndicated show produced by Idea Research and Development Corp., Santa Rosa, Calif., has been purchased by 11 more stations and is now in 67 markets, according to Jerry Baker of Idea Research. Latest sales are to WKY-TV Oklahoma City; KRIS-TV Corpus Christi, Tex.; WTVK(TV) Knoxville, Tenn.; WXTV(TV) Youngstown, Ohio; WTHI-TV Terre Haute, Ind.; KXLY-TV Spokane; WSJV(TV) Elkhart-South Bend, Ind.; WTAF(TV) Marion, Ind.; KMTV(TV) Omaha; KACB-TV San Angelo, Tex.; and CJTO-TV Toronto.

### Esso adds 3 stations

The addition of three stations brings to seven the number that will show the monthly *Esso World Theater* anthology of eight different National Heritage programs. Standard Oil of New Jersey, through Needham, Louis and Brorby, is the sponsor (BROADCASTING, Nov. 25).

New stations are WMAL-TV Washington, WBAL-TV Baltimore and WXEX-TV Petersburg-Richmond, Va. The series begins Jan. 12 on WOR-TV New York

with "England: Puritan versus Cavalier." Other stations signed are WHDH-TV Boston, WOKR(TV) Rochester, N.Y., and WNHC-TV New Haven, Conn.

### Dates set for NBC, CBS annual news roundups

Both CBS and NBC have again called key correspondents from posts around the world to gather in New York for special news programs at the year's end.

The NBC foreign-based newsmen will join other staff reporters on *Projection '64*, a one-hour discussion program scheduled in color over NBC-TV Dec. 29 (10-11 p.m. EST). The special will be sponsored by the Gulf Oil Corp. through Young & Rubicam, New York. Following the program, the foreign correspondents will tour 10 American cities for speaking engagements.

Eight top CBS foreign correspondents will travel to New York for *Years of Crisis*, an hour news review program, which will be broadcast Jan. 1, 1964 (7:30-8:30 p.m. EST) over CBS-TV and CBS Radio. The moderator will be Eric Sevareid.

*Projection '64* will be the seventh annual program of its kind to be presented by NBC News, while *Years of Crisis* is CBS News's 14th annual evaluation of major developments.

## FINANCIAL REPORTS

### Ampex sales up 12% in first half

Sales for the first half of its fiscal year were up 12%, Ampex Corp. President William E. Roberts has reported, although after-tax earnings remained about the same.

Six months ended Oct. 31:

|                          | 1963       | 1962       |
|--------------------------|------------|------------|
| Earned per share*        | \$ 0.28    | \$ 0.28    |
| Sales                    | 48,217,000 | 43,120,000 |
| Earnings before taxes    | 4,239,000  | 3,724,000  |
| Net earnings after taxes | 2,205,000  | 2,169,000  |

\* Based on 7,827,434 shares outstanding on Oct. 31, compared to 7,799,407 outstanding same period last year.

### Collins declares dividend

Collins Radio Co. announced a semi-annual cash dividend of 20 cents per common share last week, payable Jan. 2, to stockholders of record Dec. 23. Similar dividend was paid last July 3.

Three months ended Nov. 1:

|                         | 1963       | 1962       |
|-------------------------|------------|------------|
| Earned per share*       | \$ .40     | \$ .32     |
| Net sales               | 66,358,000 | 55,628,000 |
| Net income              | 888,000    | 705,000    |
| Restated net income (1) | 883,000    | 883,000    |

(1) Restated net income shows amounts as they would have appeared for the first quarter of fiscal year 1963 had a change from accelerated to straight-line depreciation, adopted subsequent to the first quarter of 1963, been made at that time.

\*Based on 2,230,080 common shares outstanding, compared to 2,230,064 for same period last year.

### UA's bright third quarter

United Artists Corp. reported last week that gross sales and net earnings for the first nine months of 1963 declined substantially, but noted that the third quarter of the year was a bright spot.

Robert S. Benjamin, board chairman, said net earnings for the third quarter amounted to \$808,000, exceeding the \$802,000 total of the net earnings for the first and second quarters.

Three quarters ended Sept. 28:

|                          | 1963       | 1962       |
|--------------------------|------------|------------|
| Earnings per share       | \$ .87     | \$ 1.68    |
| Income                   | 81,870,000 | 91,502,000 |
| Net income (after taxes) | 1,610,000  | 3,103,000  |

### Financial notes...

■ MCA Inc. directors last week declared a dividend of 37½ cents a share of its preferred stock to stockholders of record Dec. 19. The dividend is payable Dec. 31.

■ Board of Chris-Craft Industries Inc. have declared a 5% stock dividend, of record Dec. 19. The dividend is record Dec. 17.

■ Board of Technicolor Inc. has declared the regular quarterly dividend of 12½ cents a share payable Jan. 18, 1964 to stockholders of record Dec. 31.

**WARNING!** This monitor may prove that your present stereo generator doesn't meet FCC requirements. If so, Call Collins. **WARNING!**

Collins' new 900C-1 accurately measures and monitors your FM stereo and mono programming in accordance with FCC rules.\*

Collins designed and built the 900C-1 to help you eliminate any doubt as to just what your stereo signal is doing. Should trouble pop up, the 900C-1 tells you precisely what it is. You don't waste any time theorizing. You can go right to the source and correct it.

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In addition to these capabilities, the new Collins 900C-1 offers you money saving operational features. It is fully

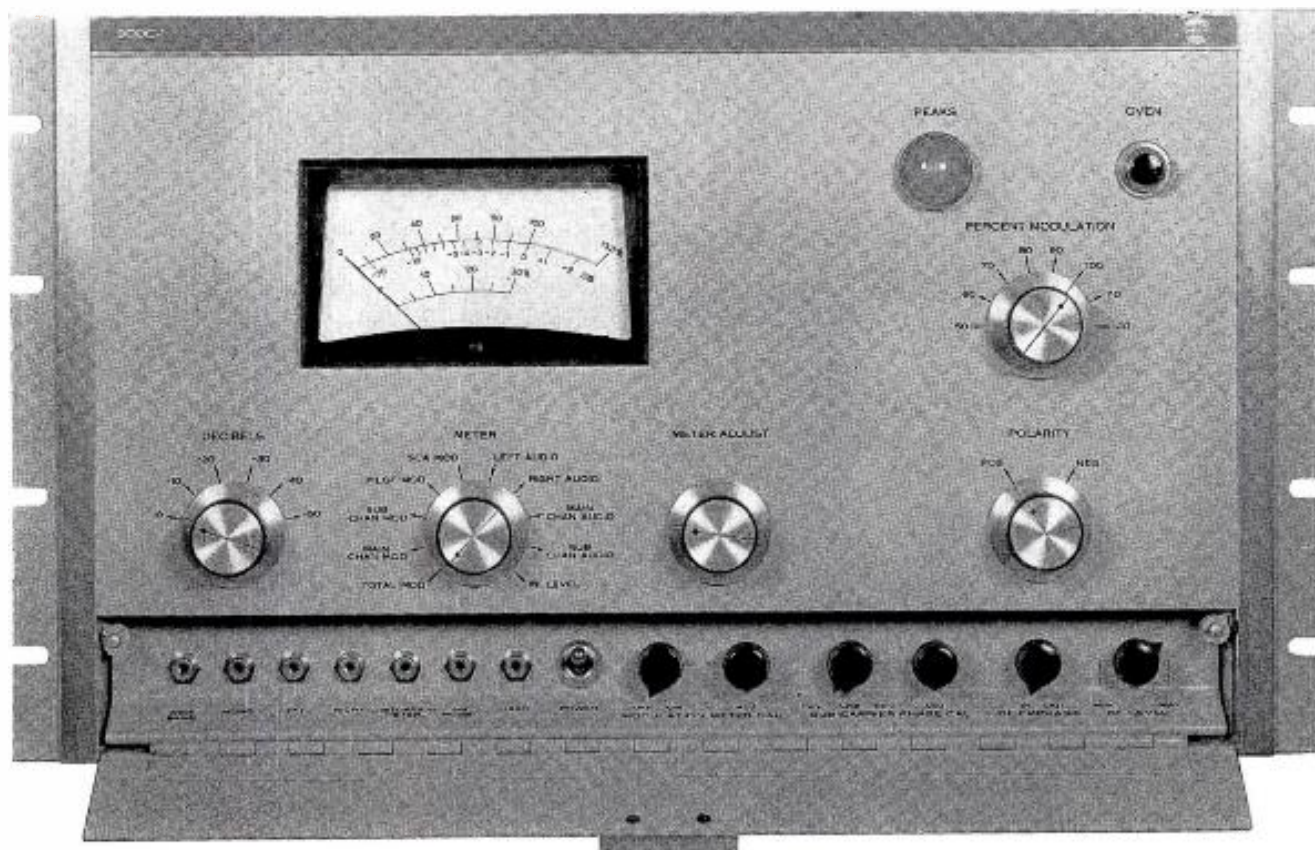
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\* FCC type-approved for main channel monophonic; no existing rules for stereo type-approval

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## FINAL AUTHORITY



# What to do about LeRoy Collins?

THAT'S NOW THE PRINCIPAL SUBJECT ON NAB AGENDA NEXT MONTH

An emergency meeting of the chairmen and vice chairmen of the National Association of Broadcasters' boards was called last week to clarify the status of LeRoy Collins, NAB president.

The meeting, to be held in Washington in the first week of January, was only one of many reactions to recent speeches by Governor Collins and to reports that he may be thinking of resuming his political career.

The board chairmen and vice chairmen constitute the executive committee of the association. William Quarton, WMT-TV Cedar Rapids, Iowa, called the meeting as chairman of the joint boards and of the executive committee. He declined to discuss the agenda, but he said he had been deluged with letters and telephone calls questioning recent actions of the NAB president.

The executive committee's special meeting will be held only three weeks in advance of the long-scheduled winter meeting of the NAB boards.

**Cause Of Alarm** ■ At issue last week were a speech Governor Collins made to an assembly of the National Council of Churches (BROADCASTING, Dec. 2) in which he criticized cigarette advertising and two speeches on civil rights that he delivered in Columbia, S.C., and Los Angeles (BROADCASTING, Dec. 9).

The speech to the church assembly was criticized last week by Willard Schroeder of WOOD-AM-TV Grand Rapids, a member and past chairman of the NAB radio board. Mr. Schroeder made his comments in a letter to Governor Collins. He sent copies to all members of the radio and television boards.

Two South Carolina stations withdrew from membership in the NAB last week because of the president's speech in Columbia. Others in the area expressed displeasure at his subject.

Several members of the NAB boards accused Governor Collins of political motives in choosing his subjects for the speeches in South Carolina and California. In Columbia Governor Collins urged the South to abandon racial hatreds and accept what he said was an inevitable trend toward equal rights for all. In Los Angeles he defended the assertion of federal authority in civil rights disputes and called for regular conferences of state and federal officials to resolve arguments over state and federal jurisdictions.

The question of political ambitions was also raised by publication of a report in the *Miami News* that Mr. Collins, who became NAB president after

serving six years as governor of Florida, was considering re-entering politics, perhaps as a candidate for the United States Senate (BROADCASTING, Dec. 9).

**Q Without A** ■ Last week Governor Collins was asked point blank by influential board members whether he is thinking of a political race. The NAB president responded by saying that if he did decide to return to politics, he would let the board members know. He did not make a direct reply to questions about his present thinking.

The executive committee meeting in January, which Governor Collins will be asked to attend, will be the second such special meeting of that body in two months. Early in November the committee met to talk about the NAB codes and was unexpectedly asked by the NAB president to confirm his choice of Howard Bell as the new director of the code authority (BROADCASTING, Nov. 11). The committee acceded to Governor Collins's wishes.

**Schroeder's Letter** ■ It was Governor Collins's remarks about tobacco advertising in his National Council of Churches speech that precipitated Mr. Schroeder's criticism. Other broadcast-

ers, including representatives of the networks, also expressed concern.

Governor Collins first openly raised questions about cigarette advertising and its appeal for the young in a speech in Portland, Ore., last year (BROADCASTING, Dec. 3). He said he was prepared to ask the NAB boards to consider adopting restraints on cigarette commercials. The boards took no action on the subject at their next meeting, in February 1963, but the NAB president told newsmen that the subject would be revived before the boards after the release of a report by a special study committee of the U.S. surgeon general. The committee is surveying statistical evidence of the relation of smoking and health. Its report is now expected soon after the first of the year—probably before next NAB board meetings Jan. 27.

In his letter Mr. Schroeder, who was chairman of the radio board last year and is now a member representing medium-sized radio stations, told the NAB president that his reaction to the National Council of Churches speech was "both strong and critical." By spending so much of his text on a discussion of tobacco advertising, the NAB president

## How the Florida campaigns shape up now



Senator Holland

The Democratic political situation in Florida, with the filing period just two months away, is of more than cursory interest to broadcasters.

LeRoy Collins, president of the National Association of Broadcasters, is a former governor of the state and reportedly is considering running for the U. S. Senate from Florida and also is being pressured in some quarters to run for governor.

Filing period for the May primaries begins Feb. 18 and closes March 3. Senator Spessard Holland (D-Fla.), whose term expires, has not announced that he will seek re-election but is expected to do so. Except for the possibility of Governor Collins, the only major opponent who has indicated an interest in the senatorial race is Brailey Odham, a two-time loser in bids for the governorship. Mr. Odham is a former member of the Florida legislature and was appointed to the important

missed "an excellent opportunity" to plead broadcasting's case before a church body that has been critical of broadcasting.

Mr. Schroeder said the council's June pronouncement urging stricter government controls of TV programming "should have been the principal and only consideration of your comments, yet it was the *last* subject discussed . . ." He told Governor Collins that his criticism of a Lucky Strike TV commercial was a "superficial and unfair approach which does not represent the judicial view which is in the best interests of the broadcasting industry."

The NAB president, Mr. Schroeder wrote Governor Collins, has a clear responsibility to represent broadcasters in a forceful and positive manner. "To be perfectly blunt about it, you represent a private industry just as surely as a corporation lawyer. If such a lawyer agrees to accept a client's case and the accompanying fee, it is his professional responsibility to plead for his client in the most persuasive and favorable manner that his talents permit."

"In my opinion, you did not do this when you introduced a criticism of a tobacco company and by association, a criticism of the broadcasting industry."

Until an official government position is reached in the cigarette controversy, "it is incumbent upon you not to seek to force a purely personal conviction regarding advertising upon us by means of the press and the podium," Mr. Schroeder told the governor.

Governor Collins reportedly replied to Mr. Schroeder late last week, but the NAB refused to release the letter.

**Busy Circuits** ■ Mr. Schroeder was by no means alone last week in criticizing the NAB president. There were conference calls and individual conversations among board members who were trying to shape up some kind of plan for the January board meeting.

There were some, however, who took the governor's side. Included among them was an influential broadcaster who has been a strong Collins supporter since the Florida governor took the NAB job and who, though not now on the NAB boards, is still close to industry councils. This broadcaster predicted that the executive committee and the boards, in their January meetings, would accept whatever programs Governor Collins offered. In the view of this broadcaster, Mr. Collins has entrenched himself solidly with the NAB membership.

Despite his prominence, this pro-Collins broadcaster represented a minority view in the opinions expressed by board members last week. Several said that the NAB president's contract had been accepted last winter on the representation that Governor Collins would remain silent on the cigarette issue and would clear major speeches with key board members. They felt that his recent actions had violated that condition. Governor Collins has disputed the contention that he had agreed to curb his public talks.

**Nerves Are Touched** ■ In the South last week there was widespread reaction to the NAB president's Columbia speech on civil rights.

Two stations—WJMX Florence and WBCU Union, both South Carolina—resigned from the NAB because of the Columbia speech. Paul H. Benson Jr., WJMX general manager, said the station would rejoin when the NAB "gets a more responsible president." Both stations withdrew because Governor Collins criticized many southern leaders for their attitude on civil rights and urged the South to tell "the bloody-shirt wavers to climb down off the buckboards of bigotry."

Governor Collins's Columbia speech was broadcast live on a 26-station statewide network. One station, WCSC Charleston, told its listeners in an editorial that it regretted having carried the speech.

WBT-WBTV(TV) Charlotte, N. C., in an editorial scheduled for broadcast Friday (Dec. 13), said that "we cannot allow the public to assume that since he is the broadcast industry association's president, he is therefore speaking for this station. Such is not the case."

WTVJ(TV) Miami, on the other hand, termed Mr. Collins's speech a "courageous pronouncement" on civil rights.

## Curtis could be moving into radio-TV with loan

A \$35 million refinancing plan approved last week by the stockholders of Curtis Publishing raised speculation that a diversification plan of the company might include the acquisition of broadcast properties. However, Matthew J. Culligan, Curtis chairman and president, has indicated that any acquisition in the near future will probably be in the publishing field.

Serge Semenenko, vice chairman of First National Bank of Boston, which heads a group of six banks financing the loan to Curtis, had referred to acquisition of TV stations and publishing companies through the coming year as "more than possibilities."

Of the \$35 million total, \$4.5 million will be available through 1968 as working capital and \$30.5 million will be used to cover present short-term debts. An additional \$5 million debt incurment will be allowed Curtis through 1970 with maturities not to extend beyond 1980.

In a news conference subsequent to the stockholders meeting, Mr. Culligan did not rule out the possibility of Curtis moving into the broadcasting field. "Should the opportunity arise," he said, Curtis would be interested both in acquisition of TV or radio stations and a move into the broadcast programming area.

Mr. Culligan was formerly executive

Milk Control Board by then-Governor Collins.

Insiders say that Governor Collins would make a strong opponent for South Florida. Dade county has elected with solid support from populous Dade county (Miami) and South Florida. Dade county has 20% of the state's voters and was carried solidly by Governor Collins in 1956 when he won the Democratic nomination for governor over three opponents without a run-off. His opponents at that time were present Governor Farris Bryant, former Governor Fuller Warren and General Sumter Lowry.

The consensus in Florida is that the governor's strong speech on civil rights in Columbia, S. C., 10 days ago will hurt him in many sections of the state. Of the registered voters in Florida, 12% are Negroes.

Floridians expect five or six major candidates for the Democratic nomination as governor. Governor Bryant, whose backers four years ago are said to be widely split in the

coming election, has announced plans to return to the practice of law in Ocala. A front runner for the nomination at the present time is said to be Hayden Burns, Jacksonville mayor who was an unsuccessful candidate in 1960.

Others talking about running include State Senator Jack Matthews of Jacksonville (who has the support of many of the Collins men), former State Senator Bud Dickinson of West Palm Beach, Miami Mayor Robert High, State Senator Scott Kelly of Lakeland and Fred Karl, a state representative from Daytona Beach who also has support from political friends of Mr. Collins.

A man close to the Florida Democratic scene said last week that most of the important money already is committed in the governor's race. But, he said, if Governor Collins were to decide to run for either the governorship or the Senate, "many people could and would disengage themselves." He felt a Collins vs. Holland race is "very possible."

vice president in charge of NBC Radio and was briefly with Interpublic Inc. as general corporate executive.

He also mentioned community antenna television and pay TV as potential areas of expansion. He denied that Curtis was currently negotiating for any properties, but acknowledged the favorable acquisition status of the company due to a substantial tax loss carry forward.

## Terms of KWTv(TV) sale spelled out

Details of the Griffin-Leake transaction whereby 100% ownership of KWTv (TV) Oklahoma City is being acquired (CLOSED CIRCUIT, Dec. 2), were spelled out last week with the filing of an application asking FCC approval.

The Griffin-Leake interests, now holding 50% of the channel 9 station, are buying out the 50% interest held by former Oklahoma Governor Roy J. Turner and Luther T. Dulaney by paying them \$200,000 and giving them title to all the equipment owned and used by KWTv, KATv(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla. The Griffin-Leake group owns KATv and KTUL-TV.

Messrs. Turner and Dulaney have agreed to sell the equipment, valued at

\$2.3 million, to C. A. Voss and James B. Kite, Oklahoma City bankers, for \$3 million. In turn, KATv Inc., parent company of all three Griffin-Leake stations after they are merged under one corporate umbrella, has agreed to lease the equipment from Messrs. Voss and Kite for 10 years for a total of \$4.5 million, paying \$37,500 a month.

KATv Inc. is 55.81% owned by John T. Griffin, and 44.1% by James C. Leake and family. Mrs. Leake is Mr. Griffin's sister. Edgar T. Bell, who owns a 10% nonvoting interest in KWTv, will hold 10.5% of common, nonvoting in KATv Inc. after the merger. He will continue as executive vice president and general manager of KWTv.

After the merger, Mr. Griffin will hold 56.38% of the voting common; Mr. Leake and his family, 43.27%. Both also will hold 51.6% and 32.5% respectively of nonvoting common shares.

Mr. Griffin, directly and indirectly will also own 4,252.5 shares of preferred stock.

KATv Inc.'s pro-forma balance sheet as of Sept. 30, after the merger, will look like this:

Total assets, \$3,022,268; of which \$1,471,788 are current assets. Current liabilities total \$418,312; long term ob-

ligations, \$736,000, and surplus, \$951,357.

KWTv, founded in 1953, is affiliated with CBS.

## Changing hands

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

■ KWTv(TV) Oklahoma City: 50% interest sold by Roy J. Turner and Luther T. Dulaney to Griffin-Leake interests (holding other 50%) for \$3.2 million (story, this page).

■ WBFM(FM) New York: Sold by Wrather Corp., to WPIX Inc. for \$400,000. WPIX Inc. is the licensee of WPIX (TV) New York and is owned by the *New York Daily News*. Muzak, a division of the Wrather Corp., will lease back WBFM's subchannel for a long term period to continue background music service to New York area subscribers. The *New York News*, affiliated in ownership with the *Chicago Tribune* and WGN-AM-FM-TV Chicago and KDAL-AM-TV Duluth, Minn., recently sold its 49% interest in another New York FM station, WNCN(FM) for \$150,000 to United Broadcasting Co. (Richard Eaton). WBFM, founded in 1962, operates on 101.9 mc with 9.5 kw.

**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 103).*

■ WMMN Fairmount, W. Va.: Sold by Peoples Broadcasting Corp. to E. M. (Pete) Johnson and Jack Carr for \$245,000. Mr. Johnson owns WCAW Charleston; Mr. Carr, WDNE Elkins, both West Virginia. Peoples owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, both Ohio; WNAX Yankton, S. D., and KTVT(TV) Sioux City, Iowa. It recently sold WTTM-AM-FM Trenton, N. J., to Scott Broadcasting Co. for \$375,000. WMMN operates fulltime on 920 kc with 5 kw.

■ WDFH(FM) Chicago: Sold by James deHaan to Federal Broadcasting Corp. for \$200,000 and agreement not to compete. Federal is a wholly owned subsidiary of Armanco Enterprises Inc., owned two-thirds by comedian Bob Newhart, and one-third by Frank Hogan, Mr. Newhart's business partner. Mr. deHaan will remain as station manager and chief engineer. WDFH, founded in 1959, operates on 95.5 mc with 52 kw.

■ WxyJ Jamestown, N. Y.: 87½% sold by Mark Taylor and Keith Horton to Lowell W. Paxson for \$185,000. Burton Waterman, chief engineer, retains

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\$150,000**

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his 12½ interest. Mr. Paxson is program director and holds a 40% interest in WACK Newark, N. J. WXYJ, founded in 1948 is a fulltime station on 1340 kc with 250 w.

■ WONE-TV Dayton, Ohio: CP sold by Brush-Moore Newspapers to Springfield Television Broadcasting Corp. for \$153,000. Springfield owns UHF outlets WWLP(TV) Springfield, WRLP(TV) Greenfield and WWOR(TV) Worcester, all Massachusetts. WONE-TV holds authority to operate on channel 22.

## Rollins buying more from General Outdoor

Rollins Broadcasting Inc. moved last week to acquire two more General Outdoor Advertising facilities—in Philadelphia and Washington, D. C.

At a reported price of \$5 million, Rollins is getting the outdoor advertising plants and real estate holdings of General Outdoor in two of the top 10 markets. The transaction will be effective March 1, 1964, O. Wayne Rollins, president of the company, said in announcing the acquisition last week.

Three weeks earlier, Rollins bought the facilities of General Outdoor in Mexico, paying a reported \$500,000 for plants and offices in Mexico City, Guadalajara and Monterey (BROADCASTING, Dec. 2).

The acquisitions bring Rollins's outdoor coverage in the East from Philadelphia to Washington and beyond (Rollins already owned an outdoor business headquartered in Wilmington, Del., its home base). An increase in the company's revenues of 45% can be expected to result from the latest transactions, Mr. Rollins said. Rollins has long had an outdoor advertising interest in Texas, based in Austin.

Rollins owns three TV and seven radio stations. They are: WEAR-TV Pensacola, Fla. (Mobile, Ala.); WCHS-TV Charleston-Huntington, W. Va.; WPTZ-TV Plattsburgh, N.Y. (Burlington, Vt.); WNJR Newark, N.J.; KDAY Santa Monica, Calif.; WRAP Norfolk, Va.; WBEE Harvey, Ill. (Chicago); WGEE Indianapolis, Ind., and WAMS Wilmington, Del.

## WEMP to join CBS Radio

WEMP-AM-FM Milwaukee will affiliate with the CBS Radio network starting Dec. 29, it was announced last week by A. M. Spheeris, WEMP president. The station has been a music-news-sports operation since 1948. WMIL Milwaukee daytime station has been the CBS outlet there.

WEMP operates fulltime on 1250 kc with 5 kw. WEMP-FM is on 99.1 mc with 25 kw.

# FCC EASES UP ON CATV RULEMAKINGS

Local station protection, orderly CATV growth are aims

The FCC hopes that it will be able to protect local television stations from economic injury by community antenna systems and at the same time insure the orderly growth of CATV. This was the announced intent of the commission last week when it released a proposed rulemaking to "govern" the grants of facilities in the domestic point-to-point (common carrier) microwave service to relay programming for CATV systems, and a further notice of a rulemaking to control grants in the business radio service, for the same purpose.

The rulemakings, taken as a whole, somewhat ease up on the restrictions which were first proposed in the original rules to govern the business radio service—restrictions which broadcasters in general did not think went far enough (BROADCASTING, Feb. 25). The 30-days before-and-after ban on CATV duplication of local television station programming—within the grade A contour—has been cut to 15 days. The proposed rules also require the CATV system to carry a program of the TV station if the local station requested it.

The commission has made a number

of grants for facilities to CATV systems since taking the problem of regulation under consideration. These grants were conditioned by an agreement from the CATV system which would be served by the microwave licensee that it accepted a 30-day nonduplication clause. These conditions also would be changed to 15 days by the proposed rules.

The proposed rules also would require that a CATV system located within the grade B contour give written notices to local stations that it plans to apply to the commission for microwave facilities to relay their programming. "Upon appropriate showing, interim protection, pending the outcome of a hearing, could be afforded such TV stations," the commission said.

**CATV Freeze** ■ The FCC has placed a freeze on further application for microwave facilities to carry programs to CATV systems pending a determination in the rulemaking proceeding. "These include applications for new facilities as well as for modification, renewal and assignment of existing facilities," the commission said.

The commission also said that the

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modification of the nonduplication clause for previously authorized systems will become effective 30 days from Dec. 12, and that local stations should request the protection provided by the proposed rules within the 30-day period.

There has been a great deal of contest over the commission's legal authority to control CATV systems—in particular, the nonduplication provision. However, the commission was upheld in its right to protect local television stations from CATV competition, by the District of Columbia Court of Appeals in the much discussed Carter Mountain Transmission Corp. case (BROADCASTING, May 27). In a three-judge, unanimous decision, Judge George T. Washington wrote that the commission "cannot let its decision in the radio carrier field interfere with its responsibilities in the television broadcasting field."

A step further is the opinion of the FCC staff that the commission possesses the authority to directly control CATV systems, rather than through the microwave licensee servicing the system. This direct control of CATV has been the subject of unsuccessful negotiations, between the commission and the National Community Television Association, to draft proposed legislation to present to Congress. The commission staff feels that off-the-air CATV systems also fall

under the agency's regulatory authority.

**FCC's Open Hand** ■ The commission said its goal "is not, as some apparently believe, to adopt rules tantamount to an absolute prohibition of private microwave service to CATV systems." The FCC styled its goal as giving "adequate protection to local television service, without inhibiting the growth of community antenna service (with its provision of multiple television services). Our proposals are designed to achieve that goal." The agency said it wished to "stress" that the rulemakings are just proposals and that it is interested in hearing comments on how the rules may fall short of their aims. Comments are due Jan. 22, 1964.

"We believe that our goal can best be achieved through rules which would require the CATV system to carry the programming of a local station without material degradation and not to duplicate for a reasonable period the programming carried over any local station," the commission said, hoping to placate both broadcasters and CATV operators. This is the solution of the present conflict between the two services the commission argued.

The FCC pointed out that "The proposed rules would not automatically impose requirements upon the CATV system; a request would have to be

made by a station entitled to claim protection under the rules." Yet more important, the commission said, is the recognition that in many cases the local stations and CATV system have worked out their own agreement to the satisfaction of all. And the commission does not plan to "upset or replace" the friendly balance of interest. "In short, an agreement, fairly arrived at between the parties and designed to fit the particular needs of the area, is entitled to great weight; we do not mean to inhibit or impair the good faith worked out, by the broadcaster and the CATV, of the problems" considered by the proposed rules.

## CTSC sets September for ETV target date

Community Television of Southern California has leased the studio and office space formerly occupied by KNXT (TV) Los Angeles at 1313 North Vine Street for its new ETV station, to operate on UHF channel 28. James Robertson, vice president and general manager of CTSC, plans to move into the new quarters on Jan. 6, is aiming for an on-air test pattern by May 15 and full schedule of programming to start with the beginning of the new school year in September.

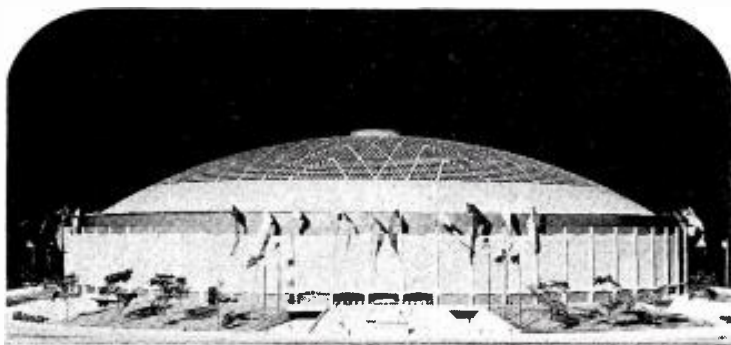
Approximately 17,000 square feet of space will be occupied by the ETV in its new home. This includes three studios: an audience studio of 8,700 square feet, a smaller studio for regular day-to-day programming and a third which will be converted to a scenic design shop.

The 1964 agenda calls for the renovation of studios to be completed by late spring, when the installation of the transmitter and antenna on Mount Wilson should be finished. By midsummer, CTSC is to be fully staffed and totally operational, well in advance of the September air date. Al Crocker, CTSC director of engineering, is in charge of the engineering, construction and installation.

## Action near on FOI bill

A freedom of information bill on which hearings were completed Oct. 31 can be ready for full committee action "early in the next session," according to Senator Edward V. Long (D-Mo.), chairman of the Senate Administrative Practice and Procedure Subcommittee.

Backed by a bipartisan group of 20 senators, the bill was supported by the National Association of Broadcasters. The NAB asked for an exemption from public inspection for confidential income information broadcasters are required to furnish the FCC.



**HOUSTON'S \$25,000,000 YEAR 'ROUND AIR-CONDITIONED DOMED STADIUM**  
First of its kind in the nation! Scheduled for completion in 1964, this all-weather center for big league baseball, professional football, and a wide variety of amateur athletic and sporting events will have a seating capacity of 55,000. A monument to Houstonians' enthusiasm for sports!

**K-NUZ . . . Houston's Award Winning News Station**  
**CREATES THE PERFECT SALES**  
**CLIMATE FOR YOUR MESSAGE!**



**THE KATZ AGENCY, INC.**

**K-NUZ**

NATIONAL REPRESENTATIVE SOLD IN COMBINATION WITH KAY-C, BEAUMONT  
IN HOUSTON, CALL DAVE MORRIS • JACKSON 3-2581



It all started on Dec. 21, 1953. I was sort of young and fuzzy then,



but in the past ten years I've grown older and smoother.



For the past ten years through Winter



Spring



Summer



and Fall, I've been bringing the best in TV



to 700,000 people in Maine and New Hampshire.



I've had quite a few firsts, too. I was the first Full-Time, Full-Power TV station in Maine.



I carried the first full season telecasting of baseball, just to mention a couple.



There have been awards, too.



In 1960 I received the National Heart Association Award for the documentary on Open Heart Surgery.



In 1963 I was given a special award by the Internal Revenue Service for helping them explain the Income Tax story.



and to all the nice clients who have made the last ten years so enjoyable  
... THANK YOU!

# WCSH-TV

NB  
AFFILIATE

MAINE BROADCASTING SYSTEM

**THE KATZ AGENCY, INC.**  
National Representatives

# SENATE APPROVES FCC, FTC FUNDS

## Appropriations for USIA, Justice, courts sent to House

An appropriation bill that includes \$15.6 million for operation of the FCC and \$12.2 million for the Federal Trade Commission was passed by the Senate last week and sent to the White House for President Johnson's signature.

A measure to appropriate funds for the Department of Justice (\$344,417,000), the U. S. Information Agency (\$170,620,000) and the federal court system (\$65,927,000) was passed by the Senate and referred to the House.

All funds are to pay for operations that began July 1 this year. Until these measures become law, the agencies have been authorized to spend money at the rates set by appropriations bills passed in 1962.

President Johnson last week directed the heads of all federal agencies to carefully review budgets for operations beginning July 1, 1964, which are now being prepared for submission to Congress next month. The President has promised reductions in unnecessary federal spending, and has asked agency heads to re-examine appropriations, expenditures and employment figures contained in their tentative proposals for

next year and to list further cuts that may be made in their budget requests.

Here is how the agencies affected by last week's congressional action compare with their appropriations for the previous year:

- The FCC: up \$650,000.
- The FTC: up \$742,000.
- Justice: up \$25,823,600.
- The USIA: up \$13,850,000.
- The courts: up \$3,011,459.

In debate on the USIA's budget on the Senate floor Thursday (Dec. 12), Senator Jacob K. Javits (R-N.Y.) protested the Senate Appropriations Committee's stern order to the agency "that drastic reductions be made" in the USIA's Western European programs. The agency had requested \$3.96 million for distribution of American books, magazines, movies, and other information material, but the House cut it to \$1 million and the Senate trimmed that to \$650,000.

Senator Javits urged the Senate Foreign Relations Committee to thoroughly review the USIA's policy. He questioned the appropriations committee's right to direct the agency to end a

## Oh, days dwindle down

John Brubaker, general manager, WFTY Garden City, N. Y., is circulating a statement opposing a traffic safety bill that he warns would affect all daytime only stations in New York State. The bill, proposed by New York State Senator Edward J. Speno, would extend daylight saving time in the state to nine months a year.

Mr. Brubaker asserts the bill would force many of the stations to sign on as late as 8:15 a.m. during periods when stations would ordinarily present information on school and plant closings during storm periods, as well as to present other public service messages.

program.

A House foreign affairs subcommittee has been conducting hearings on the U. S. "ideological offensive." They are expected resume next year.

## Court opinion sought on FCC filing fee plan

A federal court in Chicago has been asked to rule that the FCC has no power to impose fees for handling applications and other paper work.

The appeal was filed Dec. 6 in the U. S. Court of Appeals for the Seventh Circuit by 10 petitioners, mainly aeronautical interests, but including one broadcaster (WISM-AM-FM Madison, Wis.).

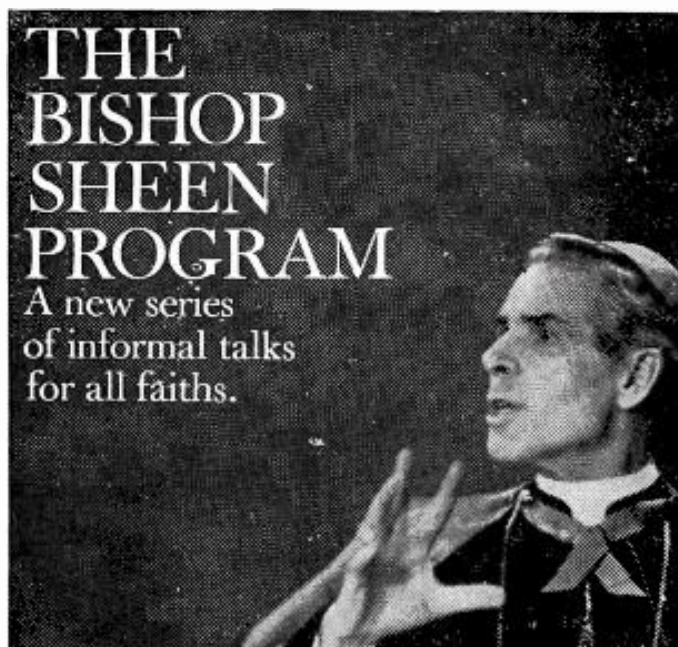
The other petitioners: Aeronautical Radio Inc.; Air Transport Association of America, Aircraft Owners & Pilots Association, Braniff Airways Inc., Lake Central Airlines Inc., North Central Airlines Inc., Northwest Airlines Inc., United Air Lines Inc. and David Ingle Jr., a private plane operator residing in Evansville Ind. Entering the case as an intervenor is the American Trucking Association.

The appeal is against the FCC's order of last May, affirmed last October, establishing a system of fees for handling applications (BROADCASTING, May 13, Sept. 30).

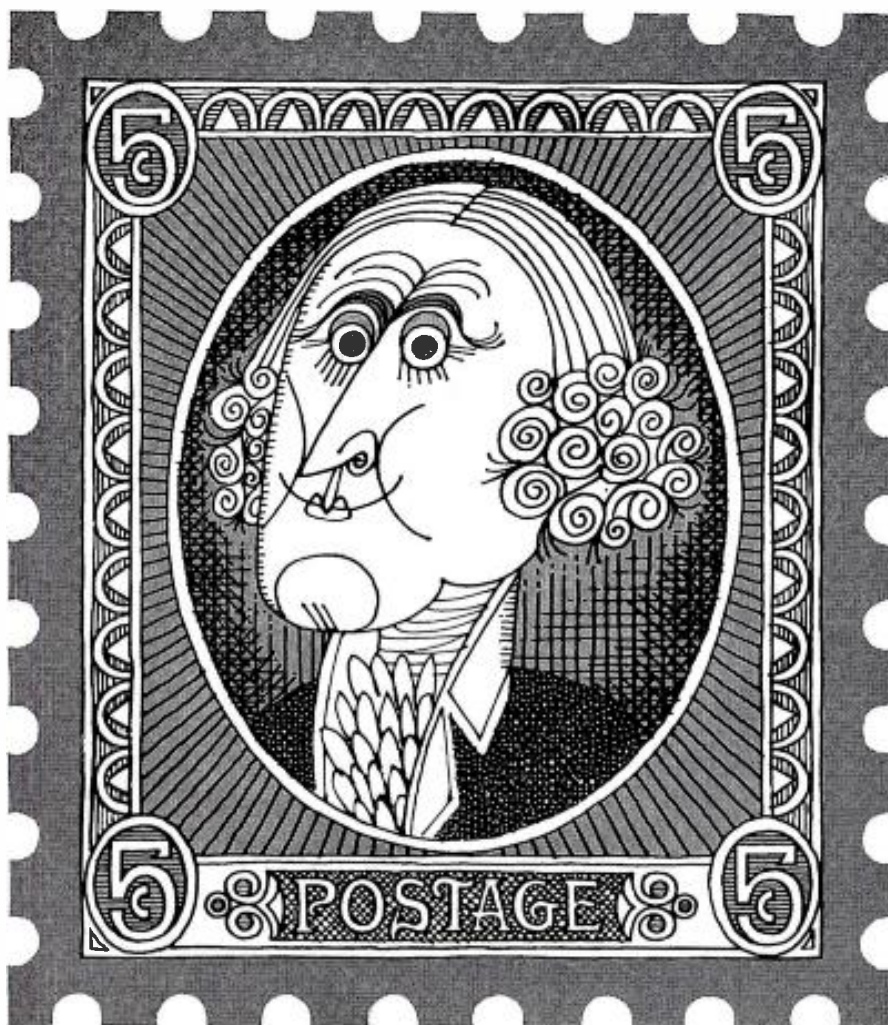
The group petitioning to have the FCC overruled is considering asking for a restraining order to prevent the fee system from going into effect Jan. 1 as scheduled.

The petition claims that the FCC does not have power to impose fees and that it is moving against the intent of Congress. It asks the court to reverse the FCC's action.

Standing Firm ■ In the face of congressional opposition the FCC last week released a reminder to its licensees that



..... NOW IN PRODUCTION  
NEW HALF-HOUR VIDEO TAPES  
FOR SCHEDULING JANUARY 1ST  
Call - Wire - Write MARCUS ASSOCIATES, INC.  
3134 Euclid Ave., Cleveland 15, O., UTah 1-1370



## 5¢ short course in TV production

Comes in this new 36-page brochure—yours for the asking! Makes the many recent developments in video tape meaningful in terms of 13 actual case histories. “Advertising with Video Tape” is its name. It tells how and why specific tv commercials and campaigns, national and regional, were produced on video tape (SCOTCH® BRAND, naturally). The real advantages tape delivered. And actual production costs!

The brochure describes how advertisers have taken advantage of tape’s incomparable “live” picture, pulled off ideas that would be too time-consuming or cost-prohibitive on film. Some cases in point: How one advertiser and its agency solved the dilemma of producing 71 commercials



from scratch within two weeks. Why a car-maker could cut a month out of tv production time for a new model announcement commercial and wait for the first production-assembled cars to shoot a color commercial. How an award-winner for a baking flour was created for only \$300 in production cost. How the first animated commercials on tape were produced.

Is it worth a 5¢ stamp to keep new tv ideas from passing you by? Just use the stamp to send us your name, address and request for a free copy of “Advertising with Video Tape.” Write Magnetic Products Division, Dept. MBX-123, 3M Company, St. Paul 19, Minn.

“SCOTCH” IS A REG. TM OF 3M CO. ©1963, 3M CO.

Magnetic Products Division **3M**  
COMPANY

## No radical FCC policy changes in Henry's crystal ball

The emergence of a President with broadcasting interests is not expected to result in any dramatic shifts in FCC policy of regulation.

This is the view of FCC Chairman E. William Henry, given in response to questions during an appearance on NBC's *Meet the Press*, Dec. 8.

The FCC chairman also appeared confident the commission would have no special problems in dealing with the LBJ Co., the broadcasting company which is owned largely by President Johnson's wife (story, page 78).

In saying he expected no "sharp" changes in FCC policy as a result of President Johnson's succession to the presidency, Chairman Henry noted that the commission is "an independent, bipartisan agency" with "no direct policy line" to the White House.

He said his impression is that President Johnson expects to follow

the policy line laid down by President Kennedy. He said President Johnson had not discussed commission matters with him or given him any "guidelines."

The chairman also disclosed that President Johnson had rejected his offer—as well as those of other agency heads—to "step aside" (BROADCASTING, Dec. 2). He said "he wanted us to continue in our jobs," Mr. Henry reported. The chairman also said he intends to finish out his seven-year commission term, which runs to 1969.

**Just 'Clarification'** ■ In replying to questions about the commission's pending overcommercialization rule-making, the chairman indicated he would settle for a "clarification" of FCC policy.

He said the "most difficult problem" the commission faces in the proceeding is devising a rule that would be applicable to all stations.

Later last week the FCC was reported to have abandoned the commercial rulemaking (story, page 39).

He repeated his praise of broadcasters' coverage of President Kennedy's assassination and the events that followed. But, he made clear, this doesn't alter his view that some commission action is needed on over-commercialization.

"There has been a very dangerous trend over the years towards more and more commercialization," he said, adding: "I think it is time that the FCC stepped in to at least clarify the situation and perhaps to stop this trend."

He said the commission has "always" had a policy against overcommercialization but has never reduced it to writing. "I am trying to establish some criteria . . . that would have broad application and that would give some guidelines to the industry," he said.

application filing fees will become effective Jan. 1, 1964.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, has introduced a bill which would prevent the commission from charging license fees. Representative Rogers plans to hold a hearing on the application fee question next month and had asked the FCC to stay the effective date of the fees pending the conclusion of the planned hearing. The commission, however, responded that it had already conducted its own proceeding and intended to go ahead with the fees (BROADCASTING, Nov. 25).

The commission said last week that all applications postmarked after midnight Dec. 31 must be accompanied by filing fees. Applications submitted by hand after normal working hours on Dec. 31 must also be accompanied by fees.

### Times-Mirror buys book firm

The Los Angeles Times-Mirror Co., former broadcaster, last week acquired the World Publishing Co., Cleveland, for stock estimated at \$12.5 million. The Cleveland firm is said to be the nation's largest publisher of Bibles, the second largest publisher of dictionaries and an established publisher of hardcover and paperback books. The Times-Mirror owned KTTV(TV) Los Angeles; it sold the independent channel 11 station to Metromedia last June for \$10,390,000.

### Ratings validity and use are job of stations

Earl W. Kintner, a former chairman of the Federal Trade Commission, said last week in New York that stations that use ratings survey results in advertisements and sales promotions should strive to avoid any form of misrepresentation.

Speaking before a luncheon meeting of the International Radio and Television Society, Mr. Kintner said stations have definite responsibilities concerning the validity of the ratings they use and the manner in which such ratings and related data are presented to prospective customers.

Mr. Kintner, who is now with a Washington law firm, called for an end to "hyping," the use of special promotions to attract maximum audience attention to the station during a known rating period. He charged that such promotion is "an unfair method of competition and a deceptive practice within the meaning of the Federal Trade Commission Act."

Ratings were also mentioned by Vincent Wasilewski, executive vice president of the National Association of Broadcasters, who appeared on a three-man panel with Mr. Kintner. Mr. Wasilewski noted that the NAB has set up a special council to study many aspects of the rating survey question. In another vein, he added that he does not predict any major FCC policy changes under the new administration.

The third member of the IRTS panel,

Washington attorney Thomas H. Wall, attacked the FCC proposals concerning commercial limitations. Mr. Wall predicted that broadcasters who have testified in Washington (story, page 38) have apparently lessened chances of the proposals being adopted.

### KVUE(TV) renewal dismissed by FCC

The prospect of a subscription television system via channel 40 in Sacramento, Calif., has been growing dimmer over the weeks and last week appeared dead when FCC Chief Hearing Examiner James D. Cunningham dismissed the renewal application of KVUE(TV)—Capitol Television Co.—for failure to prosecute.

