

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
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MAXWELL AFB AL

36113

EXP 2/65

The final touch that makes the difference

your product moves off the shelf, you've made the impression of all. No matter how many impressions take in other media, count on Spot Radio to remind consumers right up to the door of the store. The final touch really sells!

Albuquerque	WTAR	Norfolk-Newport News
Atlanta	KFAB	Omaha
Buffalo	KPOJ	Portland
Chicago	WRNL	Richmond
Cincinnati*	WROC	Rochester
Dallas-Ft. Worth	KCRA	Sacramento
Denver	KALL	Salt Lake City
Duluth-Superior	WOAI	San Antonio
Houston	KFMB	San Diego
Kansas City	KYA	San Francisco
Little Rock	KMA	Shenandoah
Miami	WGTO	Tampa-Lakeland-Orlando
Minneapolis-St. Paul	KVOO	Tulsa
Mountain Network	Radio New York Worldwide	

*West Coast only

RADIO DIVISION



THE ORIGINAL STATION REPRESENTATIVE

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

Photo by Vivian Crozier



Spot and network radio keep climbing in '64. p25
TV homes: county-by-county breakdown from Nielsen. p76
Rigid utility controls face New York City CATV's. p44
Complaints about newswires brings FCC running. p56

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KVTV

SIoux CITY

12 YEARS OF PUBLIC SERVICE



SIouxLAND FARMER

Agricultural extension specialists from a three-state area present timely assistance and suggestions to modern farmers each week day.



COLLEGE ON CAMERA

Colleges and Universities within the KVTV coverage area demonstrate the newest educational techniques of teaching and learning.



SIouxLAND SPEAKS

Issues of major importance to the three-state area served by KVTV are discussed and analyzed in a lively forum each week.

These three important programs have been providing information and continuing service to the Siouxland audience constantly since KVTV signed on the air in March, 1953.

THE KATZ AGENCY, INC.
National Representatives



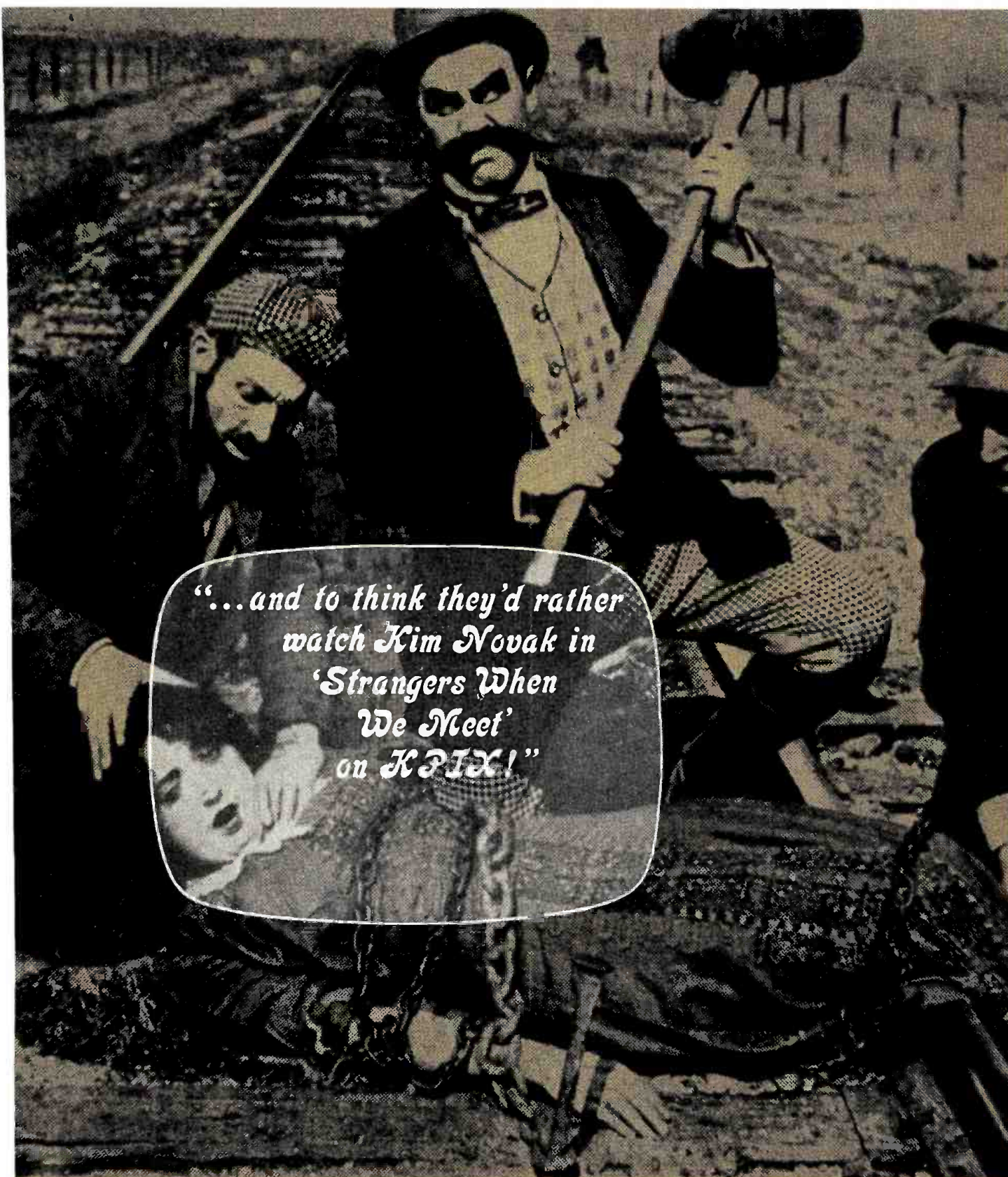
KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



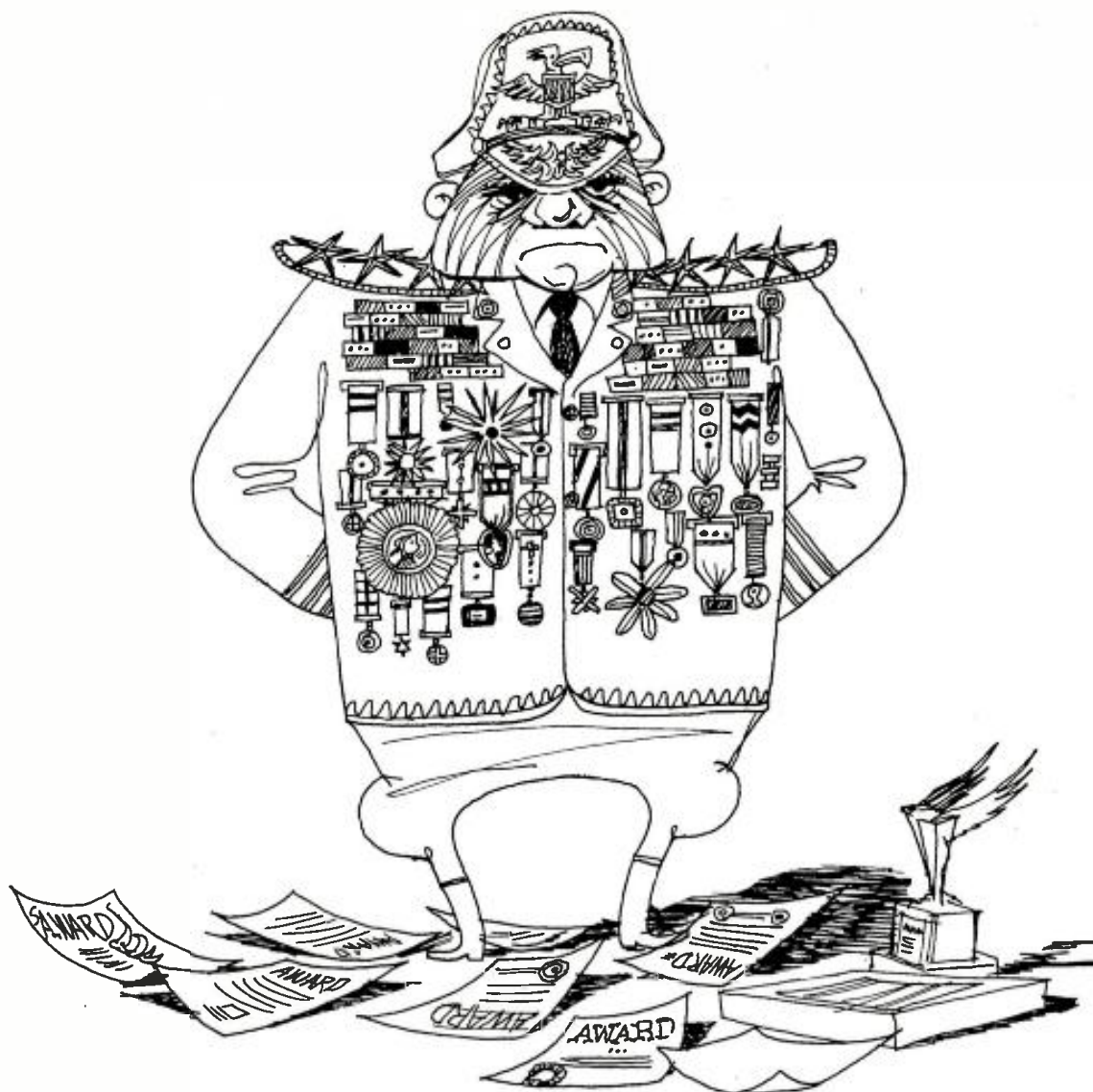
PEOPLES BROADCASTING CORPORATION

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



*"...and to think they'd rather
watch Kim Novak in
'Strangers When
We Meet'
on KPIX!"*

KPIX IN SAN FRANCISCO IS ANOTHER SHARP BUYING STATION WHO' LOCKED UP THE 60 NEWLY RELEASED COLUMBIA POST-'50 GROUP II FEATURES IN THEIR MARKET. VINTAGE FILMS HAVE HAD THEIR PLAY. TODAY YOU NEED THE BIG NAMES IN THE BIG PICTURES... LIKE *STRANGERS WHEN WE MEET* WITH KIRK DOUGLAS AND KIM NOVAK, *PAL JOEY*, *PICNIC*, *WHO WAS THAT LADY?* GET THE IDEA? GET IN TOUCH WITH **SCREEN GEMS**



STILL THE LEADER...