Mr. Cunningham retained the application for Camellia City Telecasters in hearing status. Camellia had filed its application for a new station on channel 40 in competition with KVUE's then pending renewal application and has opposed the proposed pay TV operation. An application for a pay TV test to last three years was denied by the commission (BROADCASTING, July 29).

KVUE was ordered to file a statement within 10 days with the commission swearing "as to whether it has been promised, or has received, anything of value, directly or indirectly, by reason of the abandonment of its [renewal] application."

The station two weeks ago told the commission that it would prefer a chan-



## Gamesmanship

NBC's knack of finding the game shows that America likes best was demonstrated again this year with "You Don't Say!" Since its April debut, the lively, name-guessing word competition has become a day-time favorite of gameswomen everywhere.

Actually, it's what you *don't* say on "You Don't Say!" that counts—unfinished sentences provide the clues to the identity of famous people. The well-run machinery of the game is just one of the reasons for the show's success. Another: the teaming of non-celebrities with such stars

as Lucille Ball, Suzy Parker, Lee Marvin and Keenan Wynn. (Credit emcee Tom Kennedy's big smile and easy manner, too.)

Having established that "You Don't Say!" is light, literate, and lots of fun for gameswomen, a question arises. Is it fair to keep the show from millions of gamesmen in our night-time audience? Of course it isn't — which is why everyone will be able to play "You Don't Say" on Tuesday nights, beginning January 7. And, it will be in full color, too. Any number can play.



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

# Then there's the little matter of propriety

The Lyndon Johnson family holdings in TV and radio have entered the arena of controversy. The question of propriety has been raised by a congressman (Representative H. R. Gross [R-Iowa]) and a reporter (Clark Mollenhoff, *Des Moines Register-Tribune* Washington correspondent and 1958 Pulitzer prize winner).

Mr. Mollenhoff made the first move Sunday night, Dec. 8, when he was part of the panel interviewing FCC Chairman E. William Henry on NBC-TV's *Meet the Press* (story page 76).

Mr. Gross made the second move Monday, Dec. 9, when he "extended" his remarks in that day's issue of the *Congressional Record*. He included in his remarks a story, written by Mr. Mollenhoff, appearing in the Dec. 8 *Des Moines Register*.

And on Thursday (Dec. 12) Representative Gross called on the Senate Rules Committee, now probing the outside activities of Robert G. (Bobby) Baker, one of Mr. Johnson's closest associates in the Senate, to give "full-scale scrutiny to the LBJ Co."

If operations are as proper as has been claimed, Representative Gross continued, there should be no objection. "But if, as alleged by potential competitors, it represents a monopoly in commercial television in a city of 200,000, then the matter of acquisition and maintenance of the monopoly becomes a matter of serious and

public concern. . . . It would appear the burden of proof is on the LBJ Co. to demonstrate that the FCC never engaged in any favoritism for the company owned by this family."

Asked whether he would press for action by the House if the Senate fails to investigate, Representative Gross said he had discussed the situation briefly with Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, but would not comment further.

Late last month, Mrs. Johnson had her 52.8% interest in the LBJ Co. put under a trusteeship (BROADCASTING, Dec. 2). The interests of both the Johnson daughters, whose combined shares in the LBJ Co. total 30.9%, were already under trusts.

In the *Meet the Press* session, Mr. Mollenhoff prodded Mr. Henry with questions on his and the commission's attitude toward broadcast stations owned by the President's family.

The FCC chairman appeared confident the commission would have no special problems in dealing with the LBJ Co.

He said that as chairman of the FCC, he regards as "satisfactory" the procedure followed by Mrs. Johnson in putting her controlling interest in trust.

Mr. Henry said he saw no conflict-of-interest problem. He said that other elected and appointed officials with broadcasting interests had put them in trust.

Asked if the commissioners could,

in dealing with the LBJ Co., "wipe out of your minds" the fact that the President's family is involved, he replied: "I think so." He noted that the trustees, under the agreement filed with the commission, have complete authority, including the power to dispose of the property.

"Of course," Mr. Henry added, "we will be kept abreast of ownership interests, but I think we would lean over backwards to be fair and certainly treat them as we would any other licensee. . . ."

**Avoids Direct Reply** ■ The chairman declined to answer directly whether he thought it desirable for the President's family and members of Congress to own property in a government-regulated industry.

He said it wasn't his function to establish policy to cover that situation. However, he acknowledged that "as a citizen," he could see "some questions."

The next day, Congressman Gross raised the propriety question again.

"Should members of the House, Senate and officials of the executive branch be permitted to acquire or hold television and radio rights while serving in the government?" he asked.

Representative Gross thought the answer should be no.

"It is unreasonable to expect that all members of the FCC can retain an absolutely objective posture in making decisions on radio and television involving members of the Senate or House. This is particu-

nel 46 operation in Sacramento and would request dismissal of its channel 40 renewal application as soon as it received a construction permit for channel 46 (BROADCASTING, Dec. 9). KVUE also hoped for a pay TV operation on channel 46.

## Hubbard goes to court on KOB-WABC problem

A broadcaster has asked a federal court in Washington to order the FCC to act on its application for 770 kc in New York. Involved is the decades-old KOB Albuquerque, N. M.-WABC New York 770 kc problem.

Hubbard Broadcasting Co., licensee of KOB, filed a petition Dec. 6 in the U. S. district court in Washington. It asked the court to issue a writ of mandamus requiring the FCC to take some action on its application, filed in 1960, for the 770 kc facility in New York

now used by WABC. The FCC has 60 days to answer the petition.

The 770 kc case was presumably resolved several years ago when the commission ordered both KOB and WABC to operate with directional antennas to protect each other. KOB acceded; WABC did not. The commission has ordered a hearing on the WABC renewal application because of this. It has not, however, taken any action on KOB's application for WABC's New York frequency.

Hubbard asked the court to order the commission to either grant the application or designate it for hearing.

## Two silent FM stations may have permits revoked

License revocations may be in the offing for two Illinois FM stations. The FCC last week threatened the penalty for WELF(FM) Glen Ellyn and WELG(FM) Elgin, both owned by Mrs. Elizabeth G. Coughlan, in a "show cause

why" order.

Both stations, the commission related, were authorized to stay off the air from mid-June to Oct. 1 of this year, but they have remained silent since then without permission.

The FCC said it wrote Mrs. Coughlan Oct. 4 asking her to send in her licenses for cancellation, but she did not reply. Commission inspection engineers 10 days later discovered that the stations were still off the air, having had "all or nearly all" of their transmitting equipment repossessed. The engineers also found that the studios of WELG were vacant while the WELF studios had been occupied by new tenants. The FCC representatives were unable to turn up anyone connected with the stations.

Mrs. Coughlan was instructed by the FCC last week to appear at a hearing, the date and place for which will be named later. WELF is licensed to Citadel Broadcasters of Du Page and WELG to Citadel Broadcasters.

larly true if the television or radio rights sought personally involve key figures on the commerce committee, appropriations committee or persons who are otherwise in position of leadership."

Referring to the trust established by Mrs. Johnson to take her 52.8% interest out of her control, Mr. Gross expressed doubt that this would eliminate from FCC consideration the fact that Mrs. Johnson and her two daughters are the actual owners.

**Chairman And President** ■ "I submit," Mr. Gross said, "that every member of the Federal Communications Commission is going to be aware of the interests of the Johnson family in the field of radio and television. And I further submit that in the case of the FCC, the chairman holds office at the pleasure of the President."

In the Mollenhoff article that was included with Mr. Gross's remarks in the *Record*, it is reported that an unidentified person had submitted documents to the Senate Rules Committee investigating the Bobby Baker affair containing information on financial transactions involving the TV interests of the Johnson family and the LBJ Co. This information, Mr. Mollenhoff said, was given to the committee before Nov. 22 when Mr. Johnson became President.

In other parts of his story, Mr. Mollenhoff alleged:

- That although President Johnson has declared he has no direct interest in the broadcast properties, the LBJ Co. has been paying premiums amounting to \$12,000 a year on a life insurance policy on Mr. John-



son's life, with the LBJ Co. as the beneficiary. The insurance was originally for \$100,000, later increased to \$200,000.

- That the insurance was bought from a Silver Spring, Md., insurance agency of which Robert G. Baker was listed as vice president. The outside financial activities of Mr. Baker, former majority secretary of the Senate, are now being investigated by a Senate committee.

- That the Silver Spring agency was making payments to LBJ Co.'s KTBC-TV Austin, Tex., for advertising.

## WBBM-TV viewers keep tabulators occupied

WBBM-TV Chicago is still tabulating a record return of 25,000 questionnaires from its viewers which detailed their reactions to racial issues raised by the CBS-owned station's second *Opinion Feedback* program experiment. Earlier this year WBBM-TV got 13,000 ballots from viewers voting on mass transportation issues there.

WBBM-TV's newest experiment began with a special racial issues program aired at 10:15 p.m. Nov. 18. Ballots were distributed through station advertisements carried in major newspapers that day. A "stage two" special program seeking additional response on the subject will be aired in mid-December after the present questionnaires are tabulated.

The second part of the study will be conducted by John Drury, station news-

caster, and Dr. Gary Steiner, associate professor of psychology at the University of Chicago Graduate School of Business. Dr. Steiner is the author of *The People Look at Television* (BROADCASTING, Feb. 18).

## FCC use of examiners subject of FCBA debate

A controversial plan by the FCC to use hearing examiners in the Office of Opinion and Review—during the slack time which has seen broadcast hearing cases diminish from 18-20 a month to 6-7 a month due primarily to "freezes" on AM and FM applications—will be aired at the annual membership meeting of the Federal Communications Bar Association Jan. 17 at the Sheraton-Park hotel in Washington.

Norman E. Jorgensen will take the affirmative side and E. Frank Mullin the negative on whether it is good to have examiners help in writing opinions

for the commissioners. The "debate" will be moderated by Henry G. Fischer.

Nominations for new officers, and for two members of the executive committee also will be made at the meeting. The nominating committee is headed by Robert M. Booth Jr. Donald C. Beelar is the current FCBA president; other officers are: Thomas W. Wilson, first vice president; Maurice M. Jansky, second vice president; Philip Bergson, secretary; Herbert M. Schulkind, assistant secretary; Ernest W. Jennes, treasurer.

The two executive committee vacancies are those now held by Reed Miller and J. Roger Wollenberg, both of whose three-year terms are expiring.

Also to be voted on are by-law changes, the most important of which relate to officers taking office July 1 of each year instead of in January as at present.

The association's annual banquet will take place the same night. Edward F. Kenehan is chairman of the banquet committee.

## Media reports...

**New awards** ■ The Arthritis and Rheumatism Foundation, sponsor of the 1963 Russell L. Cecil Award for interpretive writing on arthritis, announced the addition of five regional awards of \$100 each. Rules and entry blanks are available at any of the ARF chapters throughout the country and at the New York headquarters at 10 Columbus Circle.

**Los Angeles office move** ■ Crowell-Collier Broadcasting Corp. has moved its corporate headquarters to 10889 Wilshire Boulevard, Los Angeles. Zip code 90024. Telephone Granite 8-9891. CCBC has had its executive offices at KFWB Los Angeles, one of three Crowell-Collier radio stations. Others are KDWB Minneapolis-St. Paul and KEWB San Francisco. Joseph C. Drilling, president, heads the home office staff.

**School pamphlet** ■ WINS New York has published an 80-page pamphlet dealing with the problems of New York City's public school system as seen through a survey of teachers, principals and parents. The survey was commissioned by WINS and conducted by Trend Finders Inc., an independent research company. The station said it plans to incorporate the report in a major documentary on the city's educational system.

**Johnson coverage** ■ Mutual is completing arrangements to install radio equipment on President Johnson's ranch near Johnson City, Tex., for use when the President is there. James Roy Greer, news director of KJET, Mutual's affiliate at Austin, Tex., will be the accredited correspondent for direct reports from

the ranch, backing up MBS's regular White House reporter, Bill Costello.

**Digest available** ■ A 36-page report on the Broadcast Station License Renewal Conference, held Oct. 22-23 at the University of Tennessee, is available at a cost of \$1. The conference was sponsored by the university and WSM Nashville. Requests for the digest should be sent to Dr. Kenneth Wright, Department of Broadcasting, 14 Ayers Hall, University of Tennessee, Knoxville.

**Columbia moves** ■ Columbia College, Chicago, will move to a new location at 540 Lake Shore Drive after Christmas. New radio-TV and other mass communication teaching facilities are being installed. More than 100 graduates of the school work in Chicago radio-TV field.

## Collins accepts for all broadcasters

The National Foundation—March of Dimes—honored the nation's broadcasters last week with the presentation of its award for distinguished service to the National Association of Broadcasters.

House Speaker John W. McCormack (D-Mass.) presented the award in behalf of the foundation to NAB President LeRoy Collins (I) in the Speaker's Office in the Capitol last Wednesday (Dec. 11).

Speaker McCormack said the foundation "recognizes with appreciation the many generous and considerate efforts of the broadcasting industry of the U. S. over the past 25 years. . . ."



## EQUIPMENT & ENGINEERING

### A BIG BOOST FOR COMSAT FROM AT&T

Telephone company will use satellites, if available

Communications by satellites received a boost from one of America's biggest communication companies—the AT&T.

In letter to Leo Welch, chairman of the Communications Satellite Corp., AT&T said that if there were space communications circuits available for the North Atlantic area by 1966 or 1967 it sees no reason why it should put in more cables on the route to meet expected additional traffic.

Speaking for AT&T, James E. Dingman, executive vice president, asked that AT&T be advised during 1964 whether such North Atlantic circuits would be available in 1966-67.

"If suitable satellite circuits are available to meet our additional needs at that time in the North Atlantic section, which is an area where high capacity cables could be attractive, we would prefer, for diversity reasons, to use satellite circuits instead of placing additional cables," Mr. Dingman said.

Mr. Dingman said AT&T estimates it will need 80 voice circuits to South American points (Brazil, Chile, Argentina, Uruguay and Peru) by 1966. If these will be available via satellite the company would prefer to use them initially, with cables coming later, he added.

He concluded: "We expect to continue development of improved under-seas cable systems and undoubtedly other organizations can be expected to do the same. It would be reasonable to expect, then, that both cables and satellite circuits will be used to meet over-

seas requirements just as both cables and microwave radio circuits have been used to meet domestic requirements. Diversity of routes and facility types is the best method of assuring service integrity and that is one of the major reasons for our interest in utilizing satellite circuits for overseas service as soon as possible."

The AT&T statement gives a needed boost to Comsat's plans for the establishment of satellite circuits. It is the first clear-cut pronouncement by AT&T on its intentions.

It is also a move to eliminate one of the arguments made by General David Sarnoff, RCA chairman, who has raised the spectre of AT&T's transistorized cables, under development at Bell Laboratories and capable of providing 720 voice channels, which could, it is said, increase tremendously the number of voice circuits between the United States and Europe with its corresponding impact on satellite communications.

General Sarnoff had suggested that Comsat be chosen as the single "flag" communications company to handle all overseas communications, both voice and record.

### RCA set sales already ahead of all of 1962

RCA last week reported television set sales through the first 10 months of 1963 to be already at a higher unit volume than through all of 1962. It was also noted the heaviest holiday

sales period was still ahead.

Raymond W. Saxon, president of RCA Sales Corp. said dollar volume in TV sales in 1963 had been the highest in the company's history.

Gains in set sales were recorded in both color and black-and-white models. Mr. Saxon estimates unit volume of color sets will reach a minimum of 1.2 million in 1964, a figure which he said might be higher if enough color tubes are available. Industry estimates place the color set volume for 1963 at 750,000 with color tube production at full capacity and probably running behind demand (BROADCASTING, Oct. 28).

Color set volume of RCA Victor dealers is 59% ahead of its level at this point last year while black and white sets are reported 10% ahead.

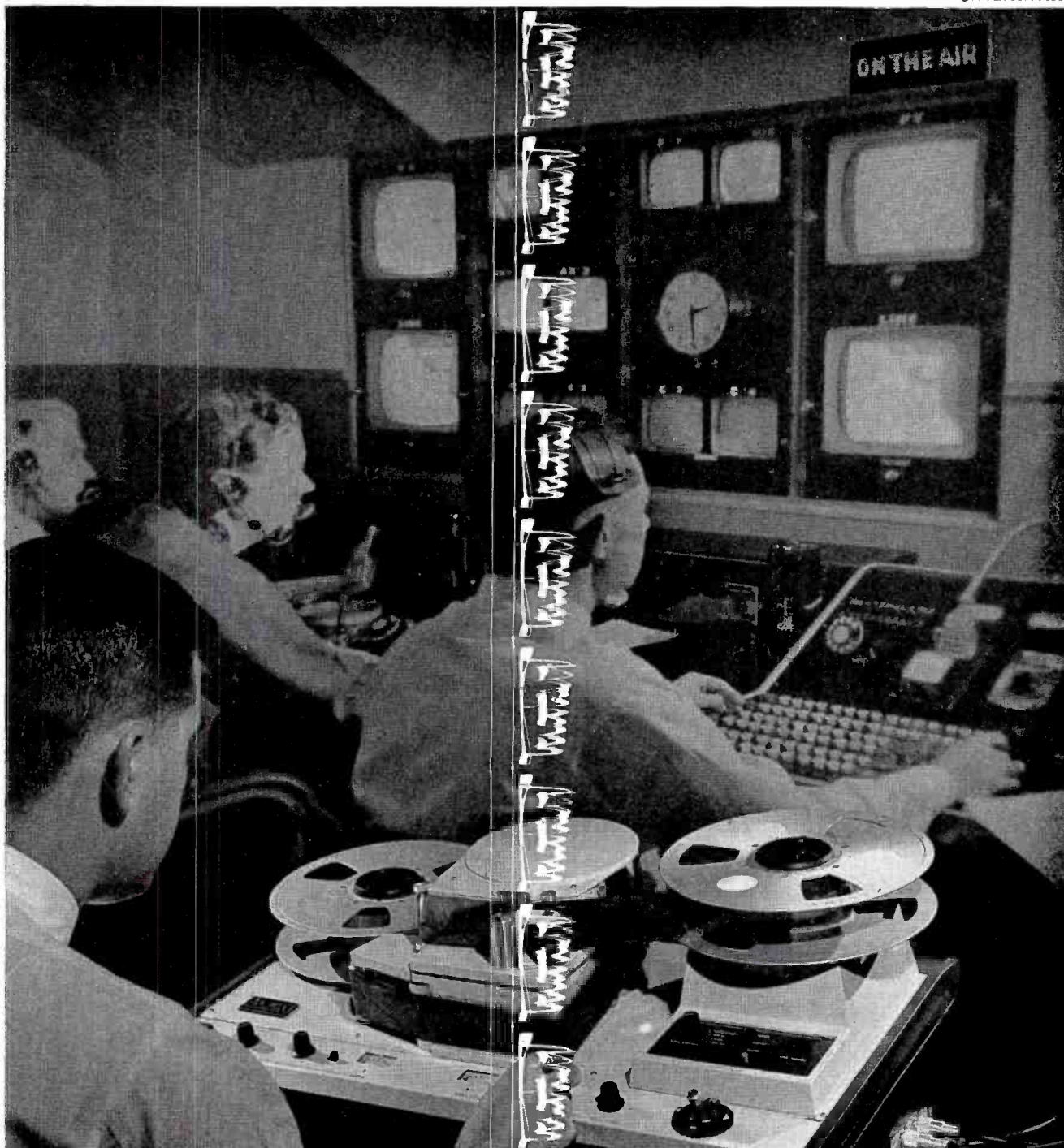
### Syncom III to go up in spring of '64

A third stationary communications satellite is going to be lofted during the second quarter of next year, according to the National Aeronautics & Space Administration.

Syncom III, to be launched from Cape Kennedy, Fla., via a new thrust-augmented Delta launch vehicle, will be placed in equatorial orbit 22,300 miles above the earth at 180 degrees latitude over the Pacific Ocean.

At apogee, about 22,000 miles over Sumatra, the satellite will be placed in circular orbit and then kicked into its final equatorial orbit at the international date line where it will be stopped by gas jets aboard the spacecraft.

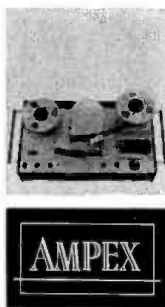
Ground stations will include a mobile station in the Pacific, the USNS Kingsport at Guam, a Japanese station near Tokyo, and a U. S. station at



## What's new in broadcast VTRs?

## AMPEX VR-660

Now: Ampex has a low-cost, portable VTR with full broadcast stability—the VR-660. It's ready and able to handle any broadcast job. And the complete price is just \$14,500. It weighs less than 100 pounds and is small enough to fit in a station wagon for a mobile unit. It's ideal for recording special events, local sports and news—even on-the-spot spots. It has signal compatibility with all other VTRs. And when played through your station's processing am-



plifier, its signal meets all FCC broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 3.7 ips—or up to five hours on one reel of tape. And, too, it's extremely simple to operate. It's easy to maintain because it's fully transistorized. And, of course, it offers reliability—Ampex reliability. For more information please write to Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.

## WTRF-TV STORY BOARD



Rep?

TEEVES! After Swifties and Pressies, it was only natural that Story Board introduced TeeVees. Response proved there were acts to grind. Here are some TeeVees offered to 'put-on a show.'

wtrf-tv Wheeling

Puttin' On A Show With More TEEVEES!  
Sabbath eve at the cinema! (Saturday Night at the Movies)  
Ding-dong ring-up time! (Bell Telephone Hour)

Where YOU work, John! (What's My Line)  
Bare burg or stripped town! (Naked City)  
Driver's soft shoulders! (Outer Limits)

Thanks Gen Irwin  
NBC's colorful sheen! (Bishop Show)  
Now! (Today) Now or later (Tonight)  
Last week! (That Was The Week That Was)  
Ninety day wonder! (The Lieutenant)  
Chet Chat! (Huntley Report)  
Cat fumes! (Gunsmoke)

Reporters repeater! (NBC's Encore)  
Search the sheltered side to give an edge to the open ground in the woods (Huntley Brinkley)  
I Wayout

All around the town! (East Side, West Side)  
Teacher doesn't advocate physical discipline (No wack)

Poetic licence awarded to Mary Neal  
Harpo's was 'swordfish'! (Password)  
One, two, three Redigo goes and it's all in the game; no comment! (You Don't Say)  
100 Grand discounted to Ha, Ha Auction! (Laughs For Sale)

Help us 'put-on' a bigger show . . . send your goodies to WTRF-TeeVees Editor, Wheeling 7, West Virginia.

wtrf-tv Wheeling  
\*EDWARD PETRY & COMPANY is our national representative. Ask any Petry man to give you the WTRF-TV Wheeling story. See why your next advertising schedule should be beamed to the big and buying Wheeling/Steubenville audience from WTRF-TV Wheeling!

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

## SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

**Spotmaster**  
**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

## Inaudible signals will turn TV commercials off

The FCC last week granted permission to WTMJ-TV Milwaukee to conduct an experiment with super-audible signals which would activate off and on switches in home TV receivers. The station plans to use the device in measuring the effectiveness of television advertising.

In approving the experiment, which will run for 90 days, the commission asked for a complete report on the technical aspects—"with particular reference to whether interference was caused to any service, and as to whether it resulted in any degradation of your signal."

WTMJ-TV told the commission its experiment will employ two super-

audible signals to "mute out" receivers in 40 selected homes of persons taking part in a long-range study of commercial effectiveness. The experiment as authorized by the commission will only test the technical aspects of signal device which will be carried on the audio carrier of the station.

The social study which will follow the technical experiment will be possible through the controlled situation made feasible by the on-and-off signal device. The 40 selected families will have no commercials on their home receivers and will have their product selection habits studied during the course of research.

Camp Roberts, Calif.

Communications equipment aboard Syncom III will still be narrow band for voice and teletype messages. Although it is capable of handling a video picture—as did Syncom II—it is not of commercial quality. None of the ground stations will be equipped for TV reception, it is pointed out.

The present orbiting Syncom is in a circular, synchronous orbit 22,300 miles above the earth, but is inclined toward the equator. Because of this it moves 33 degrees north and south of the equator in a figure 8 pattern.

Syncom II was launched last July. The first Syncom, put up in February this year, failed to achieve proper orbit and was never used for communications. All the Syncoms were built by Hughes Aircraft Co. for NASA.

## COMMON STANDARD

### Comments favor same UHF, VHF aural-visual ratio

A common standard of aural-visual power ratio for VHF and UHF television stations was definitely favored by members of the broadcast and TV receiver manufacturing industries commenting last week on the FCC's rule-making to apply the ratio adopted for UHF to VHF. But the proposed amendment allowing aural power of 10-70% of the peak visual output is too broad a range, most agreed.

RCA gave its blessing to the common standard for the television spectrum but suggested that the proposed rule change be altered in favor of a more narrow range. The company suggested a 5-1 ratio be established, that is allow the aural effective radiated power to be not less than 20% of the peak visual ERP. RCA said the 5-1 power

ratio would make the production of station equipment cheaper because it would preclude special designing that would arise from a broad range of power operations.

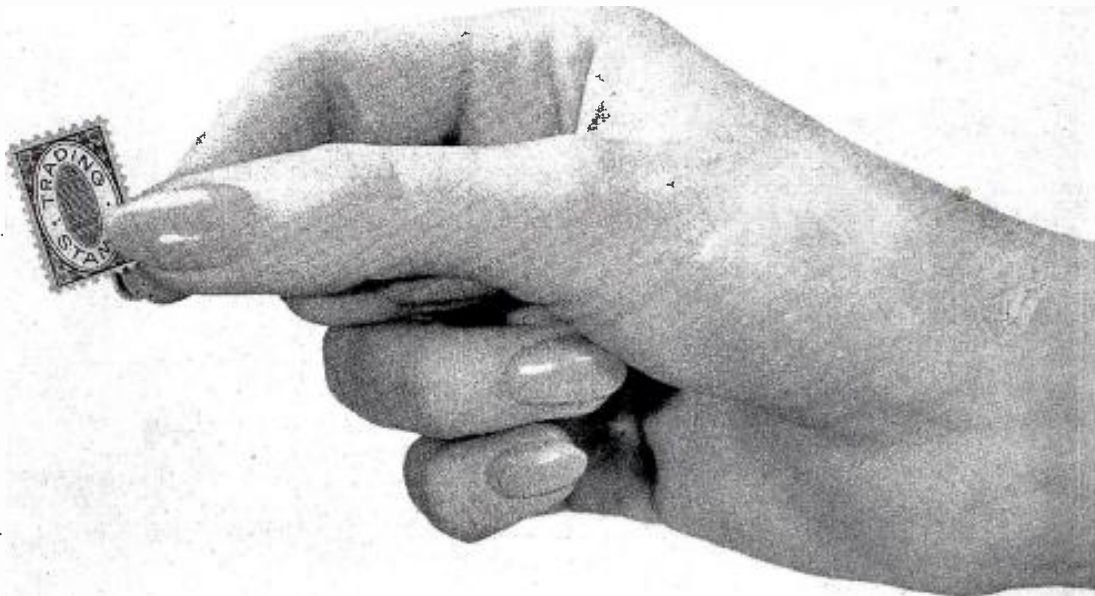
RCA claimed that if a definite ratio is not established, and again preferably one smaller than proposed, television receiver efficiency would be damaged. The company delineated the engineering difficulties involved in designing receivers that could efficiently operate when transmitting equipment is so variable.

Zenith Radio Corp. was definite about the harm that would be done to receiver performance if the rule is adopted. Zenith agreed to the necessity of common VHF-UHF standards but said severe damage would be done to reception in the so-called "fringe" areas of a station's coverage area. The company strongly urged that the present VHF standards be continued (50-70% ratio), and that UHF standards be changed to meet the VHF requirement.

**Trivial Economy** ■ Zenith said the only advantage to be had from the proposed larger power ratio is a slight savings in operating costs and in interference to adjacent channel operations. The company believed such advantages to be "trivial" in the face of the 7.5 to 15 million persons that may lose service in the "fringe" areas if the large ratio is put into effect. Zenith said this represents a possible loss of a staggering amount of set investment that the commission must keep in mind.

Philco Corp. also felt the proposed ratio range to be too large and suggested that the minimum of aural power be placed at 20% of the peak visual, but also offered a 30% minimum as a good standard. Anything less than the 20% figure would impair receiver performance Philco said.

ABC offered unqualified support of



## Only a tiny piece of paper—but it's worth \$1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little “extras” of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated \$500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another \$500,000,000, ranging from over \$120 million for transportation, warehousing, and redemption store operation, to more than \$90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000

workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

*Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.*

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

AN AMERICAN WAY OF THRIFT SINCE 1896



the commission's proposal. The network said that due to some antenna problems a number of its owned stations have been operating with a reduced audio power and that there have been no complaints or other discovered inadequacies of service. ABC pointed out that the European stations have been using a lower audio-visual power ratio with good results.

Motorola Inc., offered the conservative view that the standard that has been in effect for 25 years should not be lightly changed. Motorola suggested that the commission undertake extensive field studies before offering rules changes. A lower audio power level would injure set performance the company said. Emerson Radio Inc. agreed that the status quo is the best idea.

In the interim the commission has authorized the Broadcast Bureau to approve requests for experiments with the 10-70% ratio (BROADCASTING, Nov. 4).

## AMST opposes two ETV applications

The Association of Maximum Service Telecasters believes that the orderly development of UHF service depends on the strict observance of engineering standards that were employed in the allocation of channels and in particular the minimum mileage separation requirements.

This latest opinion from AMST was submitted to the FCC last week in the association's opposition to the applications of the Kentucky State Board of Education for two new noncommercial ETV stations, requesting waivers of the minimum required separation of the planned stations on channel 26 in Madisonville and channel 33 in Murray (BROADCASTING, Nov. 11). The location of the projected transmitters sights fails to meet the separation requirement by 3.6 miles.

The board's position that it will take responsibility for any interference that arises from the stations' operations is, according to AMST, no grounds for waivers. In certain areas interference is bound to be caused to both the channels. AMST said local oscillator interference to reception has its source in the radiation from other receivers "rather than by the signals of undesired stations," it said in reference to the board's contention that it was unlikely reception of both stations would be desired in the same location since both will carry educational programs. AMST also claimed that receivers tuned into, say, channel 26 could cause interference to school antennas tuned to channel 33.

The two applications definitely should not be granted unless the minimum mileage separation requirements can be met, AMST concluded.

## Three new TV tape recorders from RCA

RCA last week announced a new family of television tape machines, all compact versions of its TR-22.

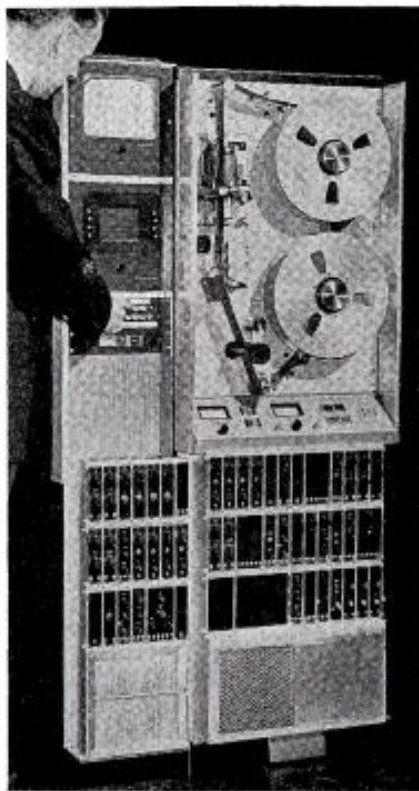
In announcing three new tape recorders for TV, RCA emphasized that all are transistorized, are capable of carrying broadcast quality color as well as black-and-white, and are designed to use plug-in circuit modules for ease of maintenance. All are compatible and can use tapes of different makes.

The new machines:

TR-4—a complete recording-playback system, selling for approximately \$35,000. Contains complete monitoring and control systems, runs at two speeds (7.5 and 15 ips).

TR-5—a transportable recorder in a small cabinet on casters easily wheeled into a station wagon or other vehicle for remote location recording. The TR-5, priced at about \$19,500, is the same as the TR-4 except that it has a simplified play-back facility.

TR-3—a play-back only machine, believed suitable for stations, advertising agencies, production studios and the like. Selling at approximately \$19,500, the playback machine is expected to bring "film projector" ease for replay, review or editing of programs and commercials. A record unit can be added



RCA's new compact TV tape recorder, the TR-4, showing vertical transport system and banks of plug-in circuit modules.

at the factory to give this unit both play-back and record functions, according to RCA.

The new machines will be shown at the NAB convention next April in Chicago.

## NBC synchronization perfected

The NBC engineering department reports that it has perfected a new system of communication designed to synchronize the broadcasting of television pictures from widely separated remote locations. The system, called Audlok, has been used by NBC for more than a year and is regularly employed on the *Huntley-Brinkley Report*.

The Audlok system consists of a sub-multiple of the synchronizing generator signal transmitted phase-controlled over an audio circuit to a distant remote city—thus controlling the remote pictures so they arrive back at the originating city in precisely the same time phases. The circuit over which Audlok can be operated is over 2,800 miles long.

## Technical topics . . .

**Power boost** ■ WJHG-TV Panama City, Fla., plans to begin telecasting at full power, 316 kw, shortly after the new year, using new General Electric equipment. The channel 7 NBC affiliate's transmitter is in Fountain, Fla.

**Space contract** ■ RCA has received a \$23.5 million contract from Grumman Aircraft Corporation to develop a radar subsystem for the Lunar Excursion Module (LEM), hoped to land two men on the moon. The radar sensor subsystem provides the necessary information that will enable the LEM to effect a safe landing on the moon and later rendezvous with an orbiting Apollo spacecraft.

**Colorful addition** ■ KHJ-TV Los Angeles, which first installed color equipment in 1961 to broadcast motion pictures in color, has completed installation of a new RCA color film chain, bringing the station's investment in color equipment to over \$500,000. KHJ-TV currently televises more than 25 hours of color a week and on special "Colorbration Weeks" has exceeded 50 hours of color broadcasting. With the second color film chain and projectors, KHJ-TV can present programs of films, slides and commercials without interrupting the colorcast and without cutting to black-and-white.

**CCTV promotion** ■ Blonder-Tongue Laboratories, Newark, N. J., electronic firm, through Gilbert & Felix, New York, plans this month to begin a one-year campaign in support of a full line of closed circuit television products. A

major aspect of the drive will be an effort to promote specific industrial uses of CCTV.

**Entertainment center** • Sylvania Electric Products Inc. last week opened a modern home entertainment center in New York to display its radio, television and stereo products. The center is located in the General Telephone Building at Third Avenue and 45th Street.

## CBC uses VTR's to by-pass detour

The Canadian Broadcasting Corp. has overcome a 1,600-mile detour for TV programs originating in Toronto and destined for Winnipeg through the use of TV tape recorders.

Previously, programs for Winnipeg were sent from Toronto to the Calgary delay center where they were taped and then relayed to Winnipeg when that city's CBC station was ready for them. With the acquisition of five Ampex CR-1100s at Winnipeg, the Toronto programs are now taped directly there and replayed when convenient, obviating the 1,600-mile Toronto to Calgary to Winnipeg circuits.

Thomas E. Davis, Ampex marketing manager, has announced that since the \$35,000 VR-1100 solid state Ampex Videotape recorder was introduced at the National Association of Broadcasting convention last spring more than 60 have been delivered with a "substantial backlog on the books."

Deliveries began in September, Mr. Davis said, and established a new record in the rate of production in the TV tape recorder field.

Mr. Davis also reported that a VR-1100 is now in use in the Detroit office of Campbell-Ewald Co., where Chevrolet commercials are prepared on tape and shown moments later to agency executives and GM executives at any of 27 locations in the General Motors and Argonaut buildings.

Deliveries of the VR-660, a portable TV recorder weighing 96 pounds and selling for \$14,500, will begin this spring, Mr. Davis said.

## Motorola conquers problems

Robert W. Galvin, president of Motorola Inc., Chicago, last week said that his company is surmounting its problems in color TV set production and expects to have a color model, equipped with a new 23-inch rectangular tube, in distribution in the first quarter of 1964.

Mr. Galvin made the remarks in a talk to the New York Society of Security Analysts at which he predicted a sales volume increase for Motorola in excess of 8% over the company's 1962 figure of \$345.3 million.



**SOMETHINGS  
BREWING!**

It's a special blend of excitement and experience combined to form a rare 6 year old brew known as Telescript.

In recent months a totally new management team has been selected to direct and operate Telescript. A number of important developments have taken place... new products and services are being added and developed to complement and expand the Telescript product line.

Among the new products is the Shibaden 5820 Image Orthicon Tube. Telescript has been selected as exclusive distributor for this quality I. O. Tube.

The Shibaden tube matches and exceeds the performance and warranties of its competitors...yet it costs 25% less!

In coming months you can look forward to a number of important announcements from Telescript. Meanwhile, please write and ask for more detailed information about the Shibaden I. O. Tube.



**TELESCRIPT INC.**  
155 WEST 72ND STREET, NEW YORK 23, NEW YORK  
6505 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90048

## MORE APPLICATIONS THAN TV AREAS

### ITA gets 22 prospects for its 14 area contracts

Twenty-two groups applied for the 14 Independent Television Authority area contracts by the Nov. 18 closing date.

Fourteen of the original 15 television companies have re-applied, the exception being Television Wales West and North Ltd. whose area is being merged with that now covered by Television Wales and West Ltd.

Of the eight new applicants only two have been identified. One of these is Edward Martell's Freedom Group which has applied for contracts in five areas.

Five applications have been received by ITA for the London weekday contract currently held by Associated-Rediffusion Ltd. Three applicants have asked for the North weekday contract held by Granada TV Network Ltd., and three applications each have been made for the London weekend and Midlands weekday service now held by Associated Television Ltd.; for Midlands and North weekends now covered by ABC Television Ltd., and for Southern England currently held by Southern Television Ltd.

Four applications have been made for Westward TV's Southwest England area and two for Central Scotland now covered by Scottish Television Ltd. There are two contenders each for N.E. England where Tyne Tees Television Ltd. now operates; for the Wales and West of England area now covered by Television Wales and West Ltd.; for East Anglia where Anglia Television Ltd. has the current contract and for the Channel Islands now covered by Channel Television Ltd.

Ulster Television Ltd., Grampian Television Ltd. and Border Television Ltd. are the only applicants for the areas in which they are now operating.

Four applicants have asked to be considered for more than one area. Two have applied for five contracts each, one applicant wants to be considered for four areas and another for two.

Rivals to the holders of the present ITA Central Scotland contract, Scottish Television Ltd., have revealed their identity.

They form a group which includes Max Aitken, chairman of Beaverbrook Newspapers Ltd. The chairman of Scottish Television Ltd. is Canadian millionaire Roy Thomson.

The group consists of: the Earl of Rosebery; Sir Hugh Fraser; Sir Malcolm Knox, principal of St. Andrews University; Joseph Wright, past president of the Royal Faculty of Physicians and Surgeons of Glasgow; James Stew-

art, past president of the Institute of Scottish Chartered Accountants; Andrew Lewish, Aberdeen shipbuilder; Lord Balerno, former president of the Scottish Unionist Association; John Banermin, chairman of the Scottish Liberal party; Dr. Stanley Cursiter, the Queen's painter and limner in Scotland; John Boulting, director of the British Lion Film Corp.; Sir John Muirhead; Lord Hughes, ex-Lord Provost of Dundee; Arthur Hill, chairman of Braemar Knitwear Ltd.

### Britain approves trial test of pay television

Five British pay TV firms have been given a green light to conduct three-year tests in various sections of the country, including three in London.

The wired systems, which would be similar to the system now in use in Etobicoke, Ont., are designed to help the government decide whether to issue permanent licenses for pay TV.

Scheduled to start the trials next fall are Choiceview Ltd., owned by the Rank organization and Rediffusion Ltd.; Telemeter Programs Ltd., whose major backers include Paramount Pictures Corp., The Manchester Guardian and British Lion Films; Tolvision Ltd., owned by Sir Isaac Wolfson and Hambro's Bank; Pay TV Ltd., owned by the British Relay Network, and Caledonian Television, owned by Scottish investors.

### Swiss government moving on TV advertising plans

The Swiss government is drawing up regulations for TV advertising. Regulatory powers will be operated by a proposed board of television control, while the advertising will be handled by a company of which the government will own 20%.

The Swiss Press Association which represents most of Switzerland's newspapers wants to buy some of the shares. Paul Ackerman, chairman of the Association, said that contrary to previous government promises there was a move to ignore the Association in the allocation of shares.

### Parliament disturbed by Canadian CATV firm

Canadian Home and Theatre Vision Ltd. has been formed in England to operate some 200 Canadian community antenna television systems, according to

an announcement by Leslie A. Allen, Toronto head of Atlas Telefilms Ltd. Some \$12 million of British and United States capital has been made available to buy up existing cable TV systems and build new ones in Canada. Atlas Telefilms will operate as managers of the cable TV system, and sell the system some of its top films.

At the time that the announcement was made in London, England, the Canadian government stated in Parliament through Secretary of State Jack Pickersgill that the government will not allow CATV's to circumvent the intent of Parliament on broadcasting matters. He intimated legislation to amend the Canada Broadcasting Act to permit the control of cable systems and their programming, which now circumvents Canadian content regulations by piping in only U.S. programs.

### Practice in for revision after complaints to BBC

The BBC is revising its emergency programming plans following many complaints from viewers about the handling of TV programs after the announcement of President John F. Kennedy's death.

While the commercial network cut all entertainment shows and carried serious music after the announcement, BBC-TV broadcast a comedy show and an episode of a series about a small town doctor which has a strong streak of humor in it.

According to Director-General Hugh Carleton Greene, BBC received more than 1,000 calls against the resumption of light entertainment programs. He said that the Independent Television Authority had received about the same number protesting the solemn programming being broadcast on the commercial network.

Under current emergency procedure BBC only differentiates as to mourning period on the basis of the importance of the persons concerned such as the royal family, British statesmen and foreign dignitaries. Program changes do not take into account the circumstances of the death. The rule is that while instant mourning would be adopted for the Queen's death, news of the unnatural death of a foreign head of state is followed by normal programming after a 20-minute interval. This was the method followed by the BBC after President Kennedy's assassination.

BBC will now keep secret the reaction of viewers and listeners who telephone their opinions during program hours. This follows the criticism of the screening of a comedy show only 24 minutes after the news from Dallas.



### Godfrey returns to D.C. to get his 'day'

Veteran entertainer Arthur Godfrey received a "day" in Washington Dec. 4 commemorating his 30 years in broadcasting. WTOP Washington, which Mr. Godfrey joined in 1934 when the station's call was WJSV, honored the CBS personality throughout the day, with Mr. Godfrey appearing on several of the station's

programs. He entertained at noon luncheon of the Washington Advertising Club (above) with stories of his early days in radio and was the recipient of a special distinguished award from the club. Mr. Godfrey's first radio job was with WFBR Baltimore and he went from WTOP to CBS in 1941.

## IT ISN'T SNOWING SNOW YOU KNOW

### KWEX-TV, Pioneer Flour join in Texas-sized promotion

If you visit San Antonio, Tex., in the next week or two, don't be surprised if you find much of the city blanketed in white. It won't be snow. It will be Pioneer flour. And all because of a contest being conducted in a foreign language on a UHF station.

The language is Spanish. The station is KWEX-TV (ch. 34) San Antonio. The broadcast is *Buscando Estrellas* (Searching for the Stars is how it reads in English), a Sunday evening one-hour amateur show, broadcast live from the stage of the Alameda, the city's largest Spanish-language theater. The program which started Sept. 29 concludes Dec. 22, when the winner walks on stage to collect \$1,000 in cash and a round trip to Mexico City for having garnered the most votes of any performer in the contest.

**Tote That Vote** ■ The flour? That's how the voting is done.

Each pound of Pioneer flour is good for two votes. The printed front, or label, of a 10-pound bag counts for 20 votes. If it's a 25-pound bag, it's worth

50 votes. The votes began to pour in the day after the show started and KWEX-TV reports that more than 1 million votes were statistically verified in the first five weeks.

As the contest went on the voting snowballed and by the time the voting ends next Friday, the total could hit 5 million. The last program in the series was Dec. 15.

The winner of the grand prize and the nine runners-up, who will get smaller prizes, won't learn of their good fortune until next Sunday night (Dec. 22). But Alfred J. Beckman, president of Pioneer Flour Mills, who conceived the contest with Emilio Nicolas, KWEX-TV general manager, doesn't have to wait.

On Dec. 6, with two weeks of voting to go, more than 2.5 million votes had been counted. Translated into flour it means that voters had purchased more than 125,000 pounds—625 tons—of Pioneer, breaking all records for the San Antonio area. It also necessitated the rerouting of rail and truck ship-

ments, down to the retail level, to keep the area supplied.

Agency for Pioneer is Fuller & Smith & Ross, Fort Worth.

### Anyone for French? Seven Arts forms clubs

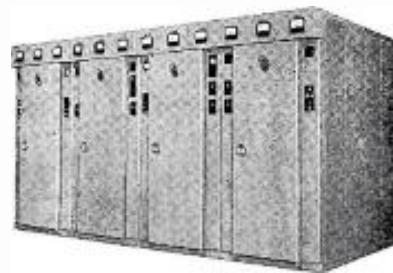
To tie in with its 26-week *En France* series, now being shown in 65 markets, Seven Arts Associated is forming En France clubs. The clubs at family, neighborhood, community or university level will give viewers of the program a chance to try out their newly-acquired conversational French. In addition, the clubs also may rent the TV series for private showing and can purchase the En France album (series soundtrack) for home listening at group rates.

An early 1964 promotion with Air France will give viewers and retailers handling En France merchandise a chance to win trips to France and follow the route shown in the TV series.

### 'Novak' and drop-outs

A discussion of the serious problem of high school drop-outs, taped by E. Jack Neuman, executive producer of MGM-TV's high school series, *Mr. Novak*, is being distributed nationally

## CONTINENTAL'S 50 KW SOUND OF QUALITY



### PART 1: PERFORMANCE

With a big, clean sound that is comparable to an FM broadcast, Continental's 317B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.

Write for details today.

*Continental*  
*Electronics*

PRODUCTS COMPANY  
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPKO  
Subsidiary of Ling-Temco-Vought, Inc.

to call attention to the treatment of the problem on "The Exile," Jan. 14 segment of the NBC-TV Tuesday night series.

## It's great— if you dig Beethoven

There's nothing new about Beethoven, especially since it's his 193d birthday today (Dec. 16). And urging public support for celebration of the natal event has been commonplace since radio stations began following the lead of Charles Schulz, creator of the comic strip, "Peanuts."

But the Mid-State FM Network in Michigan has gone all out for the day this year.

The four-station network (WABX Detroit, WGMZ Flint, WQDC Midland and WSWM East Lansing) filled its 18-hour schedule Sunday (Dec. 15) with Beethoven, more Beethoven—and for good measure—additional Beethoven.