Delivering 75,900 homes per average quarter-hour, 9 am to Midnight, Monday thru Sunday,* KRLD-TV retains its longtime domination of the 4-station Dallas-Fort Worth television market.

And from 9 am until 4 pm, Monday thru Friday, 52% of the total sets in use per average quarter-hour are tuned to Channel 4.

See your ADVERTISING TIME SALES representative for a schedule on the dominant station in the nation's number 12 market.

*ARB Oct. '64



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

BROADCASTING, December 7, 1964

Saturday baseball

If any TV network wants major league baseball on Saturdays in 1965, it will have to negotiate with baseball committee headed by John E. Fetzer, veteran broadcaster and president of Detroit Tigers. At meetings in Houston last week, ball clubs began signing over rights for Saturday network games in 1965-66 to committee. Group expects to deliver 17 teams in 1965 package; Yankees are out because of CBS-TV contract and two unidentified clubs may be unable to take part. In past NBC and CBS negotiated individually with teams to broadcast home games. With committee holding rights, only way network will get games is to take all teams on equal-share basis, with no apparent limit to number of times any one team could show up on 26-week schedule. Presumably pennant contenders would prevail in late-season games.

There are no special rules for Saturday when all teams are scheduled nearly every week. New Saturday plan for network showings is wholly unrelated to local television contracts teams may have. Only network black-outs would be in home cities of the two teams on national feed. Baseball feels rights gained from sharing proceeds will offset any losses at Saturday gate, and if they didn't, losses would be absorbed by higher price for rights in future. Current feeling is that Saturday package could bring about \$4 million in first year.

Those tempting residuals

Directors Guild of America, seeking to follow patterns set by talent unions, is reported to be demanding residual formula in contract currently in negotiation with producers of taped commercials. DGA's proposals on residuals could double directorial costs of taped commercials, it's understood, and conceivably could set precedent for field of film commercials, which are dominant form.

Municipal grab

Public-utility aspects of New York City's proposed CATV regulations are giving industry pause (see page 9), but precedent-setting potential of Asheville, N. C., move could be worse. Asheville city manager, Weldon Weir, finds 10,000-subscriber system could net \$500,000 annually after five years operation and sees boon to taxpayers, city revenues. Despite howls of six private applicants, including broadcasters, Mr. Weir is leaning toward city-owned operation. More than dozen

other city managers are holding up pending applications in their communities to see what happens. Bell Telephone's tie-up with one applicant there and state utility commission complication are behind go-slow attitude of Mr. Weir, but decision is expected right after first of year.

The boat sailed

Ironical hindsight: Sources close to Curtis Publishing Co.'s financial torment say there's evidence it might have been avoided some time ago. They report there are indications Curtis could have got in on television's ground floor but turned down chance to buy ABC-TV network—in late 1940's—for \$3.5 million. Turndown presumably did not permanently dismay late Edward J. Noble, then principal ABC owner. Few years later he merged entire ABC operation with United Paramount Theaters to form American Broadcasting-Paramount Theaters, present owner—and that was \$25 million deal.

Basic research

Testing of extent of viewer irritation that different commercial treatments arouse has long been discussed by National Association of Broadcasters, but idea now has gained fresh impetus from Howard Mandel, NAB vice president for research. He is scheduled to present concrete proposals at meeting of TV code review board Dec. 9-10 (see page 52).

It's understood Mr. Mandel will make pitch for using syndicated one-hour show in prime time, preferably in two or three-station market, as guinea pig for measuring audience reaction to various types of commercials. Plan would keep amount of commercial time consistent, but vary number of commercial segments and number and placement of actual commercials. Audience reactions would be checked by telephone interviews on random-sample basis.

Job seekers

"Senior citizen" representation on FCC is being pitched by supporters of retired Safety and Special Services chief, Colonel Edwin L. White, who has announced his candidacy for commissioner to be vacated by Fred Ford to accept presidency of National Community Television Association. Colonel White, 68, now residing in St. Petersburg, Fla., is registered Repub-

lican and was FCC's first SSS chief, having retired five years ago, after having been in government service with Federal Radio Commission and FCC since 1930.

Timing of Mr. Ford's departure was still fuzzy last Friday but was expected possible by mid-December to become effective Jan. 1. Meanwhile active though unspectacular campaigns were being conducted by or in behalf of other aspirants, including former Commissioner Charles King, dean of Detroit College of Law; Mary Jane Morris, former FCC secretary, also of Michigan, and Curtis Plummer, executive director of FCC.

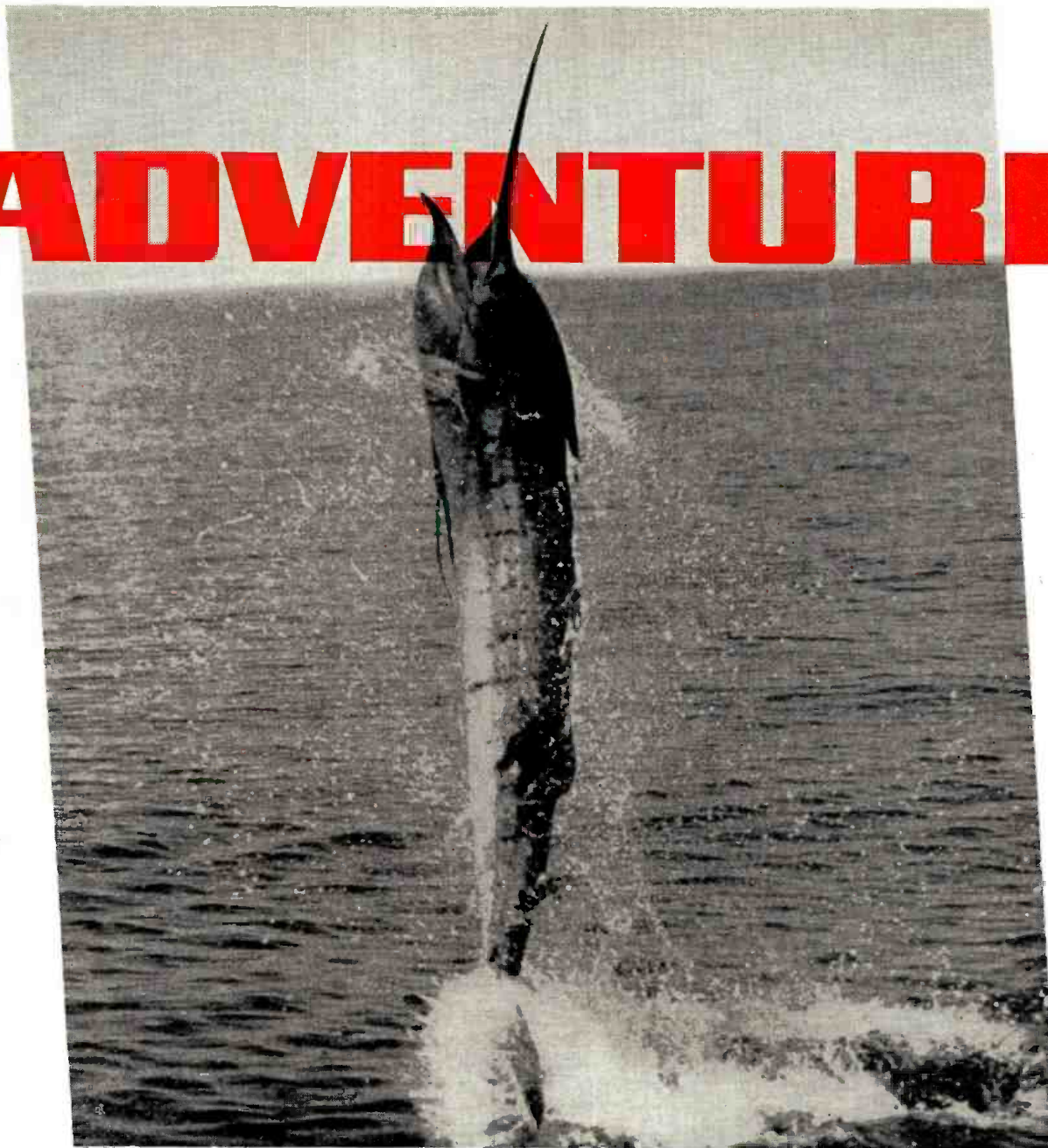
Missing seal

Some radio network authorities are privately concerned over failure of Sindlinger & Co., to whose national radio audience measurement service all four networks subscribe, to apply for accreditation by Broadcast Rating Council. Sindlinger's answer is that it has been plagued by computer problems that had to be solved before there could be any point in applying; that these have just now been resolved and that firm is already taking steps to get application in order. Reason for network concern is obvious: House subcommittee that opened up ratings scandal in first place—and is still keeping eye on clean-up efforts—might take dim view of their continuing indefinitely with service that fails to enroll in policing movement represented by BRC.

New York amigos

Believed imminent is agreement settling three-way contest for Paterson, N. J.-New York UHF ch. 66 grant for Spanish-language station. Understanding reportedly has been reached whereby Macfadden-Bartell Corp. (WADO New York) would drop its application for remaining UHF in metropolitan area, leaving way open for other applicants—Spanish International Television and Trans-Tel—to enter joint venture for immediate processing. Spanish International, which now operates KMEX-TV Los Angeles and KWEK-TV San Antonio, both Spanish-language UHF's, is partnership of Emilio Azcarraga, Reynold V. Anselmo, Julian M. Kaufman and Frank L. Fouce. Trans-Tel's principals are Herbert Scheffel, James Jacobson, Emanuel Dannett, New York attorney, and Edward DeGray, broadcast consultant.

ADVENTURE



CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

Another adventure in local programming, WJW-TV's twice award winning "ADVENTURE ROAD" brings the far corners of the earth to arm-chair adventures...holds general acclaim for wide-appeal intellectual and educational programming. Cleveland with no fringe stations taking a bite of the viewers is the one buy market. WJW-TV is the one to buy.

LOS ANGELES KCBS	PHILADELPHIA WIBC	DETROIT WJBK	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WNN	DETROIT WJBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Network radio billings up 5% in first six months of 1964, Radio Advertising Bureau says. RAB also estimates spot billings up for same period. Nine advertisers put \$2 million or more into radio. See . . .