The composer's nine symphonies, five piano concertos, opera and mass, plus quartets, overtures and trios were to be played.

Promotion for B-Day included distribution of Beethoven sweatshirts, birthday invitations, "I Dig Ludwig" buttons and posters, five Beethoven sketches and pictures in the network's program guides, and newspaper ads.

## Most radio stations won't play JFK song

Though record companies last week saw a possible sales bonanza in their individual versions of a song composed for a special BBC tribute to the late President Kennedy that was rebroadcast by NBC-TV the Sunday after his assassination, a substantial number of radio stations appeared reluctant to add to its popularity.

Five record companies with recordings of the song said last week that as many as 90% of the stations across the country have decided not to air the song either the first time or to continue its

play if they've aired it.

But some companies report brisk sales in markets where the radio stations have played the record. Public reaction in these markets, these companies said, was favorable and they hope other stations will change their policy and play the record.

Among the versions now on the market are Kate Smith for RCA Victor; Millicent Martin, who sang the song originally on the television program, for ABC-Paramount; Mahalia Jackson for Columbia; Connie Francis for MGM and Toni Arden for Decca. Decca also has put out an album of the complete BBC show.

## RKO's rep arm passes wooden ratings buck

If "passing the buck" is an adequate metaphor for ducking the responsibility for ratings claims, then "passing the wooden buck" is an even better one.



And this is precisely what RKO General Broadcasting National Sales is doing.

The RKO General representation arm is handing out wooden imitations of silver dollars with a disclaimer printed on them for circulation to advertising agencies.

The company emphasized that the purpose of the wooden dollars is not to

imply an inadequacy in ratings information but to attract attention to the limits of its accuracy. Printed on one side of the wooden coin: "In view of errors and deficiencies which may be involved in the sources, methods and procedures used to arrive at these estimates, neither RKO General nor any of its representatives vouch for the accuracy of the estimates."

## KLAC's campaign: \$250,000 on everything

KLAC-AM-FM Los Angeles has inaugurated a \$250,000 multimedia audience promotion campaign that will use newspaper space, billboards, bus cards and direct mail, in addition to radio and television, according to Alan Henry, vice president and general manager of these Metromedia stations.

Basic theme of the campaign created in cooperation with Klein/Barzman, Los Angeles free lance advertising consultants, is the mythical Grumpy League Against Fun, opposed, of course, to everything broadcast by KLAC, which later in the campaign will strike back with a strong pitch for fun and joy.

A novel feature of the KLAC promotion is a childish game for adults "Ad-land," created expressly for the campaign. Thousands of the games will be distributed to key civic leaders and advertising executives as holiday gifts.

## Drumbeats . . .

**Open line to St. Nick** ■ WLIN(FM) Detroit is devoting two full hours each afternoon to tapes of phone calls from youngsters calling to talk to Santa Claus. The calls were invited by WLIN with station personality Trader Bob Longwell filling in as Santa.

**Kidsville contest** ■ WTCN-TV Minneapolis-St. Paul had more than 12,000 entries in the station's "Kidsville U.S.A." coloring contest, and over 1,000 prizes are being given out. Top winner gets a trip to Disneyland and others get radios, movie tickets and other prizes.

**Foster stork** ■ Needing homes for 36 children, the Children's Welfare Bureau asked KCOR San Antonio, Tex. for help. The Spanish-language station ran an appeal in two newscasts, receiving a total of 60 calls, more than enough to satisfy the bureau.

**TV violence** ■ The Television Information Office is distributing to sponsor stations and 8,000 leaders in education, religion, welfare and allied fields, reprints of an article entitled "Parents vs. Television," by psychologist Dr. Bruno Bettelheim. The article suggests that television serves as a scapegoat for many family problems with causes much older than the medium itself.



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## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Scholz

**William F. Scholz**, account executive at Ted Bates & Co., New York, elected VP.

**Robert L. Stone**, VP-fountain sales for Dr. Pepper Co., Dallas, appointed VP in charge of sales for company. **Max Green**, eastern area sales manager, assumes new title of sales manager-fountain. **Bill Kenyon**, western division sales manager, promoted to eastern area sales manager, succeeding Mr. Green. **Kenneth Tucker**, zone manager in western division, promoted to western division sales manager, succeeding Mr. Kenyon. **Bill Hughes** named national accounts coordinator and field sales supervisor in fountain division. **Jerry Corbin** named assistant sales training manager.

**Charles A. Eaton Jr.**, VP-media director and member of plans board at C. J. LaRoche & Co., New York, resigns to join Warwick & Legler, that city, as VP and media manager.

**Daniel Bardi** and **Harvey Fielder** elected VP's of Compton Adv., New York. Mr. Bardi is supervisor on Kelly-Springfield Tire account; Mr. Fielder is agency's personnel director.

**Walter Wilkins** and **Warren Jacobson**, account executives at Sudler & Hennessey Inc., New York, elected VP's.

**Stephen Weston**, manager of program budgets and servicing for NBC, New York, appointed director of unit managers and telesales. Mr. Weston joined NBC in 1955.



Mr. Weston

**Frederick W. Bliesener**, for 25 years in sales promotion and advertising positions with Sears, Roebuck & Co., joins Montgomery Ward & Co., Chicago, as retail sales promotion and advertising manager, succeeding **C. A. Peterson**, who resigned. Mr. Bliesener will plan and coordinate sales promotion and advertising for 520 Montgomery Ward retail stores throughout country.

**August A. Busch III**, sales manager for regional brands at Anheuser-Busch

Inc., St. Louis, named to newly created position of VP in charge of marketing operations. He reports to William Bien, VP-marketing.

**Maury Frahm** elected VP for account management and planning at Leon Shaffer Golnick Adv. Baltimore.

**John Babcock**, former political editor at KLAC Los Angeles, elected VP in charge of political accounts for Chief Samuelson & Associates, advertising agency, that city.

**Leonard M. Leonard**, regional VP of Institute for Motivational Research, Croton-on-Hudson, N. Y., promoted to VP in charge of developing new services and activities.

**David E. Henderson**, senior account executive at Television Advertising Representatives (TvAR), New York, appointed assistant sales manager of WBZ-TV Boston, succeeding **Chet Zaneski**, who has been transferred to TvAR's Chicago office. Both TvAR and WBZ-TV are owned by Westinghouse Broadcasting Co. Mr. Henderson, former broadcast supervisor at Gray & Rogers, Philadelphia advertising agency, joined TvAR in 1959.



Mr. Henderson

**Edward Handman** and **Philip Sklar** have established their own advertising agency, Handman and Sklar Inc., with offices at 210 E. 50th Street, New York 22. Telephone: HA 1-3460.

**Edgar Robbins**, formerly with Dallas office of The Bolling Co., joins Savalli/Gates Inc., New York-based national radio-TV sales representatives, as director of firm's Dallas office. **Kenneth Schaefer**, previously with Grant Webb & Co., appointed account executive in Savalli/Gates' Chicago office.

**Jerome W. Adler** appointed director of Chicago regional office of SCI division of Communications Affiliates Inc., New York. He joined SCI in 1959.

**Al Sumbler**, account executive at KLIV San Jose, Calif., joins KGBA Santa Clara, Calif., as general sales manager.

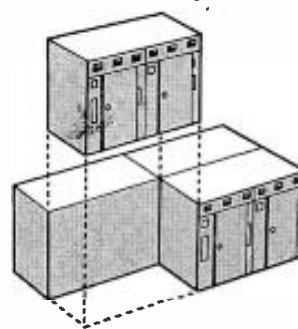
**John S. Lotz**, formerly account executive at wow-TV Omaha, appointed general sales manager of KWK St. Louis.

**Thomas R. Young**, account executive with CBS Radio Spot Sales, New York, appointed sales manager of CBS-owned WEEI-AM-FM Boston.

**Richard C. Phalen Jr.**, formerly with Savalli/Gates, national radio-TV sales representatives, joins Midwest sales division of Mutual Broadcasting System, with headquarters in Chicago.

**Bill Ruff**, newscaster-announcer at

## CONTINENTAL'S 50 KW SOUND OF QUALITY



### PART 2: DRIVER STAGE

for Continental's 317B 50 kw transmitter is the 315B 5 kw transmitter which can be increased to 10 kw (316B) or 50 kw (317B) simply by adding the various power groups. Write for details today.

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OF COMMUNICATIONS ROW!  
FOR TRAVELERS AND GOURMETS!

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KCRL(TV) Reno, Nev., joins Doyle-McKenna Adv., that city, as broadcast media director.

**Robert J. Clark**, group product manager in household products division of Colgate-Palmolive Co., New York, promoted to newly created post of sales promotion and marketing coordination manager in that division. Mr. Clark has been with Colgate since 1946.

**Bob Rombeau**, account executive at KTLA(TV) Los Angeles, appointed sales development supervisor for KTLA and Paramount Television Productions Inc.

**James J. Sirras**, previously with Morgan Guaranty Trust Co. of New York, joins facts division of H-R Television, New York, as programmer in electronic data processing section.

**Pieter de Kadt**, of Ogilvy, Benson & Mather, joins Grey Adv., New York, as associate director of research.

**Robert Guy**, formerly with Marsteller Inc., New York, joins Pittsburgh office of Fuller & Smith & Ross as copywriter.

**Bob DeBear**, formerly of McManus, John & Adams, New York, joins copy staff of Kudner Agency, that city.

**Bill Brooke**, formerly with McKenzie, King & Lansdale, Los Angeles, joins copy staff of Hixson & Jorgensen, that city, succeeding Ole Georg, who re-

## Arizonians elect Lane

**Homer Lane**, VP and general manager of KOOL-AM-FM-TV Phoenix, elected president of Arizona Broadcasters Association Dec. 6 at organization's meeting at Camelback Inn in Scottsdale. Other ABA officers elected for 1964: **Ray Smucker**, KTAR-TV (Phoenix) Mesa, VP; and **Willard Shoecraft**, KIKO (Globe) Miami, KATO Safford, KINO Winslow, secretary-treasurer. Directors are **Herb Newcomb**, KAWT Douglas; **Joe Crystall**, KOLD Tucson; **G. E. (Doc) Hamilton**, KVOA-TV Tucson; **C. Van Haaften**, KTUC Tucson.



Mr. Lane

signed to devote full time to his work with government-owned broadcasting system of Denmark.

**Hooper White**, manager of commercial production in New York office of Leo Burnett Co., promoted to creative production manager of agency's commercial production section in Chicago, effective Jan. 1. **Frank T. Martello**,

commercial producer, succeeds Mr. White in New York. **Jackson Phelps** named business manager of commercial production section in Chicago, while **Russell B. Mayberry** has been appointed to Burnett's Hollywood office as associate manager of commercial production. Burnett also has elected **Charles T. (Ted) Weeks** as VP. He is manager of sales promotion section in marketing services division in Chicago.

**Stanley H. Taylor**, formerly VP and partner in Los Angeles advertising agency of Norman Rose & Associates, joins Los Angeles office of Klau-Van Pietersom-Dunlap, Milwaukee, as television account supervisor.

**Donald J. Dickens**, VP of Needham, Louis & Brorby, Chicago, named copy director. Four others in agency's Chicago creative department have been promoted to copy group supervisors: **Marianne Chambers**, **J. Gerald Fortis**, **Theodore R. LeMaire** and **Richard G. Morgan**.

**Robert L. Stein**, assistant business manager at WCBS-TV New York, joins Prestige Representation Organization, that city, as account executive.

**Bette Kaufmann**, former media broadcast buyer at N. W. Ayer & Son, joins media department of Wermen & Schorr, Philadelphia advertising agency.

**Donald E. McGuinness** joins Geyer, Morey, Ballard as account executive at agency's Racine, Wis., offices.

## THE MEDIA

**Michael T. Joseph**, program consultant for Transcontinent, Corinthian and Fetzer broadcasting companies and formerly VP in charge of radio for Capital Cities Broadcasting Corp., elected to newly created position of VP for NBC-owned radio stations, reporting to Raymond W. Welpott, executive VP in charge of NBC Owned Stations and Spot Sales Division. NBC radio stations are WNBC-AM-FM New York; WRCV Philadelphia; WRC-AM-FM Washington; WJAS-AM-FM Pittsburgh; WMAQ-AM-FM Chicago; and KNBR-AM-FM San Francisco.



Mr. Joseph

**John J. Heywood**, vice president and treasurer of Crosley Broadcasting Corp., Cincinnati, and **Arthur E. Rasmussen**, vice president for finance of Avco Corp., New York, Crosley's parent company, elected to board of directors of Crosley Broad-



Mr. Heywood

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1964 CHEVROLET IMPALA

Until now you practically had to be a big corporation to qualify for low commercial rent-a-car rates. But Airways has changed all that. You, as an individual, can enjoy the same fine services provided by the largest systems, yet at considerable savings. Choose from new Chevrolet Impalas and other fine cars. There are no hidden charges at Airways. Rates include gas, oil and insurance. No waiting in line at a rental counter... simply call Airways when you land and, by the time you pick up your luggage, the car is there. Take advantage of this special commercial rate — rent from Airways!



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AIRWAYS RENT-A-CAR SYSTEM • 5410 W. Imperial  
Highway, Los Angeles 45, California • Offices in over  
90 cities • A few select franchises still available.

THE NATION'S FOURTH LARGEST AND FASTEST GROWING RENT-A-CAR SYSTEM

casting. Mr. Heywood, former director of business affairs for NBC-TV, joined Crosley Broadcasting in April 1961 in his present capacity.

**Robert McKune**, general manager of KSAL Salina, Kan., appointed general manager of WMAY Springfield, Ill. Both stations are owned by Stuart Broadcasting Co. Mr. McKune is succeeded at KSAL by **Richard Wagner**, formerly publicity and promotion director of Ice Capades Inc.

**Andrew F. Hofmann**, previously sales manager of wwva Wheeling, W. Va., appointed general manager of WPIT-AM-FM Pittsburgh. **Dan Ioset**, managing director of WPIT, retires Jan. 1, but will continue to serve Rust Craft Broadcasting Co., licensee of station, in advisory capacity. Mr. Hofmann's duties will include supervision of WSOL Tampa, Fla., and WWOL-AM-FM Buffalo, N. Y., also Rust Craft stations.

**Edward Carroll**, formerly with Ted Bates & Co., New York, in TV commercial film production, named general manager of KCTO-TV Denver. Mr. Carroll's associations include former DuMont-owned stations, ABC Radio production and his own commercial TV production firm in New York.

**Wade S. Patterson**, general sales manager of KSOO-TV Sioux Falls, S. D., assumes added duties as station manager. Mr. Patterson joined KSOO-TV in May 1960. Previously, he was account executive at KSTP-TV St. Paul-Minneapolis, Minn.



Mr. Patterson

**Charles Thone**, member of law firm of Davis, Thone, Bailey & Polsky, 525 Stuart Bldg., Lincoln, appointed execu-

tive secretary and legal counsel for Nebraska Broadcasters Association.

**Burt Sherwood**, formerly with WPTR Albany, N. Y., joins WTSB Brattleboro, Vt., as VP and general manager.

## PROGRAMING

**Lou Israel**, southern sales manager for past two years at MGM-TV, with headquarters in New York, promoted to newly created post of administrative assistant in New York to Richard A. Harper, director of feature films and



Mr. Israel



Mr. Thomson

syndicated sales. **Jim Thomson**, previously with Screen Gems for five years, joins MGM-TV as southern sales manager, with headquarters at Charlotte, N. C. Mr. Israel has been with MGM-TV since 1956, was previously with National Telefilm Associates.

**Charles R. Fagan**, previously with CBS Films, joins Sandy Howard Productions, New York, as VP in charge of sales. Company currently is filming *Mack and Myer for Hire* TV series for release by Trans-Lux.

**Adrian Samish**, commercial producer for *Jerry Lewis Show* and previously director of TV programing for MGM in Hollywood, named director of current programs for ABC-TV's Western division. Mr. Samish will direct activities of supervisors on all ABC-TV West Coast-originated programs, reporting to Ben Brady, ABC-TV VP in charge of programing for Western division.

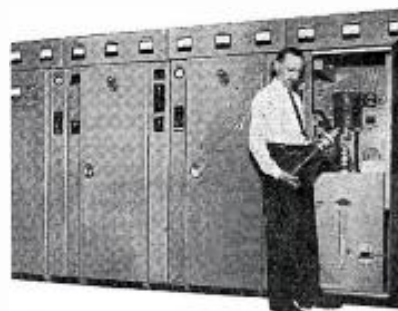


Mr. Smith

**Eugene G. Smith**, formerly with Protestant Radio and TV Center in Atlanta, named director of programing for TRAV, the television, radio and audio-visuals arm of Presbyterian Church in the United States, with offices in that city. His responsibilities include radio program production, workshop organization and planning, special services, assisting in TV production, and station relations. Mr. Smith joined Protestant Radio and TV Center in 1959.

**Thomas H. Tanguay**, formerly unit manager for TV division of USIA, joins Logos Ltd., Washington TV production organization, as production supervisor. **King Harrison**, of ABC-TV, appointed technical director of Logos. Temple

## CONTINENTAL'S 50 KW SOUND OF QUALITY



**PART 3: AMPLIFIER** for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid\*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. Write for details today.

\*Pat. No. 2,836,665

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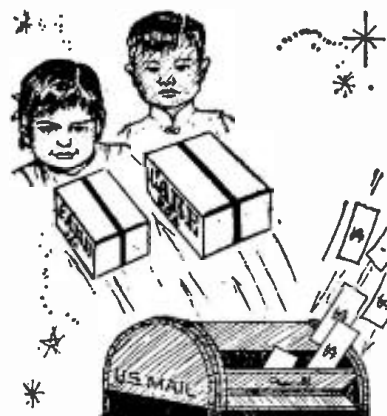
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There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. **DO IT NOW . . . BEFORE CLAIMS ARISE!** For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

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As near as your mail box: each \$1 sent to CARE Food Crusade, New York 16, N. Y., delivers a gift package to the hungry overseas.

## Dudley to NAB board



Mr. Dudley

**Richard D. Dudley**, president and general manager of WSAU Wausau, Wis., elected to National Association of Broadcasters' radio board of directors from District 9 (Wisconsin and Illinois). Mr. Dudley won over Edward D. Allen Jr., WDOR Sturgeon Bay, Wis., in special election to fill unexpired term of late George T. Frechette, WFHR Wisconsin Rapids. Mr. Dudley will serve until 1965 NAB convention.



## Quaal greets board of Broadcast Pioneers' new chapter

Ward Quaal (center), executive VP-general manager, WGN-AM-TV Chicago and past president of Broadcast Pioneers, greets board of Southern California chapter, elected at organization meeting Dec. 4 in Hollywood (BROADCASTING, Dec. 9). Shown in photo (l to r): Georgia Fuller, KMPC Los Angeles; Ken Carpenter, announcer; Loyd Sigmon, KMPC VP and general manager; Lyle Sheldon, Los Angeles County Fair; Virginia Mansfield, KFI Los Angeles; Calvin J. Smith, KFAC Los An-

geles; Mr. Quaal; William Beaton, KIEV Glendale; Art Gilmore, AFTRA, past national president; Van C. Newkirk, Broadcast Advertising, chairman of the new chapter; Glenn Dolberg, BMI, retired; Walter Bunker, Young & Rubicam; and Harry Witt, Reach, McClintock & Co. Robert M. Light, Southern California Broadcasters Association, is also a board member, but was not present when photo was taken. Mr. Quaal was the main speaker at the chapter's organization meeting at the Roosevelt hotel.

Jones, formerly with TV department of Doyle Dane Bernbach, joins Logos' creative department.

Robert B. Weiss, international director of Warner Brothers Records, resigns, effective Dec. 31, to devote full time to his own business, Weiss International Holding Co. Ltd., with headquarters in Paris, France. Mr. Weiss joined Warner Brothers in 1959.

Klaus J. Lehman, formerly with CBS-TV and Donahue & Coe, New York, joins Trans-Lux Television Corp., that city, as production supervisor.

Lee Savage, formerly TV commercial director at N. W. Ayer & Son and producer-director for MPO Productions

and J. Walter Thompson Co., appointed creative director of Elektra Film Productions, New York. Mr. Savage succeeds Abe Liss, who died Dec. 1.

Larry Hogan, announcer at WERA Plainfield, N. J., promoted to program director.

Dave Robinson, air personality at WAQE-AM-FM Towson, Md., assumes added duties as program director.

Lou Morheim, story consultant on Daystar's science fiction series *The Outer Limits* for ABC-TV (Mondays, 7:30-8:30 p.m.), named associate producer of series.

Geoff Edwards, formerly program di-

rector of KFMB San Diego, joins KHJ Los Angeles as director of special events.

Milt Hoffman, producer of *The Steve Allen Show* for Westinghouse Broadcasting Co., resigns, effective Feb. 1.

Pat Summerall, TV sportscaster and former member of New York Giants football club, appointed sports director of WCBS New York.

Louis B. Ames, director of cultural programming for World's Fair Corp., joins RCA as programs manager for company's activities at 1964-65 New York World's Fair. He will be responsible for developing program material for color TV studio and closed circuit color TV network that RCA will operate at fair. Before joining World's Fair Corp. in December 1960, Mr. Ames was program manager at WPIX-TV New York, and earlier served with NBC as associate producer of *Today* show and feature editor of *Home* show.



Mr. Ames

Russell Johnson, TV actor whose recent credits include *Rawhide*, *Twilight Zone*, *The Farmer's Daughter* and *The Outer Limits*, signed by CBS-TV as narrator of *The Great Adventure* (Fridays, 7:30-8:30 p.m. EST), replac-

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ing **Van Heflin**, who has resigned because of heavy theater and motion picture commitments. Mr. Johnson's narration will first be heard on "The Colonel From Connecticut" Jan. 10.

**Jon R. Anderson**, formerly of production staff of WHDH Boston, joins production staff of WTAR-TV Norfolk-Newport News, Va., as staff director.

**Bob Casey** appointed sports director of KDWB St. Paul, Minn.

**Arthur L. Simmons**, former news director and air personality at WTSA Brattleboro, Vt., joins WKBK Keene, N. H., as traffic and continuity director.

**Reginald N. Lavong** joins WRCV Philadelphia as air personality.

**Ida Kay**, formerly with promotion staff of NBC in Hollywood, moves to KHJ-TV Los Angeles as film secretary.

**Arthur Mann** joins announcing staff of WJOB Hammond, Ind.

## NEWS

**Lee Nolan**, formerly general manager of WVTR White River Junction, Vt., joins WBAB Babylon, N. Y., as director of news and special events programing.

**Carl Rochelle**, with news department of WITN(TV) Washington, N. C., since June 1962, promoted to news director, replacing **Bennie Waters**, who resigned.

**Carl K. Bell**, manager of Associated Press' Phoenix, Ariz., bureau for past seven years, appointed chief of AP's Charlotte, N. C., bureau, replacing **Tim Parker**, who died Nov. 27 after heart surgery. **Frederick W. Moen**, news editor and second in command of AP's Kansas City bureau, succeeds Mr. Bell in Phoenix.

**Carter Davidson**, news commentator at WBBM-TV Chicago, named editorial director, effective Jan. 6, succeeding **John Madigan**, who served as editorial assistant to general manager prior to assuming duties of WBBM-TV news director.

**Thomas H. Wolf**, veteran producer of motion picture and TV documentaries, joins ABC News' special program unit in New York as producer. Most recently Mr. Wolf has done freelance writing and producing of documentaries for TV division of USIA, National Geographic and CBS News. **Bill Downs** joins ABC News as correspondent.

## EQUIPMENT & ENGINEERING

**Robert J. McGeehan**, member of board of directors and one of the original founders of Entron Inc., manufacturer of TV distribution equipment, Silver Spring, Md., elected executive VP.

**Frank C. Mahoney**, formerly of Transitron Electronic Corp., appointed district sales manager in New York State

## Chesley elected president

**Harry W. Chesley Jr.**, president of D'Arcy Adv., elected president of Media Club of St. Louis. **Alfred Fleishman**, senior partner in Fleishman-Hillard Inc., elected board chairman of club. Other officers elected: **Ray Krings**, advertising manager of Anheuser-Busch Inc., VP; **William Zalken**, public relations director of St. Louis Opera and St. Louis Symphony Society, secretary; **William Sanborn**, president of Winius-Brandon Co., treasurer. **Robert Hyland**, CBS Radio VP and general manager of KMOX St. Louis, named honorary board chairman.

for Motorola Semiconductor Products Inc., Phoenix.

Three promotions in technical operations department of WBTV(TV) Charlotte, N. C., were announced last week. Elevated to new positions are **Robert Dycus**, maintenance and remote supervisor; **Ozzie Simerly**, control supervisor; and **Dal Townsend**, tape supervisor.

**Raymond F. Ryan** elected secretary-treasurer of Kollman Industries, Chicago. He was controller of company's tuner division at Melrose Park, Ill.

**Al Leknes** appointed to sales staff of General Film Laboratories, Los Angeles, replacing **Wilson Leahy**, who retires Jan. 1. Mr. Leknes joined company in 1953 when it was organized.

**Peter Block**, previously with Lear Siegler Inc., appointed advertising and public relations manager of Stellarmetrics Inc., manufacturers of electronic instrumentation equipment, Santa Barbara, Calif.

## FANFARE

**André F. Rhoads**, VP of Infoplan, public relations division of Interpublic Inc., New York, appointed manager of division's newly established Chicago office at 318 S. Michigan Ave. Telephone: Webster 9-3700.

**Robert Regehr** elected VP in charge of internal operations at Hanson & Schwam Public Relations, Hollywood. Mr. Regehr joined firm in 1958 in radio-TV department, later moving to creative department.

**Shirley Ann Welsh** joins Market Facts Inc., international marketing research organization, Chicago, as director of public relations.

**Anthony DiMarco** and **Roy C. Guyver** elected VP's of The McDermott Co., New York-based national public relations firm. Effective Jan. 1, Mr. Di-

Marco becomes director of all creative services for McDermott, and Mr. Guyver becomes director of administration and personnel.

**Emilie C. Cook**, formerly with WBBB (TV) Chicago, joins WBBM-TV there as on-the-air promotion writer.

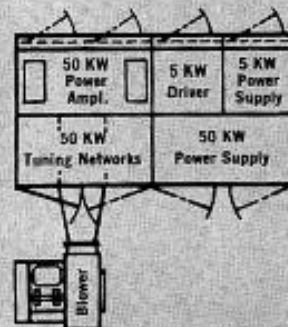
## DEATHS

**Adolph J. Schneider**, 53, VP in charge of production at Magna Film Productions, Boston, died Dec. 3 in that city. Mr. Schneider formerly served for 15 years as news and special events director for NBC.

**Luther P. Weaver**, 78, board chairman of Weaver-Gardner Inc., St. Paul, Minn., advertising agency, died Nov. 27 at St. John's Hospital there.

**George Ehret Burghard**, 68, retired electronic products distributor, amateur radio operator and philatelist, died Dec. 8 at Lenox Hill Hospital in New York, six days after suffering heart attack. Mr. Burghard organized and was president from 1920 to 1934 of Continental Radio Corp., New York, a distributor of RCA products, and later served as president of Continental Sales Corp., Newark, N. J., radio equipment suppliers, until he dissolved that concern. He was president of Radio Club of America from 1921 to 1925. In 1921

## CONTINENTAL'S 50 KW SOUND OF QUALITY



### PART 4: COMPACTNESS

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

**Continental  
Electronics**

MANUFACTURING COMPANY  
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LTV Subsidiary of Ling-Temco-Vought, Inc.

Mr. Burghard was one of a group of ham radio operators at transmitter site in Greenwich, Conn., to send first short-wave radio message to span the Atlantic. It was received in Scotland. He received bronze medal in 1950 from club for his part in that feat.

**Dudley D. McCaskill**, 39, commercial manager of WBIE-AM-FM Marietta, Ga., died Dec. 2 at Kennestone Hospital there. Mr. McCaskill helped organize Marietta Broadcasting Co., licensee of WBIE-AM-FM, in 1955 and served as commercial manager since that time.

**John H. Wallenkamp**, 70, retired VP and general manager in charge of finance, business administration and service operations for Tracy-Locke Co., Dallas-based advertising agency, died

Dec. 1 in that city. Mr. Wallenkamp joined agency in 1937, was elected VP-treasurer in 1946 and retired last year.

**Herbert N. Ferguson**, 56, manager of Security Title Co. of Fresno and former VP and general manager of KXOA Sacramento, Calif., died Dec. 5 in automobile accident near Fresno.

**H. Bliss Foster**, 61, project engineer for RCA in Camden, N. J., together with his wife, Jane, were killed Dec. 8 in crash of Pan American World Airways passenger plane near Elkton, Md. Also among 81 victims of air tragedy were **Dr. W. Stanley Herbert**, 50, inventor of alkaline cell used widely in transistor radios, and his wife, and **George H. Loving**, 56, general manager of photo products department of E. I. du Pont de Nemours & Co., and his

wife. Dr. Herbert had been associate director of C. F. Norberg Research Center of Electronic Storage Battery Co., Yardley, Pa.

**Middleton M. (Pete) Elliott**, 66, sales executive at Caldwell A-V Equipment Ltd., Toronto, and formerly with Canadian Marconi Co. Ltd., Montreal, and Motorola Co. of Canada Ltd., Toronto, died Dec. 4 at Toronto.

**A. Wendell Holmes**, 60, editorial director on AC Spark Plug account for D. P. Brother & Co., Detroit, died Dec. 7 of heart attack. Mr. Holmes had been with agency since 1936.

**William E. Zimmerman**, 44, Washington news editor for United Press International, died Dec. 9 at Prince Georges (Md.) General Hospital after two-month illness.

## SPECIAL REPORT: RADIO-TV HOMES

# Radio in 94% of U.S. homes; TV in 92%

## NIELSEN COUNTY-BY-COUNTY BREAKDOWN SHOWS WHERE THEY ARE

There were 1,406,440 more TV homes and 788,750 more radio homes in the United States (excluding Alaska) as of September 1963 than there were in September 1962, according to new county-by-county estimates being released today (Dec. 16) by the A. C. Nielsen Co.

The figures show 94% radio penetration (the same as '62) and 92% TV penetration (up 1%). Alaska, which was estimated to have 64,000 total homes, 48,140 (75%) television homes and 59,830 (93%) radio homes in Nielsen's 1962 report (BROADCASTING, Dec. 17, 1962), was not measured this year.

The new county figures show the greatest radio-TV penetration in the Northeast (96% TV, 95% radio) and the lowest in the South (88% TV, 91% radio). The most radio and TV homes are in the North Central region (15 million TV, 15.3 million radio).

As in the '62 report Rhode Island and New Jersey have the highest TV penetration (96%). There are six states tied at 97% for highest radio penetration: Connecticut, Massachusetts, Rhode Island, New York, Wisconsin and Minnesota.

The lowest TV penetration is in Mississippi (78%), with Arkansas and Mississippi tied at 89% for lowest radio

penetration.

Compiled as "practical estimates," the figures are based on the total home estimates by *Sales Management* magazine.

The TV percentages are Nielsen estimates based on the April 1960 Census, updated from successive Advertising Research Foundation-Census sampling studies during the period. The radio percentages are from the 1960 Census, adjusted to reflect subsequent Census Bureau findings on sets not in working order.

The county-by-county figures which follow are available from Nielsen in booklet form.

## Nielsen U.S. radio-TV homes

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| TOTAL U. S. |             |    |                | Total homes<br>55,854,200 |             |         |                | TV homes<br>51,401,600 |             |             |                | Radio homes<br>52,626,710 |             |    |                |
|-------------|-------------|----|----------------|---------------------------|-------------|---------|----------------|------------------------|-------------|-------------|----------------|---------------------------|-------------|----|----------------|
|             |             |    |                |                           |             |         |                | 92%                    |             |             |                | 94%                       |             |    |                |
| County      | TV<br>Homes | %  | Radio<br>Homes | County                    | TV<br>Homes | %       | Radio<br>Homes | County                 | TV<br>Homes | %           | Radio<br>Homes | County                    | TV<br>Homes | %  | Radio<br>Homes |
| ALABAMA     |             |    |                |                           |             |         |                |                        |             |             |                |                           |             |    |                |
| Autauga     | 4,030       | 84 | 4,270          | 89                        | Fayette     | 3,520   | 80             | 4,070                  | 92          | St. Clair   | 5,540          | 84                        | 5,870       | 89 | ARKANSAS       |
| Baldwin     | 12,390      | 89 | 11,730         | 84                        | Franklin    | 4,630   | 79             | 5,450                  | 92          | Shelby      | 7,580          | 88                        | 7,770       | 90 |                |
| Barbour     | 4,260       | 70 | 5,230          | 86                        | Geneva      | 4,770   | 81             | 5,450                  | 92          | Sumter      | 2,980          | 66                        | 3,920       | 87 |                |
| Bibb        | 2,670       | 79 | 3,070          | 90                        | Greene      | 1,690   | 54             | 2,590                  | 84          | Talladega   | 14,570         | 85                        | 15,770      | 92 |                |
| Blount      | 5,670       | 85 | 6,200          | 93                        | Hale        | 2,890   | 63             | 3,910                  | 85          | Tallapoosa  | 8,060          | 82                        | 8,800       | 90 |                |
| Bullock     | 2,100       | 66 | 2,800          | 87                        | Henry       | 2,820   | 78             | 3,210                  | 89          | Tuscaloosa  | 24,790         | 85                        | 26,910      | 93 |                |
| Butler      | 4,650       | 76 | 5,330          | 87                        | Houston     | 13,240  | 88             | 13,350                 | 88          | Walker      | 12,670         | 89                        | 12,870      | 91 |                |
| Calhoun     | 24,500      | 89 | 25,470         | 93                        | Jackson     | 7,930   | 83             | 8,670                  | 90          | Washington  | 2,640          | 73                        | 3,130       | 87 |                |
| Chambers    | 8,570       | 82 | 9,390          | 90                        | Jefferson   | 173,240 | 91             | 177,560                | 94          | Wilcox      | 2,260          | 58                        | 3,310       | 85 |                |
| Cherokee    | 3,490       | 83 | 3,760          | 90                        | Lamar       | 3,110   | 80             | 3,550                  | 91          | Winston     | 3,200          | 84                        | 3,520       | 93 |                |
| Chilton     | 5,590       | 79 | 6,230          | 89                        | Lauderdale  | 14,560  | 80             | 17,230                 | 95          | State total | 772,840        | 85                        | 830,020     | 91 |                |
| Choctaw     | 2,770       | 66 | 3,620          | 86                        | Lawrence    | 4,670   | 77             | 5,410                  | 89          | ARIZONA     |                |                           |             |    |                |
| Clarke      | 4,600       | 70 | 5,880          | 89                        | Lee         | 10,730  | 83             | 11,670                 | 90          | Apache      | 2,940          | 49                        | 4,760       | 79 |                |
| Clay        | 2,670       | 81 | 3,000          | 91                        | Limestone   | 7,880   | 80             | 9,090                  | 93          | Cochise     | 15,320         | 85                        | 16,650      | 93 |                |
| Cleburne    | 2,320       | 80 | 2,480          | 86                        | Lowndes     | 1,880   | 59             | 2,640                  | 83          | Coconino    | 8,120          | 66                        | 11,270      | 92 |                |
| Coffee      | 6,880       | 82 | 7,430          | 89                        | Macon       | 4,340   | 75             | 5,010                  | 86          | Gila        | 5,940          | 80                        | 6,870       | 93 |                |
| Colbert     | 11,190      | 82 | 12,680         | 93                        | Madison     | 30,940  | 85             | 33,980                 | 94          | Graham      | 2,890          | 76                        | 3,550       | 93 |                |
| Conecuh     | 2,960       | 71 | 3,700          | 88                        | Marengo     | 4,370   | 66             | 5,820                  | 88          | Greenlee    | 2,480          | 86                        | 2,790       | 96 |                |
| Coosa       | 2,030       | 78 | 2,380          | 92                        | Marion      | 4,740   | 83             | 5,320                  | 93          | Mariacopa   | 206,040        | 93                        | 207,220     | 93 |                |
| Covington   | 7,970       | 81 | 8,820          | 90                        | Marshall    | 12,030  | 86             | 13,050                 | 93          | Mohave      | 1,940          | 78                        | 2,240       | 89 |                |
| Crenshaw    | 2,870       | 78 | 3,180          | 86                        | Mobile      | 82,700  | 91             | 82,170                 | 90          | Navajo      | 5,620          | 59                        | 7,790       | 82 |                |
| Cullman     | 11,120      | 90 | 11,450         | 93                        | Monroe      | 3,440   | 66             | 4,720                  | 91          | Pima        | 83,010         | 93                        | 83,600      | 93 |                |
| Dale        | 7,690       | 85 | 7,920          | 88                        | Montgomery  | 43,250  | 88             | 45,840                 | 93          | Pinal       | 15,280         | 87                        | 15,260      | 87 |                |
| Dallas      | 11,230      | 77 | 13,270         | 91                        | Morgan      | 15,490  | 86             | 16,720                 | 93          | Santa Cruz  | 2,410          | 78                        | 2,770       | 90 |                |
| De Kalb     | 9,730       | 85 | 10,520         | 92                        | Perry       | 2,360   | 61             | 3,360                  | 86          | Yavapai     | 7,680          | 75                        | 9,550       | 94 |                |
| Elmore      | 6,430       | 81 | 6,910          | 88                        | Pickens     | 3,810   | 71             | 4,900                  | 91          | Yuma        | 12,000         | 85                        | 13,010      | 92 |                |
| Escambia    | 7,190       | 80 | 7,910          | 88                        | Pike        | 4,990   | 76             | 5,850                  | 89          | State total | 371,670        | 89                        | 387,330     | 92 |                |
| Etowah      | 26,690      | 90 | 27,200         | 92                        | Randolph    | 4,150   | 77             | 4,780                  | 89          |             |                |                           |             |    |                |
|             |             |    |                |                           | Russell     | 10,210  | 83             | 10,950                 | 89          |             |                |                           |             |    |                |

| County            | TV<br>Homes | %  | Radio<br>Homes | %  | County             | TV<br>Homes | %   | Radio<br>Homes | %   | County         | TV<br>Homes | %  | Radio<br>Homes | %  | County     | TV<br>Homes | %  | Radio<br>Homes | %  |
|-------------------|-------------|----|----------------|----|--------------------|-------------|-----|----------------|-----|----------------|-------------|----|----------------|----|------------|-------------|----|----------------|----|
| Hempstead         | 4,520       | 79 | 5,120          | 90 | Tulare             | 46,540      | 91  | 47,030         | 92  | Collier        | 4,820       | 79 | 5,040          | 83 | Early      | 2,300       | 74 | 2,520          | 81 |
| Hot Spring        | 5,400       | 83 | 5,890          | 91 | Tuolumne           | 4,590       | 87  | 5,020          | 95  | Columbia       | 4,730       | 80 | 5,360          | 91 | Echols     | 340         | 87 | 440            | 88 |
| Howard            | 2,830       | 83 | 3,170          | 93 | Ventura            | 63,600      | 95  | 62,930         | 94  | Dade           | 328,900     | 91 | 327,240        | 91 | Effingham  | 2,050       | 82 | 2,190          | 87 |
| Independence      | 4,930       | 81 | 5,370          | 92 | Yolo               | 21,380      | 92  | 21,720         | 93  | De Soto        | 2,670       | 81 | 2,830          | 86 | Elbert     | 4,360       | 87 | 4,420          | 88 |
| Izard             | 1,250       | 62 | 1,770          | 89 | Yuba               | 11,970      | 92  | 11,070         | 93  | Dixie          | 810         | 62 | 1,160          | 89 | Emanuel    | 3,570       | 76 | 4,250          | 90 |
| Jackson           | 1,950       | 81 | 5,490          | 90 | State total        | 5,214,520   | 94  | 5,271,610      | 95  | Duval          | 130,530     | 92 | 129,740        | 91 | Evans      | 1,590       | 84 | 1,640          | 86 |
| Jefferson         | 20,730      | 86 | 21,340         | 88 | <b>COLORADO</b>    |             |     |                |     | Escambia       | 48,010      | 92 | 47,140         | 90 | Fannin     | 2,770       | 79 | 3,280          | 94 |
| Johnson           | 2,910       | 77 | 3,480          | 92 | Adams              | 35,540      | 97  | 35,170         | 96  | Flagler        | 1,070       | 82 | 1,150          | 89 | Fayette    | 1,830       | 87 | 1,900          | 91 |
| Lafayette         | 2,480       | 83 | 2,560          | 85 | Alamosa            | 2,150       | 80  | 2,590          | 96  | Franklin       | 1,580       | 72 | 1,860          | 85 | Floyd      | 18,220      | 90 | 19,120         | 94 |
| Lawrence          | 3,880       | 78 | 4,620          | 92 | Arapahoe           | 34,720      | 96  | 35,080         | 97  | Gadsden        | 6,980       | 77 | 7,830          | 86 | Forsyth    | 3,110       | 91 | 3,170          | 93 |
| Lee               | 3,630       | 70 | 4,370          | 84 | Archuleta          | 490         | 70  | 630            | 90  | Gilchrist      | 640         | 80 | 670            | 84 | Franklin   | 3,170       | 88 | 3,230          | 90 |
| Lincoln           | 2,560       | 75 | 2,830          | 83 | Baca               | 1,120       | 59  | 1,830          | 96  | Glades         | 490         | 70 | 630            | 90 | Fulton     | 159,970     | 92 | 162,630        | 94 |
| Little River      | 1,870       | 75 | 2,130          | 85 | Bent               | 1,630       | 86  | 1,810          | 96  | Gulf           | 2,250       | 78 | 2,550          | 88 | Gilmer     | 1,730       | 79 | 1,860          | 85 |
| Logan             | 3,440       | 80 | 3,950          | 92 | Boulder            | 23,000      | 91  | 24,370         | 97  | Hamilton       | 1,380       | 69 | 1,720          | 86 | Glascocock | 480         | 81 | 500            | 84 |
| Lonoke            | 5,630       | 88 | 5,530          | 86 | Chaffee            | 2,220       | 82  | 2,560          | 95  | Hardee         | 3,260       | 86 | 3,040          | 80 | Glynn      | 11,340      | 87 | 11,960         | 92 |
| Madison           | 1,790       | 64 | 2,620          | 94 | Cheyenne           | 610         | 76  | 790            | 99  | Hendry         | 2,040       | 73 | 2,350          | 84 | Gordon     | 4,880       | 89 | 5,080          | 92 |
| Marion            | 1,450       | 81 | 1,650          | 92 | Clear Creek        | 870         | 87  | 960            | 96  | Hernando       | 3,230       | 83 | 3,320          | 85 | Grady      | 4,340       | 82 | 4,220          | 88 |
| Miller            | 8,380       | 87 | 8,430          | 88 | Conejos            | 1,460       | 77  | 1,740          | 92  | Highlands      | 6,570       | 82 | 6,810          | 85 | Greene     | 2,040       | 75 | 2,410          | 89 |
| Mississippi       | 16,410      | 86 | 15,600         | 82 | Costilla           | 1,510       | 57  | 820            | 91  | Hillsborough   | 124,970     | 90 | 123,740        | 90 | Gwinnett   | 11,750      | 92 | 11,880         | 93 |
| Monroe            | 3,310       | 70 | 4,000          | 85 | Crowley            | 500         | 91  | 1,040          | 94  | Holmes         | 1,960       | 68 | 2,650          | 92 | Habersham  | 4,170       | 83 | 4,650          | 93 |
| Montgomery        | 1,140       | 76 | 1,320          | 88 | Custer             | 310         | 78  | 390            | 97  | Indian River   | 7,980       | 82 | 9,130          | 94 | Hall       | 13,370      | 90 | 13,830         | 93 |
| Nevada            | 2,260       | 75 | 2,570          | 86 | Delta              | 4,210       | 84  | 4,750          | 95  | Jackson        | 7,050       | 74 | 8,480          | 89 | Hancock    | 1,400       | 64 | 1,830          | 83 |
| Newtown           | 910         | 61 | 1,370          | 91 | Denver             | 155,160     | 91  | 163,500        | 96  | Jefferson      | 1,860       | 70 | 1,930          | 80 | Haralson   | 3,630       | 87 | 3,730          | 89 |
| Ouachita          | 7,490       | 81 | 8,210          | 89 | Dolores            | 370         | 61  | 580            | 97  | Lafayette      | 590         | 66 | 750            | 84 | Harris     | 2,270       | 81 | 2,350          | 84 |
| Perry             | 1,200       | 86 | 1,310          | 94 | Douglas            | 1,440       | 96  | 1,480          | 99  | Lake           | 18,510      | 89 | 18,400         | 89 | Hart       | 3,680       | 88 | 3,740          | 89 |
| Phillips          | 8,980       | 75 | 9,980          | 84 | Eagle              | 1,000       | 77  | 1,190          | 92  | Lee            | 19,070      | 87 | 20,510         | 94 | Heard      | 980         | 81 | 1,100          | 92 |
| Pike              | 1,740       | 79 | 1,930          | 88 | Elbert             | 1,020       | 85  | 1,160          | 97  | Leon           | 17,750      | 85 | 19,030         | 92 | Henry      | 3,800       | 84 | 4,020          | 89 |
| Poinsett          | 6,630       | 87 | 6,650          | 88 | El Paso            | 47,500      | 95  | 48,340         | 96  | Levy           | 2,220       | 67 | 2,860          | 87 | Houston    | 10,640      | 91 | 10,540         | 90 |
| Polk              | 2,760       | 74 | 3,450          | 93 | Fremont            | 5,310       | 84  | 5,950          | 95  | Liberty        | 660         | 73 | 760            | 85 | Irwin      | 1,690       | 77 | 1,900          | 87 |
| Pope              | 5,400       | 83 | 6,050          | 93 | Garfield           | 3,120       | 80  | 3,730          | 96  | Madison        | 2,510       | 64 | 3,530          | 91 | Jackson    | 4,380       | 86 | 4,720          | 93 |
| Prairie           | 2,260       | 81 | 2,530          | 90 | Gilpin             | 270         | 89  | 280            | 94  | Manatee        | 25,820      | 91 | 25,760         | 90 | Jasper     | 1,040       | 74 | 1,230          | 88 |
| Pulaski           | 71,440      | 91 | 70,990         | 91 | Grand              | 820         | 75  | 1,000          | 91  | Marion         | 13,650      | 80 | 15,440         | 91 | Jeff Davis | 1,670       | 76 | 1,980          | 90 |
| Randolph          | 2,620       | 75 | 3,290          | 94 | Gunnison           | 1,100       | 73  | 1,470          | 98  | Martin         | 5,820       | 86 | 6,150          | 90 | Jefferson  | 3,250       | 77 | 3,560          | 85 |
| St. Francis       | 6,460       | 79 | 7,000          | 85 | Hinsdale           | 200         | 100 | 200            | 100 | Monroe         | 11,950      | 76 | 14,630         | 93 | Jenkins    | 1,720       | 78 | 1,920          | 87 |
| Saline            | 7,240       | 91 | 7,200          | 90 | Huerfano           | 1,690       | 77  | 2,040          | 93  | Nassau         | 4,400       | 88 | 4,570          | 91 | Johnson    | 1,610       | 80 | 1,770          | 89 |
| Scott             | 1,440       | 76 | 1,690          | 89 | Jackson            | 440         | 87  | 480            | 95  | Okaloosa       | 16,690      | 90 | 17,450         | 94 | Jones      | 1,670       | 80 | 1,890          | 90 |
| Searcy            | 1,640       | 71 | 1,980          | 86 | Jefferson          | 49,090      | 97  | 49,580         | 98  | Okeechobee     | 1,880       | 86 | 1,790          | 81 | Lamar      | 2,340       | 84 | 2,410          | 86 |
| Sebastian         | 22,510      | 91 | 23,160         | 93 | Kiowa              | 530         | 76  | 690            | 98  | Orange         | 85,730      | 92 | 79,290         | 85 | Laurens    | 7,030       | 79 | 8,010          | 90 |
| Sevier            | 2,690       | 84 | 2,830          | 88 | Kit Carson         | 1,510       | 75  | 1,940          | 97  | Oscaloa        | 6,320       | 84 | 6,680          | 89 | Lee        | 1,070       | 76 | 1,280          | 91 |
| Sharp             | 980         | 61 | 1,480          | 92 | Lake               | 1,630       | 81  | 1,750          | 87  | Palm Beach     | 79,120      | 89 | 79,030         | 89 | Liberty    | 3,080       | 81 | 3,320          | 87 |
| Stone             | 1,200       | 71 | 1,480          | 87 | La Plata           | 5,200       | 82  | 5,970          | 95  | Pasco          | 11,990      | 87 | 11,950         | 87 | Lincoln    | 1,130       | 81 | 1,180          | 85 |
| Union             | 12,940      | 86 | 13,530         | 90 | Larimer            | 16,450      | 92  | 17,280         | 97  | Pinellas       | 154,510     | 92 | 153,260        | 91 | Long       | 750         | 75 | 770            | 77 |
| Van Buren         | 1,770       | 81 | 2,030          | 92 | Las Animas         | 4,040       | 73  | 5,040          | 92  | Polk           | 57,940      | 90 | 56,570         | 88 | Lowndes    | 11,380      | 81 | 12,990         | 93 |
| Washington        | 15,220      | 81 | 17,450         | 93 | Lincoln            | 1,460       | 86  | 1,670          | 98  | Putnam         | 8,680       | 86 | 8,940          | 89 | Lumpkin    | 1,560       | 87 | 1,680          | 94 |
| White             | 8,380       | 86 | 8,950          | 91 | Logan              | 5,480       | 87  | 6,170          | 98  | St. Johns      | 8,240       | 87 | 8,540          | 90 | McDuffie   | 2,800       | 83 | 3,230          | 92 |
| Woodruff          | 2,730       | 76 | 3,120          | 87 | Mesa               | 15,080      | 90  | 16,220         | 97  | St. Lucie      | 12,100      | 85 | 13,010         | 91 | McIntosh   | 1,280       | 75 | 1,510          | 89 |
| Yell              | 2,920       | 81 | 3,290          | 92 | Mineral            | 130         | 64  | 190            | 93  | Santa Rosa     | 7,820       | 90 | 7,860          | 90 | Macon      | 2,310       | 72 | 2,620          | 92 |
| State total       | 441,820     | 83 | 474,490        | 89 | Moffat             | 1,680       | 73  | 2,180          | 95  | Sarasota       | 28,760      | 88 | 29,510         | 91 | Madison    | 2,580       | 83 | 2,840          | 92 |
| <b>CALIFORNIA</b> |             |    |                |    | Montezuma          | 3,710       | 82  | 4,340          | 96  | Seminole       | 16,970      | 90 | 16,800         | 89 | Marion     | 820         | 63 | 1,110          | 85 |
| Alameda           | 292,940     | 94 | 299,950        | 96 | Montrose           | 4,890       | 86  | 5,380          | 94  | Sumter         | 2,890       | 80 | 2,930          | 81 | Merrill    | 3,840       | 80 | 4,300          | 90 |
| Alpine            | 70          | 74 | 90             | 90 | Morgan             | 6,180       | 94  | 6,490          | 98  | Suwannee       | 3,120       | 71 | 3,960          | 90 | Miller     | 1,240       | 73 | 1,460          | 86 |
| Amador            | 2,810       | 88 | 3,010          | 94 | Otero              | 6,120       | 87  | 6,690          | 96  | Taylor         | 2,910       | 73 | 3,350          | 84 | Mitchell   | 3,570       | 76 | 4,000          | 85 |
| Butte             | 28,570      | 90 | 29,800         | 94 | Ouray              | 380         | 76  | 490            | 97  | Union          | 950         | 80 | 1,010          | 84 | Monroe     | 2,140       | 82 | 2,260          | 87 |
| Calaveras         | 3,270       | 88 | 3,510          | 95 | Park               | 500         | 83  | 590            | 98  | Volusia        | 45,710      | 89 | 46,350         | 91 | Montgomery | 900         | 64 | 1,300          | 93 |
| Colusa            | 3,430       | 88 | 3,510          | 90 | Phillips           | 1,390       | 93  | 1,490          | 99  | Wakulla        | 1,240       | 83 | 1,220          | 81 | Morgan     | 1,960       | 78 | 2,190          | 88 |
| Contra Costa      | 125,140     | 96 | 126,320        | 97 | Pitkin             | 510         | 64  | 690            | 86  | Walton         | 3,510       | 78 | 4,170          | 93 | Murray     | 2,310       | 82 | 2,550          | 91 |
| Del Norte         | 4,760       | 83 | 5,130          | 90 | Prowers            | 2,860       | 73  | 3,790          | 97  | Washington     | 2,480       | 75 | 3,060          | 93 | Muscogee   | 42,150      | 91 | 42,360         | 92 |
| Eldorado          | 11,190      | 93 | 11,100         | 92 | Pueblo             | 32,980      | 95  | 33,050         | 95  | State total    | 1,590,850   | 89 | 1,602,290      | 90 | Newton     | 5,040       | 87 | 5,330          | 92 |
| Fresno            | 107,410     | 92 | 108,510        | 93 | Rio Blanco         | 1,270       | 84  | 1,430          | 95  | <b>GEORGIA</b> |             |    |                |    | Oconee     | 1,570       | 92 | 1,620          | 96 |
| Glenn             | 5,270       | 91 | 5,560          | 96 | Rio Grande         | 2,300       | 77  | 2,840          | 95  | Appling        | 2,330       | 73 | 2,910          | 91 | Oglethorpe | 1,390       | 77 | 1,610          | 89 |
| Humboldt          | 31,360      | 91 | 32,100         | 94 | Routt              | 1,120       | 70  | 1,560          | 98  | Atkinson       | 810         | 58 | 1,180          | 84 | Paulding   | 3,340       | 90 | 3,230          | 87 |
| Imperial          | 17,100      | 84 | 18,880         | 93 | Saguache           | 790         | 72  | 960            | 87  | Bacon          | 1,630       | 77 | 1,890          | 90 | Peach      | 3,070       | 83 | 3,280          | 89 |
| Inyo              | 2,990       | 73 | 3,610          | 88 | San Juan           | 180         | 89  | 200            | 100 | Baker          | 680         | 68 | 880            | 88 | Pickens    | 2,150       | 86 | 2,260          | 90 |
| Kern              | 85,310      | 93 | 85,100         | 93 | San Miguel         | 670         | 75  | 850            | 94  | Baldwin        | 4,600       | 78 | 5,320          | 90 | Pierce     | 1,770       | 77 | 2,110          | 92 |
| Kings             | 13,160      | 90 | 13,480         | 92 | Sedgwick           | 1,140       | 88  | 1,230          | 95  | Banks          | 1,340       | 79 | 1,580          | 93 | Pike       | 1,310       | 77 | 1,520          | 89 |
| Lake              | 4,720       | 81 | 5,390          | 93 | Summit             | 500         | 83  | 510            | 85  | Barrow         | 3,760       | 87 | 3,990          | 93 | Polk       | 7,020       | 88 | 7,260          | 91 |
| Lassen            | 3,550       | 85 | 3,910          | 93 | Teller             | 810         | 90  | 870            | 97  | Bartow         | 7,340       | 90 | 7,470          | 91 | Pulaski    | 1,720       | 75 | 1,950          | 85 |
| Los Angeles       | 2,077,400   | 94 | 2,082,450      | 95 | Washington         | 1,630       | 81  | 1,960          | 98  | Ben Hill       | 2,770       | 73 | 3,360          | 89 | Putnam     | 1,600       | 80 | 1,760          | 88 |
| Madera            | 10,980      | 91 | 10,970         | 91 | Weld               | 20,440      | 94  | 20,780         | 95  | Berrien        | 2,190       | 73 | 2,570          | 86 | Quitman    | 420         | 70 | 570            | 94 |
| Marin             | 48,840      | 94 | 50,690         | 97 | Yuma               | 2,310       | 82  | 2,770          | 99  | Bleckley       | 40,540      | 90 | 42,260         | 94 | Rabun      | 1,600       | 80 | 1,810          | 91 |
| Mariposa          | 1,460       | 81 | 1,720          | 96 | <b>CONNECTICUT</b> |             |     |                |     | Brockley       | 1,970       | 76 | 2,310          | 89 | Randolph   | 1,920       | 71 | 2,410          | 89 |
| Mendocino         | 12,910      | 83 | 14,620         | 94 | Fairfield          | 202,030     | 96  | 204,070        | 97  | Brantley       | 1,200       | 80 | 1,320          | 88 | Richmond   | 33,420      | 91 | 33,27          |    |

# NIELSEN RADIO-TV HOMES continued

| County          | TV<br>Homes | %  | Radio<br>Homes | %   | County                                                                                                                                                                                    | TV<br>Homes                                                                                                                                                                    | %  | Radio<br>Homes | %  | Newton                                                                                                                    | 3,310                                                                                                         | 92 | 3,360                                                                                | 93 | Obrien                                                     | 5,480                                       | 95 | 5,660             | 98 |
|-----------------|-------------|----|----------------|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----------------|----|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----|--------------------------------------------------------------------------------------|----|------------------------------------------------------------|---------------------------------------------|----|-------------------|----|
| <b>HAWAII</b>   |             |    |                |     | Noble <td>8,040<th>91</th><th>8,370</th><th>95</th><td>Ohio<td>1,240<th>95</th><td>1,200<th>92</th><td>Osceola<td>2,740<th>91</th><td>2,970<th>99</th></td></td></td></td></td></td></td> | 8,040 <th>91</th> <th>8,370</th> <th>95</th> <td>Ohio<td>1,240<th>95</th><td>1,200<th>92</th><td>Osceola<td>2,740<th>91</th><td>2,970<th>99</th></td></td></td></td></td></td> | 91 | 8,370          | 95 | Ohio <td>1,240<th>95</th><td>1,200<th>92</th><td>Osceola<td>2,740<th>91</th><td>2,970<th>99</th></td></td></td></td></td> | 1,240 <th>95</th> <td>1,200<th>92</th><td>Osceola<td>2,740<th>91</th><td>2,970<th>99</th></td></td></td></td> | 95 | 1,200 <th>92</th> <td>Osceola<td>2,740<th>91</th><td>2,970<th>99</th></td></td></td> | 92 | Osceola <td>2,740<th>91</th><td>2,970<th>99</th></td></td> | 2,740 <th>91</th> <td>2,970<th>99</th></td> | 91 | 2,970 <th>99</th> | 99 |
| Hawaii          | 11,930      | 79 | 13,560         | 90  | Orange                                                                                                                                                                                    | 4,590                                                                                                                                                                          | 88 | 4,700          | 90 | Owen                                                                                                                      | 3,390                                                                                                         | 92 | 3,420                                                                                | 93 | Page                                                       | 5,940                                       | 91 | 6,290             | 97 |
| Honolulu        | 121,080     | 93 | 124,630        | 96  | Parke                                                                                                                                                                                     | 4,580                                                                                                                                                                          | 94 | 4,420          | 90 | Perry                                                                                                                     | 4,430                                                                                                         | 87 | 4,540                                                                                | 89 | Palo Alto                                                  | 3,530                                       | 86 | 4,070             | 99 |
| Kauai           | 3,600       | 46 | 7,550          | 96  | Pike                                                                                                                                                                                      | 3,550                                                                                                                                                                          | 87 | 3,690          | 90 | Pou                                                                                                                       | 4,430                                                                                                         | 87 | 4,540                                                                                | 89 | Plymouth                                                   | 6,510                                       | 94 | 6,630             | 96 |
| Maui            | 9,190       | 87 | 9,830          | 93  | Porter                                                                                                                                                                                    | 17,920                                                                                                                                                                         | 95 | 17,770         | 95 | Potter                                                                                                                    | 3,550                                                                                                         | 87 | 3,690                                                                                | 90 | Pocahontas                                                 | 3,770                                       | 92 | 3,990             | 97 |
| State total     | 145,800     | 89 | 155,570        | 95  | Posey                                                                                                                                                                                     | 5,070                                                                                                                                                                          | 86 | 5,460          | 93 | Pottawattamie                                                                                                             | 25,140                                                                                                        | 95 | 25,270                                                                               | 95 | Polk                                                       | 84,650                                      | 95 | 85,160            | 96 |
| <b>IDAHO</b>    |             |    |                |     | Pulaski                                                                                                                                                                                   | 3,190                                                                                                                                                                          | 86 | 3,540          | 96 | Poweshiek                                                                                                                 | 5,410                                                                                                         | 93 | 5,620                                                                                | 97 | Ringgold                                                   | 2,320                                       | 93 | 2,450             | 98 |
| Ada             | 28,790      | 93 | 29,690         | 96  | Putnam                                                                                                                                                                                    | 6,480                                                                                                                                                                          | 93 | 6,350          | 91 | Sac                                                                                                                       | 4,860                                                                                                         | 92 | 5,110                                                                                | 96 | Scott                                                      | 35,690                                      | 95 | 35,720            | 96 |
| Adams           | 730         | 81 | 830            | 92  | Randolph                                                                                                                                                                                  | 8,550                                                                                                                                                                          | 92 | 8,520          | 92 | Shelby                                                                                                                    | 4,240                                                                                                         | 94 | 4,430                                                                                | 99 | Sioux                                                      | 6,590                                       | 88 | 7,380             | 98 |
| Bannock         | 13,310      | 92 | 13,930         | 96  | Ripley                                                                                                                                                                                    | 5,560                                                                                                                                                                          | 90 | 5,730          | 92 | Story                                                                                                                     | 13,860                                                                                                        | 94 | 14,360                                                                               | 97 | Tama                                                       | 6,230                                       | 93 | 6,470             | 97 |
| Bear Lake       | 1,740       | 87 | 1,940          | 97  | Rush                                                                                                                                                                                      | 5,880                                                                                                                                                                          | 95 | 5,670          | 91 | Taylor                                                                                                                    | 2,870                                                                                                         | 87 | 3,230                                                                                | 98 | Union                                                      | 3,930                                       | 91 | 4,230             | 98 |
| Benewah         | 1,710       | 90 | 1,780          | 94  | St. Joseph                                                                                                                                                                                | 69,200                                                                                                                                                                         | 95 | 68,130         | 93 | Van Buren                                                                                                                 | 2,760                                                                                                         | 89 | 2,920                                                                                | 94 | Winnebago                                                  | 3,730                                       | 93 | 3,840             | 96 |
| Bingham         | 7,220       | 95 | 7,360          | 97  | Scott                                                                                                                                                                                     | 3,920                                                                                                                                                                          | 87 | 3,940          | 88 | Wapello                                                                                                                   | 13,730                                                                                                        | 94 | 13,430                                                                               | 92 | Winnesiek                                                  | 5,400                                       | 90 | 5,860             | 98 |
| Blaine          | 1,170       | 84 | 1,210          | 86  | Shelby                                                                                                                                                                                    | 10,480                                                                                                                                                                         | 94 | 10,400         | 94 | Warren                                                                                                                    | 6,340                                                                                                         | 95 | 6,460                                                                                | 96 | Woodbury                                                   | 32,040                                      | 95 | 31,370            | 93 |
| Boise           | 440         | 88 | 490            | 98  | Spencer                                                                                                                                                                                   | 4,090                                                                                                                                                                          | 89 | 4,210          | 92 | Washington                                                                                                                | 5,350                                                                                                         | 89 | 5,590                                                                                | 93 | Worth                                                      | 2,880                                       | 93 | 3,010             | 97 |
| Bonner          | 4,230       | 88 | 4,570          | 95  | Starke                                                                                                                                                                                    | 4,730                                                                                                                                                                          | 91 | 4,700          | 90 | Wayne                                                                                                                     | 2,890                                                                                                         | 88 | 3,190                                                                                | 97 | Wright                                                     | 5,740                                       | 94 | 5,870             | 96 |
| Bonneville      | 13,340      | 95 | 13,680         | 98  | Steuben                                                                                                                                                                                   | 4,940                                                                                                                                                                          | 93 | 5,020          | 95 | State total                                                                                                               | 802,800                                                                                                       | 94 | 826,620                                                                              | 96 | <b>KANSAS</b>                                              |                                             |    |                   |    |
| Boundary        | 1,390       | 82 | 1,500          | 88  | Sullivan                                                                                                                                                                                  | 6,590                                                                                                                                                                          | 91 | 6,160          | 86 | Allen                                                                                                                     | 5,040                                                                                                         | 87 | 5,420                                                                                | 93 | Anderson                                                   | 2,660                                       | 89 | 2,780             | 93 |
| Butte           | 850         | 94 | 850            | 95  | Switzerland                                                                                                                                                                               | 1,900                                                                                                                                                                          | 86 | 2,110          | 96 | Atchison                                                                                                                  | 6,020                                                                                                         | 94 | 5,890                                                                                | 92 | Barber                                                     | 2,450                                       | 88 | 2,660             | 95 |
| Camas           | 280         | 94 | 300            | 100 | Tippecanoe                                                                                                                                                                                | 23,920                                                                                                                                                                         | 90 | 25,280         | 95 | Barton                                                                                                                    | 10,080                                                                                                        | 95 | 10,040                                                                               | 95 | Bourbon                                                    | 4,940                                       | 90 | 5,150             | 94 |
| Canyon          | 15,950      | 90 | 17,030         | 96  | Union                                                                                                                                                                                     | 4,730                                                                                                                                                                          | 95 | 4,610          | 92 | Bourbon                                                                                                                   | 4,940                                                                                                         | 90 | 5,150                                                                                | 94 | Brown                                                      | 4,230                                       | 90 | 4,520             | 96 |
| Caribou         | 1,380       | 86 | 1,570          | 98  | Vanderburgh                                                                                                                                                                               | 1,700                                                                                                                                                                          | 89 | 1,770          | 93 | Butler                                                                                                                    | 11,200                                                                                                        | 93 | 11,420                                                                               | 95 | Butler                                                     | 11,200                                      | 93 | 11,420            | 95 |
| Cassia          | 4,170       | 93 | 4,320          | 96  | Vermillion                                                                                                                                                                                | 46,620                                                                                                                                                                         | 92 | 46,290         | 91 | Chase                                                                                                                     | 1,120                                                                                                         | 86 | 1,240                                                                                | 96 | Chase                                                      | 1,120                                       | 86 | 1,240             | 96 |
| Clark           | 270         | 91 | 270            | 89  | Vigo                                                                                                                                                                                      | 32,400                                                                                                                                                                         | 93 | 31,770         | 91 | Chautauqua                                                                                                                | 1,890                                                                                                         | 90 | 1,940                                                                                | 93 | Chautauqua                                                 | 1,890                                       | 90 | 1,940             | 93 |
| Clearwater      | 2,250       | 87 | 2,420          | 93  | Wabash                                                                                                                                                                                    | 9,360                                                                                                                                                                          | 89 | 9,730          | 93 | Cherokee                                                                                                                  | 6,870                                                                                                         | 93 | 6,610                                                                                | 89 | Cherokee                                                   | 6,870                                       | 93 | 6,610             | 89 |
| Custer          | 690         | 76 | 800            | 89  | Warren                                                                                                                                                                                    | 2,410                                                                                                                                                                          | 89 | 2,490          | 92 | Cheyenne                                                                                                                  | 1,240                                                                                                         | 89 | 1,370                                                                                | 98 | Cheyenne                                                   | 1,240                                       | 89 | 1,370             | 98 |
| Elmore          | 4,730       | 93 | 4,800          | 94  | Warrick                                                                                                                                                                                   | 6,390                                                                                                                                                                          | 90 | 6,420          | 90 | Clark                                                                                                                     | 1,110                                                                                                         | 92 | 1,170                                                                                | 98 | Clark                                                      | 1,110                                       | 92 | 1,170             | 98 |
| Franklin        | 1,880       | 90 | 2,060          | 98  | Washington                                                                                                                                                                                | 4,870                                                                                                                                                                          | 87 | 5,200          | 93 | Clay                                                                                                                      | 3,030                                                                                                         | 82 | 3,600                                                                                | 97 | Clay                                                       | 3,030                                       | 82 | 3,600             | 97 |
| Fremont         | 2,260       | 94 | 2,340          | 98  | Wayne                                                                                                                                                                                     | 21,440                                                                                                                                                                         | 93 | 21,780         | 95 | Cloud                                                                                                                     | 3,900                                                                                                         | 83 | 4,540                                                                                | 97 | Cloud                                                      | 3,900                                       | 83 | 4,540             | 97 |
| Gem             | 2,530       | 90 | 2,740          | 98  | Wells                                                                                                                                                                                     | 6,130                                                                                                                                                                          | 92 | 6,300          | 94 | Coffey                                                                                                                    | 2,380                                                                                                         | 82 | 2,800                                                                                | 97 | Coffey                                                     | 2,380                                       | 82 | 2,800             | 97 |
| Gooding         | 2,370       | 91 | 2,510          | 97  | White                                                                                                                                                                                     | 5,860                                                                                                                                                                          | 92 | 6,040          | 94 | Comanche                                                                                                                  | 820                                                                                                           | 82 | 980                                                                                  | 98 | Comanche                                                   | 820                                         | 82 | 980               | 98 |
| Idaho           | 3,270       | 80 | 3,940          | 96  | Whitley                                                                                                                                                                                   | 6,010                                                                                                                                                                          | 94 | 6,180          | 97 | Cowley                                                                                                                    | 11,340                                                                                                        | 91 | 11,610                                                                               | 94 | Cowley                                                     | 11,340                                      | 91 | 11,610            | 94 |
| Jefferson       | 2,820       | 97 | 2,810          | 97  | State total                                                                                                                                                                               | 1,362,690                                                                                                                                                                      | 93 | 1,354,670      | 93 | Crawford                                                                                                                  | 11,860                                                                                                        | 93 | 11,780                                                                               | 92 | Crawford                                                   | 11,860                                      | 93 | 11,780            | 92 |
| Jerome          | 3,080       | 93 | 3,170          | 96  | <b>IOWA</b>                                                                                                                                                                               |                                                                                                                                                                                |    |                |    | Decatur                                                                                                                   | 1,780                                                                                                         | 89 | 1,970                                                                                | 98 | Decatur                                                    | 1,780                                       | 89 | 1,970             | 98 |
| Kootenai        | 9,210       | 94 | 9,450          | 96  | Adair                                                                                                                                                                                     | 3,200                                                                                                                                                                          | 94 | 3,280          | 97 | Dickinson                                                                                                                 | 6,760                                                                                                         | 89 | 7,450                                                                                | 98 | Dickinson                                                  | 6,760                                       | 89 | 7,450             | 98 |
| Latah           | 5,350       | 86 | 5,970          | 96  | Adams                                                                                                                                                                                     | 1,930                                                                                                                                                                          | 88 | 2,140          | 97 | Doniphan                                                                                                                  | 2,800                                                                                                         | 90 | 2,930                                                                                | 94 | Doniphan                                                   | 2,800                                       | 90 | 2,930             | 94 |
| Lemhi           | 1,230       | 68 | 1,760          | 98  | Allamakee                                                                                                                                                                                 | 1,930                                                                                                                                                                          | 88 | 2,140          | 97 | Douglas                                                                                                                   | 12,020                                                                                                        | 90 | 12,900                                                                               | 96 | Douglas                                                    | 12,020                                      | 90 | 12,900            | 96 |
| Lewis           | 1,270       | 91 | 1,330          | 95  | Appanoose                                                                                                                                                                                 | 4,660                                                                                                                                                                          | 90 | 4,930          | 95 | Edwards                                                                                                                   | 1,640                                                                                                         | 91 | 1,750                                                                                | 97 | Edwards                                                    | 1,640                                       | 91 | 1,750             | 97 |
| Lincoln         | 890         | 89 | 920            | 92  | Audubon                                                                                                                                                                                   | 3,110                                                                                                                                                                          | 94 | 3,250          | 98 | Elk                                                                                                                       | 1,420                                                                                                         | 84 | 1,580                                                                                | 93 | Elk                                                        | 1,420                                       | 84 | 1,580             | 93 |
| Madison         | 2,190       | 95 | 2,240          | 97  | Benton                                                                                                                                                                                    | 6,830                                                                                                                                                                          | 95 | 6,960          | 97 | Ellis                                                                                                                     | 5,680                                                                                                         | 93 | 6,030                                                                                | 99 | Ellis                                                      | 5,680                                       | 93 | 6,030             | 99 |
| Minidoka        | 3,750       | 89 | 3,950          | 94  | Black Hawk                                                                                                                                                                                | 36,320                                                                                                                                                                         | 96 | 36,330         | 96 | Ellsworth                                                                                                                 | 2,170                                                                                                         | 87 | 2,340                                                                                | 94 | Ellsworth                                                  | 2,170                                       | 87 | 2,340             | 94 |
| Nez Perce       | 8,110       | 91 | 8,550          | 96  | Boone                                                                                                                                                                                     | 7,940                                                                                                                                                                          | 95 | 8,050          | 96 | Finney                                                                                                                    | 4,500                                                                                                         | 92 | 4,780                                                                                | 98 | Finney                                                     | 4,500                                       | 92 | 4,780             | 98 |
| Oneida          | 910         | 91 | 950            | 95  | Bremer                                                                                                                                                                                    | 5,840                                                                                                                                                                          | 93 | 6,110          | 97 | Ford                                                                                                                      | 6,110                                                                                                         | 93 | 6,410                                                                                | 97 | Ford                                                       | 6,110                                       | 93 | 6,410             | 97 |
| Owyhee          | 1,740       | 91 | 1,780          | 94  | Buchanan                                                                                                                                                                                  | 5,560                                                                                                                                                                          | 93 | 5,770          | 96 | Franklin                                                                                                                  | 6,160                                                                                                         | 91 | 6,280                                                                                | 92 | Franklin                                                   | 6,160                                       | 91 | 6,280             | 92 |
| Payette         | 3,530       | 91 | 3,720          | 95  | Buena Vista                                                                                                                                                                               | 6,160                                                                                                                                                                          | 93 | 6,420          | 97 | Geary                                                                                                                     | 7,510                                                                                                         | 92 | 7,610                                                                                | 93 | Geary                                                      | 7,510                                       | 92 | 7,610             | 93 |
| Power           | 1,000       | 83 | 1,140          | 95  | Butler                                                                                                                                                                                    | 4,920                                                                                                                                                                          | 91 | 5,200          | 96 | Gove                                                                                                                      | 1,070                                                                                                         | 82 | 1,290                                                                                | 99 | Gove                                                       | 1,070                                       | 82 | 1,290             | 99 |
| Shoshone        | 5,480       | 89 | 5,920          | 97  | Calhoun                                                                                                                                                                                   | 4,640                                                                                                                                                                          | 93 | 4,950          | 99 | Graham                                                                                                                    | 1,450                                                                                                         | 91 | 1,560                                                                                | 98 | Graham                                                     | 1,450                                       | 91 | 1,560             | 98 |
| Teton           | 680         | 98 | 640            | 92  | Carroll                                                                                                                                                                                   | 6,360                                                                                                                                                                          | 95 | 6,610          | 99 | Grant                                                                                                                     | 1,260                                                                                                         | 90 | 1,280                                                                                | 91 | Grant                                                      | 1,260                                       | 90 | 1,280             | 91 |
| Twin Falls      | 12,290      | 94 | 12,640         | 97  | Cass                                                                                                                                                                                      | 5,570                                                                                                                                                                          | 93 | 5,840          | 97 | Gray                                                                                                                      | 1,180                                                                                                         | 91 | 1,190                                                                                | 91 | Gray                                                       | 1,180                                       | 91 | 1,190             | 91 |
| Valley          | 810         | 81 | 940            | 94  | Cedar                                                                                                                                                                                     | 5,370                                                                                                                                                                          | 94 | 5,570          | 98 | Greeley                                                                                                                   | 530                                                                                                           | 88 | 590                                                                                  | 98 | Greeley                                                    | 530                                         | 88 | 590               | 98 |
| Washington      | 2,230       | 86 | 2,530          | 97  | Cerro Gordo                                                                                                                                                                               | 14,870                                                                                                                                                                         | 95 | 15,120         | 96 | Greenwood                                                                                                                 | 3,150                                                                                                         | 87 | 3,390                                                                                | 94 | Greenwood                                                  | 3,150                                       | 87 | 3,390             | 94 |
| State total     | 183,500     | 91 | 193,340        | 96  | Cherokee                                                                                                                                                                                  | 5,020                                                                                                                                                                          | 93 | 5,180          | 96 | Hamilton                                                                                                                  | 820                                                                                                           | 82 | 910                                                                                  | 91 | Hamilton                                                   | 820                                         | 82 | 910               | 91 |
| <b>ILLINOIS</b> |             |    |                |     | Chickasaw                                                                                                                                                                                 | 3,970                                                                                                                                                                          | 92 | 4,150          | 96 | Harper                                                                                                                    | 3,080                                                                                                         | 91 | 3,220                                                                                | 95 | Harper                                                     | 3,080                                       | 91 | 3,220             | 95 |
| Adams           | 20,950      | 95 | 21,330         | 97  | Clarke                                                                                                                                                                                    | 2,450                                                                                                                                                                          | 91 | 2,620          | 97 | Harvey                                                                                                                    | 7,540                                                                                                         | 90 | 7,930                                                                                | 94 | Harvey                                                     | 7,540                                       | 90 | 7,930             | 94 |
| Alexander       | 4,090       | 85 | 4,160          | 87  | Clay                                                                                                                                                                                      | 5,240                                                                                                                                                                          | 90 | 5,710          | 98 | Haskell                                                                                                                   | 820                                                                                                           | 91 | 830                                                                                  | 92 | Haskell                                                    | 820                                         | 91 | 830               | 92 |
| Bond            | 3,950       | 88 | 4,240          | 94  | Clayton                                                                                                                                                                                   | 5,970                                                                                                                                                                          | 89 | 6,590          | 98 | Hodgeman                                                                                                                  | 770                                                                                                           | 86 | 890                                                                                  | 98 | Hodgeman                                                   | 770                                         | 86 | 890               | 98 |
| Boone           | 6,070       | 93 | 6,270          | 97  | Clinton                                                                                                                                                                                   | 16,480                                                                                                                                                                         | 96 | 16,600         | 97 | Jackson                                                                                                                   | 3,020                                                                                                         | 89 | 3,210                                                                                | 95 | Jackson                                                    | 3,020                                       | 89 | 3,210             | 95 |
| Brown           | 1,880       | 90 | 1,990          | 95  | Crawford                                                                                                                                                                                  | 5,160                                                                                                                                                                          | 94 | 5,340          | 97 | Jefferson                                                                                                                 | 3,150                                                                                                         | 90 | 3,360                                                                                | 96 | Jefferson                                                  | 3,150                                       | 90 | 3,360             | 96 |
| Bureau          | 11,210      | 93 | 11,380         | 95  | Dallas                                                                                                                                                                                    | 7,330                                                                                                                                                                          | 94 | 7,460          | 96 | Jewell                                                                                                                    | 1,870                                                                                                         | 78 | 2,370                                                                                | 99 | Jewell                                                     | 1,870                                       | 78 | 2,370             | 99 |
| Calhoun         | 1,720       | 90 | 1,840          |     |                                                                                                                                                                                           |                                                                                                                                                                                |    |                |    |                                                                                                                           |                                                                                                               |    |                                                                                      |    |                                                            |                                             |    |                   |    |

| County       | TV<br>Homes | %  | Radio<br>Homes | %   | County           | TV<br>Homes | %  | Radio<br>Homes | %  | County           | TV<br>Homes | %  | Radio<br>Homes | %  | County       | TV<br>Homes | %  | Radio<br>Homes | %  |
|--------------|-------------|----|----------------|-----|------------------|-------------|----|----------------|----|------------------|-------------|----|----------------|----|--------------|-------------|----|----------------|----|
| Rawlins      | 1,400       | 87 | 1,540          | 96  | Marshall         | 4,960       | 90 | 5,040          | 92 | Webster          | 10,430      | 86 | 10,840         | 90 | Huron        | 8,780       | 91 | 9,340          | 97 |
| Reno         | 18,400      | 94 | 18,290         | 94  | Martin           | 1,580       | 71 | 1,710          | 78 | West Baton Rouge |             |    |                |    | Ingham       | 60,200      | 94 | 61,120         | 96 |
| Republic     | 2,840       | 86 | 3,210          | 97  | Mason            | 4,770       | 85 | 5,230          | 93 |                  | 3,340       | 84 | 3,650          | 91 | Ionia        | 11,760      | 96 | 11,780         | 96 |
| Rice         | 4,110       | 93 | 4,120          | 94  | Meade            | 5,180       | 92 | 5,270          | 94 | West Carroll     | 2,900       | 81 | 3,030          | 84 | Iosco        | 5,930       | 94 | 5,990          | 95 |
| Riley        | 9,570       | 89 | 10,350         | 96  | Menifee          | 760         | 69 | 970            | 88 | West Feliciana   |             |    |                |    | Iron         | 4,940       | 91 | 5,310          | 98 |
| Rooks        | 2,720       | 91 | 2,810          | 94  | Mercer           | 2,770       | 82 | 4,430          | 96 |                  | 1,640       | 75 | 1,980          | 90 | Isabella     | 6,890       | 91 | 9,010          | 97 |
| Rush         | 1,730       | 91 | 1,810          | 96  | Metcalfe         | 1,800       | 78 | 2,080          | 91 | Winn             | 3,810       | 77 | 4,200          | 89 | Jackson      | 37,270      | 95 | 37,420         | 98 |
| Russell      | 1,310       | 89 | 3,550          | 96  | Monroe           | 2,670       | 84 | 2,900          | 91 | State total      | 831,700     | 88 | 854,190        | 90 | Kalamazoo    | 48,690      | 95 | 49,490         | 96 |
| Saline       | 16,350      | 93 | 16,670         | 95  | Montgomery       | 2,830       | 71 | 3,830          | 98 | MAINE            |             |    |                |    | Kalkaska     | 1,150       | 88 | 1,170          | 90 |
| Scott        | 1,520       | 90 | 1,670          | 98  | Morgan           | 1,900       | 70 | 2,340          | 87 | Androscoggin     |             |    |                |    | Kent         | 106,880     | 94 | 110,120        | 97 |
| Sedgewick    | 101,370     | 95 | 101,420        | 95  | Muhlenberg       | 6,580       | 85 | 6,830          | 89 |                  | 25,430      | 95 | 25,460         | 95 | Keweenaw     | 720         | 90 | 740            | 93 |
| Seward       | 4,780       | 90 | 4,950          | 93  | Nelson           | 5,470       | 88 | 5,040          | 93 | Aroostock        | 23,920      | 90 | 25,180         | 95 | Lake         | 1,550       | 86 | 1,610          | 89 |
| Shawnee      | 43,840      | 94 | 44,270         | 95  | Nicholas         | 1,550       | 77 | 1,860          | 93 | Cumberland       | 53,380      | 95 | 52,980         | 94 | Lapeer       | 10,670      | 95 | 10,560         | 94 |
| Sheridan     | 1,050       | 87 | 1,200          | 100 | Ohio             | 4,070       | 81 | 4,270          | 85 | Franklin         | 4,970       | 87 | 5,100          | 90 | Leelanau     | 2,610       | 90 | 2,850          | 91 |
| Sherman      | 1,970       | 90 | 2,160          | 98  | Oldham           | 2,820       | 91 | 2,870          | 93 | Hancock          | 9,560       | 94 | 8,910          | 87 | Lenawee      | 21,320      | 94 | 21,720         | 96 |
| Smith        | 2,370       | 88 | 2,620          | 97  | Owen             | 1,940       | 81 | 2,110          | 88 | Kennebec         | 24,080      | 93 | 23,930         | 92 | Livingston   | 10,990      | 96 | 11,170         | 97 |
| Stafford     | 2,270       | 91 | 2,410          | 96  | Owsley           | 490         | 41 | 1,010          | 84 | Knox             | 8,120       | 89 | 8,470          | 93 | Luce         | 1,450       | 85 | 1,510          | 89 |
| Stanton      | 490         | 81 | 590            | 98  | Pendleton        | 2,760       | 92 | 2,780          | 93 | Lincoln          | 5,340       | 92 | 5,380          | 93 | Mackinas     | 2,740       | 89 | 2,970          | 96 |
| Stevens      | 1,030       | 80 | 1,240          | 95  | Perry            | 4,820       | 67 | 6,600          | 92 | Oxford           | 12,040      | 94 | 11,700         | 91 | Macomb       | 119,280     | 97 | 118,120        | 97 |
| Sumner       | 7,810       | 92 | 8,080          | 95  | Pike             | 12,020      | 80 | 13,110         | 87 | Penobscot        | 34,180      | 94 | 33,230         | 91 | Manistee     | 5,500       | 92 | 5,770          | 96 |
| Thomas       | 1,910       | 83 | 2,230          | 97  | Powell           | 910         | 53 | 1,500          | 88 | Piscataquis      | 4,630       | 93 | 4,430          | 89 | Marquette    | 15,570      | 94 | 16,070         | 97 |
| Trego        | 1,360       | 65 | 1,550          | 97  | Pulaski          | 6,480       | 68 | 9,170          | 97 | Sagadahoc        | 6,410       | 92 | 6,450          | 92 | Mason        | 5,920       | 86 | 6,580          | 95 |
| Wabunsee     | 1,870       | 85 | 2,160          | 98  | Robertson        | 680         | 86 | 730            | 91 | Somerset         | 10,660      | 92 | 10,720         | 92 | Mecosta      | 5,290       | 91 | 5,420          | 93 |
| Wallace      | 590         | 84 | 680            | 97  | Rockcastle       | 1,780       | 57 | 2,830          | 91 | Waldo            | 6,070       | 91 | 5,960          | 89 | Menominee    | 6,710       | 93 | 6,850          | 95 |
| Washington   | 2,930       | 84 | 3,300          | 94  | Rowan            | 2,540       | 77 | 3,160          | 96 | Washington       | 8,890       | 90 | 8,740          | 88 | Midland      | 14,410      | 96 | 14,520         | 97 |
| Wichita      | 660         | 83 | 790            | 98  | Russell          | 2,080       | 72 | 2,720          | 94 | York             | 29,020      | 95 | 28,610         | 94 | Missaukee    | 1,630       | 88 | 1,740          | 92 |
| Wilson       | 4,000       | 85 | 4,510          | 96  | Scott            | 3,750       | 83 | 4,280          | 95 | State total      | 266,700     | 93 | 265,250        | 93 | Monroe       | 28,490      | 96 | 28,480         | 96 |
| Woodson      | 1,480       | 82 | 1,730          | 96  | Shelby           | 4,910       | 89 | 5,050          | 92 | MARYLAND         |             |    |                |    | Montcalm     | 10,790      | 94 | 10,780         | 94 |
| Wyandotte    | 55,780      | 94 | 54,490         | 92  | Simpson          | 3,000       | 86 | 3,380          | 97 | Allegany         | 23,070      | 91 | 23,830         | 94 | Montmorency  |             |    |                |    |
| State total  | 640,080     | 92 | 660,910        | 95  | Spencer          | 1,420       | 89 | 1,420          | 89 | Anne Arundel     | 55,730      | 95 | 58,260         | 96 | Muskegon     | 41,980      | 95 | 42,620         | 96 |
| KENTUCKY     |             |    |                |     | Taylor           | 3,740       | 78 | 4,620          | 96 | Baltimore        | 419,140     | 97 | 418,580        | 97 | Newaygo      | 6,760       | 91 | 6,920          | 94 |
| Adair        | 2,560       | 66 | 3,540          | 93  | Todd             | 2,710       | 85 | 2,810          | 88 | Calvert          | 3,660       | 87 | 3,750          | 89 | Oakland      | 207,710     | 97 | 206,320        | 97 |
| Allen        | 2,950       | 62 | 3,350          | 91  | Trigg            | 2,110       | 84 | 2,150          | 86 | Caroline         | 5,260       | 86 | 5,490          | 90 | Oceana       | 4,190       | 87 | 4,420          | 92 |
| Anderson     | 2,390       | 88 | 2,570          | 95  | Trimble          | 1,230       | 88 | 1,300          | 93 | Cecil            | 12,580      | 95 | 12,000         | 90 | Ogemaw       | 2,640       | 91 | 2,640          | 91 |
| Ballard      | 2,410       | 89 | 2,340          | 87  | Union            | 3,530       | 84 | 3,590          | 85 | Charles          | 7,550       | 89 | 7,490          | 88 | Ontonagon    | 2,610       | 82 | 3,010          | 94 |
| Barren       | 7,080       | 84 | 7,730          | 92  | Warren           | 11,690      | 86 | 12,550         | 92 | Dorchester       | 7,920       | 86 | 8,770          | 95 | Osceola      | 3,740       | 91 | 3,800          | 93 |
| Bath         | 1,760       | 70 | 2,310          | 92  | Washington       | 2,420       | 86 | 2,600          | 93 | Frederick        | 19,780      | 93 | 19,670         | 93 | Oscoda       | 960         | 80 | 1,070          | 90 |
| Bell         | 6,260       | 78 | 7,090          | 89  | Wayne            | 1,900       | 53 | 3,370          | 94 | Garrett          | 4,440       | 81 | 4,940          | 90 | Otsego       | 2,100       | 92 | 2,270          | 99 |
| Boone        | 6,440       | 95 | 6,490          | 95  | Webster          | 3,500       | 78 | 3,900          | 87 | Harford          | 21,310      | 94 | 21,040         | 93 | Ottawa       | 27,490      | 94 | 28,530         | 98 |
| Bourbon      | 4,610       | 85 | 5,040          | 93  | Whitley          | 5,070       | 77 | 6,100          | 92 | Howard           | 10,030      | 95 | 10,090         | 95 | Presque Isle | 2,880       | 80 | 3,520          | 98 |
| Boyd         | 14,470      | 94 | 14,230         | 92  | Wolfe            | 870         | 58 | 1,280          | 85 | Kent             | 4,250       | 90 | 4,330          | 92 | Roscommon    | 2,470       | 95 | 2,440          | 94 |
| Boyle        | 4,980       | 83 | 5,600          | 93  | Woodford         | 2,820       | 83 | 3,230          | 95 | Montgomery       | 104,300     | 96 | 105,580        | 97 | Saginaw      | 53,350      | 95 | 52,710         | 94 |
| Bracken      | 1,940       | 88 | 2,020          | 92  | State total      | 736,560     | 85 | 795,700        | 92 | Prince Georges   | 107,040     | 96 | 105,890        | 95 | St. Clair    | 30,780      | 95 | 31,200         | 96 |
| Breathitt    | 1,510       | 49 | 2,890          | 93  | LOUISIANA        |             |    |                |    | Queen Annes      | 4,500       | 88 | 4,620          | 91 | St. Joseph   | 12,970      | 95 | 12,950         | 95 |
| Breckinridge | 3,440       | 82 | 3,570          | 85  | Acadia           | 11,880      | 88 | 12,750         | 92 | St. Marys        | 8,870       | 91 | 8,900          | 92 | Sanilac      | 8,830       | 92 | 9,260          | 97 |
| Bullitt      | 4,160       | 90 | 4,130          | 90  | Allen            | 4,450       | 81 | 4,960          | 90 | Somerset         | 4,550       | 80 | 5,270          | 92 | Schoolcraft  | 2,190       | 84 | 2,450          | 94 |
| Butler       | 1,970       | 79 | 2,170          | 87  | Assumption       | 6,210       | 81 | 6,790          | 88 | Talbot           | 6,450       | 91 | 6,650          | 94 | Shiawassee   | 15,520      | 95 | 15,400         | 94 |
| Caldwell     | 3,180       | 76 | 3,680          | 88  | Avoyelles        | 8,670       | 83 | 9,390          | 89 | Washington       | 26,110      | 92 | 27,090         | 95 | Tuscola      | 11,550      | 94 | 11,730         | 95 |
| Calloway     | 5,750       | 86 | 6,340          | 95  | Beauregard       | 4,240       | 77 | 4,840          | 88 | Wicomico         | 14,100      | 90 | 14,770         | 95 | Van Buren    | 14,870      | 95 | 14,710         | 94 |
| Campbell     | 25,490      | 95 | 25,500         | 96  | Bienville        | 3,560       | 79 | 4,050          | 90 | Worcester        | 5,850       | 80 | 6,660          | 91 | Washtenaw    | 46,240      | 91 | 48,370         | 95 |
| Carlisle     | 1,730       | 91 | 1,600          | 84  | Bossier          | 15,150      | 91 | 15,460         | 93 | State total      | 890,640     | 95 | 895,980        | 96 | Wayne        | 781,450     | 95 | 782,250        | 95 |
| Carroll      | 2,070       | 86 | 2,060          | 86  | Caddo            | 63,750      | 91 | 65,260         | 93 | MASSACHUSETTS    |             |    |                |    | Wexford      | 5,120       | 93 | 5,280          | 96 |
| Carter       | 4,230       | 81 | 4,570          | 88  | Calcasieu        | 40,080      | 92 | 40,070         | 92 | Barnstable       | 22,900      | 94 | 23,280         | 95 | State total  | 2,232,260   | 95 | 2,254,620      | 96 |
| Casey        | 2,380       | 66 | 3,340          | 93  | Caldwell         | 1,800       | 78 | 1,850          | 81 | Berkshire        | 41,740      | 94 | 43,020         | 97 | MINNESOTA    |             |    |                |    |
| Christian    | 13,310      | 87 | 14,110         | 92  | Cameron          | 1,610       | 85 | 1,720          | 90 | Bristol          | 122,150     | 96 | 121,290        | 96 | Aitkin       | 3,430       | 90 | 3,660          | 96 |
| Clark        | 5,430       | 82 | 6,220          | 94  | Catahoula        | 2,140       | 69 | 2,580          | 83 | Dukes            | 1,700       | 85 | 1,910          | 96 | Anoka        | 24,750      | 98 | 24,410         | 97 |
| Clay         | 2,660       | 60 | 3,980          | 91  | Clalborne        | 4,040       | 78 | 4,640          | 89 | Essex            | 173,480     | 96 | 173,640        | 96 | Becker       | 5,680       | 87 | 6,510          | 96 |
| Clinton      | 1,550       | 71 | 2,060          | 94  | Concordia        | 4,360       | 73 | 5,160          | 86 | Franklin         | 15,410      | 90 | 16,510         | 96 | Beltrami     | 4,470       | 71 | 5,960          | 95 |
| Crittenden   | 2,070       | 80 | 2,240          | 86  | De Soto          | 5,240       | 78 | 6,050          | 90 | Hampden          | 128,560     | 95 | 129,900        | 96 | Benton       | 4,220       | 92 | 4,480          | 97 |
| Cumberland   | 1,360       | 68 | 1,840          | 92  | East Baton Rouge | 61,840      | 92 | 63,500         | 95 | Hampshire        | 26,720      | 92 | 27,920         | 97 | Big Stone    | 2,360       | 91 | 2,520          | 97 |
| Davies       | 19,170      | 90 | 19,600         | 92  | East Carroll     | 2,470       | 70 | 2,860          | 82 | Middlesex        | 353,690     | 96 | 358,920        | 97 | Blue Earth   | 12,080      | 92 | 12,770         | 98 |
| Edmonson     | 1,490       | 71 | 1,900          | 90  | East Feliciana   | 2,600       | 72 | 2,960          | 82 | Nantucket        | 1,060       | 89 | 1,180          | 99 | Brown        | 7,200       | 89 | 7,950          | 98 |
| Elliott      | 1,270       | 85 | 1,230          | 82  | Evangeline       | 6,740       | 77 | 8,050          | 92 | Norfolk          | 150,330     | 97 | 152,140        | 98 | Carlton      | 7,440       | 94 | 7,590          | 96 |
| Estill       | 1,940       | 57 | 3,120          | 92  | Franklin         | 5,280       | 82 | 5,610          | 88 | Plymouth         | 75,740      | 96 | 76,090         | 96 | Carver       | 5,920       | 96 | 5,910          | 95 |
| Fayette      | 36,240      | 89 | 38,670         | 95  | Grant            | 3,080       | 79 | 3,500          | 90 | Suffolk          | 221,360     | 92 | 230,540        | 96 | Cass         | 3,600       | 72 | 4,610          | 92 |
| Fleming      | 2,440       | 79 | 2,820          | 91  | Iberia           | 12,930      | 89 | 12,920         | 89 | Worcester        | 168,610     | 95 | 171,510        | 97 | Chippewa     | 4,220       | 86 | 4,860          | 99 |
| Floyd        | 7,190       | 81 | 7,910          | 89  | Iberville        | 6,800       | 83 | 6,960          | 87 | State total      | 1,503,450   | 95 | 1,527,850      | 97 | Chicago      | 3,770       | 92 | 3,990          | 97 |
| Franklin     | 8,050       | 88 | 8,560          | 94  | Jackson          | 3,890       | 83 | 4,260          | 91 | MICHIGAN         |             |    |                |    | Clay         | 10,830      | 96 | 11,040         | 98 |
| Fulton       | 2,680       | 84 | 2,880          | 90  | Jefferson        | 61,350      | 94 | 60,350         | 93 | Alcona           | 1,620       | 85 | 1,720          | 90 | Clearwater   | 1,840       | 74 | 2,330          | 93 |
| Gallatin     | 1,050       | 87 | 1,080          | 90  | Jefferson Davis  | 7,220       | 85 | 7,650          | 90 | Alger            | 2,230       | 89 | 2,340          | 94 | Cook         | 850         | 85 | 900            | 90 |
| Garrard      | 2,260       | 78 | 2,750          | 95  | Lafayette        | 22,670      | 90 | 22,880         | 91 | Allegan          | 16,380      | 95 | 16,660         | 96 | Cottonwood   | 3,750       | 78 | 4,700          | 98 |
| Grant        | 2,480       | 86 | 2,670          | 92  | Lafourche        | 14,030      | 91 | 13,490         | 87 | Alpena           | 6,950       | 83 | 8,190          | 98 | Crow Wing    | 8,640       | 87 | 9,350          | 94 |
| Graves       | 8,590       | 89 | 8,770          | 90  | La Salle         | 3,100       | 80 | 3,390          | 87 | Antrim           | 2,820       | 91 | 2,740          | 88 | Dakota       | 22,96       |    |                |    |