NETWORK, SPOT RADIO UP . . . 25

Newswire services come under FCC scrutiny. Sources say "over 100" stations have complained about five-year contracts and carry-over provisions with Associated Press and United Press International. See . . .

FCC AND THE NEWSWIRES . . . 56

Third quarter national and regional spot television billings exceed \$226 million, up 22.5% from last year, Television Bureau of Advertising reports. Confections and soft drinks biggest gainer. See . . .

SPOT TV RISES IN 3D QUARTER . . . 28

Community antenna TV's in New York have status of quasi-utilities. Board of estimate plans to try to hold CATV profits to about 6%, ban introduction of outside signals and guard against degradation. See . . .

WILL NEW YORK SET PATTERN? . . . 44

Houston Astros draw astronomical three-year contract for radio-TV rights. Schlitz Brewing pays baseball club reported \$5 million plus, giving team new record for broadcast rights. See . . .

BIG MONEY FOR HOUSTON RIGHTS . . . 34

All-Industry Radio Music License Committee sends questionnaires to radio stations asking about relations with SESAC. Detailed questionnaires reportedly will be sent to Federal Trade Commission. See . . .

RADIO AND 'THE SESAC PROBLEM' . . . 65

Both broadcasters and community antenna representatives criticize FCC's proposal to govern microwaves used by CATV's. National Association of Broadcasters wants FCC to form over-all policy first. See . . .

CATV MICROWAVE PROPOSAL HIT . . . 42

Where the sets are: A. C. Nielsen Co. county-by-county estimates list number of television homes and percent of penetration. Total household penetration rises from 92% to 93%, figures show. See . . .

TV PENETRATION CLIMBS TO 93% . . . 76

Representative Oren Harris envisions examinations of ratings, cigarette advertising and community antenna TV during new Congress. Payola and action on Sec. 315, however, aren't on his schedule. See . . .

OREN HARRIS PLANS AHEAD . . . 52

Controversial Rev. McIntire applies to buy radio station in Media, Pa., and those opposing sale file strong comments at FCC. Church groups and others question his "public responsibility." See . . .

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when you think

NEW YORK
RADIO

think

wmca

the straus broadcasting group inc.

 **570**

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

Metromedia buys Packer Advertising

Metromedia Inc. has agreed to purchase Packer outdoor advertising companies, with properties in Cleveland, Cincinnati, and Toledo, all Ohio, and Salt Lake City, for over \$10 million in cash. Packer properties will be operated as central division of Metromedia's present outdoor subsidiary, Foster & Kleiser.

Holdings of Metromedia include six AM, six FM and six TV stations, ice capades, land atop Mount Wilson, Calif., to be developed for tourists, and transit advertising franchises in Los Angeles, San Francisco, Oakland, San Jose and Sacramento, all California.

NBC-TV reports daytime sales of \$4.5 million

NBC-TV reported week ending Nov. 27 was second week in row daytime sales topped \$4.5 million. Participating advertisers in week's sales include: Kimberly-Clark Corp., Neenah, Wis., through Foote, Cone & Belding, New York; Shulton Inc., through Wesley Associates, both New York; Dow Chemical Co., Midland, Mich., through MacManus, John & Adams, Bloomfield Hills, Mich.; Bristol-Myers, through Doherty, Clifford Steers & Shenfield, both New York; Abbott Labs, North Chicago, Ill., through Tatham-Laird, Chicago; Lehn & Fink, through Geyer, Morey, Ballard, both New York; National Biscuit Co., through McCann-Erickson, both New York; Foster-Milburn Co., Buffalo, N. Y., through Street & Finney, New York; Nestle Co., White Plains, N. Y., through Leo Burnett, Chicago, and S. C. Johnson & Sons, Racine, Wis. and Mars Inc., Chicago, both through Needham, Louis & Brorby, Chicago.

CATV equipment demand brings Entron dividend

Entron Inc., Silver Spring, Md., community antenna equipment manufacturer and system owner, has declared 5% stock dividend and cash dividend of 5 cents per share, payable Jan. 15, 1965, to stockholders of record Dec. 15. Cash dividend will be paid on new shares. Entron plans to buy fractional

shares created by stock dividend at closing market price Jan. 14, 1965.

Dividend, first since firm went public in 1959, was made possible, firm said, by new demand for CATV equipment. Entron recently received more than \$1 million in CATV contracts from systems in Utica, N. Y., Lawrenceville and Bridgeport, both Indiana, Jacksonville, N. C., Andalusia, Ala., and Napoleon, Ohio.

Entron's net sales for six months ended Aug. 31 were \$985,339, up 50% from \$603,191 registered during same period year ago. Pre-tax earnings were reported at \$66,472, up from loss of \$66,912.

N. Y. authority over CATV questioned

National Community Television Association wrote New York City Mayor Robert Wagner over weekend outlining why, in its view, city hasn't authority for public-utility oriented regulations proposed for community antenna television (see page 44).

Using line of reasoning similar to approach taken in his filing with Connecticut Public Utilities Commission last week, NCTA general counsel Robert D. L'Heureux also sent Mayor Wagner exhibits offered Connecticut: history and scope of CATV industry, how Congress has pre-empted all broadcasting regulation to federal government and brief on public utility regulatory concept showing states are prohibited from applying it to CATV.