# NIELSEN RADIO-TV HOMES continued (Minnesota)

| County          | TV<br>Homes | %  | Radio<br>Homes | %  | County      | TV<br>Homes | %  | Radio<br>Homes | %           | County         | TV<br>Homes | %         | Radio<br>Homes | %         | County   | TV<br>Homes | %      | Radio<br>Homes | %  |
|-----------------|-------------|----|----------------|----|-------------|-------------|----|----------------|-------------|----------------|-------------|-----------|----------------|-----------|----------|-------------|--------|----------------|----|
| Norman          | 2,930       | 86 | 3,290          | 97 | Tippah      | 3,220       | 82 | 3,340          | 86          | Ripley         | 1,850       | 66        | 2,510          | 90        | Dawes    | 2,470       | 82     | 2,850          | 95 |
| Olmsted         | 18,650      | 95 | 19,050         | 97 | Tishomingo  | 2,880       | 74 | 3,440          | 88          | St. Charles    | 15,900      | 95        | 15,810         | 95        | Dawson   | 5,540       | 92     | 5,650          | 94 |
| Otter Tail      | 12,400      | 87 | 13,860         | 98 | Tunica      | 2,410       | 67 | 3,090          | 86          | St. Clair      | 2,410       | 83        | 2,700          | 93        | Deuel    | 910         | 91     | 980            | 98 |
| Pennington      | 3,070       | 83 | 3,670          | 99 | Union       | 4,560       | 88 | 4,790          | 92          | St. Francois   | 10,200      | 92        | 10,580         | 95        | Dixon    | 2,170       | 94     | 2,230          | 97 |
| Pine            | 4,290       | 87 | 4,650          | 95 | Walthall    | 2,240       | 70 | 2,740          | 86          | St. Louis      | 449,370     | 96        | 443,730        | 95        | Dodge    | 10,770      | 95     | 10,870         | 96 |
| Pipestone       | 3,680       | 92 | 3,920          | 98 | Warren      | 10,150      | 80 | 11,190         | 88          | Ste. Genevieve | 3,010       | 91        | 3,160          | 96        | Douglas  | 107,220     | 95     | 106,090        | 94 |
| Polk            | 9,590       | 90 | 10,450         | 99 | Washington  | 15,790      | 74 | 18,850         | 89          | Saline         | 7,090       | 90        | 7,640          | 97        | Dundy    | 880         | 88     | 950            | 95 |
| Pope            | 2,830       | 83 | 3,320          | 98 | Wayne       | 2,880       | 72 | 3,520          | 88          | Schuyler       | 1,410       | 83        | 1,610          | 95        | Fillmore | 2,870       | 93     | 2,960          | 96 |
| Ramsey          | 123,820     | 95 | 124,990        | 96 | Webster     | 2,010       | 72 | 2,580          | 92          | Scotland       | 2,010       | 91        | 2,100          | 95        | Franklin | 1,560       | 92     | 1,610          | 95 |
| Red Lake        | 1,330       | 88 | 1,460          | 97 | Wilkinson   | 1,920       | 60 | 2,760          | 86          | Scott          | 8,840       | 92        | 8,640          | 90        | Frontier | 1,290       | 92     | 1,380          | 98 |
| Redwood         | 5,280       | 84 | 6,210          | 99 | Winston     | 3,380       | 73 | 4,290          | 93          | Shannon        | 1,240       | 62        | 1,840          | 92        | Furnas   | 2,090       | 87     | 2,380          | 99 |
| Renville        | 5,920       | 87 | 6,720          | 99 | Yalobusha   | 2,150       | 67 | 2,840          | 89          | Shelby         | 2,770       | 89        | 2,980          | 96        | Gage     | 7,540       | 92     | 7,960          | 97 |
| Rice            | 9,310       | 93 | 9,770          | 98 | Yazoo       | 5,870       | 75 | 6,870          | 88          | Stoddard       | 7,590       | 90        | 7,560          | 90        | Garden   | 870         | 79     | 1,070          | 98 |
| Rock            | 3,050       | 95 | 3,160          | 99 | State total | 448,440     | 78 | 509,860        | 89          | Stone          | 1,950       | 81        | 2,300          | 96        | Garfield | 680         | 85     | 780            | 97 |
| Roseau          | 2,130       | 63 | 3,350          | 99 |             |             |    |                | Sullivan    | 2,480          | 88          | 2,730     | 97             | Gosper    | 750      | 94          | 790    | 98             |    |
| St. Louis       | 68,930      | 94 | 70,290         | 96 |             |             |    |                | Taney       | 3,040          | 89          | 3,220     | 95             | Grant     | 220      | 75          | 260    | 87             |    |
| Scott           | 5,970       | 96 | 5,830          | 94 |             |             |    |                | Texas       | 4,140          | 77          | 4,930     | 91             | Greeley   | 990      | 82          | 1,130  | 95             |    |
| Sherburne       | 3,150       | 93 | 3,260          | 96 |             |             |    |                | Vernon      | 5,550          | 87          | 6,120     | 96             | Hall      | 11,030   | 94          | 11,150 | 95             |    |
| Sibley          | 4,150       | 92 | 4,380          | 97 |             |             |    |                | Warren      | 2,480          | 88          | 2,700     | 97             | Hamilton  | 2,530    | 94          | 2,630  | 98             |    |
| Stearns         | 18,330      | 92 | 19,580         | 98 |             |             |    |                | Washington  | 3,440          | 86          | 3,560     | 89             | Harlan    | 1,380    | 92          | 1,490  | 99             |    |
| Steele          | 7,040       | 94 | 7,250          | 97 |             |             |    |                | Wayne       | 2,120          | 82          | 2,370     | 91             | Hayes     | 540      | 90          | 580    | 97             |    |
| Stevens         | 2,890       | 90 | 3,140          | 98 |             |             |    |                | Webster     | 3,610          | 86          | 3,760     | 90             | Hitchcock | 1,390    | 93          | 1,470  | 98             |    |
| Swift           | 3,800       | 88 | 4,220          | 98 |             |             |    |                | Worth       | 1,120          | 94          | 1,170     | 97             | Holt      | 2,960    | 76          | 3,740  | 96             |    |
| Todd            | 5,520       | 82 | 6,480          | 97 |             |             |    |                | Wright      | 3,490          | 79          | 4,100     | 93             | Hooker    | 400      | 100         | 360    | 91             |    |
| Traverse        | 2,090       | 91 | 2,260          | 98 |             |             |    |                | State total | 1,289,640      | 92          | 1,314,070 | 94             | Howard    | 1,880    | 89          | 1,990  | 95             |    |
| Wabasha         | 4,620       | 92 | 4,760          | 95 |             |             |    |                |             |                |             |           | Jefferson      | 3,260     | 91       | 3,370       | 94     |                |    |
| Wadena          | 2,760       | 77 | 3,450          | 96 |             |             |    |                |             |                |             |           | Johnson        | 1,810     | 91       | 1,970       | 98     |                |    |
| Waseca          | 4,730       | 93 | 4,990          | 98 |             |             |    |                |             |                |             |           | Kearney        | 2,030     | 97       | 2,050       | 98     |                |    |
| Washington      | 14,700      | 96 | 14,670         | 96 |             |             |    |                |             |                |             |           | Keith          | 2,350     | 94       | 2,440       | 98     |                |    |
| Watsonwan       | 3,800       | 88 | 4,270          | 99 |             |             |    |                |             |                |             |           | Keya Paha      | 450       | 89       | 500         | 100    |                |    |
| Wilkin          | 2,810       | 94 | 2,940          | 98 |             |             |    |                |             |                |             |           | Kimball        | 2,500     | 96       | 2,530       | 97     |                |    |
| Winona          | 10,820      | 90 | 11,630         | 97 |             |             |    |                |             |                |             |           | Knox           | 3,080     | 81       | 3,670       | 97     |                |    |
| Wright          | 7,990       | 92 | 8,430          | 97 |             |             |    |                |             |                |             |           | Lancaster      | 48,670    | 95       | 49,240      | 96     |                |    |
| Yellow Medicine | 3,530       | 78 | 4,190          | 93 |             |             |    |                |             |                |             |           | Lincoln        | 8,290     | 92       | 8,640       | 96     |                |    |
| State total     | 950,290     | 92 | 994,890        | 97 |             |             |    |                |             |                |             |           | Logan          | 240       | 79       | 290         | 97     |                |    |

## MISSISSIPPI

|                 |        |    |        |    |             |         |    |         |    |                 |         |    |         |        |               |         |       |         |     |
|-----------------|--------|----|--------|----|-------------|---------|----|---------|----|-----------------|---------|----|---------|--------|---------------|---------|-------|---------|-----|
| Adams           | 8,160  | 77 | 9,040  | 85 | Chariton    | 3,340   | 83 | 3,740   | 93 | Fergus          | 3,430   | 78 | 4,310   | 98     | Nuckolls      | 2,210   | 88    | 2,470   | 99  |
| Alcorn          | 5,680  | 79 | 6,760  | 94 | Christian   | 3,590   | 90 | 3,720   | 93 | Flathead        | 8,950   | 88 | 9,990   | 98     | Otoe          | 4,850   | 93    | 4,980   | 96  |
| Amite           | 2,380  | 68 | 3,060  | 87 | Clark       | 2,500   | 89 | 2,630   | 94 | Gallatin        | 6,820   | 84 | 7,980   | 99     | Pawnee        | 1,360   | 85    | 1,590   | 99  |
| Attala          | 3,700  | 70 | 4,600  | 87 | Clay        | 29,140  | 96 | 29,550  | 97 | Garfield        | 300     | 50 | 590     | 98     | Perkins       | 1,260   | 97    | 1,280   | 99  |
| Benton          | 1,350  | 75 | 1,640  | 91 | Clinton     | 3,620   | 91 | 3,810   | 95 | Glacier         | 2,570   | 80 | 2,950   | 92     | Phelps        | 3,060   | 96    | 3,080   | 96  |
| Bolivar         | 7,910  | 62 | 11,260 | 89 | Cole        | 11,400  | 95 | 11,470  | 96 | Golden Valley   | 300     | 78 | 380     | 96     | Pierce        | 2,360   | 91    | 2,550   | 98  |
| Calhoun         | 3,110  | 76 | 3,890  | 95 | Cooper      | 4,330   | 90 | 4,570   | 95 | Granite         | 880     | 88 | 940     | 94     | Platte        | 6,820   | 93    | 6,770   | 93  |
| Carroll         | 1,280  | 56 | 2,020  | 88 | Dade        | 2,140   | 89 | 2,210   | 92 | Hill            | 4,970   | 87 | 5,490   | 96     | Polk          | 2,210   | 96    | 2,280   | 99  |
| Chickasaw       | 3,220  | 75 | 3,970  | 92 | Dallas      | 2,660   | 89 | 2,790   | 93 | Jefferson       | 910     | 82 | 1,050   | 95     | Redwillow     | 3,970   | 92    | 4,090   | 95  |
| Choctaw         | 1,400  | 66 | 1,930  | 92 | Davies      | 2,890   | 90 | 3,040   | 95 | Judith Basin    | 710     | 79 | 860     | 96     | Richardson    | 3,990   | 91    | 4,320   | 98  |
| Claiborne       | 1,650  | 63 | 2,230  | 86 | De Kalb     | 2,200   | 88 | 2,370   | 95 | Lake            | 3,410   | 87 | 3,750   | 96     | Rock          | 680     | 85    | 790     | 99  |
| Clarke          | 3,230  | 77 | 3,530  | 84 | Dent        | 2,630   | 75 | 3,250   | 93 | Lewis and Clark | 7,970   | 85 | 9,060   | 96     | Saline        | 3,780   | 92    | 3,990   | 97  |
| Clay            | 3,920  | 77 | 4,580  | 90 | Douglas     | 2,110   | 84 | 2,330   | 93 | Liberty         | 610     | 87 | 690     | 98     | Sarpy         | 8,770   | 97    | 8,600   | 96  |
| Coahoma         | 8,020  | 68 | 10,470 | 89 | Dunklin     | 9,890   | 88 | 10,140  | 90 | Lincoln         | 3,280   | 84 | 3,560   | 91     | Saunders      | 5,060   | 94    | 5,220   | 97  |
| Copiah          | 5,230  | 78 | 5,740  | 86 | Franklin    | 13,530  | 94 | 13,690  | 95 | McCone          | 720     | 80 | 870     | 97     | Scotts Bluff  | 9,190   | 90    | 9,950   | 98  |
| Covington       | 2,480  | 75 | 2,870  | 87 | Gasconade   | 3,410   | 85 | 3,700   | 93 | Madison         | 1,450   | 90 | 1,530   | 96     | Seward        | 3,630   | 88    | 3,940   | 96  |
| De Soto         | 4,130  | 74 | 4,810  | 86 | Gentry      | 2,530   | 87 | 2,690   | 93 | Meagher         | 590     | 74 | 770     | 96     | Sheridan      | 2,400   | 89    | 2,600   | 96  |
| Forrest         | 13,470 | 87 | 13,920 | 90 | Greene      | 40,810  | 94 | 40,760  | 94 | Mineral         | 880     | 88 | 890     | 89     | Sherman       | 1,400   | 88    | 1,530   | 95  |
| Franklin        | 1,600  | 87 | 1,940  | 81 | Grundy      | 3,740   | 87 | 4,180   | 97 | Missoula        | 12,570  | 87 | 13,770  | 96     | Sioux         | 690     | 87    | 790     | 98  |
| George          | 2,440  | 87 | 2,320  | 83 | Harrison    | 3,380   | 89 | 3,690   | 97 | Musselshell     | 1,190   | 79 | 1,400   | 93     | Stanton       | 1,490   | 88    | 1,660   | 98  |
| Greene          | 1,360  | 68 | 1,720  | 86 | Henry       | 5,760   | 89 | 6,190   | 95 | Park            | 3,730   | 85 | 4,290   | 98     | Thayer        | 2,550   | 91    | 2,710   | 97  |
| Grenada         | 3,570  | 70 | 4,420  | 88 | Hickory     | 1,370   | 85 | 1,490   | 93 | Petroleum       | 220     | 73 | 300     | 100    | Thomas        | 210     | 71    | 290     | 96  |
| Hancock         | 3,380  | 83 | 3,740  | 91 | Holt        | 2,190   | 84 | 2,440   | 94 | Phillips        | 1,250   | 69 | 1,740   | 97     | Thurston      | 1,620   | 90    | 1,690   | 94  |
| Harrison        | 31,220 | 90 | 31,020 | 89 | Howard      | 3,050   | 90 | 3,220   | 95 | Pondera         | 1,960   | 89 | 2,040   | 93     | Valley        | 1,850   | 83    | 1,890   | 94  |
| Hinds           | 49,840 | 90 | 51,210 | 92 | Howell      | 5,060   | 72 | 6,620   | 95 | Powder River    | 430     | 62 | 620     | 89     | Washington    | 3,470   | 96    | 3,410   | 95  |
| Holmes          | 4,270  | 88 | 5,360  | 87 | Iron        | 1,780   | 81 | 1,980   | 90 | Powell          | 1,650   | 83 | 1,750   | 87     | Wayne         | 2,780   | 96    | 2,860   | 99  |
| Humphreys       | 2,730  | 88 | 3,310  | 81 | Jackson     | 203,450 | 93 | 204,390 | 94 | Prairie         | 1,480   | 69 | 1,680   | 94     | Webster       | 1,770   | 93    | 1,830   | 96  |
| Issaquena       | 4,770  | 59 | 6,510  | 81 | Jasper      | 25,450  | 92 | 25,280  | 92 | Ravalli         | 3,410   | 85 | 3,540   | 89     | Wheeler       | 330     | 82    | 390     | 97  |
| Itawamba        | 3,190  | 80 | 3,620  | 91 | Jefferson   | 20,210  | 95 | 19,910  | 94 | Richland        | 2,610   | 87 | 2,920   | 97     | York          | 4,000   | 89    | 4,420   | 98  |
| Jackson         | 15,430 | 89 | 15,730 | 90 | Johnson     | 8,420   | 92 | 8,860   | 96 | Roosevelt       | 2,820   | 88 | 2,910   | 91     | State total   | 412,450 | 92    | 428,640 | 96  |
| Jasper          | 3,220  | 78 | 3,620  | 88 | Knox        | 2,000   | 91 | 2,030   | 92 | Rosebud         | 1,240   | 73 | 1,480   | 87     |               |         |       |         |     |
| Jefferson       | 1,320  | 55 | 2,070  | 86 | Laclede     | 5,340   | 88 | 5,720   | 94 | Sanders         | 1,660   | 72 | 1,920   | 83     |               |         |       |         |     |
| Jefferson Davis | 2,140  | 67 | 2,740  | 86 | Lafayette   | 7,550   | 92 | 7,840   | 96 | Sheridan        | 1,700   | 90 | 1,820   | 96     | NEVADA        |         |       |         |     |
| Jones           | 14,140 | 87 | 14,890 | 92 | Lawrence    | 6,670   | 87 | 7,210   | 94 | Silver Bow      | 13,890  | 92 | 14,270  | 95     | Churchill     | 2,480   | 92    | 2,490   | 92  |
| Kemper          | 1,740  | 87 | 2,130  | 92 | Lewis       | 3,120   | 89 | 3,310   | 95 | Stillwater      | 1,580   | 93 | 1,860   | 98     | Clark         | 48,370  | 93    | 47,660  | 92  |
| Lafayette       | 3,850  | 77 | 4,480  | 90 | Lincoln     | 4,500   | 90 | 4,620   | 92 | Sweet Grass     | 790     | 72 | 1,090   | 99     | Douglas       | 1,080   | 83    | 1,300   | 100 |
| Lamar           | 2,980  | 81 | 3,200  | 86 | Linn        | 5,030   | 87 | 5,580   | 96 | Teton           | 1,880   | 90 | 2,030   | 97     | Elko          | 2,650   | 68    | 3,550   | 91  |
| Lauderdale      | 17,340 | 88 | 18,050 | 92 | Livingston  | 4,740   | 88 | 5,110   | 95 | Toole           | 2,030   | 88 | 2,250   | 98     | Esmeralda     | 90      | 47    | 190     | 93  |
| Lawrence        | 1,770  | 71 | 2,150  | 86 | McDonald    | 3,390   | 89 | 3,360   | 89 | Treasure        | 310     | 78 | 370     | 92     | Eureka        | 170     | 55    | 300     | 100 |
| Leake           | 3,510  | 78 | 3,860  | 86 | Macon       | 5,140   | 90 | 5,360   | 94 | Valley          | 4,500   | 78 | 5,500   | 95     | Humboldt      | 1,680   | 84    | 1,850   | 93  |
| Lee             | 9,980  | 83 | 11,130 | 92 | Madison     | 2,480   | 85 | 2,640   | 91 | Wheatland       | 640     | 79 | 800     | 100    | Lander        | 330     | 66    | 450     | 89  |
| Leflore         | 8,240  | 71 | 10,690 | 91 | Maries      | 1,880   | 86 | 2,070   | 94 | Wibaux          | 430     | 86 | 500     | 100    | Lincoln       | 540     | 78    | 690     | 98  |
| Lincoln         | 5,600  | 77 | 6,580  | 90 | Marion      | 9,260   | 93 | 9,510   | 95 | Yellowstone     | 24,460  | 94 | 25,380  | 98     | Lyon          | 1,860   | 81    | 2,160   | 94  |
| Lowndes         | 10,850 | 85 | 11,690 | 91 | Mercer      | 1,520   | 85 | 1,680   | 93 | State total     | 182,280 | 86 | 201,730 | 96     | Mineral       | 1,620   | 85    | 1,700   | 89  |
| Madison         | 5,570  | 74 | 6,630  | 88 | Miller      | 3,930   | 89 | 4,180   | 95 |                 |         |    |         | Nye    | 1,000         | 63      | 1,350 | 84      |     |
| Marion          | 4,500  | 73 | 5,590  | 90 | Mississippi | 4,860   | 88 | 4,540   | 83 | NEBRASKA        |         |    |         | Ormsby | 2,420         | 90      | 2,530 | 94      |     |
| Marshall        | 3,760  | 72 | 4,510  | 87 | Moniteau    | 3,150   | 90 | 3,210   | 92 | Adams           | 8,510   | 93 | 8,680   | 95     | Pershing      | 920     | 84    | 1,040   | 94  |
| Monroe          | 7,420  | 82 | 8,010  | 88 | Monroe      | 3,310   | 92 | 3,450   | 96 | Antelope        | 2,520   | 84 | 2,910   | 97     | Storey        | 160     | 78    | 200     | 100 |
| Montgomery      | 2,300  | 66 | 3,190  | 91 | Montgomery  | 3,390   | 89 | 3,630   | 96 | Arthur          | 180     | 88 | 200     | 100    | Washoe        | 29,920  | 91    | 31,060  | 94  |
| Neshoba         | 4,180  | 79 | 4,750  | 90 | Morgan      | 2,840   | 89 | 2,980   | 93 | Banner          | 380     | 94 | 390     | 97     | White Pine    | 2,610   | 84    | 2,850   | 92  |
| Newton          | 3,890  | 79 | 4,340  | 89 | New Madrid  | 6,560   | 88 | 6,400   | 84 | Blaine          | 210     | 68 | 290     | 95     | State total   | 97,900  | 90    | 101,370 | 93  |
| Noxubee         | 2,350  | 62 | 3,310  | 87 | Newton      | 9,050   | 92 | 9,100   | 93 | Boone           | 2,250   | 90 | 2,370   | 95     |               |         |       |         |     |
| Oktibbeha       | 4,400  | 71 | 5,570  | 90 | Nodaway     | 6,010   | 90 | 6,520   | 97 | Box Butte       | 3,250   | 90 | 3,570   | 99     | NEW HAMPSHIRE |         |       |         |     |
| Panola          | 5,520  | 80 | 6,130  | 89 | Oregon      | 1,900   | 63 | 2,860   | 95 | Boyd            | 1,180   | 84 | 1,400   | 100    | Belknap       | 8,350   | 95    | 8,370   | 95  |
| Pearl River     | 5,090  | 82 | 5,560  | 90 | Osage       | 2,580   | 83 | 2,980   | 96 | Brown           | 1,190   | 79 | 1,410   | 94     | Carroll       | 4,740   | 93    | 4,770   | 94  |
| Perry           | 1,770  | 77 | 1,990  | 86 | Ozark       | 1,510   | 79 | 1,770   | 93 | Buffalo         | 7,640   | 93 | 7,810   | 95     | Cheshire      | 12,390  | 90    | 12,860  | 94  |
| Pike            | 7,490  | 76 | 8,930  | 91 | Pemiscot    | 8,350   | 86 | 8,440   | 87 | Burt            | 2,930   | 95 | 2,980   | 98     | Coos          | 10,390  | 94    | 10,010  | 91  |
| Pontotoc        | 3,710  | 79 | 4,110  | 88 | Perry       | 3,650   | 87 | 3,940   | 94 | Butler          | 2,750   | 89 | 3,010   | 97     | Grafton       | 12,590  | 89    | 12,870  | 91  |
| Prentiss        | 3,960  | 81 | 4,490  | 92 | Pettis      | 11,100  | 90 | 11,480  | 93 | Cass            | 5,280   | 94 | 5,310   | 95     | Hillsborough  | 53,820  | 95    | 54,130  | 96  |
| Quitman         | 3,990  | 69 | 3,830  | 85 | Phelps      | 6,610   | 84 | 7,360   | 93 | Cedar           | 3,350   | 93 | 3,550   | 99     | Merrimack     | 18,770  | 93    | 19,150  | 95  |
| Rankin          | 6,530  | 82 | 7,000  | 88 | Pike        | 4,950   | 88 | 5,050   | 90 | Chase           | 1,290   | 92 | 1,380   | 98     | Rockingham    | 29,800  | 95    | 29,700  | 96  |
| Scott           | 4,330  | 79 | 4,820  | 88 | Platte      | 7,270   | 94 | 7,410   | 96 | Cherry          | 3,200   | 88 | 2,330   | 93     | Strafford     | 16,630  | 94    | 17,080  | 97  |
| Sharkey         | 1,580  | 66 | 2,070  | 86 | Polk        | 3,880   | 86 | 4,240   | 94 | Cheyenne        | 4,090   | 89 | 4,430   | 96     | Sullivan      | 7,680   | 88    | 8,260   | 95  |
| Simson          | 4,100  | 80 | 4,530  | 89 | Pulaski     | 7,980   | 88 | 8,230   | 90 | Clay            | 2,820   | 97 | 2,830   | 98     | State total   | 174,960 | 94    | 177,200 | 95  |
| Smith           | 2,620  | 75 | 2,950  | 84 | Putnam      | 2,150   | 93 | 2,220   | 97 | Colfax          | 2,830   | 88 | 3,130   | 98     |               |         |       |         |     |
| Stone           | 1,530  | 81 | 1,630  | 86 | Ralls       | 2,420   | 93 | 2,510   | 97 | Cuming          | 3,360   | 91 | 3,600   | 97     | NEW JERSEY    |         |       |         |     |
| Sunflower       | 6,090  | 63 | 8,500  | 88 | Randolph    | 7,060   | 91 | 7,570   | 97 | Custer          | 4,170   | 85 | 4,790   | 98     | Atlantic      | 51,510  | 94    | 51,720  | 94  |
| Tallahatchie    | 3,320  | 64 | 4,540  | 87 | Ray         | 4,990   | 92 | 5,070   | 94 | Dakota          | 3,460   | 96 | 3,380   | 94     | Bergen        | 250,050 | 98    | 249,720 | 99  |
| Tate            | 3,290  | 76 | 3,940  | 92 | Reynolds    | 1,020   | 73 | 1,250   | 89 |                 |         |    |         |        |               |         |       |         |     |

| County      | TV<br>Homes | %  | Radio<br>Homes | %  | County         | TV<br>Homes | %  | Radio<br>Homes | %  | County        | TV<br>Homes | %  | Radio<br>Homes | %   | County      | TV<br>Homes | %  | Radio<br>Homes | %  |
|-------------|-------------|----|----------------|----|----------------|-------------|----|----------------|----|---------------|-------------|----|----------------|-----|-------------|-------------|----|----------------|----|
| Burlington  | 60,950      | 97 | 60,290         | 96 | Seneca         | 8,490       | 96 | 8,410          | 96 | Wake          | 43,540      | 90 | 44,680         | 93  | Knox        | 11,480      | 94 | 11,760         | 96 |
| Camden      | 119,070     | 97 | 118,310        | 97 | Steuben        | 27,100      | 93 | 27,970         | 96 | Warren        | 3,050       | 74 | 3,580          | 87  | Lake        | 45,610      | 97 | 45,400         | 97 |
| Cape May    | 16,170      | 95 | 16,130         | 94 | Suffolk        | 199,160     | 97 | 198,400        | 97 | Washington    | 2,720       | 82 | 2,680          | 81  | Lawrence    | 15,350      | 92 | 14,870         | 90 |
| Cumberland  | 32,090      | 96 | 31,020         | 93 | Sullivan       | 13,200      | 90 | 13,750         | 94 | Watauga       | 3,660       | 81 | 4,230          | 94  | Licking     | 27,980      | 95 | 28,430         | 97 |
| Essex       | 278,300     | 95 | 279,550        | 96 | Tioga          | 10,780      | 95 | 10,970         | 96 | Wayne         | 18,970      | 87 | 19,160         | 88  | Logan       | 10,580      | 94 | 10,760         | 95 |
| Gloucester  | 41,500      | 97 | 40,650         | 95 | Tompkins       | 16,720      | 85 | 18,820         | 96 | Wilkes        | 9,870       | 84 | 10,280         | 88  | Lorain      | 63,940      | 96 | 63,500         | 95 |
| Hudson      | 186,040     | 96 | 186,430        | 96 | Ulster         | 35,360      | 91 | 37,000         | 96 | Wilson        | 13,140      | 86 | 13,270         | 87  | Lucas       | 137,710     | 96 | 138,240        | 96 |
| Hunterdon   | 16,570      | 95 | 16,760         | 96 | Warren         | 13,120      | 93 | 13,300         | 94 | Yadkin        | 5,410       | 86 | 5,690          | 90  | Madison     | 6,910       | 91 | 7,050          | 93 |
| Mercer      | 76,680      | 95 | 76,390         | 95 | Washington     | 13,140      | 95 | 13,070         | 94 | Yancey        | 2,420       | 69 | 3,190          | 91  | Mahoning    | 86,220      | 96 | 86,500         | 96 |
| Middlesex   | 132,240     | 97 | 130,740        | 96 | Wayne          | 19,690      | 95 | 19,800         | 95 | State total   | 1,093,870   | 88 | 1,112,930      | 89  | Marion      | 17,880      | 95 | 17,800         | 95 |
| Monmouth    | 102,200     | 97 | 101,670        | 96 | Westchester    | 251,380     | 96 | 254,670        | 98 | NORTH DAKOTA  |             |    |                |     | Medina      | 19,530      | 95 | 19,780         | 97 |
| Morris      | 79,220      | 98 | 79,170         | 98 | Wyoming        | 9,470       | 97 | 9,560          | 98 | Adams         | 1,140       | 88 | 980            | 76  | Meigs       | 5,780       | 89 | 5,840          | 90 |
| Ocean       | 37,070      | 97 | 35,870         | 94 | Yates          | 5,240       | 92 | 5,500          | 97 | Barnes        | 4,530       | 94 | 4,700          | 98  | Mercer      | 8,570       | 93 | 8,990          | 98 |
| Passaic     | 128,260     | 96 | 128,140        | 96 | State total    | 5,103,880   | 94 | 5,241,380      | 97 | Benson        | 1,950       | 85 | 2,150          | 93  | Miami       | 22,590      | 95 | 22,700         | 96 |
| Salem       | 17,350      | 95 | 16,940         | 93 | NORTH CAROLINA |             |    |                |    | Billings      | 370         | 92 | 340            | 84  | Monroe      | 4,040       | 88 | 4,170          | 91 |
| Somers      | 42,910      | 97 | 42,930         | 97 | Alamance       | 23,100      | 92 | 22,830         | 91 | Bottineau     | 2,750       | 89 | 2,980          | 96  | Montgomery  | 160,690     | 96 | 160,700        | 96 |
| Somerset    | 15,070      | 95 | 15,180         | 96 | Alexander      | 3,760       | 87 | 3,690          | 86 | Bowman        | 1,050       | 87 | 1,200          | 100 | Morgan      | 3,280       | 86 | 3,470          | 91 |
| Union       | 157,350     | 97 | 156,780        | 97 | Alleghany      | 1,740       | 79 | 2,040          | 93 | Burke         | 1,420       | 89 | 1,580          | 99  | Morrow      | 5,450       | 94 | 5,520          | 95 |
| Warren      | 19,170      | 95 | 19,530         | 97 | Anson          | 4,810       | 80 | 5,290          | 88 | Burleigh      | 9,860       | 93 | 10,240         | 97  | Muskingum   | 22,880      | 93 | 23,220         | 94 |
| State total | 1,859,770   | 96 | 1,853,920      | 96 | Ashe           | 3,850       | 77 | 4,660          | 93 | Cass          | 19,190      | 95 | 19,410         | 96  | Noble       | 2,730       | 83 | 3,100          | 94 |
| NEW MEXICO  |             |    |                |    | Avery          | 2,240       | 77 | 2,490          | 86 | Cavalier      | 1,860       | 74 | 2,480          | 99  | Ottawa      | 10,570      | 95 | 10,680         | 96 |
| Bernalillo  | 78,560      | 93 | 80,180         | 95 | Beaufort       | 8,300       | 87 | 7,690          | 81 | Dickey        | 2,070       | 86 | 2,330          | 97  | Paulding    | 4,630       | 93 | 4,730          | 95 |
| Catron      | 440         | 55 | 780            | 97 | Bertie         | 4,360       | 77 | 4,500          | 79 | Divide        | 1,200       | 85 | 1,360          | 97  | Perry       | 7,480       | 92 | 7,530          | 93 |
| Chaves      | 17,370      | 92 | 17,610         | 93 | Bladen         | 4,870       | 73 | 5,580          | 83 | Dunn          | 1,390       | 87 | 1,550          | 97  | Pickaway    | 9,360       | 95 | 9,100          | 93 |
| Colfax      | 2,680       | 74 | 3,340          | 93 | Brunswick      | 4,060       | 81 | 4,020          | 80 | Eddy          | 1,290       | 92 | 1,340          | 96  | Pike        | 4,910       | 88 | 5,020          | 90 |
| Curry       | 8,940       | 89 | 9,490          | 94 | Buncombe       | 34,480      | 88 | 35,950         | 92 | Emmons        | 1,820       | 91 | 1,920          | 96  | Portage     | 25,850      | 96 | 25,650         | 95 |
| De Baca     | 770         | 86 | 790            | 88 | Burke          | 12,830      | 90 | 12,810         | 90 | Foster        | 1,370       | 91 | 1,450          | 97  | Preble      | 9,440       | 95 | 9,320          | 94 |
| Dona Ana    | 14,630      | 97 | 15,580         | 92 | Cabarrus       | 12,560      | 93 | 12,810         | 89 | Golden Valley | 820         | 92 | 850            | 95  | Putnam      | 7,270       | 92 | 7,660          | 97 |
| Eddy        | 13,640      | 90 | 14,270         | 95 | Caldwell       | 12,170      | 90 | 11,840         | 88 | Grand Forks   | 13,230      | 95 | 13,440         | 96  | Richland    | 34,740      | 94 | 34,940         | 95 |
| Grant       | 3,720       | 76 | 4,620          | 94 | Camden         | 1,330       | 88 | 1,280          | 84 | Grant         | 1,400       | 88 | 1,510          | 94  | Ross        | 15,970      | 92 | 16,230         | 93 |
| Guadalupe   | 930         | 72 | 1,110          | 85 | Carteret       | 7,070       | 85 | 7,020          | 85 | Griggs        | 1,300       | 93 | 1,320          | 95  | Sandusky    | 16,770      | 96 | 17,050         | 97 |
| Harding     | 240         | 61 | 380            | 95 | Caswell        | 3,780       | 84 | 4,060          | 90 | Hettinger     | 1,440       | 90 | 1,590          | 99  | Scioto      | 23,570      | 92 | 24,080         | 94 |
| Hidalgo     | 1,020       | 73 | 1,280          | 92 | Catawba        | 20,270      | 93 | 20,320         | 93 | Kidder        | 1,230       | 95 | 1,230          | 95  | Seneca      | 16,520      | 94 | 16,840         | 96 |
| Lea         | 15,600      | 90 | 15,730         | 91 | Chatham        | 6,070       | 85 | 6,600          | 93 | La Moure      | 2,080       | 90 | 2,250          | 98  | Shelby      | 9,460       | 95 | 9,530          | 95 |
| Lincoln     | 1,840       | 80 | 2,050          | 89 | Cherokee       | 3,190       | 76 | 3,700          | 88 | Logan         | 1,130       | 87 | 1,250          | 96  | Stark       | 99,390      | 95 | 100,520        | 96 |
| Los Alamos  | 3,680       | 92 | 3,920          | 98 | Chowan         | 2,510       | 84 | 2,560          | 85 | McHenry       | 2,630       | 94 | 2,690          | 96  | Summit      | 156,560     | 96 | 157,420        | 96 |
| Luna        | 2,390       | 83 | 2,640          | 91 | Clay           | 1,080       | 72 | 1,400          | 93 | McIntosh      | 1,550       | 82 | 1,830          | 97  | Trumbull    | 61,150      | 96 | 61,220         | 96 |
| McKinley    | 5,390       | 86 | 6,900          | 94 | Cleveland      | 15,770      | 90 | 15,170         | 87 | McKenzie      | 1,820       | 91 | 1,900          | 95  | Tuscarawas  | 22,230      | 92 | 22,770         | 94 |
| Mora        | 580         | 45 | 1,080          | 83 | Columbus       | 9,500       | 81 | 10,050         | 85 | McLean        | 3,210       | 92 | 3,350          | 96  | Union       | 6,600       | 93 | 6,660          | 94 |
| Otero       | 8,010       | 89 | 8,360          | 93 | Craven         | 14,430      | 91 | 13,710         | 86 | Mercer        | 1,450       | 85 | 1,620          | 95  | Van Wert    | 8,580       | 94 | 8,750          | 96 |
| Quay        | 2,790       | 80 | 3,280          | 94 | Cumberland     | 33,680      | 88 | 34,160         | 89 | Morton        | 5,230       | 92 | 5,390          | 95  | Vinton      | 2,580       | 89 | 2,620          | 90 |
| Rio Arriba  | 3,870       | 69 | 4,710          | 84 | Currituck      | 1,480       | 78 | 1,560          | 82 | Mountrail     | 2,500       | 89 | 2,700          | 97  | Warren      | 19,400      | 95 | 19,200         | 94 |
| Roosevelt   | 4,060       | 88 | 4,440          | 94 | Dare           | 1,400       | 74 | 1,680          | 88 | Nelson        | 1,890       | 94 | 1,950          | 98  | Washington  | 14,370      | 89 | 15,020         | 93 |
| Sandoval    | 2,410       | 73 | 2,720          | 83 | Davidson       | 21,400      | 90 | 21,120         | 89 | Oliver        | 540         | 91 | 580            | 96  | Wayne       | 20,120      | 90 | 20,940         | 94 |
| San Juan    | 11,130      | 73 | 13,680         | 89 | Davie          | 3,880       | 82 | 4,230          | 90 | Pembina       | 2,640       | 80 | 3,260          | 99  | Williams    | 8,820       | 92 | 9,220          | 96 |
| San Miguel  | 3,520       | 68 | 4,750          | 90 | Duplin         | 8,280       | 82 | 8,380          | 83 | Pierce        | 1,570       | 87 | 1,760          | 98  | Wood        | 20,650      | 95 | 21,110         | 97 |
| Santa Fe    | 10,770      | 87 | 11,300         | 91 | Durham         | 28,390      | 88 | 29,920         | 93 | Ramsey        | 3,300       | 89 | 3,620          | 98  | Wyandot     | 5,960       | 92 | 6,360          | 98 |
| Sierra      | 1,730       | 72 | 2,180          | 91 | Edgecombe      | 11,610      | 87 | 11,050         | 83 | Ransom        | 2,130       | 93 | 2,260          | 98  | State total | 2,862,650   | 95 | 2,891,830      | 96 |
| Socorro     | 2,350       | 87 | 2,460          | 91 | Forsyth        | 53,640      | 92 | 54,670         | 93 | Renville      | 1,230       | 95 | 1,250          | 96  | OKLAHOMA    |             |    |                |    |
| Taos        | 2,330       | 61 | 3,000          | 79 | Franklin       | 5,400       | 78 | 6,080          | 88 | Richland      | 4,690       | 92 | 5,020          | 99  | Adair       | 2,620       | 73 | 3,050          | 85 |
| Torrance    | 1,180       | 79 | 1,340          | 89 | Gaston         | 33,430      | 92 | 32,120         | 88 | Rolette       | 1,780       | 74 | 2,120          | 89  | Alfalfa     | 2,300       | 85 | 2,550          | 95 |
| Union       | 9,040       | 85 | 9,470          | 89 | Gates          | 1,770       | 77 | 1,910          | 83 | Sargent       | 1,760       | 93 | 1,770          | 93  | Atoka       | 2,280       | 85 | 2,180          | 81 |
| Valencia    | 9,040       | 85 | 9,470          | 89 | Graham         | 1,210       | 76 | 1,280          | 80 | Sheridan      | 970         | 88 | 1,060          | 97  | Beaver      | 1,900       | 86 | 2,150          | 98 |
| State total | 236,710     | 86 | 254,970        | 92 | Greene         | 6,290       | 83 | 6,790          | 89 | Sioux         | 600         | 75 | 620            | 78  | Beckham     | 4,600       | 81 | 5,310          | 93 |
| NEW YORK    |             |    |                |    | Guilford       | 68,210      | 92 | 67,910         | 92 | Slope         | 460         | 92 | 490            | 97  | Blaine      | 3,190       | 89 | 3,170          | 88 |
| Albany      | 84,000      | 95 | 85,760         | 97 | Halifax        | 10,950      | 78 | 11,830         | 85 | Stark         | 4,440       | 91 | 4,790          | 98  | Bryan       | 5,980       | 81 | 6,880          | 93 |
| Allegany    | 11,430      | 91 | 12,040         | 96 | Hammett        | 10,720      | 86 | 10,730         | 86 | Steele        | 1,220       | 94 | 1,290          | 99  | Caddo       | 7,510       | 89 | 7,300          | 87 |
| Bronx       | 437,290     | 95 | 446,590        | 97 | Haywood        | 9,690       | 84 | 10,300         | 90 | Stutsman      | 6,180       | 95 | 6,370          | 98  | Canadian    | 6,940       | 93 | 6,850          | 91 |
| Broome      | 63,220      | 96 | 64,150         | 97 | Henderson      | 9,590       | 86 | 10,020         | 90 | Towner        | 1,390       | 87 | 1,560          | 98  | Carter      | 11,460      | 88 | 11,600         | 89 |
| Cattaraugus | 22,460      | 94 | 23,180         | 97 | Hertford       | 4,560       | 84 | 4,440          | 82 | Trail         | 2,760       | 95 | 2,850          | 98  | Cherokee    | 4,110       | 84 | 4,520          | 92 |
| Cayuga      | 20,220      | 93 | 20,830         | 96 | Hoke           | 2,690       | 77 | 2,970          | 85 | Walsh         | 4,200       | 91 | 4,560          | 99  | Choctaw     | 3,080       | 67 | 4,340          | 94 |
| Chautauqua  | 44,470      | 95 | 45,360         | 97 | Hyde           | 1,000       | 67 | 1,240          | 83 | Ward          | 13,370      | 93 | 13,670         | 96  | Cimarron    | 1,060       | 76 | 1,370          | 98 |
| Chemung     | 28,270      | 93 | 29,390         | 97 | Iredell        | 16,380      | 90 | 16,310         | 90 | Wells         | 2,250       | 90 | 2,440          | 98  | Cleveland   | 12,130      | 91 | 12,280         | 92 |
| Chenango    | 11,960      | 93 | 12,330         | 96 | Jackson        | 3,480       | 81 | 3,960          | 92 | Williams      | 6,570       | 91 | 6,880          | 96  | Coal        | 1,380       | 86 | 1,270          | 79 |
| Clinton     | 18,620      | 96 | 18,510         | 95 | Johnston       | 13,870      | 85 | 14,380         | 88 | State total   | 160,220     | 91 | 169,100        | 96  | Comanche    | 23,570      | 92 | 23,460         | 92 |
| Columbia    | 13,960      | 94 | 14,270         | 96 | Jones          | 2,110       | 84 | 1,910          | 76 | OHIO          |             |    |                |     | Cotton      | 2,170       | 90 | 2,100          | 88 |
| Cortland    | 11,700      | 94 | 12,070         | 97 | Lee            | 6,440       | 87 | 6,620          | 89 | Adams         | 4,970       | 81 | 5,580          | 91  | Craig       | 3,850       | 87 | 4,120          | 94 |
| Delaware    | 11,460      | 90 | 12,290         | 96 | Lenoir         | 13,050      | 88 | 12,940         | 87 | Allen         | 29,500      | 93 | 30,400         | 96  | Creek       | 11,370      | 89 | 11,440         | 89 |
| Dutchess    | 47,190      | 94 | 48,690         | 97 | Lincoln        | 6,630       | 85 | 6,920          | 89 | Ashland       | 11,910      | 95 | 11,950         | 96  | Custer      | 5,800       | 87 | 6,160          | 92 |
| Erie        | 322,410     | 96 | 325,090        | 97 | McDowell       | 6,360       | 86 | 6,580          | 89 | Ashtabula     | 27,010      | 94 | 27,530         | 96  | Delaware    | 3,050       | 78 | 3,290          | 84 |
| Essex       | 9,510       | 94 | 9,490          | 94 | Macon          | 2,750       | 69 | 3,680          | 92 | Athens        | 11,160      | 89 | 11,690         | 93  | Dewey       | 1,390       | 81 | 1,600          | 94 |
| Franklin    | 11,700      | 92 | 11,930         | 94 | Madison        | 2,910       | 71 | 3,740          |    |               |             |    |                |     |             |             |    |                |    |

# NIELSEN RADIO-TV HOMES continued (Oklahoma)

| County       | TV<br>Homes | %  | Radio<br>Homes | %  |
|--------------|-------------|----|----------------|----|
| Pontotoc     | 8,230       | 89 | 8,020          | 87 |
| Pottawatomie | 12,120      | 90 | 11,790         | 88 |
| Pushmataha   | 1,750       | 67 | 2,290          | 88 |
| Roger Mills  | 1,080       | 77 | 1,310          | 94 |
| Rogers       | 5,920       | 88 | 5,980          | 89 |
| Seminole     | 7,000       | 88 | 6,840          | 86 |
| Sequoyah     | 3,950       | 79 | 4,370          | 87 |
| Stephens     | 11,490      | 92 | 11,290         | 90 |
| Texas        | 3,760       | 85 | 4,180          | 95 |
| Tillman      | 3,910       | 89 | 3,950          | 90 |
| Tulsa        | 114,490     | 93 | 113,680        | 93 |
| Wagoner      | 4,160       | 89 | 4,330          | 92 |
| Washington   | 13,690      | 94 | 13,380         | 93 |
| Washita      | 4,810       | 91 | 4,920          | 93 |
| Woods        | 3,310       | 85 | 3,740          | 96 |
| Woodward     | 3,460       | 79 | 4,110          | 93 |
| State total  | 670,690     | 90 | 681,640        | 91 |

## OREGON

|             |         |    |         |    |
|-------------|---------|----|---------|----|
| Baker       | 4,890   | 86 | 5,490   | 96 |
| Benton      | 10,620  | 85 | 12,100  | 97 |
| Clackamas   | 35,290  | 93 | 36,360  | 96 |
| Clatsop     | 7,750   | 87 | 8,470   | 95 |
| Columbia    | 6,410   | 90 | 6,780   | 96 |
| Coos        | 15,100  | 83 | 17,490  | 96 |
| Crook       | 2,500   | 86 | 2,710   | 93 |
| Curry       | 3,520   | 82 | 4,050   | 94 |
| Deschutes   | 6,770   | 86 | 7,580   | 96 |
| Douglas     | 19,310  | 89 | 20,740  | 96 |
| Gilliam     | 840     | 84 | 960     | 96 |
| Grant       | 1,580   | 66 | 2,280   | 95 |
| Harney      | 1,580   | 79 | 1,910   | 95 |
| Hood River  | 3,510   | 84 | 4,010   | 96 |
| Jackson     | 24,130  | 93 | 24,680  | 95 |
| Jefferson   | 1,840   | 88 | 1,980   | 94 |
| Josephine   | 8,730   | 86 | 9,790   | 97 |
| Klamath     | 14,020  | 92 | 14,680  | 97 |
| Lake        | 1,930   | 84 | 2,190   | 95 |
| Lane        | 50,860  | 92 | 53,460  | 96 |
| Lincoln     | 6,820   | 80 | 8,130   | 96 |
| Linn        | 16,630  | 91 | 17,400  | 96 |
| Malheur     | 5,900   | 89 | 6,410   | 97 |
| Marion      | 35,580  | 92 | 36,590  | 94 |
| Morrow      | 1,220   | 81 | 1,400   | 94 |
| Multnomah   | 169,760 | 92 | 175,430 | 96 |
| Folk        | 8,010   | 91 | 8,410   | 96 |
| Sherman     | 740     | 82 | 710     | 89 |
| Tillamook   | 4,820   | 82 | 5,530   | 94 |
| Umatilla    | 11,650  | 86 | 13,040  | 96 |
| Union       | 4,790   | 83 | 5,500   | 95 |
| Wallowa     | 1,790   | 82 | 2,120   | 97 |
| Wasco       | 5,810   | 85 | 6,510   | 96 |
| Washington  | 33,730  | 96 | 34,420  | 98 |
| Wheeler     | 680     | 86 | 700     | 88 |
| Yamhill     | 8,950   | 89 | 9,630   | 96 |
| State total | 538,060 | 91 | 569,640 | 96 |

## PENNSYLVANIA

|            |         |    |         |    |
|------------|---------|----|---------|----|
| Adams      | 14,390  | 93 | 15,020  | 97 |
| Allegheny  | 472,950 | 95 | 480,240 | 97 |
| Armstrong  | 22,240  | 94 | 22,660  | 96 |
| Beaver     | 59,830  | 96 | 59,930  | 96 |
| Bedford    | 11,300  | 91 | 11,720  | 95 |
| Berks      | 84,850  | 95 | 85,740  | 96 |
| Blair      | 39,110  | 95 | 39,440  | 96 |
| Bradford   | 15,090  | 93 | 15,330  | 95 |
| Bucks      | 94,870  | 97 | 94,470  | 97 |
| Butler     | 32,460  | 96 | 32,850  | 97 |
| Cambria    | 54,210  | 96 | 54,260  | 96 |
| Cameron    | 2,200   | 96 | 2,160   | 94 |
| Carbon     | 14,820  | 94 | 14,680  | 94 |
| Centre     | 19,650  | 91 | 20,490  | 95 |
| Chester    | 58,180  | 96 | 58,100  | 95 |
| Clarion    | 10,030  | 93 | 10,230  | 95 |
| Clearfield | 22,350  | 94 | 21,900  | 92 |
| Clinton    | 10,540  | 94 | 10,740  | 96 |
| Columbia   | 15,390  | 94 | 15,580  | 95 |
| Crawford   | 21,050  | 92 | 21,820  | 95 |
| Cumberland | 37,590  | 94 | 38,290  | 96 |
| Dauphin    | 67,820  | 94 | 68,950  | 96 |
| Delaware   | 165,650 | 97 | 164,900 | 97 |
| Elk        | 10,260  | 94 | 10,530  | 97 |
| Erie       | 72,920  | 96 | 73,020  | 96 |
| Fayette    | 44,230  | 93 | 44,500  | 93 |
| Forest     | 1,340   | 96 | 1,310   | 93 |
| Franklin   | 24,750  | 90 | 26,180  | 95 |
| Fulton     | 2,530   | 84 | 2,750   | 92 |
| Greene     | 10,250  | 92 | 10,500  | 95 |
| Huntingdon | 10,310  | 91 | 10,510  | 93 |
| Indiana    | 19,860  | 93 | 20,210  | 95 |
| Jefferson  | 13,120  | 94 | 13,340  | 95 |
| Juniata    | 3,940   | 86 | 4,360   | 95 |
| Lackawanna | 65,140  | 96 | 65,430  | 97 |
| Lancaster  | 76,390  | 90 | 79,580  | 93 |
| Lawrence   | 31,940  | 94 | 32,450  | 96 |
| Lebanon    | 25,610  | 93 | 26,570  | 97 |
| Lehigh     | 69,610  | 95 | 70,930  | 97 |
| Luzerne    | 96,920  | 96 | 96,240  | 95 |
| Lycoming   | 31,200  | 90 | 33,260  | 96 |
| McKean     | 15,430  | 92 | 15,850  | 95 |
| Mercer     | 35,920  | 94 | 36,610  | 96 |
| Mifflin    | 12,020  | 90 | 12,760  | 95 |
| Monroe     | 12,270  | 94 | 12,360  | 95 |
| Montgomery | 158,440 | 97 | 159,740 | 97 |
| Montour    | 3,870   | 90 | 4,040   | 94 |

| County         | TV<br>Homes | %  | Radio<br>Homes | %  |
|----------------|-------------|----|----------------|----|
| Northampton    | 59,490      | 95 | 60,820         | 97 |
| Northumberland | 28,460      | 91 | 29,140         | 93 |
| Perry          | 7,160       | 92 | 7,270          | 93 |
| Philadelphia   | 577,040     | 94 | 583,470        | 95 |
| Pike           | 2,760       | 89 | 2,980          | 96 |
| Potter         | 4,500       | 90 | 4,740          | 95 |
| Schuylkill     | 47,700      | 93 | 47,370         | 93 |
| Snyder         | 6,260       | 86 | 6,770          | 93 |
| Somerset       | 20,350      | 93 | 20,850         | 95 |
| Sullivan       | 1,500       | 91 | 1,570          | 92 |
| Susquehanna    | 8,910       | 94 | 9,030          | 95 |
| Tioga          | 9,550       | 90 | 10,000         | 94 |
| Union          | 5,730       | 85 | 6,430          | 96 |
| Venango        | 17,100      | 90 | 17,820         | 94 |
| Warren         | 12,080      | 90 | 12,930         | 97 |
| Washington     | 61,960      | 95 | 62,490         | 96 |
| Wayne          | 7,130       | 88 | 7,780          | 96 |
| Westmoreland   | 102,230     | 96 | 102,530        | 96 |
| Wyoming        | 4,520       | 92 | 4,750          | 97 |
| York           | 73,290      | 94 | 74,830         | 96 |
| State total    | 3,252,610   | 95 | 3,296,100      | 96 |

## RHODE ISLAND

|             |         |    |         |    |
|-------------|---------|----|---------|----|
| Bristol     | 11,280  | 97 | 11,280  | 97 |
| Kent        | 34,550  | 97 | 34,500  | 97 |
| Newport     | 21,410  | 96 | 21,620  | 97 |
| Providence  | 170,810 | 96 | 172,060 | 97 |
| Washington  | 16,150  | 94 | 16,350  | 96 |
| State total | 254,200 | 96 | 255,810 | 97 |

## SOUTH CAROLINA

|              |         |    |         |    |
|--------------|---------|----|---------|----|
| Abbeville    | 4,650   | 82 | 4,980   | 87 |
| Aiken        | 22,210  | 91 | 22,330  | 92 |
| Allendale    | 1,980   | 68 | 2,510   | 87 |
| Anderson     | 25,620  | 90 | 25,280  | 89 |
| Bamberg      | 2,910   | 75 | 3,360   | 86 |
| Barnwell     | 3,510   | 78 | 3,870   | 86 |
| Beaufort     | 8,690   | 84 | 8,730   | 85 |
| Berkeley     | 7,590   | 82 | 7,420   | 82 |
| Calhoun      | 1,910   | 71 | 2,390   | 89 |
| Charleston   | 53,560  | 89 | 53,190  | 89 |
| Cherokee     | 8,380   | 89 | 8,130   | 87 |
| Chester      | 6,880   | 87 | 7,020   | 89 |
| Chesterfield | 6,520   | 81 | 6,860   | 85 |
| Clarendon    | 3,980   | 66 | 5,000   | 83 |
| Colleton     | 5,230   | 74 | 5,690   | 80 |
| Darlington   | 10,960  | 84 | 11,260  | 87 |
| Dillon       | 5,610   | 82 | 5,810   | 86 |
| Dorchester   | 5,170   | 85 | 5,090   | 83 |
| Edgefield    | 3,070   | 81 | 3,150   | 83 |
| Fairfield    | 3,710   | 76 | 4,160   | 85 |
| Florence     | 18,860  | 88 | 19,260  | 90 |
| Georgetown   | 6,230   | 80 | 6,890   | 88 |
| Greenville   | 56,460  | 91 | 55,870  | 90 |
| Greenwood    | 11,590  | 89 | 11,610  | 89 |
| Hampton      | 3,190   | 74 | 3,420   | 80 |
| Horry        | 14,330  | 82 | 15,450  | 88 |
| Jasper       | 2,280   | 73 | 2,390   | 77 |
| Kershaw      | 7,020   | 84 | 7,360   | 88 |
| Lancaster    | 9,170   | 90 | 9,010   | 88 |
| Laurens      | 10,770  | 87 | 10,650  | 86 |
| Lee          | 3,440   | 73 | 4,030   | 86 |
| Lexington    | 15,310  | 86 | 16,020  | 91 |
| McCormick    | 1,570   | 78 | 1,690   | 85 |
| Marion       | 5,890   | 77 | 6,540   | 86 |
| Marlboro     | 5,260   | 80 | 5,640   | 86 |
| Newberry     | 6,690   | 85 | 7,270   | 92 |
| Oconee       | 9,350   | 89 | 9,450   | 90 |
| Orangeburg   | 12,390  | 76 | 14,250  | 87 |
| Pickens      | 11,490  | 86 | 12,010  | 90 |
| Richland     | 43,770  | 88 | 46,510  | 93 |
| Saluda       | 2,820   | 81 | 2,960   | 85 |
| Spartanburg  | 39,700  | 90 | 40,040  | 91 |
| Sumter       | 16,200  | 83 | 17,250  | 88 |
| Union        | 6,860   | 88 | 7,100   | 91 |
| Williamsburg | 6,250   | 74 | 7,200   | 86 |
| York         | 18,180  | 88 | 18,270  | 88 |
| State total  | 537,210 | 86 | 554,370 | 89 |

## SOUTH DAKOTA

|             |       |    |       |     |
|-------------|-------|----|-------|-----|
| Aurora      | 1,160 | 83 | 1,390 | 99  |
| Beadle      | 5,860 | 89 | 6,300 | 95  |
| Bennett     | 630   | 79 | 720   | 90  |
| Bon Homme   | 2,410 | 86 | 2,710 | 97  |
| Brookings   | 5,390 | 91 | 5,790 | 98  |
| Brown       | 9,490 | 95 | 9,670 | 97  |
| Brule       | 1,700 | 90 | 1,800 | 95  |
| Buffalo     | 270   | 68 | 380   | 96  |
| Butte       | 2,280 | 88 | 2,540 | 98  |
| Campbell    | 790   | 79 | 1,000 | 100 |
| Charles Mix | 2,290 | 82 | 2,640 | 94  |
| Clark       | 1,840 | 92 | 1,960 | 98  |
| Clay        | 2,780 | 93 | 2,930 | 98  |
| Codington   | 5,660 | 94 | 5,720 | 95  |
| Corson      | 970   | 70 | 1,180 | 84  |
| Custer      | 1,260 | 84 | 1,450 | 97  |
| Davison     | 4,310 | 86 | 4,840 | 97  |
| Day         | 2,670 | 92 | 2,750 | 95  |
| Deuel       | 1,800 | 90 | 1,960 | 98  |
| Dewey Co.   | 990   | 71 | 1,340 | 96  |
| Douglas     | 1,240 | 83 | 1,460 | 97  |
| Edmunds     | 1,270 | 84 | 1,440 | 96  |
| Fall River  | 2,690 | 87 | 2,890 | 93  |

| County      | TV<br>Homes | %  | Radio<br>Homes | %   |
|-------------|-------------|----|----------------|-----|
| Faulk       | 1,130       | 87 | 1,230          | 95  |
| Grant       | 2,500       | 89 | 2,740          | 98  |
| Gregory     | 1,760       | 88 | 1,950          | 98  |
| Haakon      | 780         | 87 | 860            | 95  |
| Hamlin      | 1,730       | 91 | 1,810          | 95  |
| Hand        | 1,730       | 91 | 1,850          | 97  |
| Hanson      | 1,160       | 89 | 1,230          | 94  |
| Harding     | 570         | 82 | 680            | 97  |
| Hughes      | 3,790       | 92 | 3,830          | 93  |
| Hutchinson  | 2,870       | 87 | 3,210          | 97  |
| Hyde        | 750         | 93 | 770            | 97  |
| Jackson     | 470         | 79 | 570            | 96  |
| Jerauld     | 1,060       | 88 | 1,160          | 97  |
| Jones       | 520         | 87 | 600            | 100 |
| Kingsbury   | 2,480       | 92 | 2,590          | 96  |
| Lake        | 3,190       | 94 | 3,320          | 98  |
| Lawrence    | 4,380       | 88 | 4,860          | 97  |
| Lincoln     | 3,550       | 93 | 3,740          | 98  |
| Lyman       | 1,120       | 93 | 1,130          | 94  |
| McCook      | 2,270       | 95 | 2,320          | 97  |
| McPherson   | 1,240       | 83 | 1,490          | 99  |
| Marshall    | 1,520       | 84 | 1,710          | 95  |
| Meade       | 2,870       | 87 | 3,230          | 98  |
| Mellette    | 550         | 78 | 630            | 90  |
| Miner       | 1,360       | 90 | 1,470          | 98  |
| Minnehaha   | 25,530      | 96 | 25,710         | 97  |
| Moody       | 2,220       | 92 | 2,270          | 95  |
| Pennington  | 17,500      | 93 | 18,120         | 96  |
| Perkins     | 1,250       | 78 | 1,570          | 98  |
| Potter      | 1,230       | 88 | 1,340          | 96  |
| Roberts     | 3,050       | 87 | 3,310          | 95  |
| Sanborn     | 1,190       | 85 | 1,390          | 99  |
| Shannon     | 730         | 61 | 800            | 66  |
| Spink       | 2,980       | 93 | 3,010          | 94  |
| Stanley     | 1,030       | 85 | 1,140          | 95  |
| Sully       | 640         | 91 | 640            | 91  |
| Todd        | 770         | 70 | 950            | 87  |
| Tripp       | 2,250       | 90 | 2,420          | 97  |
| Turner      | 3,140       | 92 | 3,350          | 98  |
| Union       | 2,990       | 97 | 2,930          | 95  |
| Walworth    | 1,930       | 81 | 2,320          | 97  |
| Washabaugh  | 230         | 76 | 270            | 91  |
| Yankton     | 4,280       | 91 | 4,500          | 96  |
| Ziebach     | 370         | 61 | 550            | 91  |
| State total | 178,410     | 90 | 190,430        | 96  |

## TENNESSEE

|          |        |    |        |    |
|----------|--------|----|--------|----|
| Anderson | 14,870 | 91 | 15,250 | 93 |
|----------|--------|----|--------|----|

| County     | TV<br>Homes | %  | Radio<br>Homes | %   | County        | TV<br>Homes | %  | Radio<br>Homes | %  | County          | TV<br>Homes | %  | Radio<br>Homes | %  | County               | TV<br>Homes | %  | Radio<br>Homes | %  |  |  |  |  |  |
|------------|-------------|----|----------------|-----|---------------|-------------|----|----------------|----|-----------------|-------------|----|----------------|----|----------------------|-------------|----|----------------|----|--|--|--|--|--|
| Floyd      | 3,410       | 92 | 3,470          | 94  | Presidio      | 760         | 58 | 1,140          | 88 | Lamoille        | 2,890       | 93 | 2,970          | 96 | Tazewell             | 9,820       | 88 | 9,890          | 88 |  |  |  |  |  |
| Foard      | 810         | 90 | 840            | 93  | Rains         | 870         | 84 | 760            | 94 | Orange          | 3,960       | 90 | 4,150          | 94 | Warren               | 3,580       | 83 | 3,970          | 92 |  |  |  |  |  |
| Fort Bend  | 9,930       | 88 | 10,360         | 92  | Randall       | 10,880      | 96 | 11,060         | 98 | Orleans         | 5,180       | 94 | 5,300          | 96 | Washington           | 13,090      | 87 | 13,490         | 90 |  |  |  |  |  |
| Franklin   | 1,250       | 78 | 1,460          | 92  | Reagan        | 1,040       | 95 | 1,060          | 97 | Rutland         | 12,540      | 92 | 12,800         | 94 | Westmoreland         |             |    |                |    |  |  |  |  |  |
| Freestone  | 2,880       | 78 | 3,330          | 90  | Real          | 380         | 55 | 640            | 92 | Washington      | 11,530      | 94 | 11,780         | 96 |                      | 2,330       | 78 | 2,500          | 83 |  |  |  |  |  |
| Frio       | 1,860       | 74 | 2,170          | 87  | Red River     | 3,150       | 72 | 3,960          | 90 | Windham         | 7,410       | 81 | 8,660          | 95 | Wise                 | 9,400       | 81 | 10,280         | 89 |  |  |  |  |  |
| Gaines     | 3,360       | 91 | 3,480          | 94  | Reeves        | 4,440       | 85 | 4,570          | 88 | Windsor         | 11,460      | 90 | 12,190         | 95 | Wythe                | 4,630       | 80 | 5,360          | 92 |  |  |  |  |  |
| Galveston  | 41,050      | 91 | 41,000         | 91  | Refugio       | 2,640       | 88 | 2,600          | 87 | State total     | 102,900     | 92 | 106,620        | 95 | York                 | 5,840       | 90 | 5,640          | 87 |  |  |  |  |  |
| Garza      | 1,700       | 90 | 1,720          | 91  | Roberts       | 370         | 94 | 390            | 96 | <b>VIRGINIA</b> |             |    |                |    |                      |             |    |                |    |  |  |  |  |  |
| Gillespie  | 2,310       | 70 | 3,020          | 92  | Robertson     | 3,760       | 82 | 3,960          | 86 | Accomac         | 7,180       | 78 | 8,190          | 89 | <b>WASHINGTON</b>    |             |    |                |    |  |  |  |  |  |
| Glasscock  | 370         | 94 | 380            | 96  | Rockwall      | 1,550       | 86 | 1,590          | 89 | Albemarle       | 14,960      | 81 | 16,480         | 89 | Adams                | 3,070       | 93 | 3,170          | 96 |  |  |  |  |  |
| Goliad     | 1,200       | 75 | 1,480          | 93  | Runnels       | 3,940       | 88 | 4,360          | 97 | Alleghany       | 7,160       | 88 | 7,570          | 94 | Asotin               | 4,110       | 93 | 4,180          | 95 |  |  |  |  |  |
| Gonzales   | 4,100       | 82 | 4,590          | 92  | Rusk          | 9,200       | 86 | 9,340          | 87 | Amelia          | 1,380       | 72 | 1,670          | 88 | Benton               | 17,310      | 93 | 18,040         | 97 |  |  |  |  |  |
| Gray       | 9,860       | 93 | 9,880          | 93  | Sabine        | 1,360       | 68 | 1,770          | 89 | Amherst         | 4,390       | 83 | 4,610          | 87 | Chelan               | 12,210      | 90 | 13,110         | 97 |  |  |  |  |  |
| Grayson    | 21,410      | 90 | 22,040         | 92  | San Augustine |             |    |                |    | Appomattox      | 2,060       | 86 | 2,010          | 84 | Clallam              | 8,730       | 90 | 9,200          | 95 |  |  |  |  |  |
| Gregg      | 20,400      | 89 | 20,110         | 88  | San Jacinto   | 1,470       | 70 | 1,760          | 84 | Arlington       | 85,620      | 94 | 86,260         | 95 | Clark                | 28,110      | 95 | 28,420         | 96 |  |  |  |  |  |
| Grimes     | 2,820       | 76 | 3,250          | 88  | San Patricio  | 10,190      | 86 | 10,030         | 84 | Augusta         | 18,690      | 88 | 19,570         | 92 | Columbia             | 1,240       | 83 | 1,430          | 95 |  |  |  |  |  |
| Guadalupe  | 7,230       | 84 | 8,080          | 94  | San Saba      | 1,610       | 80 | 1,960          | 98 | Bath            | 1,240       | 83 | 1,140          | 76 | Cowlitz              | 16,980      | 93 | 17,390         | 95 |  |  |  |  |  |
| Hale       | 10,220      | 90 | 10,700         | 94  | Schleicher    | 740         | 82 | 850            | 95 | Bedford         | 7,040       | 84 | 7,440          | 89 | Douglas              | 4,350       | 93 | 4,550          | 97 |  |  |  |  |  |
| Hall       | 1,490       | 74 | 1,910          | 95  | Scurry        | 4,890       | 89 | 5,140          | 93 | Bland           | 1,220       | 81 | 1,190          | 79 | Ferry                | 910         | 83 | 1,040          | 95 |  |  |  |  |  |
| Hamilton   | 2,350       | 81 | 2,820          | 97  | Shackelford   | 1,090       | 84 | 1,160          | 90 | Botetourt       | 4,060       | 88 | 3,960          | 86 | Franklin             | 7,060       | 93 | 7,400          | 97 |  |  |  |  |  |
| Hansford   | 1,850       | 93 | 1,810          | 91  | Shelby        | 4,580       | 76 | 5,410          | 90 | Brunswick       | 3,140       | 77 | 3,420          | 83 | Garfield             | 790         | 88 | 850            | 94 |  |  |  |  |  |
| Hardeman   | 2,120       | 82 | 2,390          | 92  | Sherman       | 720         | 90 | 790            | 98 | Buchanan        | 6,230       | 76 | 6,830          | 83 | Grant                | 13,560      | 91 | 14,110         | 95 |  |  |  |  |  |
| Hardin     | 6,460       | 85 | 6,380          | 84  | Smith         | 24,540      | 89 | 24,320         | 88 | Buckingham      | 1,910       | 74 | 2,090          | 80 | Grays Harbor         |             |    |                |    |  |  |  |  |  |
| Harris     | 379,810     | 92 | 381,330        | 92  | Somervell     | 800         | 89 | 740            | 82 | Campbell        | 23,360      | 89 | 23,540         | 90 |                      | 15,250      | 86 | 17,000         | 96 |  |  |  |  |  |
| Harrison   | 10,850      | 85 | 11,010         | 86  | Starr         | 2,410       | 62 | 3,410          | 87 | Caroline        | 2,550       | 82 | 2,640          | 85 | Island               | 6,000       | 95 | 6,020          | 96 |  |  |  |  |  |
| Hartley    | 660         | 94 | 670            | 96  | Stephens      | 2,490       | 83 | 2,720          | 91 | Carroll         | 6,430       | 80 | 7,170          | 90 | Jefferson            | 2,450       | 91 | 2,560          | 95 |  |  |  |  |  |
| Haskell    | 2,760       | 86 | 2,910          | 91  | Sterling      | 330         | 83 | 350            | 87 | Charlotte       | 2,760       | 81 | 2,750          | 81 | King                 | 303,120     | 93 | 312,380        | 96 |  |  |  |  |  |
| Hays       | 4,540       | 86 | 4,980          | 94  | Stonewall     | 930         | 93 | 930            | 93 | Charles City    | 830         | 75 | 920            | 84 | Kitsap               | 26,910      | 95 | 27,370         | 97 |  |  |  |  |  |
| Hemphill   | 770         | 86 | 860            | 96  | Sutton        | 700         | 64 | 1,000          | 91 | Chesterfield    | 20,190      | 84 | 19,670         | 92 | Kittitas             | 5,430       | 86 | 6,160          | 98 |  |  |  |  |  |
| Henderson  | 5,550       | 82 | 6,150          | 91  | Swisher       | 3,190       | 94 | 3,220          | 95 | Clarke          | 2,080       | 91 | 1,990          | 87 | Klickitat            | 3,540       | 82 | 4,000          | 93 |  |  |  |  |  |
| Hidalgo    | 34,180      | 80 | 37,790         | 89  | Tarrant       | 171,230     | 93 | 170,470        | 93 | Craig           | 790         | 79 | 920            | 92 | Lewis                | 12,210      | 90 | 13,030         | 96 |  |  |  |  |  |
| Hill       | 6,300       | 88 | 6,540          | 91  | Taylor        | 30,530      | 93 | 30,930         | 94 | Culpeper        | 3,740       | 87 | 4,070          | 95 | Lincoln              | 3,300       | 94 | 3,390          | 97 |  |  |  |  |  |
| Hockley    | 5,920       | 94 | 6,010          | 95  | Terrell       | 510         | 64 | 750            | 94 | Cumberland      | 1,150       | 72 | 1,370          | 86 | Mason                | 5,060       | 94 | 5,250          | 97 |  |  |  |  |  |
| Hood       | 1,690       | 89 | 1,830          | 96  | Terry         | 4,400       | 90 | 4,490          | 92 | Dickenson       | 3,590       | 83 | 3,650          | 85 | Okanogan             | 6,270       | 85 | 7,190          | 97 |  |  |  |  |  |
| Hopkins    | 4,980       | 83 | 5,860          | 98  | Throckmorton  |             |    |                |    | Dinwiddie       | 13,420      | 86 | 12,760         | 81 | Pacific              | 4,140       | 84 | 4,690          | 96 |  |  |  |  |  |
| Houston    | 3,660       | 72 | 4,610          | 90  |               |             |    |                |    | Essex           | 1,330       | 78 | 1,540          | 91 | Pend Oreille         | 1,970       | 90 | 2,030          | 92 |  |  |  |  |  |
| Howard     | 11,630      | 94 | 11,530         | 93  | Titus         | 830         | 83 | 950            | 95 | Fairfax         | 79,820      | 96 | 78,770         | 95 | Pierce               | 94,760      | 95 | 95,800         | 96 |  |  |  |  |  |
| Hudspeth   | 530         | 67 | 750            | 93  | Tom Green     | 18,390      | 91 | 19,390         | 96 | Fauquier        | 5,710       | 86 | 5,850          | 89 | San Juan             | 1,000       | 91 | 1,060          | 96 |  |  |  |  |  |
| Hunt       | 11,070      | 88 | 11,690         | 93  | Travis        | 58,240      | 90 | 59,570         | 93 | Floyd           | 2,290       | 82 | 2,460          | 88 | Skagit               | 15,490      | 92 | 16,160         | 96 |  |  |  |  |  |
| Hutchinson | 9,940       | 95 | 9,980          | 95  | Trinity       | 1,560       | 68 | 1,930          | 84 | Fluvanna        | 1,410       | 79 | 1,470          | 82 | Skamania             | 1,390       | 87 | 1,520          | 95 |  |  |  |  |  |
| Irion      | 310         | 79 | 400            | 100 | Tyler         | 2,350       | 76 | 2,480          | 80 | Franklin        | 5,670       | 83 | 5,980          | 88 | Snomohish            | 54,820      | 95 | 55,450         | 96 |  |  |  |  |  |
| Jack       | 2,350       | 90 | 2,350          | 90  | Upshur        | 5,040       | 84 | 5,170          | 86 | Frederick       | 10,220      | 89 | 10,530         | 92 | Spokane              | 87,730      | 94 | 89,860         | 96 |  |  |  |  |  |
| Jackson    | 3,180       | 79 | 3,630          | 91  | Upton         | 1,630       | 86 | 1,780          | 94 | Giles           | 3,900       | 89 | 3,810          | 87 | Stevens              | 4,610       | 87 | 5,020          | 95 |  |  |  |  |  |
| Jasper     | 5,320       | 82 | 5,590          | 86  | Uvalde        | 3,680       | 77 | 4,370          | 91 | Gloucester      | 3,160       | 88 | 3,050          | 85 | Thurston             | 17,560      | 94 | 17,870         | 96 |  |  |  |  |  |
| Jeff Davis | 250         | 64 | 340            | 85  | Val Verde     | 4,730       | 71 | 6,340          | 95 | Gochochland     | 1,710       | 81 | 1,860          | 89 | Wahkiakum            | 960         | 87 | 1,040          | 94 |  |  |  |  |  |
| Jefferson  | 72,670      | 94 | 70,780         | 91  | Van Zandt     | 5,060       | 83 | 5,570          | 91 | Grayson         | 3,630       | 81 | 4,050          | 90 | Walla Walla          | 11,260      | 86 | 12,270         | 94 |  |  |  |  |  |
| Jim Hogg   | 880         | 68 | 1,210          | 93  | Victoria      | 12,110      | 84 | 13,750         | 95 | Greene          | 680         | 62 | 900            | 82 | Whatcom              | 20,680      | 91 | 21,890         | 96 |  |  |  |  |  |
| Jim Wells  | 7,550       | 81 | 8,140          | 88  | Walker        | 3,690       | 74 | 4,440          | 89 | Greensville     | 3,260       | 81 | 3,450          | 86 | Whitman              | 7,990       | 91 | 8,570          | 99 |  |  |  |  |  |
| Johnson    | 10,580      | 92 | 10,670         | 93  | Waller        | 2,490       | 80 | 2,770          | 89 | Halifax         | 8,120       | 83 | 8,200          | 84 | Yakima               | 40,350      | 91 | 42,140         | 95 |  |  |  |  |  |
| Jones      | 5,310       | 90 | 5,530          | 94  | Ward          | 3,750       | 89 | 3,860          | 92 | Hanover         | 6,420       | 84 | 6,770          | 89 | State total          | 872,580     | 93 | 902,610        | 96 |  |  |  |  |  |
| Karnes     | 2,940       | 79 | 3,230          | 87  | Washington    | 4,220       | 70 | 5,470          | 91 | Henrico         | 96,200      | 91 | 95,720         | 91 | <b>WEST VIRGINIA</b> |             |    |                |    |  |  |  |  |  |
| Kaufman    | 7,250       | 86 | 7,540          | 90  | Webb          | 13,120      | 84 | 14,070         | 90 | Henry           | 14,720      | 89 | 14,450         | 89 | Barbour              | 3,190       | 82 | 3,470          | 89 |  |  |  |  |  |
| Kendall    | 1,500       | 79 | 1,810          | 96  | Wharton       | 9,200       | 85 | 9,980          | 92 | Highland        | 750         | 83 | 740            | 82 | Berkeley             | 9,330       | 91 | 9,660          | 95 |  |  |  |  |  |
| Kenedy     | 170         | 87 | 150            | 73  | Wheeler       | 1,770       | 74 | 2,260          | 94 | Isle of Wight   | 3,840       | 85 | 3,780          | 84 | Boone                | 6,110       | 89 | 5,940          | 86 |  |  |  |  |  |
| Kent       | 590         | 99 | 580            | 97  | Wichita       | 36,980      | 95 | 36,280         | 93 | James City      | 4,000       | 87 | 3,840          | 83 | Braxton              | 2,680       | 72 | 3,080          | 84 |  |  |  |  |  |
| Kerr       | 4,460       | 78 | 5,380          | 94  | Wilbarger     | 5,070       | 94 | 5,110          | 95 | King and Queen  | 1,140       | 76 | 1,180          | 78 | Brooke               | 7,920       | 95 | 8,030          | 97 |  |  |  |  |  |
| Kimble     | 830         | 64 | 1,260          | 97  | Willacy       | 3,540       | 77 | 4,030          | 88 | King George     | 1,750       | 88 | 1,710          | 85 | Cabell               | 30,670      | 93 | 30,100         | 91 |  |  |  |  |  |
| King       | 150         | 74 | 190            | 93  | Williamson    | 8,970       | 87 | 9,500          | 92 | King William    | 1,730       | 87 | 1,700          | 85 | Calhoun              | 1,580       | 78 | 1,720          | 86 |  |  |  |  |  |
| Kinney     | 380         | 55 | 640            | 92  | Wilson        | 2,65        |    |                |    |                 |             |    |                |    |                      |             |    |                |    |  |  |  |  |  |

## NIELSEN RADIO-TV HOMES continued

| County           | TV<br>Homes | %  | Radio<br>Homes | %   |
|------------------|-------------|----|----------------|-----|
| <b>WISCONSIN</b> |             |    |                |     |
| Adams            | 2,080       | 87 | 2,230          | 93  |
| Ashland          | 4,540       | 83 | 4,720          | 96  |
| Barron           | 9,100       | 91 | 9,610          | 96  |
| Bayfield         | 3,140       | 92 | 3,300          | 97  |
| Brown            | 35,040      | 97 | 35,130         | 97  |
| Buffalo          | 3,750       | 91 | 3,900          | 95  |
| Burnett          | 2,480       | 88 | 2,680          | 96  |
| Calumet          | 5,960       | 95 | 6,050          | 96  |
| Chippewa         | 11,460      | 95 | 11,700         | 97  |
| Clark            | 7,750       | 89 | 8,330          | 96  |
| Columbia         | 10,450      | 93 | 10,960         | 98  |
| Crawford         | 3,940       | 92 | 4,140          | 96  |
| Dane             | 63,630      | 93 | 66,830         | 98  |
| Dodge            | 17,230      | 94 | 18,030         | 98  |
| Door             | 5,820       | 95 | 6,010          | 99  |
| Douglas          | 13,620      | 95 | 13,830         | 97  |
| Dunn             | 6,600       | 92 | 6,790          | 94  |
| Eau Claire       | 16,480      | 94 | 16,960         | 97  |
| Florence         | 910         | 91 | 1,000          | 100 |
| Fond Du Lac      | 20,590      | 94 | 21,120         | 97  |

| County     | TV<br>Homes | %  | Radio<br>Homes | %  |
|------------|-------------|----|----------------|----|
| Forest     | 1,680       | 84 | 1,790          | 90 |
| Grant      | 11,450      | 90 | 12,260         | 97 |
| Green      | 7,340       | 93 | 7,720          | 98 |
| Green Lake | 4,490       | 92 | 4,780          | 98 |
| Iowa       | 4,870       | 90 | 5,170          | 96 |
| Iron       | 2,350       | 94 | 2,470          | 99 |
| Jackson    | 3,960       | 90 | 4,310          | 98 |
| Jefferson  | 14,850      | 95 | 15,240         | 98 |
| Juneau     | 4,380       | 85 | 4,700          | 92 |
| Kenosha    | 30,690      | 96 | 30,660         | 96 |
| Kewaunee   | 4,850       | 95 | 4,890          | 96 |
| La Crosse  | 20,630      | 96 | 21,100         | 98 |
| Lafayette  | 4,590       | 92 | 4,880          | 98 |
| Langlade   | 5,090       | 93 | 5,370          | 98 |
| Lincoln    | 6,250       | 95 | 6,360          | 96 |
| Manitowoc  | 21,720      | 97 | 21,950         | 98 |
| Marathon   | 24,760      | 96 | 25,160         | 98 |
| Marquette  | 9,750       | 96 | 9,670          | 96 |
| Marquette  | 2,340       | 87 | 2,590          | 96 |
| Milwaukee  | 316,510     | 96 | 322,300        | 97 |
| Monroe     | 7,650       | 92 | 8,030          | 97 |
| Oconto     | 6,430       | 93 | 6,440          | 93 |
| Oneida     | 5,930       | 90 | 6,290          | 95 |
| Outagamie  | 28,130      | 97 | 28,380         | 98 |

| County      | TV<br>Homes | %  | Radio<br>Homes | %  |
|-------------|-------------|----|----------------|----|
| Ozaukee     | 11,280      | 95 | 11,560         | 98 |
| Pepin       | 1,800       | 90 | 1,890          | 95 |
| Pierce      | 6,000       | 94 | 6,180          | 97 |
| Polk        | 7,080       | 94 | 7,090          | 95 |
| Portage     | 9,720       | 94 | 9,910          | 96 |
| Price       | 3,590       | 85 | 4,010          | 95 |
| Racine      | 42,520      | 97 | 42,450         | 97 |
| Richland    | 4,390       | 90 | 4,800          | 98 |
| Rock        | 34,540      | 96 | 34,870         | 97 |
| Rusk        | 3,550       | 89 | 3,800          | 95 |
| St. Croix   | 8,110       | 95 | 8,220          | 97 |
| Sauk        | 9,560       | 92 | 10,000         | 96 |
| Sawyer      | 2,400       | 86 | 2,670          | 96 |
| Shawano     | 8,930       | 94 | 8,930          | 94 |
| Sheboygan   | 25,980      | 96 | 26,540         | 98 |
| Taylor      | 4,330       | 90 | 4,560          | 95 |
| Trempealeau | 6,030       | 89 | 6,540          | 96 |
| Vernon      | 6,680       | 90 | 7,120          | 98 |
| Vilas       | 2,680       | 89 | 2,800          | 93 |
| Walworth    | 15,540      | 95 | 15,830         | 97 |
| Washington  | 2,850       | 92 | 2,960          | 96 |
| Waukesha    | 46,820      | 97 | 47,630         | 98 |
| Waupaca     | 10,100      | 95 | 10,290         | 97 |
| Waushara    | 3,900       | 91 | 4,040          | 94 |
| Winnebago   | 31,890      | 97 | 32,110         | 97 |
| Wood        | 16,400      | 95 | 16,750         | 97 |
| State total | 1,135,060   | 95 | 1,162,930      | 97 |

| County         | TV<br>Homes | %  | Radio<br>Homes | %  |
|----------------|-------------|----|----------------|----|
| <b>WYOMING</b> |             |    |                |    |
| Albany         | 5,190       | 81 | 6,160          | 96 |
| Big Horn       | 2,620       | 82 | 3,020          | 95 |
| Campbell       | 1,470       | 78 | 1,820          | 96 |
| Carbon         | 3,700       | 82 | 4,280          | 95 |
| Converse       | 1,690       | 84 | 1,950          | 97 |
| Crook          | 1,020       | 73 | 1,340          | 96 |
| Fremont        | 6,830       | 89 | 7,300          | 95 |
| Goshen         | 3,240       | 90 | 3,500          | 97 |
| Hot Springs    | 1,700       | 81 | 2,030          | 97 |
| Johnson        | 1,350       | 79 | 1,620          | 96 |
| Laramie        | 18,140      | 94 | 18,530         | 96 |
| Lincoln        | 1,990       | 80 | 2,220          | 89 |
| Natrona        | 15,380      | 92 | 15,940         | 95 |
| Niobrara       | 990         | 83 | 1,120          | 93 |
| Park           | 4,130       | 81 | 4,930          | 97 |
| Platte         | 1,790       | 78 | 2,190          | 95 |
| Sheridan       | 4,670       | 78 | 5,900          | 98 |
| Sublette       | 910         | 76 | 1,110          | 93 |
| Sweetwater     | 4,400       | 85 | 4,950          | 95 |
| Teton          | 820         | 82 | 900            | 90 |
| Uinta          | 1,700       | 85 | 1,920          | 95 |
| Washakie       | 2,270       | 87 | 2,480          | 95 |
| Weston         | 1,880       | 78 | 2,310          | 96 |
| Yellowstone    | Nl Pk       |    |                |    |
| State total    | 87,940      | 86 | 97,620         | 95 |

## BOOK NOTES

"It Sounds Impossible," by Sam J. Slate and Joe Cook. The Macmillan Co., 60 Fifth Avenue, New York 11. \$6.95. 270 pp.

Mr. Slate, vice president of CBS Radio and general manager of WCBS New York, and Mr. Cook, program director of WCBS, have presented a history of radio—from its first transmissions in 1901 through its adjustment to TV—along with an educated guess about the

future. The authors discuss their experiences and specialized knowledge and introduce many great personalities, anecdotes and legends.

Milestones discussed in *It Sounds Impossible* include: Enrico Caruso's first performance before a microphone (1910); KDKA's broadcast of the Harding-Cox presidential election returns (1920); and the birth of the commercial (1922).

"The Madison Avenue Handbook," edited and published by Peter Glenn Publications Ltd., 444 East 52d Street, New York 22. \$4.95. 500 pp.

The sixth annual edition of the handbook is presented in a new format, opening into two separate sections, with a directory on one side and a diary on the other. The directory has divisions covering New York, Chicago, Detroit, San Francisco, Los Angeles and several cities in Florida. Most of the directory space, however, is devoted to New York, and there are separate sections on advertising agencies, art studios, photographers, fashion houses, prop suppliers, publications, public relations firms and talent agents. There is also a large section on TV, and several other sections deal with various areas of entertainment.

The 1964 edition has an international section dealing with London, Paris, Rome and Cairo.

"Space Law and Government" by Andrew G. Haley. Appleton-Century-Croft, New York. \$15. 432 pp. plus appendix and index.

Andrew G. Haley, Washington communications and space lawyer, has coined a new Golden Rule: "Do unto others as they would have done to them." The adage is expressed in Mr. Haley's newest book and expresses his attitude toward "sapient beings different in kind that may be encountered on other planets or stars.

In essence, Mr. Haley urges the na-

tions of the Earth to formulate a law of space (Metalaw), before it is too late and we export our present laws, inconsistent as they are, to other worlds.

"This is my Story—This is my Song," by Tennessee Ernie Ford. Prentice-Hall Inc., Englewood Cliffs, N. J. \$3.95. 187 pp.

Folk singer and ABC-TV personality Tennessee Ernie Ford has written his autobiography, which traces his life from its start in the hills of Tennessee through his rise to stardom. The book has many photographs showing highlights of Mr. Ford's career.

"A Place to Live—the Yearbook of Agriculture 1963," available from the Department of Agriculture, Washington.

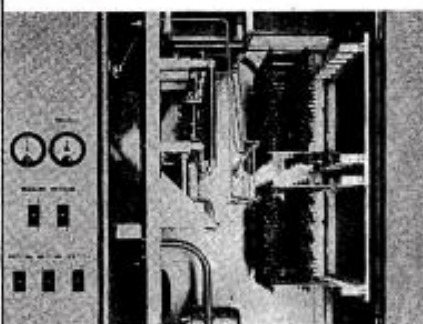
Although not specifically oriented to broadcasting, this publication, one of several agriculture yearbooks put out by the government, could be a considerable asset to a station's farm director. *A Place to Live* contains 79 chapters written by 92 writers, ranging from government employees to college professors. The yearbook's nine sections provide complete coverage of the aspects of rural living and agriculture.

"Four Days—The Historical Record of the Death of President Kennedy." United Press International-American Heritage Magazine. \$2-2.95. 144 pp.

A day-by-day account of the events surrounding President Kennedy's assassination in Dallas and Washington, the book contains 116 black and white pictures, 15 color photos and a 16-page appendix that includes official eulogies and excerpts from some of the late President's major addresses.