Mr. L'Heureux acted Friday (Dec. 4), day after nature of proposed New York regulations became known and included brief based on New York State law.

Hack station?

Plans were reported Friday (Dec. 4) for formation and operation of closed-circuit radio station by New York cab drivers to feed music, news, weather reports, etc.—and commercials—into New York City cabs. Connie Desmond, veteran sports announcer, was identified as executive vice president and program director. Details are expected to be made public shortly.

Rollins gets OK for Wilmington CATV

Rollins Broadcasting Corp., Wilmington, Del., has won city council approval for installation of community antenna television system in area, costing about \$4 million overall, spokesman said Friday (Dec. 4).

Already at work on \$2.5 million project in New Castle county (suburban Wilmington), Rollins will start on \$1.4 million installation in city by Jan. 1, 1965, said G. Russell Chambers, director of engineering.

Service, offering Wilmington, Philadelphia, New York and Baltimore TV stations plus time-weather channel, will use microwave and is expected to be ready for first of 21,000 potential subscribers in Wilmington proper by June, Mr. Chambers said.

Rollins is CATV applicant in Connecticut proceeding, Plattsburgh, N. Y., and Huntington and Charleston, both West Virginia. It is licensee of WAMS Wilmington; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis; WCHS - AM - TV Charleston, S. C.; WEAR-TV Pensacola, Fla.; KDAY Santa Monica, Calif., and WPTZ-TV Plattsburgh.

NAEB gets Ford grant to study ETV

National Association of Educational Broadcasters received \$600,000, three-year grant from Ford Foundation to improve quality of instructional TV, William Harley, NAEB president, announced Friday (Dec. 4). NAEB conference on long-range financing opens in Washington today (Dec. 7) (see page 51).

Project will center on regional program of seminars to improve effectiveness of personnel working in instructional TV, according to Dr. Charles McIntyre, chairman of NAEB's instructional division. Program of consulting services for institutions using TV for instruction is also planned.

Staff appointments and details are to be announced at first of year.

Thursday Arbitrons

ABC-TV and NBC-TV tied in rating averages at 17.8 on Thursday (Dec. 2) 7:30-11 p.m., and CBS-TV had 16.0 in national Arbitrons. For seven-day pe-

WEEK'S HEADLINERS



Mr. Madigan

John T. Madigan, ABC director of basic news coverage, named director of newly-organized Daily Electronic Feed (ABCDEF) service for ABC affiliates (see page 61). As director of basic news coverage, he directed ABC correspondents, cameramen and soundmen throughout world. Mr. Madigan started with ABC and predecessor, Blue Network, in August 1943. He became director of basic news coverage in November 1963.

Newton N. Minow, former FCC chairman, elected to board of directors and named special council of Curtis Publishing Co. Now on leave of absence from his post of executive VP and gen-

eral counsel of Encyclopaedia Britannica Inc., Mr. Minow has been devoting full time to Curtis (CLOSED CIRCUIT, Nov. 23, BROADCASTING, Nov. 16). Mr. Minow was appointed FCC chairman in January, 1961, and left commission in June, 1963, to accept Britannica post.



Mr. Lasker

H. Peter Lasker, VP in charge of sales of Crosley Broadcasting Corp., elected to board of directors. Mr. Lasker, who joined Crosley as sales manager of WLWD Dayton, Ohio, recently became president of newly formed Broadcast Communications Group (BROADCASTING, Oct. 5), Crosley organization's station representation subsidiary.

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

riod ending Dec. 2, averages were 17.7 for CBS, 16.9 for NBC, 16.5 for ABC (see page 59). NBC and ABC also tied on Thursday in half-hour wins, each scoring with three, while CBS had one.

L&N buys Cole, adds \$5.5 million billing

Acquisition by Lennen & Newell, New York, of L. C. Cole Co., San Francisco agency, was announced Friday (Dec. 4) by Adolph J. Toigo, president of L&N and William E. Haberman, president of Cole. Move is effective Jan. 1, 1965, at which time Cole will be integrated into L&N's San Francisco office, adding \$5.5 million to L&N's West Coast division billing.

Mr. Haberman will become senior vice president and manager of L&N's San Francisco office. All key personnel of Cole will move to L&N. Agency's four-office western division now bills approximately \$14 million and L&N's overall billing will be estimated \$121 million.

Winchell, ABC, AB-PT sued

\$5 million slander suit was filed Friday (Dec. 4) against Walter Winchell—with ABC and its parent firm, American Broadcasting-Paramount Theaters,

as co-defendants—by Dr. Sam Sheppard, convicted of slaying his wife. Sheppard claims while on trial in 1954, he was falsely accused by Mr. Winchell of fathering illegitimate child by woman then under arrest in New York for robbery. Mr. Winchell had a 15-minute Sunday program on ABC-TV in 1954.

NCTA nominating committee formed

Formation of nominating committee to propose slate of candidates for officers and directors of National Community Television Association was announced Friday (Dec. 4) by Bruce Merrill, national chairman.

Committee plans to meet in January and to announce slate prior to month before annual convention in Denver July 18-22. Fred Stevenson is chairman and members are Al Malin, Al Stern, Lee Stoner and Frank Valentine, all on association board.