Radio, television and newspaper subscribers to UPI are eligible to sell the book to the public for a recommended price of \$2. A bookstore edition will be sold by Simon & Schuster for \$2.95.

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## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 5 through Dec. 11 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*education. al. Ann.—announced.

### New TV stations

#### ACTIONS BY FCC

\*Redding, Calif.—Northern California Educational Television Association Inc. Granted CP for new TV on VHF channel 9 (186-192 mc); ERP 31.19 kw vis., 15.59 kw aur. Ant. height above average terrain 3,576 feet, above ground 97 feet. Estimated construction cost \$123,817; first year operating cost \$71,073. Studio location: Redding; trans. location on Shasta Baldy Mountain. Geographic coordinates 40° 36' 08" north latitude, 122° 39' 00" west longitude. Type trans. RCA TT-5A, type ant. RCA TF-6AH. Legal counsel: Krieger & Jorgensen, Washington; consulting engineer: Russell Pope, Chico, Calif. Oct. 10 initial decision looked toward grant. Action Nov. 29.

\*San Jose, Calif.—Office of Education. Granted CP for new TV on UHF channel 54 (710-716 mc); ERP 25.10 kw vis., 13.50 kw aur. Ant. height above average terrain minus 30 feet, above ground 72 feet. P. O. address c/o Robert A. Mason, 2700 Carol Drive, San Jose. Estimated construction cost \$172,803; first year operating cost \$68,146. Studio and trans. locations both San Jose. Geographic coordinates 37° 17' 18" north latitude, 121° 51' 50" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel: Spencer Williams, consulting engineer: John H. Atkinson, both San Jose. Principals: board of supervisors. Action Dec. 10.

#### APPLICATIONS

Chicago—Warner Bros. Pictures Inc. UHF channel 38 (614-620 mc); ERP 451 kw vis., 226 kw aur. Ant. height above average terrain 932 feet, above ground 949 feet. P. O. address c/o Howard Levinson, 666 Fifth Avenue, New York. Estimated construction cost \$1,486,397; first year operating cost \$800,000; revenue \$800,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 53' 16" north latitude, 87° 37' 45" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Legal counsel: Fly, Shuebruk, Blume & Gaguine, New York; consulting engineer: Lohnes & Culver, Washington. Warner Bros., motion picture firm, is owned by Jack L. Warner (23.6%) and others. Also see Fort Worth application for new TV. Ann. Dec. 5.

Fort Worth—Warner Bros. Pictures Inc. UHF channel 20 (506-512 mc); ERP 463.9 kw vis., 232 kw aur. Ant. height above average terrain 1,049 feet, above ground 1,123. P. O. address c/o Howard Levinson, 666 Fifth Avenue, New York. Estimated construction cost \$1,530,096; first year operating cost \$850,000; revenue \$850,000. Studio and trans. locations both Fort Worth. Geographic coordinates 32° 43' 02" north latitude, 97° 01' 38" west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel: Fly, Shuebruk, Blume & Gaguine, New York; consulting engineer: Silliman, Moffet and Kowalski, Washington. For other information see Chicago application for new TV. Ann. Dec. 5.

### New AM stations

#### ACTIONS BY FCC

Salina, Kan.—Salina Radio Inc. Granted CP for new AM on 910 kc, 500 w-D, DA. P. O. address c/o Sherwood R. Parks, 1068 Warner Road, Great Bend, Kan. Estimated construction cost \$56,230; first year operating cost \$69,000; revenue \$92,000. Owners are Sherwood R. Parks (55%) and others. Mr. Parks is sales manager, KVGB Great Bend, Kan. Commissioner Bartley dissented; Commissioners Lee and Cox not participating. Oct. 22 supplemental initial decision looked toward grant. Action Dec. 4.

Gouverneur, N. Y.—Genkar Inc. Granted CP for new AM on 1230 kc, 250 w. P. O. address 123 Main St., Gouverneur, N. Y. Estimated construction cost \$16,157; first year operating cost \$60,000; revenue \$72,000. Principals include Martin Karig and Morris Gentner (each 25.2%) and others. Mr. Karig is stockholder in WRSR Saratoga Springs, N. Y.; Mr. Gentner is employee of WWSR Glens Falls, N. Y. June 12 initial decision looked toward grant. Action Dec. 9.

### Existing AM stations

#### APPLICATIONS

KBRV Soda Springs, Idaho—CP to increase daytime power from 500 w to 1 kw and install new trans. Ann. Dec. 9.

WFBS Spring Lake, N. C.—CP to increase daytime power from 500 w to 1 kw and install new trans. Ann. Dec. 11.

WBVA Waynesboro, Va.—Mod. of CP (which authorized new AM) to change hours of operation to unl. using power of 500 w-5 kw LS, install DA (DA-2) and install new trans. Ann. Dec. 11.

### New FM stations

#### ACTIONS BY FCC

Sparta, Tenn.—Sparta Broadcasting Inc. Granted CP for new FM on 105.5 mc, 3 kw. Ant. height above average terrain 36 feet. P. O. address Box 390, Sparta. Estimated construction cost \$11,580; first year operating cost \$6,000; revenue \$7,000. Principals: Dr. Sam J. Albritton (82.5%) and Martha L. Albritton (12.5%). Dr. Albritton is dentist and president WSMT Snow Hill, Tenn., and Mrs. Albritton is manager of same station. Action Dec. 6.

Bremerton, Wash.—Bremerton Broadcast Co. Granted CP for new FM on 106.9 mc, channel 295, 30 kw. Ant. height above average terrain 86 feet. P. O. address 205 Washington Avenue, Bremerton. Estimated construction cost \$35,990; first year operating cost \$30,000; revenue \$30,000. Applicant is licensee of KBRO Bremerton. Action Dec. 9.

#### APPLICATIONS

Hot Springs, Ark.—Tim Timothy Inc. 96.7 mc, channel 244, 2.511 kw. Ant. height above average terrain 197 feet. P. O. address 113 Third Street, Hot Springs. Estimated construction cost \$10,784; first year operating cost \$6,000; revenue \$12,000. Applicant is licensee of KBHS Hot Springs. Ann. Dec. 9.

Los Banos, Calif.—Los Banos Broadcasting Co. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 115 feet. P. O. address

Box 672, Los Banos, Texas. Estimated construction cost \$11,770; first year operating cost \$6,000; revenue \$7,500. James H. Rose, sole owner, also owns KLBBS Los Banos. Ann. Dec. 5.

Daytona Beach, Fla.—WMFJ Inc. 101.9 mc, channel 270, 25 kw. Ant. height above average terrain 107 feet. P. O. address Box 5606, Daytona Beach. Estimated construction cost \$22,250; first year operating cost \$40,000; revenue \$40,000. Applicant is licensee of WMFJ Daytona Beach. Ann. Dec. 11.

Evansville, Ind.—Valley-Hi Broadcasting Corp. 105.3 mc, channel 287, 500 w. Ant. height above average terrain 235 feet. P. O. address 220 Court Building, Evansville. Estimated construction cost \$52,337; first year operating cost \$50,000; revenue \$60,000. Principals: Samuel M. Angel, Claude H. Wiseman, Arthur F. Denton, Evangeline L. Hebbeler, Marjorie A. O'Bryan, Donald R. Hooe and Barbara J. Jones. All are residents of Evansville. Ann. Dec. 10.

Greenwood, Miss.—Dixie Broadcasting Inc. 99.1 mc, channel 256, 100 kw. Ant. height above average terrain 248.5 feet. P. O. address Box 154, Greenwood. Estimated construction cost \$55,310; first year operating cost \$50,000; revenue \$60,000. Principals: C. D. Saunders (75%) and Arthur L. Wilde (25%). Mr. Saunders is Greenwood businessman; Mr. Wilde is employee of Swift & Co. Ann. Dec. 11.

Elmira, N. Y.—Elmira Heights-Horseheads Broadcasting Co. 94.3 mc, channel 232, 950 w. Ant. height above average terrain 502 feet. P. O. address Box 2097, Elmira Heights, N. Y. Estimated construction cost \$12,064; first year operating cost \$12,000; revenue \$12,000. Principals: Frank P. (35%) Emmagene S. (35%) and Anthony F. (30%) Sala. Principals also own WEHH Elmira Heights-Horseheads, N. Y. Ann. Dec. 11.

Elmira, N. Y.—WENY Inc. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain minus 34 feet. P. O. address Mark Twain hotel, Gray and Main Streets, Elmira. Estimated construction cost \$17,500; first year operating cost \$12,000; revenue \$20,000. Applicant is licensee of WENY Elmira. Ann. Dec. 11.

Kingston, N. Y.—Skylark Corp. 94.3 mc, channel 232, 660 w. Ant. height above average terrain 580 feet. P. O. address c/o C. H. G. Rees, 4600 Time-Life Building, New York. Estimated construction cost \$23,100; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WGHQ Kingston. Ann. Dec. 6.

Hereford, Tex.—KPAN Broadcasters. 106.3 mc, channel 292A, 2.83 kw. Ant. height above average terrain 252 feet. P. O. address Drawer 472, Hereford. Estimated construction cost \$12,435; first year operating cost \$6,000; revenue \$7,000. Applicant is licensee of KPAN Hereford. Ann. Dec. 11.

Lamesa, Tex.—The Cobra Corp. 100.3 mc, channel 282, 25.5 kw. Ant. height above average terrain 258 feet. Estimated construction cost \$21,270; first year operating cost \$16,000; revenue \$16,000. Applicant is licensee of KPET Lamesa. Ann. Dec. 11.

### Ownership changes

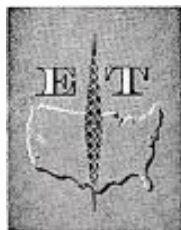
#### ACTIONS BY FCC

KAKA Wickenburg and KTPM(FM) Sun City, both Arizona—Granted assignment of licenses from Willard Shoecraft, receiver, to

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



Edward W. Butler, receiver. No financial consideration involved. Action Dec. 10.

**KARK-AM-FM-TV Little Rock**—Granted transfer of control of licensee corporation. Arkansas Radio & Equipment Co., from estate of T. H. Barton (80%), deceased, to Madeline M., Clark N. and T. K. Barton. Transfer is settlement of estate. No financial consideration involved. Action Dec. 5.

**KSGV(FM) West Covina, Calif.**—Granted assignment of license from John K. Blanche and Joseph D. Worth (each 50%), d/b as Pacific-South Broadcasting Co., to Sherman J. McQueen (51.4%) and others, tr/as San Gabriel Valley Broadcasting Co. Consideration \$15,000. Mr. McQueen is VP of Foote, Cone & Belding, Los Angeles. Action Dec. 9.

**KFEL Pueblo, Colo.**—Granted transfer of control of licensee corporation. KFEL Inc., from Frank D. Hall (100%) to Joseph M. Clifton (100%). Consideration \$120,000. Mr. Clifton is local businessman. Action Dec. 10.

**WSKP Miami**—Granted transfer of control of licensee corporation. WSKP Inc., from Ohio Music Corp. (52.38%) and Ohio Sound Systems Inc., both owned by William M. O'Neill (75%) and J. W. Lemmon (25%), to Messrs. O'Neill and Lemmon individually. No financial consideration involved. Action Dec. 6.

**WDHF(FM) Chicago**—Granted assignment of license from de Haan Hi-Fi Inc., owned by James de Haan and family, to Federal Broadcasting Corp., owned by George R. (Bob) Newhart (66 2/3%) and Frank J. Hogan (33 1/3%). Consideration \$200,000 and agreement not to compete. Mr. Newhart is entertainer and partner with Mr. Hogan in several music publishing firms. Action Dec. 5.

**WETT Ocean City, Md.**—Granted assignment of license from WETT Corp. to Ocean City Broadcasting Corp., owned by majority owners of WETT. Consideration is assumption of debt. Action Dec. 4.

**WQRS-FM Detroit**—Granted transfer of control of licensee corporation. Fine Arts Broadcasters Inc., from Richard N. Hughes (75%) to Stanley R. Akers (100% after transfer, 25% before). Consideration \$850 and cancellation of debt. Action Dec. 10.

**WLST Escanaba, Mich.**—Granted assignment of license from Frank J. Russell Jr.

(100%) to The Mining Journal Ltd., whose majority owner is Mr. Russell. No financial consideration involved. Mining Journal is licensee of WDMJ Marquette. Mich. Action Dec. 6.

**WERX Wyoming, Mich.**—Granted assignment of CP from John C. Lane, Elizabeth B. Barrett and Edward Fitzgerald, d/b as Wolverine Broadcasting Co., to Mr. Fitzgerald and Mr. Lane (each 15%) and others, tr/as Radio WERX Inc. Consideration includes exchange of stock and assumption of obligations. Mrs. Barrett retains 11.25% interest; assignment is to bring more people into ownership. Action Dec. 10.

**KUXL Golden Valley, Minn.**—Granted assignment of CP from Edward D. Skotch to Greater Happiness Inc., 100% owned by Mr. Skotch. No financial consideration involved. Action Dec. 6.

**WXYJ Jamestown, N. Y.**—Granted transfer of control of licensee corporation. Air Waves Inc., from Tayloradio Corp. (87.5%) to Lowell White Paxson (87.5%). Consideration \$185,000. Mr. Paxson is 40% owner of WACK Newark, N. Y. Also see grant below. Action Dec. 6.

**WXYJ Jamestown, N. Y.**—Granted assignment of license from Air Waves Inc. to Trend Radio Inc., controlled by Lowell White Paxson. See grant above. No financial consideration involved. Action Dec. 6.

**WONE-TV Dayton, Ohio**—Granted assignment of CP from WONE-TV Inc., owned by Brush-Moore Newspapers Inc., to Springfield Television Broadcasting Corp., owned by Roger L. Putnam and others. Consideration \$153,000. Springfield also owns WWLP (TV) Springfield. WRLP(TV) Greenfield and WWOR(TV) Worcester, all Massachusetts. Action Dec. 6.

**KOME Tulsa, Okla.**—Granted transfer of control of licensee corporation, KOME Inc., from Franklin Broadcasting Co. owned by William F. Johns Jr. (43.6%), William F. Johns Sr. (2.3%) and others, to Polaris Co. and Ferris E. Traynor family (each 50%), tr/as Producers Inc. Consideration \$315,000. Producers Inc. owns KCND-TV Pembina, KNOX-TV Grand Forks and KXGO-TV Fargo, all North Dakota. WTVW(TV) Evansville, Ind., WKYW Louisville and KXOA-AM-FM Sacramento and KJAX Santa Rosa, both California. Action Dec. 4.

**KATR Eugene, Ore.**—Granted assignment of license from Diana C. Redington, William H. Crocker II and Thomas J. Davis Jr. (each 1/3%), d/b as Eugene Broadcasters, to Mrs. Redington, Mr. Crocker and Genevieve de D. Casey (each 1/3%), tr/as company of same name. Consideration \$17,164. Mrs. Casey also owns 25% of KAPT Salem and KSHA Medford, both Oregon. Action Dec. 10.

**KTBC-AM-FM-TV Austin, Tex.**—Granted transfer of control of licensee corporation. The LBJ Co., from Claudia T. Johnson to A. W. Moursand and J. W. Bullion, trustees (BROADCASTING, Dec. 9). No financial consideration involved. Action Dec. 5.

**WMMN Fairmount, W. Va.**—Granted assignment of license from Peoples Broadcasting Corp., subsidiary of Nationwide Mutual Insurance Co., to Capitol Broadcasting Corp. and Marja Broadcasting Corp. (each 50%), tr/as Broadcast Enterprises Inc. Consideration \$245,000. Capitol, licensee of WCAW Charleston, W. Va., is 80% owned by E. M. Johnson; Marja licensee of WDNE Elkins, W. Va., is 100% owned by Mr. and Mrs. John P. Carr. Action Dec. 6.

#### APPLICATIONS

**KVOY Yuma, Ariz.**—Seeks assignment of license from King Lees, receiver, to KVOY Radio Inc., owned by Neil Sargent and William L. Lindsey (each 25%), John L. Hogg and John R. Williams (each 20%) and Clara L. Wilfert (10%). Consideration approximately \$19,000. Mr. Sargent is manager of KVOY; Mr. Lindsey is national sales manager of KOY Phoenix, Ariz.; all principals are associated with KVOY. Ann. Dec. 6.

**KBIS Bakersfield, Calif.**—Seeks assignment of license from Eastern Electrosonic Industries Corp. to Jack I. Straus, Robert K. Straus and Beatrice S. Levy, trustees of will of Jesse I. Straus, deceased. Consideration is cancellation of debt. Ann. Dec. 11.

**WAZA Bainbridge, Ga.**—Seeks acquisition of positive control of licensee corporation, Radio Bainbridge Inc., by J. W. Woodruff Jr. (66 2/3% after transfer, 40% before) through sale of stock to licensee corporation by Richard N. Hunter (10%). Consideration is cancellation of \$4,000 debt. Ann. Dec. 5.

**WBHB Fitzgerald, Ga.**—Seeks acquisition of positive control of licensee corporation, Ben Hill Broadcasting Corp., by Paul E. Reid (100% after transfer, 50% before) through purchase of stock from Otto Griner (50%). Consideration \$30,000. Ann. Dec. 9.

**KUPI Idaho Falls, Idaho**—Seeks assignment of license from KUPI Inc., owned by Elizabeth J. B. Echo, to Eugene F. Klaas. Consideration \$80,000. Mr. Klaas is general manager of KUPI. Ann. Dec. 9.

**WLEW Bad Axe, Mich.**—Seeks assignment of license from Thumb Broadcasting Co., owned by Harmon L. Stevens, John F. Wismer and James Muehlenbeck (each 33 1/3%), to same firm, owned by Mr. Wismer (66 2/3%) and Mr. Muehlenbeck (33 1/3%). Consideration \$40,000. Ann. Dec. 11.

**WMRT-AM-FM Lansing, Mich.**—Seeks transfer of control of licensee corporation, Metropolitan Radio Corp., from Luke (34%) and Adelaide R. (0.5%) Walton, J. William Adams (29%) and Lawrence E. Morris (10%) to William R. Walker, Joseph D. Mackin, Charles D. Mefford, Philip Fisher and others. Consideration \$36,750. Ann. Dec. 5.

**KRTN Raton, N. M.**—Seeks assignment of license from Raton Broadcasting Co., owned by Jay W. Howe and Marvin H. Shute (each 50%), to company of same name, owned by Messrs. Howe and Shute (each 40%) and James T. Roper (20%). Consideration \$10,000. Mr. Roper is employee of KRTN. Ann. Dec. 11.

**WNCO-AM-FM Ashland, Ohio**—Seeks assignment of license from Radio Ashland Inc., owned by Charles Calhoun (40%), Lewis Roche (36%) and Charles Winick (24%), to Ohio Radio Inc., owned by Robert W. Reider (53%) and others. Consideration \$150,000. Ohio Radio has applications pending to buy WLKR-FM Norwalk. WRWR-FM Port Clinton and WKTN-FM Kenton, all Ohio. Ann. Dec. 6.

**WOHO Toledo, Ohio**—Seeks transfer of control of licensee corporation, The Ohio Citizens Trust Co., trustee of estate of Sebastian N. Sloan (37.48%), deceased, to Samuel W. Sloan (59.96% after transfer, 22.48% before); transfer is settlement of estate. No financial consideration involved. Ann. Dec. 11.

**WCOY Columbia, Pa.**—Seeks acquisition of positive control of licensee corporation, Tri-Cities Broadcasting Corp., by Puttrese family (73 1/3% after transfer, 50% before) through sale of stock by W. T. Merchant Jr. and Samuel J. Cole (each 11 2/3%) to Keith E. Puttrese (23 1/3%). Consideration \$1,400. Ann. Dec. 5.

**WBAW Barnwell, S. C.**—Seeks transfer of control of licensee corporation, Radio WBAW Inc., from Virginia F. and J. A. Gallimore (each 30%) to Joseph B. and Gwen P. Wilder (together, 100% after transfer, 40% before). Consideration \$31,278. Also see WBHC Hampton, S. C. Ann. Dec. 9.

**WBHC Hampton, S. C.**—Seeks transfer of control of licensee corporation, Hampton County Broadcasters Inc., from J. A. Gallimore (50%) to Joseph B. and Gwen P. Wilder (together, 100% after transfer, 50% before). Consideration \$25,112. Also see WBAW Barnwell, S. C. Ann. Dec. 9.

**WCCL Jamestown, Tenn.**—Seeks acquisition of positive control of licensee corporation, Jamestown Broadcasting Inc., by Stanley Cravens (100% after transfer, 33 1/3% before) through purchase of stock from R. Gene Cravens and H. F. Lawson (each 33 1/3%). Consideration \$50,000. Ann. Dec. 5.

**KCAD Abilene, Tex.**—Seeks transfer of control of licensee corporation, Westgate Broadcasting Co. from Jack Hughes (100%) to H. S. Higginbotham (100%). Consideration is assumption of debt. Mr. Higginbotham is KCAD employee. Ann. Dec. 9.

**KVDO-TV Corpus Christi, Tex.**—Seeks transfer of positive control of licensee corporation, South Texas Telecasting Inc., from Dr. J. A. Garcia (23.1% before transfer, 4.7% after) and others to Clinton D. McKinnon (77.7% after, 3.8% before). Consideration \$48,000. Ann. Dec. 10.

**KUTV(TV) Salt Lake City**—Seeks transfer of control of licensee corporation, KUTV Inc., from The Standard Examiner Publishing Co. to new firm owned by same persons in same percentages. The Standard Corp. No financial consideration involved. Ann. Dec. 6.

#### Hearing cases

##### INITIAL DECISIONS

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Radio Elizabeth Inc. for new daytime AM on 1530 kc, 500 w, in Elizabeth, N. J.; conditions include presunrise opera-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 11

|    | Lic.             | CP's | NOT ON AIR<br>CP's | TOTAL APPLICATIONS<br>for new stations |
|----|------------------|------|--------------------|----------------------------------------|
| AM | 3,855            | 63   | 119                | 290                                    |
| FM | 1,115            | 17   | 99                 | 244                                    |
| TV | 522 <sup>1</sup> | 57   | 80                 | 126                                    |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 11

|               | VHF | UHF | TOTAL<br>TV      |
|---------------|-----|-----|------------------|
| Commercial    | 473 | 88  | 561 <sup>1</sup> |
| Noncommercial | 52  | 29  | 81 <sup>2</sup>  |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

|                                                 | AM    | FM    | TV               |
|-------------------------------------------------|-------|-------|------------------|
| Licensed (all on air)                           | 3,844 | 1,110 | 521 <sup>1</sup> |
| CP's on air (new stations)                      | 67    | 20    | 57               |
| CP's not on air (new stations)                  | 118   | 92    | 80               |
| Total authorized stations                       | 4,029 | 1,222 | 658 <sup>1</sup> |
| Applications for new stations (not in hearing)  | 174   | 187   | 66               |
| Applications for new stations (in hearing)      | 124   | 12    | 57               |
| Total applications for new stations             | 298   | 199   | 123              |
| Applications for major changes (not in hearing) | 213   | 55    | 43               |
| Applications for major changes (in hearing)     | 50    | 2     | 10               |
| Total applications for major changes            | 263   | 57    | 53               |
| Licenses deleted                                | 0     | 0     | 0                |
| CP's deleted                                    | 1     | 4     | 0                |

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three stations operating on unreserved channels.

tion with daytime facilities precluded pending final decision in Doc. 14419; and (2) denying applications for new daytime AM stations on same frequency of Jupiter Associates Inc. to operate with 500 w, DA, in Matawan, and Somerset County Broadcasting Co. with 1 kw, DA, in Somerville, both New Jersey. Action Dec. 10.

Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward affirming commission's Oct. 24, 1962, grant of application of John Self for new AM on 1300 kc, 500 w-D, in Winfield, Ala. Action Dec. 9.

### DESIGNATED FOR HEARING

WHAY, The Central Connecticut Broadcasting Co., New Britain, Conn.—Designated for hearing applications for assignment of licenses to Connecticut-New York Broadcasters Inc. (WICC-AM-TV, WJZZ(FM) Bridgeport); dismissed that portion of petition by WRYM-AM-FM New Britain asking that WHAY renewal application be dis-

missed; made WRYM party to proceeding. Action Dec. 4.

By order, commission designated for hearing application of Noble Broadcasting Corp. for renewal of WILD Boston. Issues include questions concerning "double billing," broadcast of lottery advertising, failure to withhold federal income taxes and social security deductions from certain employees, financial qualifications, false and misleading financial reports and misrepresentation of facts to commission. Action Dec. 4.

### OTHER ACTIONS

By memorandum opinion and order, commission held in abeyance until further order proceeding on application of Radio Americana Inc. for new daytime AM on 940 kc, 1 kw, in Baltimore, but further ordered that interested parties so desiring may, within 60 days, file applications for 940 kc in Catonsville, Md., or Lebanon, Pa., using substantially same engineering char-

acteristics, and proposing to serve substantially same service areas as were proposed in dismissed applications by Catonsville Broadcasting Co. and Rossmoyne Corp. It suspended application of the AM "freeze" and "cut off" rules for particular proceeding and provided that original applications would, if applicants so desire, be consolidated in hearing with any new applications. Chairman Henry dissented and issued statement in which Commissioner Lee joined; Commissioners Cox and Loevinger not participating. Action Dec. 11.

By memorandum opinion and order, commission denied motion by WHDH Inc (WHDH-TV) for stay of Boston TV channel. 5 comparative hearing pending action on petition for reconsideration of portion of hearing order which rejected WHDH request for dismissal of application of Greater Boston TV Inc. Commissioners Cox and Loevinger not participating. Action Dec. 11.

By memorandum opinion and order, commission denied petition by Spedel Broadcasting Corp. of Ohio for reconsideration and rehearing of July 8 decision which granted application of Greene County Radio for new AM on 1500 kc, 500 w-D, in Xenia, Ohio, and which denied Spedel's mutually exclusive application for new station on 1510 kc, 10 kw-D, DA, in Kettering, Ohio. Commissioner Cox not participating. Action Dec. 11.

By order, commission denied application by Denver Area Broadcasters (KDAB), Arvada, Colo., for review of Review Board's Oct. 24 action denying leave to amend application to change proposed trans. site of KDAB. Commissioner Cox not participating. Action Dec. 11.

By order, commission granted petition by The City of New York Municipal Broadcasting System for extension of time to Feb. 25, 1964, to file amendment to application for SSA to operate WNYC New York additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST, and new application seeking regular licensing of presunrise and evening operations pursuant to commission's Oct. 24 memorandum opinion and order. Commissioner Lee not participating. Action Dec. 11.

Commission (Commissioner Cox not participating) scheduled following TV proceedings for oral argument on March 2: Syracuse, N. Y., channel 9; and Orlando, Fla., channel 9, rescheduled from Feb. 28.

Commission's schedule of application filing fees will become effective on Jan. 1, 1964. Applications submitted by mail and postmarked later than 12 midnight, Dec. 31, 1963, must be accompanied by fees prescribed in commission's rules. No fees will be required to accompany applications postmarked prior to Jan. 1, 1964, irrespective of date on which application actually arrives at commission, or any of field offices. Applications submitted by hand to commission, or to any of field offices, subsequent to close of normal working hours on Dec. 31, 1963, must be accompanied by fees prescribed in commission's rules. Action Dec. 9.

Commission gives notice that Oct. 15 initial decision which looked toward granting application of The Hampden-Hampshire Corp. to increase daytime power of WHYN Springfield, Mass., on 580 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Dec. 4 pursuant to Sect. 1.276 of rules. Action Dec. 9.

By memorandum opinion and order, commission denied petition by Valley Telecasting Co. (KIVA-TV) Yuma, Ariz., for reconsideration of Aug. 9 action which granted assignment of license of KBLU and CP of KBLU-TV Yuma from Desert Telecasting Co. to Desert Telecasting Inc., and which also granted extension of time to construct latter station. Commissioner Ford not participating; Commissioner Cox dissented. Action Dec. 9.

By memorandum opinion and order, commission (1) denied petition by W. D. Frink, tr/as Jefferson Radio Co., to extend time from Dec. 11 to Jan. 10, 1964, to operate WIXI Irondale, Ala., in order that agreement for assignment of CP and sale of physical assets may be amended and processed in orderly manner, and (2) on own motion, extended effective date of commission's Sept. 13 decision to Jan. 1, 1964, solely for purpose of winding up, application for assignment having been rendered moot by denial of application for license. Action Dec. 6.

Commission en banc, by Commissioners Henry (Chairman), Hyde, Bartley and Loevinger, rescheduled oral argument from Dec. 16 to Jan. 9 in proceeding on applications of The Young People's Church of the

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\*Occupation Required

Air Inc. and WJMJ Broadcasting Corp. for new FM stations in Philadelphia. Action Dec. 6.

■ Commission, on request by WORZ Inc., postponed from Jan. 13 to Feb. 28, 1964, oral argument in proceeding on application and that of Mid-Florida Television Corp. for new TV stations on channel 9 in Orlando, Fla. Commissioner Cox not participating. Action Dec. 4.

■ Commission gives notice that Oct. 9 initial decision which looked toward (1) granting application of Marshall Broadcasting Co. for new AM on 1540 kc, 250 w-D, in Marshall, Mich., condition, and (2) denying application of Wright Broadcasting Co. for new station on same frequency with 5 kw (1 kw-CH), DA, D, in East Lansing, Mich., became effective Nov. 29 pursuant to Sect. 1.153 of rules. Action Dec. 4.

■ Commission gives notice that Oct. 9 initial decision which looked toward dismissing without prejudice application of The Y T Corp. for new FM on 99.3 mc in Palo Alto, Calif., and terminating proceeding, became effective Nov. 29 pursuant to Sect. 1.153 of rules. Action Dec. 4.

■ By decision, commission granted application of Wabash Valley Broadcasting Corp. for renewal of license of WTHI-TV (ch. 10) Terre Haute, Ind., and denied competing application of Livesay Broadcasting Inc. for CP for same facility. Chairman Henry and Commissioner Bartley dissented and issued statements; Commissioners Cox and Loevinger not participating. Initial decision of April 22, 1960, looked toward action. Action Dec. 4.

■ By memorandum opinion and order, commission dismissed applications by Wabash Valley Broadcasting Corp. and Illiana Telecasting Corp. for new TV stations on channel 2 in Terre Haute, Ind. Action is without prejudice to filing new applications by Jan. 31, 1964. It stems from Court of Appeals decision of June 27, 1963, which, among other things, affirmed commission's allocation of channel 2 to Terre Haute but held that determination of to whom it ought to be assigned must be on basis of new proceeding, and directed commission to permit filing of such applications within reasonable time and subject to comparative hearing. Commission will entertain appropriate application for interim operation on channel 2 there by interested applicants, but, because Wabash Valley is already operating on local channel 10, it will not be permitted to participate in any such interim operation. Chairman Henry issued concurring statement; Commissioner Loevinger issued statement; Commissioner Cox not participating. Action Dec. 4.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By separate orders, in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston, granted petitions by Broadcast Bureau to extend time to Dec. 20 to file responses to TVue's motion to modify, delete and enlarge issues; and to Dec. 20 to file responses to United Artists' motion to enlarge issues. Actions Dec. 10.

■ By memorandum opinion and order, denied untimely filed petition by The Prattville Broadcasting Co. to reopen record in proceeding on application and that of Billy Walker for new AM stations in Prattville, Ala. Action Dec. 9.

■ Granted petition by Sunbeam Television Corp. to extend time to Dec. 16 to reply to responses to petition to enlarge issues in proceeding on Sunbeam's application for renewal of license of WKCT-TV (ch. 7) and Community Broadcasting Corp. for new station on that channel in Miami. Action Dec. 9.

■ Granted petition by Radio Haddonfield Inc. to extend time to Dec. 19 to file exceptions to initial decision in proceeding on application for new AM in Haddonfield and that of Salem County Radio for new station in Salem, both New Jersey. Action Dec. 9.

■ Members Berkemeyer, Nelson and Pincock, adopted decision granting application of International Radio Inc. to increase power of KGST Fresno, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. May 13 initial decision looked toward action. Action Dec. 6.

■ By memorandum opinion and order in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz., (1) denied appeal by Maricopa County Broadcasters Inc. (KALF), Mesa, from examiner's Oct. 8 ruling which denied KALF's request to introduce evidence with respect to Eastside's proposed tower site, and (2) denied KALF's petition to enlarge issues in proceeding. Board Member Nelson concurred. Action Dec. 6.

■ Granted petition by Greater Boston TV Inc. to extend time to Dec. 10 to file oppositions to petition to enlarge issues relating to Greater Boston in Boston TV channel 5 proceeding. Action Dec. 6.

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. Inc. for new AM stations in Port Arthur and Vidor, respectively, both Texas, granted petition by Broadcast Bureau to extend to Dec. 11 time to file responses to following pleadings—petition by KWEN to enlarge issues, and petitions by Woodland to delete and enlarge issues. Action Dec. 5.

■ Granted petition by Valparaiso Broadcasting Co. to extend time to Dec. 18 to file exceptions to initial decision in proceeding on application and that of Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action Dec. 5.

### ACTIONS ON MOTIONS

■ Commission denied request by A. Earl Cullum Jr. to extend time from Dec. 10 to Jan. 10, 1964, to file comments and from Dec. 20 to Jan. 20, 1964, for replies in matter of reduction in aural-to-visual power ratio for VHF TV stations to make it consistent with ratio required of UHF TV stations. Action Dec. 6.

### By Office of Opinions and Review

■ In proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, etc., in WEAT-TV (ch. 12) and WPTV-TV (ch. 5), respectively, both West Palm Beach, Fla., granted request by Broadcast Bureau to extend time to Dec. 10 to file replies to petition to terminate proceeding and grant application and petition for reconsideration and grant. Action Dec. 6.

■ Granted request and supplement by WTIF Inc. to extend time to Dec. 10 to file petition for reconsideration in matter of revocation of license of WTIF Tifton and for renewal of license of WDMG Inc. (WDMG), Douglas, Ga. Action Dec. 3.

### By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Central South Dakota Broadcasting Co. to extent of dismissing but with prejudice application for new daytime AM (KEZE) in Huron, S. D., and terminated proceeding. Action Dec. 10.

■ Dismissed with prejudice for failure to prosecute application of Capitol Television Inc. for renewal of license of KVUE-TV (ch. 40) Sacramento, Calif., and retained in hearing status application of Camellia City Telecasters for new TV on that channel in Sacramento; directed Capitol Television to file with secretary of commission within 10 days affidavit as to whether it has been promised, or has received, anything of value, directly or indirectly, by reason of abandonment of application. Action Dec. 6.

■ Substituted Examiner Walther W. Guenther, in lieu of Examiner Arthur A. Gladstone, as presiding officer in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn. Action Dec. 5.

■ Substituted Examiner Jay A. Kyle, in lieu of Examiner Arthur A. Gladstone, as presiding officer in proceeding on applications of Teleprompter Transmission of Kansas Inc. Action Dec. 5.

■ Subject to objection by any interested party within 10 days, substituted presiding officer as shown in lieu of Hearing Examiner Asher H. Ende in following: Examiner Forest L. McClenning: Black Hills Video Corp. Action Dec. 4.

■ Substituted Examiner Chester F. Naumowicz Jr. in lieu of Examiner Arthur A. Gladstone as presiding officer in proceeding on application of Big Chief Broadcasting Inc. (KLPR), Oklahoma City. Action Dec. 4.

■ Substituted Examiner Herbert Sharfman in lieu of Examiner Arthur A. Gladstone as

presiding officer in Paterson, N. J., TV comparative proceeding. Action Dec. 4.

■ Designated Examiner Herbert Sharfman to preside at hearing in Victoria, Tex., channel 19 proceeding; scheduled prehearing conference for Jan. 6 and hearing for Feb. 10, 1964. Action Dec. 3.

### By Hearing Examiner Isadore A. Honig

■ Pursuant to agreements reached at Dec. 9 prehearing conference in proceeding on AM application of LaFollette Broadcasting Inc. (WLAF), LaFollette, Tenn., scheduled certain procedural dates and ordered hearing to commence as scheduled on Dec. 23. Action Dec. 9.

■ Granted motion by Leon Lawrence Sidell, Hamburg, N. Y., to continue from Dec. 9 to Jan. 9, 1964, time for exchange of exhibits; Dec. 17 to Jan. 17, 1964, for hearing on exhibits, and from Jan. 7 to Feb. 10, 1964, for cross examination of Sidell in consolidated AM proceeding in Docs. 14031 et al. Action Dec. 5.

■ Pursuant to agreements reached at Dec. 2 further prehearing conference in proceeding on AM application of Verne M. Miller, Crystal Bay, Nev., scheduled certain procedural dates and hearing for Feb. 4, 1964. Action Dec. 3.

### By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to certain agreements reached and approved by examiner, continued Dec. 10 hearing to Dec. 18 in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota. Action Dec. 9.

■ Pursuant to agreements reached and certain rulings made at Dec. 9 prehearing conference in proceeding on AM application of Big Chief Broadcasting Inc. (KLPR), Oklahoma City, scheduled certain procedural dates and continued Dec. 11 hearing to Feb. 24, 1964. Action Dec. 9.

■ Scheduled prehearing conference for Dec. 9 in proceeding on AM application of

*Continued on page 113*

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## RADIO

### Help Wanted—Management

Manager for small market deep south 5 KW. Preferably with 1st phone. Emphasis on sales. Possibility of buying interest for right party. Box P-46, BROADCASTING.

Manager wanted for single station West Texas market. No high salary or draw artists wanted. Income is here for man who can produce. You produce for me and I will help you advance. Will consider top salesman or sales manager ready to manage station. Box P-116, BROADCASTING.

Manager to launch new South Jersey coastal AM station. Box P-129, BROADCASTING.

Station Mgr. new daytime station Mpls, Minn. area—strong on sales and capable of complete management. Opportunity for investment. Box P-163, BROADCASTING.

Station Manager wanted who is an excellent salesman, can lead people, who also has knowledge of FM Broadcasting besides AM broadcasting. This is a New England Full-Timer. Please send a resume and photo. Must be a man of integrity and above reproach. Box P-173, BROADCASTING.

### Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Fine opportunity young creative salesmen offered by seven station Mich-Wisc group. Our stock-holders, key personnel come through our sales department. Rapid advancement to qualified person. Box P-153, BROADCASTING.

Large east coast market. Resumes to include references. Chain operation. Appearance, intelligence and ambition combined with hard work will provide a decent living with an adult programed station. Capabilities, potential more important than formal experience. I need you right now. Box P-165, BROADCASTING.

Station manager, must be heavy on local sales and be able to create local salable promotions, New England daytime. Opportunity for investment. Send full resume. financial requirements and picture in first letter. Box P-186, BROADCASTING.

WPIK serving Washington-Northern Virginia with adult programing looking for one damned good man, or woman. No picnic, but intelligent person can earn good living. I insist on outstanding personal references . . . which will be checked. In addition to ability to sell, you must be able to write creatively. Resume to me, Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. Everything confidential.

Radio salesman—Mature, experienced, aggressive for permanent sales position with No. 1 Pulse station in Illinois' No. 2 market. A good family man with solid radio sales background will earn a substantial income. Contact: John R. Speciale, WRRR, Rockford, Ill.

### Announcers

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

## Announcers—(Cont'd)

Experienced announcer needed immediately for midwest metro-market good music station. Must have good air voice and commercial delivery. Will consider only those desiring permanent employment. Box P-65, BROADCASTING.

Wanted: Swinging top 40 format dj, Negro, for all night slot in brand new show case studio. Tell all and send tape with first letter to Box P-71, BROADCASTING.

Talented, enthusiastic professionals wanted. Morning man \$8000-10,000; specialist in creative production spots \$7800-9100; afternoon man \$5200-6500; salesmen—liberal draw against commission. Well established station will give preference to applicants from the Carolinas, Virginia, Southeast. Tell all, sell all first letter with air check to Box P-106, BROADCASTING.

Is your production the kind other deejays admire? Airwork the polished, professional calibre that cries out for more attention, appreciation. Too young to have all this talent and drive? We've got a home for you at top-rated pop station in medium market. Other young pros to welcome you. Rush details, tape, pic to Box P-109, BROADCASTING.

If you are a competent aggressive newsman and comprehend mobile news coverage, we want to hear from you. Highly respected top-rated operation in Illinois. Send tape and complete resume to: Box P-114, BROADCASTING.

Pennsylvania kilowatt needs morning man dependable, mature, professional. Send tape, resume, photo to Box P-154, BROADCASTING.

Eastern North Carolina station needs salesman announcer. Salary plus commission. Send resume and photo to Box P-172, BROADCASTING.

Opening Jan. 15. Young anncr., mature voice, some commercial staff and sports experience. Good small market operation. Modern facilities, loaded with fringe benefits. Adult station, fine image. \$90 wk. start—raises. No selling or copy writing. Near eastern metropolitan city. Box P-180, BROADCASTING.

All-around announcer for medium southeast market. Top tunes with lot of freedom for thinking dj. Maturity a must. Send tape, resume, with your ideas on how to operate. Box P-185, BROADCASTING.

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape and personal resume. Box P-187, BROADCASTING.

Eastern 50,000 watter looking for creative morning man. We want a man with imaginative ideas to handle an adult audience. . . . A man capable of holding our current #1 rating in the AM. Rush tape, resume, and minimum salary expected. Box P-195, BROADCASTING.

Announcer—1st ticket. No maintenance. Middle Atlantic area within 60 miles of Nation's capital. Complete resume to Box P-201, BROADCASTING.

Wanted: A crazy, zaney, jumping dj for 100% Negro programed station. One who can turn a sophisticated city up-side-down. Station located in one of the 10 leading markets. All correspondence confidential. Terrific compensation for right man. Send audition tape to Box P-202, BROADCASTING.

## Announcers—(Cont'd)

Good opportunity for afternoon man with personality. Big band format in Wheeling, W. Va. Pay? Depends on your talent. Position opening 1st of January. Box P-203, BROADCASTING.

Moving up? Morning man with potential, wit and intelligence wanted by all-new modern radio station. Will consider men working other slots who can move to mornings. We go first class and intend to dominate our market with your help. Send tape and resume to Box P-204, BROADCASTING.

Texas kilowatt needs mature, experienced dj for adult programing. If you can sell a commercial and make a record show sound interesting, send air check, resume, and references. All tapes returned. \$100.00 week. Box P-208, BROADCASTING.

KLMR Lamar, Colorado within 30 days to be 5000 watts. Has opening for experienced announcer. First phone necessary. Contact Kent Roberts, KLMR.

KSON, San Diego's first and only c&w station expanding air personality staff. Need tape and resume immediately. KSON, U. S. Grant Hotel, San Diego 1, Calif.

Porterville, Calif., all around man with 1st phone needed now. Practical engineering not mandatory but desirable. Salary open. Phone Gary Garlund, KTIP, 209-784-1450.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Announcer-salesman, run good board, service active accounts, references required. Mr. Wideman, WATT, Cadillac, Michigan.

Bright sounding announcer without problems, by January 1st. Prefer Florida resident. Gale Brooks, WBIL, Leesburg.

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WBRB, Box 2164, Livonia, Mich.

First class ticket required—combo man for 1 kw daytime. Tell all first letter. General Manager, WEBO, Owego, New York.

Immediate opening for strong commercial announcer, air personality with original humor and mature voice. Top station in Grand Rapids. Salary open. Rush tape and resume to WGRD, 35 Lafayette Ne., Grand Rapids, Michigan.

Announcer. Live, swinging, personality, top 40 operation WHSL, Wilmington, N. C.

Michigan daytimer has immediate opening for 1st phone announcer-newsman. Prefer family man looking for permanency, and opportunity for advancement. Salary open, dependent on ability. Send tape-resume and picture to WJUD, St. Johns, Mich.

Caught in the draft. Announcer needed. Willing to learn, assisting in music department. Adult format, wonderful country, wonderful station. Dean Loudy, WNNT, Warsaw, Va.

If you are experienced with news, good music and transmitter duties. Call Washington stereo station, WASH.

## Announcers—(Cont'd)

Excellent opportunity for experienced announcer radio staff with television opportunities. Send snapshot. Resume and off-air check stressing music and commercials. Program Director, WOC-AM-FM, Davenport, Iowa.

Announcer-copywriter: Take charge of copy department. Send tape, resume, photo and sample copy to: F. H. Stewart, WSVS, Crewe, Va.

Announcer-first phone . . . Middle of road programming . . . Emphasis on announcing . . . WTHM—Box 1530, Lapeer, Mich.

Wanted Negro 1st phone combo. Little maintenance for small market daytime. Call collect Ted Reynolds 919-654-3971.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

It's a fact—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only \$16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

## Technical

Wanted: Negro engineer, first class ticket only, experience not necessary, only willingness to work and learn. 5 kw-directional. Complete resume and minimum starting salary immediately to Box P-70, BROADCASTING.

Announcer—1st ticket. No maintenance. Middle Atlantic area within 60 miles of Nation's capital. Complete resume to Box P-200, BROADCASTING.

Wanted: First phone engineer with experience in AM and completely automated FM. Send full particulars and general salary requirements first letter to KBIM Box 910, Roswell, New Mexico.

Wanted: Kentucky daytimer has opening for Chief engineer/announcer. Good pay. Small community. Send tape, resume and references to WANY, Albany, Ky.

Immediate opening for engineer. 5 kilowatt. Contact Morris R. Shufflebarger, WGOH, Grayson, Kentucky. Phone 474-5144.

Wanted first class ticket operator for full time AM/FM station, located in southern New Hampshire. Contact: Miss Shirley I. Roy, Knight Management Corp., Boston, Mass.

## Production Programing & Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Wanted—farm director, newsman, midwest. Age no factor. Box P-9, BROADCASTING.

Experienced announcer-copy writer who can also double in news needed for midwest metro-market station. Versatility with mature presentation desired. This is a good music station. Only those seeking permanent employment need apply. Box P-66, BROADCASTING.

Program director. Major market, (East). Top 40. No screamer advocates. Must have provable track record of ratings and clever production. Box P-158, BROADCASTING.

## Production Programing & Others

### Continued

News writer who can collect, write and broadcast local and area news. Knowledge of sports helpful. WICY, Malone, New York.

Immediate opening for fulltime newsman. Need man with ability to find, report and build local news stories, and maintain present outstanding reputation. Send tape and resume with history of earnings to Jim McDonald, WKNY, Kingston, New York.

Young newsman for one of the midwests most aggressive news operation. Opportunity for both radio and television local news gathering, writing and reporting. Only dedicated newsman may apply for the work and challenge will find you out. Send tape, resume and photo to Sam Hall, WTRC, Elkhart, Indiana.

Newsman—Wgic, AM dial 1500, Xenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

## Situations Wanted—Management

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales. Nine years Manager; remainder as Sales Manager, P.D., News Director, talent. Best references. Box P-4, BROADCASTING.

Qualified to manage. Eight years experience in AM and FM. References. New York State only. Box P-76, BROADCASTING.