DDB drops brewery

Doyle Dane Bernbach, New York, announced Friday (Dec. 4) that it has resigned West End Brewing Co., Utica, N. Y., after six-year relationship. DDB will continue to service \$1.5 million account (approximately \$1.1 million in TV) until new agency is appointed by West End Brewing.

ABC-TV leads in weekly Niensens

ABC-TV was first in 30-market Nielsen for week ending Nov. 29. ABC had 20.0 average rating, CBS-TV and NBC-TV tied at 17.5. ABC led Monday, Tuesday, Thursday and Friday nights; CBS on Sunday, and NBC on Wednesday, while CBS and NBC tied on Saturday. In half-hour wins, ABC had 19, NBC 16, and CBS 14. Top 35 shows in ranking order (NBC's *Bonanza* was pre-empted that week by special):

- | | |
|------|------------------------------------|
| Rank | |
| 1 | Fugitive (ABC) |
| 2 | Addams Family (ABC) |
| 3 | Walt Disney (NBC) |
| 4 | Gomer Pyle USMC (CBS) |
| 5 | Bewitched (ABC) |
| 5 | Peyton Place I (ABC) |
| 7 | Ben Casey (ABC) |
| 8 | Peyton Place II (ABC) |
| 9 | Dick Van Dyke (CBS) |
| 10 | Combat (ABC) |
| 11 | Candid Camera (CBS) |
| 12 | Andy Griffith (CBS) |
| 13 | NBC Follies of 1965 (S) (NBC) |
| 13 | Jackie Gleason (CBS) |
| 13 | Gilligan's Island (CBS) |
| 13 | What's My Line (CBS) |
| 17 | Voyage to Bottom of Sea (ABC) |
| 17 | Wednesday Night Movie (NBC) |
| 17 | Saturday Night Movie (NBC) |
| 20 | Ed Sullivan (CBS) |
| 20 | Red Skelton (CBS) |
| 22 | Lucy Show (CBS) |
| 23 | My Living Doll (CBS) |
| 24 | Patty Duke (ABC) |
| 25 | Farmer's Daughter (ABC) |
| 26 | Virginian (NBC) |
| 27 | I've Got a Secret (CBS) |
| 28 | Sunday Night Movie (ABC) |
| 28 | Joey Bishop (CBS) |
| 30 | Gunsmoke (CBS) |
| 30 | World's Greatest Showman (S) (NBC) |
| 32 | Valentine's Day (ABC) |
| 33 | Shindig (ABC) |
| 34 | No Time for Sergeants (ABC) |
| 35 | My Three Sons (ABC) |
| 35 | My Favorite Martian (CBS) |

Revenues and earnings drop for Warner Bros.

Warner Bros. Pictures Inc. reports drop of \$19.2 million in gross revenues and net loss of 3.8 million for fiscal 1964. Income from television fell from \$32,184,000 last year to \$21,105,000.

Year ended Aug. 31:

	1964	1963
Earned per share	—	\$1.17
Film rentals	\$73,261,000	\$87,129,000
Net earnings	(3,861,000)	5,699,000
() Equals loss.		