Unusually well-qualified broadcaster available for management position within the next 90 days. This man has 15 years solid experience in large-market operation. Box P-89, BROADCASTING.

Formula for a profitable radio station: 1. Correctly analyze your market and competition. 2. Design your air sound to build a saleable image. 3. Promote that image. 4. Get the program department to do your bidding. 5. Get your sales department to sell. 6. Keep collections current. 7. Thoroughly know FCC regulations. 8. Add a multitude of small details and stir 20 hours per day. In 9 years I have successfully mastered this formula and presently proving my ability as Manager. I'm familiar with Network, Independent, and all size markets. Box P-147, BROADCASTING.

Small-Medium market preferably in middle-west. Outstanding background in sales and management, aggressive with the know how and ability to put new life into your station. Presently employed in large market. Box P-149, BROADCASTING.

Veteran announcer earning \$8,000 wishes to make transition to management. College graduate, creative, industrious, versatile. Age 29. Box P-159, BROADCASTING.

Devoted to quality radio that combines profit and pride. Station or sales manager available soon. Excellent record sales, research, programming. Boston Area first choice. Box P-161, BROADCASTING.

Major market personality desires switch to management. Happy financially, but want more productive future. Age thirty. Ten years radio. Sales and program management background. Ability, creativeness, ambition. Let's talk. Box P-174, BROADCASTING.

Wanted: Opportunity, not just salary. Interested: Management and sales. Experience; over 2 years local radio and network TV. College grad., 28, married. Veteran. Hard Work guaranteed. Presently employed. Box P-176, BROADCASTING.

Manager of small market station strong on sales has reached earning potential. Desires Gen. or sales manager position. Can relocate. Resume and references available. State approximate starting salary with first letter. Box P-178, BROADCASTING.

I've increased sales here by 1,000% in one of the country's most difficult markets, within 1 year, and I can prove it. Presently employed general manager, expert in programming with real sales know how, also excellent engineer. Seeking management with incentive, plus respectable salary. I can do it. Box P-179, BROADCASTING.

## Management—(Cont'd)

Attention station owners; I have an excellent background in sales, promotion and management to offer. Give me the key, sit back and watch the results. Preferably mid-west. Presently employed. Exchange references please. Box P-193, BROADCASTING.

Veteran broadcaster with 18 years experience, 14 of which have been in managerial capacities, available for radio management in competitive market. Stations I have run in major markets always top-ranked. Married, three children. Age 41. Well known among leading agencies and major station reps. Excellent references. Box P-205, BROADCASTING.

Man of long experience in sales management is available. Qualified in local and national fields. Extensive contacts throughout industry. Excellent references. Box P-207, BROADCASTING.

Mature capable manager announcer, newsman. Experienced radio and television. Attention: Wisconsin, Minnesota, Michigan. Contact Carl Erwin, Manager, KFLJ, P.O.B. 593, or phone 111, Walsenburg, Colorado.

## Sales

Sales my primary interest as sales manager or salesman. Have 22 years radio experience in all phases. Finest references. Write Box P-59, BROADCASTING.

## Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

4 years experience in sales, announcing & play-by-play. Desire smaller mkt. in mid-west or west. All replies answered. Box P-44, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone radio-TV announcer, news writer, 35, married, two children. Box P-77, BROADCASTING.

Gal disc jockey, traffic, women's programs, great writer, continuity, scripts, hard worker. Available immediately. Box P-92, BROADCASTING.

N.Y., N.J., Conn.—Announcer/dj, newscaster, experience, tight production fast board. Family man. Box P-133, BROADCASTING.

Announcer engineer—1st phone—desire staff position, your style or mine. Good news, good music, good background—2½ years sales advertising. South or Southwest preferred, not required. Box P-142, BROADCASTING.

Announcer—DJ—experienced and mature fast and tight board. Fluid delivery can start immediately. Box P-148, BROADCASTING.

Highly experienced, mature, general announcer, will accept any living wage for a rapid placement. Excellent credits. Box P-150, BROADCASTING.

Announcer—4 years experience. Age 25—married—wants job in Wisconsin or Minnesota. Box P-156, BROADCASTING.

DJ/announcer, mature, reliable, good voice, now working medium market, top 40. Wants middle of road station—prefer San Francisco or West Coast. Box P-157, BROADCASTING.

Mature personality looking for the right job. Resume tape on request. Box P-199, BROADCASTING.

Attention New England. Top forty DJ. 5 years experience plus opinion and women's shows. Good habits and family man. Box P-160, BROADCASTING.

First Phone showman—6 years in top 50 markets. Available immediately. Box P-162, BROADCASTING.

## Announcers—(Cont'd)

**Announcer-Emcee.** Young, personable professional actor-announcer with heavy local, national radio-video credits seeks opportunity with progressive station seeking strong personality and programming on which to hinge sales. I've got the background, ideas, showmanship and salesmanship to pay off for you. Interested? Box P-167, BROADCASTING.

**College student desires part time position in Northern California town near State College.** First Phone. No experience. Box P-171, BROADCASTING.

**Announcer-dj bright personality.** Authoritative news, family man—Dependable. Not a prima donna or floater. Box P-181, BROADCASTING.

**Lively and talented female with warm personality, dj, newsmen, copywriter.** Professionally trained to do best job possible. Box P-192, BROADCASTING.

**16 years experience.** Announcing, selling, first class license. Steady, reliable, references. Box P-209, BROADCASTING.

**Announcer-dj—experience, Negro, bright personality, authoritative newscast, tight production, not a floater or prima donna.** Box P-211, BROADCASTING.

**DJ announcer—authoritative newscaster, dependable—family man, personable, cooperative, fast operation.** Box P-212, BROADCASTING.

**Announcer dj—married & dependable.** Experienced. Authoritative newscaster. No floater or prima donna. Box P-213, BROADCASTING.

**DJ-announcer, 25 years old.** Military service complete. Experienced top 40 personality plus. Box P-215, BROADCASTING.

**Announcer, dj, 1st phone, presently working.** College grad. Age 31, mature voice, warm personal delivery. Authoritative news. Desires music background. Four years experience A.F.R.S. Prefer middle-of-road station and/or TV in or near metropolitan area. Would like opportunity for copy and production. Available immediately. Tape, resume, photo on request. Box P-216, BROADCASTING.

**Flexible, professional personality.** Experienced all phases, any market. Authoritative newscaster, bright interesting dj/announcer. Box P-217, BROADCASTING.

**Announcer/dj or newscaster.** Bright, interesting personality. Experienced all phases, tight board, competent air sales, beeper phone, interviewing, authoritative news. Responsible, college background, excellent references. Box P-218, BROADCASTING.

**Dear Santa: Do you know anyone who wants a good announcer for Xmas?** Box P-220, BROADCASTING.

**DJ-announcer: Bright air personality, authoritative newscaster, dependable, cooperative, tight board, not a floater, professional attitude.** Box P-222, BROADCASTING.

**Presently Detroit personality! Smile-like voice . . . versatility . . . experience . . . mature, midwest only.** Box P-223, BROADCASTING.

**Top 40 dj with first phone desires position in West-South or midwest.** 3 years experience. Write Dick Moore, 2706 Moorehead, Apt. 2, El Paso, Texas or call 505-393-3909.

**Available Jan. 1.** Young & capable radio personality. First Phone. DJ or News. Write Mike Wengert, P. O. Box 503, Naples, Fla. or after Christmas at 9725 Cambria Dr. St. Louis Mo.

**C&W DJ.** Discharge from Army soon, Ten years Experience. Jack Reno, Box 328 Waynesville, Missouri.

## Technical

**First phone, Radio, television experience.** High power transmitters. Directionals. Available for anything, anywhere. Box P-170, BROADCASTING.

**Presently employed studio engineer with major radio network experience in New York seeks like position with recording studio, net or station, or similar audio work.** Smooth board, proficient editor, live music experience. Light maintenance. Can also write, announce. Degree, first phone, married. New York metro or suburbs preferred. Box P-188, BROADCASTING.

**Now available—experienced engineer.** Have created and maintained one of the outstanding metropolitan sounds. Can offer the best of references for credit, character, and technical ability. Extreme familiarity with all phases of directional antenna systems, maintenance and installation of all types of equipment, and equipment construction. Thirteen years engineering experience in radio. Bob Swortwood, 10207 Longmeadow, Dallas, Texas, DI 8-6071.

**Experienced chief, AM, FM, TV, audio proofs, first phone nine years.** Willing to relocate. C. William Simpson, 815 N. 4th St., Sunbury, Penna., phone 717 AT 6-0464.

## Production Programing & Others

**Quality continuity director or writer for quality sound that adheres to NAB code, pleasant appearance, good voice, college, married, 30 & 3rd phone.** Box P-43, BROADCASTING.

**Copywriter, thoroughly experienced, radio, TV, agency, creative, production oriented, effective.** Box P-58, BROADCASTING.

**I thrive on tough competition and real challenge.** This PD/JOCK with a first phone has a consistent record of being number one. Let me program your station into the number one slot. All replies considered. Box P-61, BROADCASTING.

**Responsibility, who needs it? I do!** Experienced radio/TV announcing, sales, cont., prod., promotion, publicity. College degree and ability to go with it. Ratings, references, tape and resume for asst. Mgr. or pd offer. Box P-151, BROADCASTING.

**Male copywriter, proven ability, ten years solid-self experience, radio, TV.** Box P-152, BROADCASTING.

**Newsman with an established reputation in broadcast journalism, seeking a responsible position in one who takes pride in his work and versatile background in the industry.** Box P-177, BROADCASTING.

**15 years—all phases—present position 4 years #1 jock major market.** Desire pd in major or medium market—open for discussion . . . presently earning \$10,000. Box P-183, BROADCASTING.

**Copywriter . . . Slave.** Will labor for less in southwest. Top references. Straight copy that sells. Promotion and program ideas. Squeezed-out by change of ownership. Contact him. Box P-184, BROADCASTING.

**Programing or traffic department.** Three years experience. Box P-189, BROADCASTING.

**Hooper proven programmer and promotion man now available to progressive station or group in major market.** Dynamic background in local stations in top ten plus National promotion background. Work now being heard in over 400 markets. Box P-190, BROADCASTING.

**Top rated—southwest good music man—top 40 ability.** Talented production . . . 5 years experience—family man. Permanent position only. Texas, midwest. Box P-197, BROADCASTING.

**Custom radio production spots (not jingles).** Send 50 cents for sample tape and low rates, station and agencies inquiries invited. Gary Van, 110 E. Union St., Newark, New York, 14513

## TELEVISION

### Help Wanted—Management

**Mid-central television station will be replacing its general manager due to promotion.** If you are qualified for this heavily sales-oriented position please submit your qualifications and references. Box P-119, BROADCASTING.

### Announcers

**Virginia fulltime radio and TV operation needs good experienced announcer.** Middle of the road format. Must be reliable. Opportunity for TV sports, send tape, plx, resume and salary expectations to Box P-88, BROADCASTING.

### Technical

**Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system.** Send full particulars in initial response. Box N-7, BROADCASTING.

**Wanted—assistant chief Engineer for large American TV station outside continental U. S.** Must have studio and transmitter experience, prefer single man but will consider others. All replies confidential. Box P-169, BROADCASTING.

**Full power California VHF has opening for studio engineer.** Second phone, and video & audio switching experience required. Box P-175, BROADCASTING.

**Wanted—Chief Engineer for Southeast TV station.** Fully equipped in small market. Must have tape experience. Advise qualifications and salary requirements in complete confidence. Will not check on your references without first checking with you. Write Box P-219, BROADCASTING.

**Studio engineer.** VTR maintenance experience essential. Salary over \$150.00 per week. IBEW contract. CBS affiliate in southern California metropolitan community, 2 hours drive from Los Angeles. Send letter and resume to Chief engineer, KBAK TV, 2210 Chester Avenue, Bakersfield, California. FA 7-7955.

**Chief engineer for 5 kw directional and 1 kw sister station, need an experienced man who can assume complete responsibility for both studio and transmitter maintenance.** Contact E. M. Tink, V.P. of engineering, KWWL-TV, Waterloo, Iowa.

**Experienced Chief Engineer, major market.** Ability to take over and initiate practical projects. Must be energetic and able to tackle tough problems. Available immediately. Phone 534-8281, Denver, Colorado, Ed Carroll.

### Production, Programing & Others

**Kids show . . . tried and proven brand new show.** For VTR phone 213-332-3398. Box P-27, BROADCASTING.

**TV news director in medium market.** Now top-rated newscaster in major market. Thorough reporting, writing, filming experience. \$750 minimum. Box P-155, BROADCASTING.

### Situations Wanted—Management

**Thru the ranks, pioneer in TV sales, sales management and station management.** Well known in industry. Past member of NAB board. Top references. Connections with reputable owners, first consideration. Also interested in replies from affiliated industries. Box P-206, BROADCASTING.

### Announcers

**TV staff announcer seeks larger market.** Long experience all phases. Box P-182, BROADCASTING.

## Announcers—(Cont'd)

Announcer, delivers selling commercial, selected by top National accounts as local spokesman. Eight years TV, seven years present job in medium large market, desires to move up. Present income \$10,000 yearly. Need guarantee of this, plus opportunity for more, dependent on ability. No geographical preference. Tape and references for genuinely interested. Box P-214, BROADCASTING.

Experienced announcer in all phases of TV. Married with one child. Age 29. Desire relocation in larger market. Box P-224, BROADCASTING.

## Technical

Director of Engineering: Presently employed. Thirteen years experience medium-major market television. Seeking change for valid reasons. Capable, ambitious, strong engineering and administrative background; FCC, labor negotiations, etc. For resume write Box P-164, BROADCASTING.

## Production Programing & Others

News Director. Top-rated delivery coupled with extensive major market administrative experience. Unusual situation makes this award winning reporter available after first of year. Kines, VTR, and references available. Box P-166, BROADCASTING.

Operations-production manager with programming & personnel experience wants position utilizing background. Family man, 33, with journalism degree and special personnel training. Box P-168, BROADCASTING.

Production supervisor: 6 years experience including film, directing, and studio in small to medium market. Married, family. College graduate. Presently employed, good references. Wishing to relocate in northwest, southwest or Rocky Mountains. Box P-191, BROADCASTING.

Want to locate in an active operation. Production, direction and technically oriented. Two degrees, 25, male, married. Minimum \$7,000. Box P-196, BROADCASTING.

New York area. Top flight midwestern producer-director with extensive commercial/ETV experience is relocating in New York City. Willing to start at bottom of creative operation . . . agency . . . production house . . . commercial or etv station. Box P-198, BROADCASTING.

## WANTED TO BUY

### Equipment

GE XT-1A 1 KW AM transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

Wanted: WDBC, Escanaba, Michigan has been granted an increase to 10 kw. Station is now seeking a 10 kw transmitter. Contact General Manager A. E. Dahl, 606 Ludington Street.

Lampkin FM frequency deviation monitor, model 205A; Bird wattmeter, model 43. Box P-194, BROADCASTING.

UHF station going on air needs all equipment—transmitter, cameras, tower, antenna etc. Be specific. Give prices. Box P-221, BROADCASTING.

Self-supporting tower, 200-300 feet, suitable for microwave. WJBF-TV, Augusta, Ga.

## FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

## FOR SALE

### Equipment—(Cont'd)

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Tempebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Television film camera RCA TK-20A with accessories in good condition. Inspection or inquiries invited. Box P-45, BROADCASTING.

For sale—A Collins 26-J-1 Auto level limiting amplifier, near new \$150.00. Collins ATC PB 150/PB 190 cartridge playback unit, near new \$325.00. Collins ATC AB 150/AB 190 record amplifier for above w/connecting cables \$200.00. Contact Howard L. Harrington, Box 385, Ogallala, Nebraska.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Reversible geared motors, ideal for remote control, 24 volts AC or DC. \$10.00 each write Box P-72, BROADCASTING.

Sacrifice 4 sets RCA TV eye Vidicon cameras in good working condition. \$200 each. Paul McAdam, Box 691, Livingston, Montana.

Machenzie repeater system. 1 CPR record unit. 5 CPE playback unit. 150 cartridges and miscellaneous supplies. \$750. Magnecord PT6-8 complete recorder. Richard Haskey, KGUD, Santa Barbara, California.

Federal 191-A, 192-A or 193-A FM transmitter operators. We plan dismantling a 192-A in good operating condition. Want spare parts? Write KUTE, 217 West Broadway, Glendale 4, Calif.

Antenna relay EF Johnson DPDT contractor 145-202-13 brand new \$65.00. WHA1, Greenfield, Mass.

190' guyed tower for immediate sale to best offer. Purchaser must dismantle and haul. Call Jimmy Childress, 586-2221, Sylva, North Carolina.

RCA microphone, type BK-11A, Junior velocity, like new, used only twice, complete with microphone stand, cable, Cannon plug, \$110. WBVM, 1924 Genesee St., Utica, N. Y.

For sale: Gates spot tape used less than one year. Original cost \$1,000 will take \$400. WQXT, Palm Beach, Fla.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

1 KW Gates FM 1B Transmitter, Used 8 months, reasonable. Tel. 513-866-5929, P. O. 222, Miamisburg, Ohio.

## BUSINESS OPPORTUNITY

Will trade 15 years of successful large market ownership-management experience for managerial position with stock option. All communications will be answered in confidence. Box P-90, BROADCASTING.

## MISCELLANEOUS

36,000 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, 321, Steiner St., San Francisco.

## Miscellaneous—(Cont'd)

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

## 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. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 36, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure. 259 Geary St. Next class January 13.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only \$295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

## INSTRUCTIONS—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Beginning announcers! Get the groundwork for your radio career at home through a complete tape course. Covers announcing, production and programing. Audio examples, lectures, lesson manuals. The best low cost way to learn the ropes. Free brochure. Capco Broadcasting Instruction, Box 5053, Tulsa, Oklahoma.

FCC License in six weeks. Total cost \$300.00, radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. Next class January 13th.

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.

## Help Wanted—Sales

### RADIO SALESMAN

Modern format network station needs young, aggressive time salesman who knows his product. Guaranteed draw and account list. Should be capable of future development. Send complete info, including present salary.

FRED EPSTEIN  
KSTT, DAVENPORT, IOWA

## Help Wanted—Announcers

### Announcers-Sales

Positions open—coast to coast. 125 offices to serve you. Send tape and resumes to  
Helen Clark

Snelling & Snelling, 917 Washington Street, Wilmington, Delaware

## Technical

### ENGINEER-ANNOUNCER

A top metropolitan market popular music and news station needs an all nite announcer-engineer. Must know audio and be capable to perform maintenance on Automatic Tape Control, Collins and MacKenzie as well as, Continental Electronics remote control equipment. Start \$575 to \$600 per month. Send tape of air work and resume to include engineering background.

Box P-226, BROADCASTING

## Situations Wanted—Announcers

### TOP RADIO/TV PERSONALITY

Once every few years one of "us" become available. Professional by every standard. 20-yr. Top ratings. Miami-New York-Hollywood 9 with major chains . . . Bartell, McLendon then Crowell-Collier. Valid reasons for leaving KDWB after 5-yr. Savvy . . . know-how . . . ace-gagman reputation. TV emceeing . . . nite-club . . . movies . . . playwriting . . . newspapers . . . not immune to P.D.ing. Versatile . . . adaptable to any format. Tapes . . . brochure . . . top refs.

HAL MURRAY . . . 2490 BEACON ST.  
. . . ST. PAUL, MINN. . . 55113 . . .  
PH 633-3930

## EMPLOYMENT SERVICE

### YOU'RE WANTED

ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U. S. MARKETS  
MIDWEST SATURATION

WRITE FOR APPLICATION NOW  
BROADCAST  
EMPLOYMENT SERVICE

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Minneapolis, Minn. 55417

The leading company for the  
recruitment and placement of:  
BROADCAST PERSONNEL

Agency  
527 Madison Ave.  
New York City 10022  
SHERLEE BARISH, Director

## WANTED TO BUY—Stations

### WILL BUY ALL OR PART

Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wisc. or Indiana. Have B. S. Degree. Strong background in Operations, Programming, News, Sales. Replies confidential to:  
Box N-173, BROADCASTING

## WANT STATION

Prefer Mass.-Conn.-R. I.-N. Y. Veteran manager will buy 51%-100% AM Station; will owner-operate. Must be realistic price with terms.  
CONFIDENTIAL.

BOX P-225, BROADCASTING

## WANTED TO BUY

### Stations (Cont'd)

### WANT TO BUY

#### FULLTIMER

1 KW to 5 KW Money maker in Texas. Principles only. Box 5096, Lubbock, Texas.

## FOR SALE—Stations

**WESTERN METRO DAYTIMER**  
Has averaged almost \$70,000 gross over past eight year period but suffering under absentee ownership. Metro population 90,000, trade area 250,000. Priced at \$50,000 for quick sale. Very little cash down for reliable, qualified, operators. Phone 208-344-3794 after 7 PM MST.

### OHIO STATION

5 KW-N 1 KW-D Profitable absentee owned station for sale on terms to financially qualified buyer. Cash flow will justify asking price. Send financial qualifications with your inquiry.  
Box P-210, BROADCASTING

### THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management  
Appraisals Financing

HOWARD S. FRAZIER, INC.  
1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

## CONFIDENTIAL NEGOTIATIONS

For Buying and Selling

**RADIO and TV STATIONS**  
in the eastern states and Florida  
**W. B. GRIMES & CO.**

2000 Florida Avenue, N.W.  
Washington 9, D. C.  
DEcatur 2-2311

## FOR SALE—Equipment

### TAPECASTER SELLS DIRECT

Quality Tape Cartridge Equipment  
Top Performance—Reasonably Priced

Model TV-1500 All Transistorized Combination

Record-Playback Unit ..... \$545.00

Model 600-P Transistorized Playback Unit ..... \$250.00

TAPECASTER ELECTRONICS, Box 622, Rockville, Maryland

Continued from page 107

Big Chief Broadcasting Inc. (KLPR), Oklahoma City. Action Dec. 6.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to continue certain procedural dates and hearing from Jan. 7 to Feb. 25, 1964, in proceeding on AM application. Action Dec. 9.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Prince William Broadcasting Corp. (WPRW), Manassas, Va., to reopen record in proceeding on AM application, et al. (Docs. 14873 et al.; received in evidence exhibit 16 and again closed record). Action Dec. 4.

By Hearing Examiner Elizabeth C. Smith

■ Accepted late filed proposed findings by Broadcast Bureau in proceeding on AM application of WAEB Broadcasters Inc. (WAEB), Allentown, Pa. Action Dec. 10.

■ Granted motion by Midwest Radio-Television Inc. (WCCO), Minneapolis, to continue Dec. 9 further hearing conference to Dec. 10 in proceeding on application of Municipal Broadcasting System for SSA to operate WNYC New York additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST and Midwest's petition to cancel SSA, etc. Action Dec. 5.

#### BROADCAST ACTIONS by Broadcast Bureau

##### Actions of Dec. 10

WHAY New Britain, Conn.—Granted renewal of license.

WFAG Farmville, N. C.—Rescinded Nov. 27 action which granted renewal of license.

KOGT Orange, Tex.—Granted mod. of license to change studio location; remote control permitted; conditions.

KABE Westwago, La.—Granted mod. of CP to change ant.-trans. and studio locations and remote control point, change type trans. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: WENG Englewood, Fla., to April 15, 1964; KBVU Bellevue, Wash., to Feb. 1, 1964; KCVR Lodi, Calif., to Jan. 1, 1964; WIKI Chester, Va., to April 11, 1964; WBLF (aux. trans.) Bellefonte, Pa., to Jan. 31, 1964; KNOP North Platte, Nebr., to Jan. 1, 1964; WMRO-FM Aurora, Ill., to April 15, 1964.

#### FOR SALE

##### Stations (Cont'd)

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 56, TEXAS

#### STATIONS FOR SALE

FAR WEST. Fulltime. Priced at \$75,000. Terms.  
NEW ENGLAND. Exclusive. Priced at \$85,000. Terms.  
SOUTHWEST. Exclusive. Priced at \$150,000. Terms.

**JACK L. STOLL & ASSOCS.**  
6381 Hollywood Blvd.  
Los Angeles 28, California

| Fla.  | coast  | daytime  | \$     | 50M   | terms |
|-------|--------|----------|--------|-------|-------|
| Ca.   | small  | power    | 90M    | SOLD  |       |
| Me.   | single | daytime  | 100M   | 29%   |       |
| M. W. | medium | daytime  | 85M    | terms |       |
| West  | Top 50 | fulltime | 1,000M | 29%   |       |

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✓ **CHAPMAN COMPANY INC**

2045 PEACHTREE RD., ATLANTA, GA. 30309

#### Actions of Dec. 9

Cimarron TV Club, Cimarron and Dawson, both New Mexico—Granted CP for new VHF TV translator on channel 9 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

WQTY Arlington, Fla.—Granted CP to change ant.-trans. location to Jacksonville, Fla., and make changes in ground system.

■ Granted licenses for following noncommercial educational TV stations: WMVT Milwaukee; KTXT-TV Lubbock, Tex.; WGSF Newark, Ohio; KYVE-TV Yakima, Wash.; WEDH Hartford, Conn., to describe trans. location as Avon, Conn., and specify studio location as Trinity College, Hartford; KLRN San Antonio, Tex., and change main studio location to Radio/TV Building, Campus of University of Texas, Austin, Tex.; WOUB-TV Athens, Ohio, and redescribe studio location; KVCR San Bernardino, Calif., and specify ERP as 5.75 kw vis. and 3.09 kw aur.; KWSC-TV Pullman, Wash., and specify ERP as 3.3 kw vis. and 1.7 kw aur.

■ Granted licenses covering changes for following noncommercial educational TV stations: WCET Cincinnati; KUED Salt Lake City; KETC St. Louis and redescribe trans. location; condition.

■ Following stations were granted extensions of completion dates as shown: KCHV Coachella, Calif., to Jan. 2, 1964; WTIP Charleston, W. Va., to Jan. 15, 1964; WSLM Salem, Ind., to Jan. 1, 1964; WKRC Cincinnati to Feb. 5, 1964; WDGY Minneapolis to May 1, 1964; WHBL Sheboygan, Wis., to May 1, 1964; WLAN Lancaster, Pa., to Feb. 1, 1964; WHHY (main trans.) Montgomery, Ala., to Jan. 15, 1964; WMTL Leitchfield, Ky., to Jan. 31, 1964; KGBA Santa Clara, Calif., to Jan. 1, 1964; WPRC Lincoln, Ill., to May 6, 1964; WTVI Christiansted, V. I., to Feb. 25, 1964; WTOR Torrington, Conn., to Jan. 1, 1964; WHHY-FM Montgomery, Ala., to Jan. 15, 1964; KCRA-FM Sacramento, Calif., to Feb. 15, 1964; KHSJ-FM Hemet, Calif., to Jan. 15, 1964; WVIP-FM Mount Kisco, N. Y., to Jan. 15, 1964; WCEN-FM Mt. Pleasant, Mich., to May 11, 1964; KBOX-FM Dallas to April 30, 1964; WSFM(FM) Birmingham, Ala., to April 30, 1964.

#### Actions of Dec. 6

KVSO Ardmore, Okla.—Granted license covering increase in daytime power and installation of new trans.

KLIQ Portland, Ore.—Granted license covering installation of old main trans. as aux. trans. only.

KSOM(FM) Tucson, Ariz.—Granted license covering change in ERP and installation of new trans.

Topeka Broadcasting Association Inc., Topeka, Kan.—Granted CP for new VHF TV translator on channel 7 to translate programs of WIBW-TV (ch. 13) Topeka, Kan.

\*KPEC-TV Lakewood Center, Wash.—Granted CP to change type trans.

WEAW-FM Evanston, Ill.—Granted mod. of SCA to make changes in programing; without prejudice to whatever action commission may deem appropriate in connection with WEAW-FM renewal application, and shall not be construed as authorizing use of superaudible or subaudible signals for the purpose of main channel (simplex) receiver control.

KVDO-TV Corpus Christi, Tex.—Granted mod. of CP to change studio location.

WNPS New Orleans—Granted extension of authority to operate from 10 a.m. to 6 p.m., five days weekly, for period ending Dec. 31.

KFNF Shenandoah, Iowa—Granted extension of authority to operate with sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sundays, except for special events, for period ending Feb. 15, 1964.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K02BH, Ute Mountain, Ute Tribe of Indians, Aneth, Utah and Towaoc, Colo.; K07BA, Mizpah TV Club, Coalwood, Mont., and modify trans. apparatus; K02CG, K07EA, 3 Cities TV Club Inc., Riddle, Canyonville, Tri City, and Myrtle Creek, all Oregon, change type trans. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: WONE TV Dayton, Ohio, to June 6, 1964; WATO Oak Ridge, Tenn., to Jan. 1, 1964; WKLP Keyser, W. Va., to April 1, 1964; WTXH New Orleans to May 1, 1964; KOAD Lemoore, Calif., to May 11, 1964; WGBS (main trans.) Miami to June 10, 1964; WTHI Terre Haute, Ind., to May 20, 1964; KHFH Sierra Vista, Ariz., to Feb. 28, 1964; KEEN San Jose,

Calif., to May 1, 1964; WWWW Richmond, Va., to May 7, 1964; WOLF Syracuse, N. Y., to Jan. 19, 1964; KWJJ Portland, Ore., to May 15, 1964; KRPM(FM) San Jose, Calif., to May 1, 1964; WHPL-FM Winchester, Va., to May 15, 1964; \*KFME(TV) Fargo, N. D., to March 1, 1964.

#### Action of Dec. 5

American Broadcasting-Paramount Theatres Inc., New York—Granted extension of authority to deliver programs to stations (AM or FM) under control of Canadian Broadcasting Corp. or to any licensed stations in Canada where programs have been, are being, or will be broadcast in U. S. by ABC licensees or permittees, for period ending Dec. 5, 1964; conditions.

#### Actions of Dec. 4

Community TV Association Corporation, Red River, N. M.—Granted CP for new VHF TV translator on channel 12 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

WAST(TV) Albany—Granted extension of completion date to June 4, 1964 (main trans. and ant.).

#### Action of Dec. 3

WOWO New York—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFEO Chatham, Ontario, Canada.

#### Actions of Dec. 2

■ Granted CP's for following new VHF TV translator stations: Chinook T. V. Association Inc. on channel 6, Chinook, Zurich, Fairview, and Clear Creek, all Montana, to translate programs of KRTV(TV) (ch. 3) Great Falls, Mont.; Jackson Hole Translator Inc. on channels 11 and 13, Jackson, Wyo., KID-TV (ch. 3) and KIFI-TV (ch. 8), both Idaho Falls, Idaho.

#### Actions of Nov. 29

WETT Ocean City, Md.—Granted renewal of license.

W. C. Whitchurch, Glenwood Springs, Colo.—Granted CP for new VHF TV translator on channel 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; condition.

#### Rulemakings

##### AMENDED

■ By order, commission amended procedural rules to provide that beginning Jan. 1, 1964, hand-carried applications that are accompanied by fee payments for filing with commission will be delivered to mail and files division, office of executive director, Room 7226 in New Post Office Building, Washington. Action Dec. 5.

##### PETITIONS FOR RULEMAKING FILED

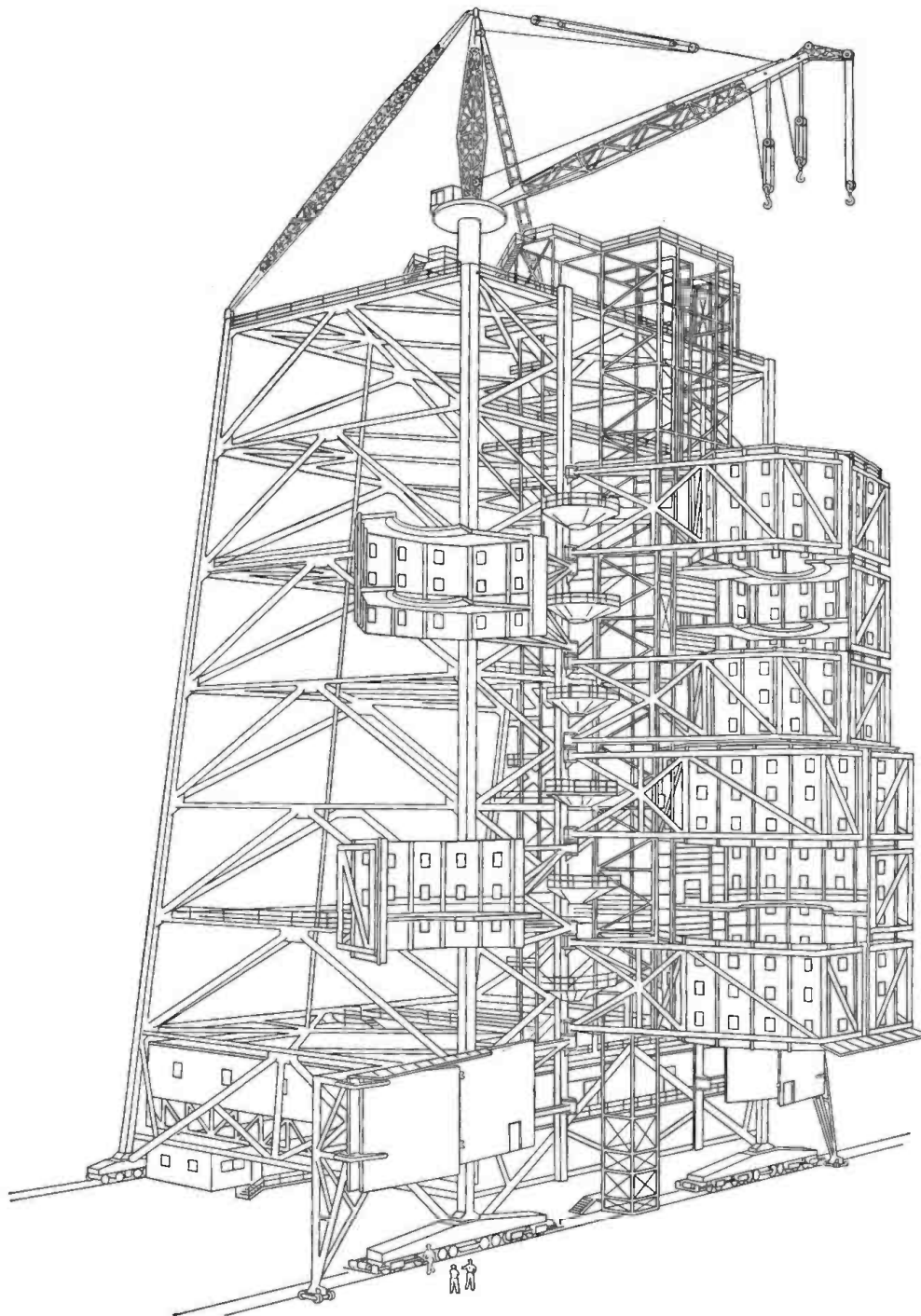
■ WPMP Pascagoula, Miss.—Requests institution of rulemaking proceeding to allocate frequency of 98.9 mc for use as class C FM at Pascagoula. Received Nov. 26.

■ WFRB Frostburg, Md.—Requests institution of rulemaking proceeding looking toward allocation of channel 287B to Frostburg as follows: Frostburg; delete channel 244A, add 287B; Oakland, Md.; delete channel 285A, add 244A. Received Nov. 27.

■ WLOD Pompano Beach, Fla.—Requests institution of rulemaking proceeding to assign new channels as follows: Pompano Beach; add channel 274; Delray Beach, Fla.; delete channel 274, add 300; West Palm Beach, Fla.; delete channel 300, add 221. Received Nov. 29.

■ South Dakota Educational Television Association Inc.—Requests institution of rulemaking proceeding looking toward reservation of VHF channel 2 at Poscoe, S. D., for noncommercial educational use. Received Nov. 29.

■ WRFD-FM Columbus-Worthington, Ohio—Requests institution of rulemaking proceeding looking toward revision of FM table of assignments as follows: Jackson, Ohio; delete channel 249A, add 261A; Kenton, Ohio; delete channel 252A, add 237A; Lima, Ohio; delete 249A, add 285A. Received Dec. 4.



## BIGGEST THING IN THE WORLD ON WHEELS

It's the steel service tower of Complex 37 Vertical Launch Facility, the ground hardware that is going to send the Saturn rocket into earth orbit. It's so high that on a clear day you can see it when you're more than ten miles away from Cape Kennedy.

The tower rolls on wheels so it can be readily moved to and from the

launch pad to erect the Saturn rocket and provide thousands of separate servicing operations before firing. This design was made possible by United States Steel research. The tower designers worked closely with U. S. Steel technical people selecting the proper steel (ranging from reliable carbon steel to others which are as much as 300% stronger

and possessing unusual properties) for each member, and together they produced this nimble giant unlike anything ever before created.

The same USS steels have already made possible improved designs in earthmoving equipment, transportation equipment, and construction. America grows with steel—and U. S. Steel is first in steel.



This mark tells you a product is made of modern, dependable Steel.

**United States Steel**



TRADEMARK

## OUR RESPECTS to Richard Charles Block

### The right odds make a gamble worthwhile

A lot of eyebrows went up when, in mid-1962, Kaiser Industries applied for UHF stations in five major markets. UHF at that time was considered to be the wrong part of the spectrum, a sort of TV slum area where one would not expect to meet a blue chip organization like Kaiser, with money enough to go first class and buy a VHF station if it really wanted to get into major market television.

But those eyebrow raisers were not acquainted with the man responsible for those UHF applications, Richard C. Block, general manager of the Kaiser Broadcasting Division of Kaiser Industries Corp.

Mr. Block likes to think things out in advance. He's willing to take a chance, to back a longshot if the odds are right and the opportunity for success is there, but he wants to know the pros and cons in advance, so he can do whatever needs to be done to bring home a winner.

When Mr. Block recommended UHF to Kaiser he did not present a picture of fast profits. Instead, he made it quite plain that a new UHF station in a major market already served by several VHF stations could probably lose money not only at first but for several years. But, with the increase in the UHF set count expected to start after next April, when only all-channel TV sets go on the market, a few years should put a UHF station in a competitive situation that will give it a chance for profitable operation.

**Boy Announcer** ■ Richard Charles Block has carried on a love affair with broadcasting for as long as he can remember. As a boy in San Francisco (where he was born Dec. 17, 1926) his idol was Mort Werner, a neighborhood lad about 10 years older who was an announcer. In 1939, Mort went to Los Angeles to work at KMTR (now KLAC) as "The Singing Announcer" and that summer young Richard performed what was perhaps the greatest selling job of his career.

He persuaded his parents to take him to Los Angeles and he persuaded Mort to let him work at the station. "I wrote commercials for Star Furniture," he said, "and when Mort let me read my words on the air I was the proudest 13-year-old in the land."

Not long after, Mr. Block became an FM fan, one of the first in San Francisco. In the fall of 1944, while waiting for his 18th birthday and his admission into the Merchant Marine Cadet Corps, he worked as an announcer and copy writer at KALW(FM), pioneer FM station on the West Coast, owned by the San Francisco Unified School District.

After the war he went to Stanford University, where he was graduated with an AB degree in 1949. A year later he went back to FM as program director of KDRC(FM) San Francisco.

**FM To UHF** ■ Once more his career in FM was interrupted by a bugle call. This time it was the Korean War and a two-year hitch in the Coast Guard, chiefly as port security officer at San Francisco's Fort Mason. Discharged in 1953, he married Cecelia Uhfelder, "a neighborhood girl I'd known since she was four," and started looking for a job—in broadcasting, of course. He found one at a pioneer UHF station, KTVU, channel 36 in Stockton, Calif. "I was hired to do a survey," he recalled, "but they let me do other things as well for my \$225 a month and they even put my bride on the payroll as night telephone operator."

A VHF station, KOVR, came into Stockton; KTVU went into limbo and Mr. Block joined KOVR, where he announced, wrote continuity and "had my first experience with a regular commercial TV station."

In September 1955, he moved to KCRA(TV) Sacramento as traffic manager and sales promotion man. Here the owner-manager, the late Ewing Kelly, "gave me an insight into the broadcasting business. He was a great broadcaster and working for him was a real education."

At KCRA, Richard Block was indoctrinated into national sales. On a trip to New York in January 1957, he saw his old friend, Mort Werner, for the first time since 1939. Mr. Werner, now a program executive at NBC-TV, told

Mr. Block what he needed was some major market experience. "Mort used an unforgettable phrase: 'it is very important to add to your personal inventory.' So I quit my job at KCRA and went to San Francisco, the only major market I knew anything about. Luck was with me. The first afternoon I went to KRON-TV and asked to see the sales manager, Norm Louvau. His secretary told me I'd have to telephone for an appointment. Then, when I was properly squelched, she said: 'He's free now, go on in.' I did and was hired as sales promotion director and merchandising manager."

A year went by at KRON-TV. Then Mort Werner cropped up in San Francisco as vice president of Kaiser Industries and offered Mr. Block the job of managing the Kaiser stations, KHVH-AM-TV Honolulu.

Mr. Block, with a lot of ideas he wanted to try out, readily accepted. "And there I was," he said, "managing a network-affiliated TV station as well as a radio station. Then Hawaii got statehood and how could we miss?"

**Back To FM And UHF** ■ In 1961, Mr. Block was brought back to San Francisco to map a campaign for expanding the list of Kaiser broadcast properties. His first move was to buy a San Francisco FM station, KBAY, which he promptly rechristened KFOG ("It's a natural for San Francisco and our foghorn sound is an unforgettable station identification").

Next came his UHF proposal, which has resulted in construction permits for stations in San Francisco, Corona (covering Los Angeles) and Detroit. Meanwhile, Richard Block spends about one week a month in Hawaii, keeping a supervisory eye on KHVH-AM-TV as well as pushing his new assignment in real estate. A year ago he was made vice president and general manager of the Kaiser Hawaii-Kai Development Corp., a 6,000-acre satellite city development about 10 miles from downtown Honolulu.

The Hawaii-Kai position terminates for Mr. Block at the end of this month so he can devote full attention to broadcasting. "Since we were passing from land development to sales I borrowed the TV sales manager for the job," he commented, "and we were the first real estate development with an availability sheet."

The Blocks and their children, Julie, 7, and Nicholas, 3, live in the Seacliff section of San Francisco, a 15-minute drive from his office in Kaiser Center, towering over downtown Oakland.



Mr. Block

## No bull, Mr. Duram

IT is always refreshing—although it ought to be commonplace—to see advertisers and agencies get their backs up in defense of radio and television. Thus Art Duram's speech in Pittsburgh the other day (BROADCASTING, Dec. 9) deserves special notice.

What Mr. Duram said was not essentially new or particularly newsy—if it had been said by a broadcaster. Its importance came from the combination of what was said and who said it. Mr. Duram is senior vice president for television and radio at Fuller & Smith & Ross, and his voice therefore was a heartening sign that the people who rely so heavily on broadcasting in their own businesses will resist threats to its vitality as a business medium—or as an information and entertainment medium, which is the same thing.

What Mr. Duram said was that in a number of high-sounding policies the government and in particular the FCC have degraded the public interest in whose name those policies were invoked. He looked aghast at the prospect of a government-managed broadcasting, whose results he said would be, at best, "a clumsy, crippled form of commercial TV" and, at worst, a disappearance of competitive broadcasting and the development of "some form of pay television."

Mr. Duram is not, of course, the only client who has stood up in broadcasting's defense. But it is mystifying that there have been so few. Broadcasters and the buyers will always have their differences, but basically they are allies, not enemies. Whatever weakens one impoverishes the other. Not only broadcasting, but all users of broadcast advertising, need more men representing the other partnership in this alliance to speak out as knowledgeably and as forcefully as Art Duram did in Pittsburgh.

## Time for a showdown

FOR some time very little has been said on this page about LeRoy Collins, president of the National Association of Broadcasters. The view here has been that although criticism of Mr. Collins's administration was often justified, a certain deference was owed him while he made what many broadcasters predicted would be an adjustment from his lifelong career as a politician to the unfamiliar work of representing private enterprise.

The adjustment that has been awaited has failed to materialize.

This publication does not pretend to know what is on Mr. Collins's mind. His actions of recent weeks suggest, however, that his thoughts may be concentrated at least as much on a resumption of a political career as on a permanent commitment to his present affiliation. Consider the evidence:

- At a chamber of commerce meeting in Columbia, S. C., to which he had been invited to speak on broadcasting matters he delivered a condemnation of Southern resistance to integration and an appeal for the advancement of civil rights.

- Within a few days he followed the Columbia address with another in Los Angeles that amplified his earlier theme. In Los Angeles he also urged the institution of federal-state conferences to resolve differences over federal and state jurisdictions.

- In the same week he refused to deny a published report in the *Miami News* that he was considering running for the United States Senate. The report was written by the editor of the *News*, Bill Baggs, a good friend of Mr. Collins.

The undenied *Miami News* report and the two speeches

on subjects wholly unrelated to broadcasting but of paramount interest on the current political scene can hardly be expected to resolve broadcasters' doubts about the future of their association president. Last week, as reported elsewhere in this issue, some broadcasters asked him about his intentions. They got evasive replies.

The development of indications that Mr. Collins may be reverting to character as a practicing politician comes at a time when he is giving broadcasters other reasons for concern. In a speech Nov. 30 to an assembly of the National Council of Churches he devoted much of his text to a criticism of cigarette advertising, a subject unrelated to the meeting but skillfully timed to call attention to the imminent report of the U. S. surgeon general on the relation of smoking and health.

As matters now stand, Mr. Collins has maneuvered the NAB boards, which meet late next month, into a position where they will find it difficult to avoid taking some kind of action on cigarette advertising. Assuming that the surgeon general's report finds some statistical connection between smoking and various diseases, Mr. Collins will be able to assert the rectitude of his criticism of cigarette advertising and to apply pressure for NAB board action on the implied threat that inaction will precipitate more public speeches on the subject by the leader the boards will have disavowed. For a hired employee who is theoretically answerable to the boards he has put on the spot, Mr. Collins is exhibiting astonishing independence.

The board meeting next January will not be the first in which Mr. Collins's personal aspirations and maneuvers have been the dominant theme. At every meeting since he became president, the board members have assembled with the firm intention of somehow getting their fractious employee under control. And during every meeting they have been beguiled into thinking, as the phrase has gone, that "Roy is coming around."

The events of recent weeks ought to crystallize board opinion.

Mr. Collins unquestionably has the intelligence and the experience to become a good president of the NAB. At the moment there must be considerable doubt that he has the necessary interest to become one.

He owes it to the association, which pays him \$75,000 a year plus generous expenses, to assume the fulltime job as the paid advocate of broadcasters' interests. The board owes it to the NAB membership to state the requirements of the office of the presidency and to develop administrative procedures to assure that the requirements will be met.



Drawn for BROADCASTING by Sid Hix  
"Will the real Santa Claus please stand up?"