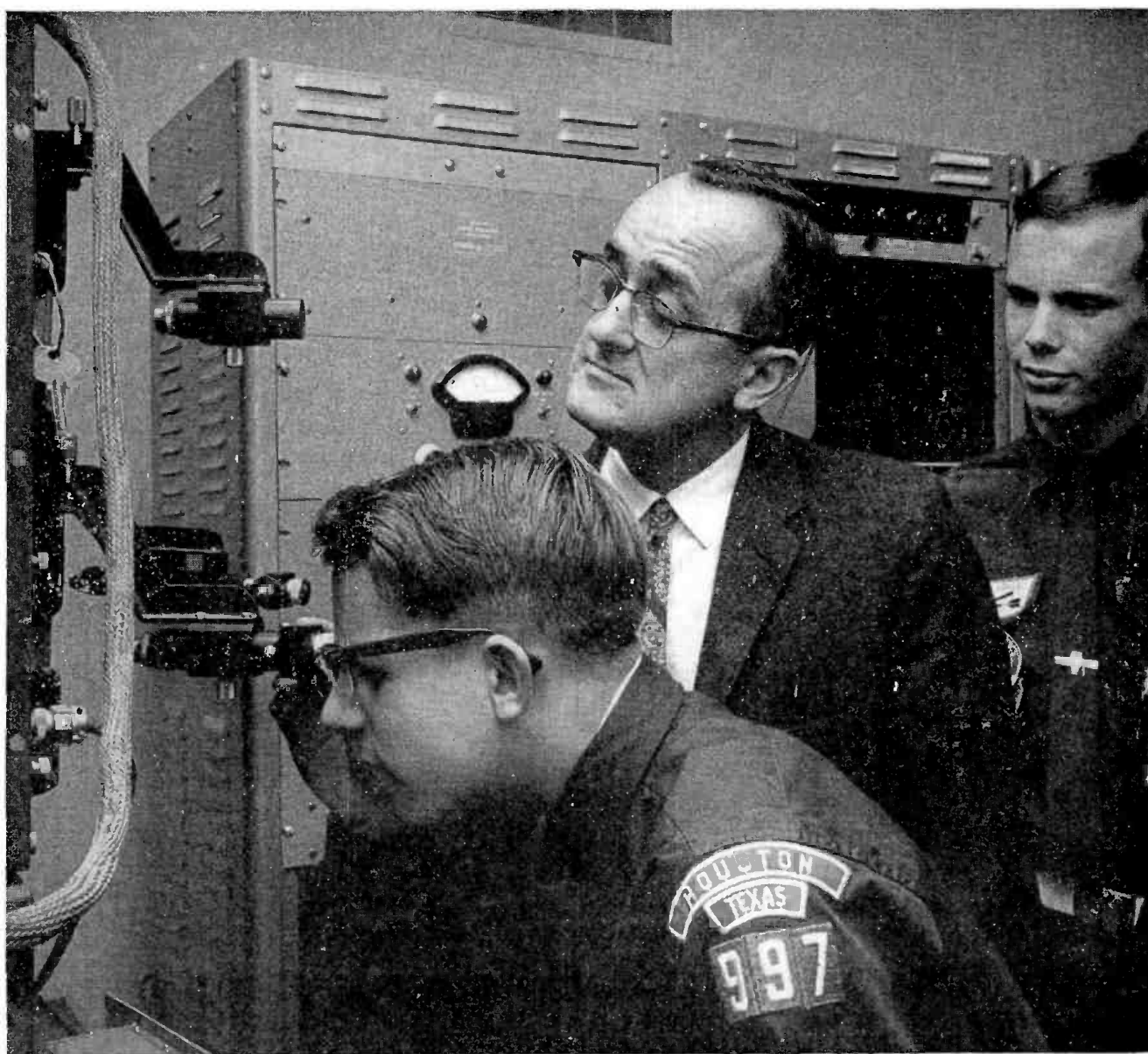
Appointment for Engstrom

Dr. Elmer W. Engstrom, president of RCA, is being appointed today (Dec. 7) chairman of U. S. industrial payroll savings committee for 1965 by Treasury Secretary Douglas Dillon.

Science comes alive!

These Explorer Scouts get their science where it happens — at the Humble Research Center in Houston. This year 61 boys are attending after-school classes at the Center, taught by a group of dedicated volunteers from Humble's staff of chemists, geophysicists, mathematicians and engineers.

To Humble, participation in this facet of the Boy Scout program — which opens new and exciting vistas to tomorrow's scientists and engineers — is just another opportunity to fulfill the responsibility of leadership.



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



The Embassy of Israel

His Excellency Avraham Harman,
Ambassador from Israel, and Mrs. Harman
in the Embassy living room . . .
another in the WTOP-TV series on the
Washington diplomatic scene.

WTOP-TV

WASHINGTON, D. C.



Represented by TVAR

POST-NEWSWEEK

STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



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



Red-beaked Pillgulper

Thirty-fourth place! That's where Red-beaked Pillgipers pushed the Louisville Metro Area in Drug Store Sales last year—*five places* higher than Louisville's 39th place in metro area population! (Figures from SRDS.) WAVE-TV is the perfect prescription when it comes to reaching this market. Here's why you can reach more Red-beaked Pillgipers on WAVE-TV:

- WAVE-TV leads in total market coverage—reaching more Louisville-area TV homes than any other station (567,400 TV homes vs. 445,700 for its nearest competitor—a WAVE bonus of more than 120,000 homes!°).
- WAVE-TV means TV leadership in the Louisville market—first on the air, first to carry network color, and only station that transmits local, live color—altogether an average of 40 hours a week of local and network color viewing.

° Source: ARB Market Coverage Information.

WAVE-TV

Channel 3 • NBC • Louisville

Represented by The Katz Agency

DATEBOOK

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

■ Indicates first or revised listing.

DECEMBER

Dec. 7—Du Mont TV Network Alumni annual reunion. Hotel Elysee, New York.

Dec. 7—Hollywood Advertising Club luncheon. Selig Seligman, president of Selmur Productions, Los Angeles, will speak. Hollywood Roosevelt hotel.

■ Dec. 7-8—Conference on long-range financing of educational television stations, sponsored by the Educational Television Stations Division of the National Association of Educational Broadcasters. Featured speakers will be E. William Henry, chairman, FCC, and Francis R. Keppel, U. S. Commissioner of Education. Statler Hilton, Washington.

■ Dec. 7-9—Organizational meeting for state association of broadcasters in Alaska. Anchorage-Westward hotel, Anchorage.

Dec. 8 — Los Angeles Advertising Club luncheon. Mayor Samuel Yorty will pay tribute to city's broadcasters. Statler-Hilton.

Dec. 9—Fourth Annual Recognition and Awards luncheon of the American College of Radio Arts, Crafts and Sciences. Conrad Hilton, Chicago.

Dec. 9-10 — Meeting of TV code review board of National Association of Broadcasters. Washington.

Dec. 10—Advertising and marketing course of the Advertising Club of New York. Jack Bernstein, manager of sales promotion, NBC Radio, will address the seminar on "Network Radio's Value as an Advertising and Selling Medium." Ad Club, Park Avenue at 35th St., New York.

Dec. 10 — Awards luncheon of the Art Directors Club of Los Angeles, announcing winners of the 1964 competition of western advertising and editorial art. Statler-Hilton, Los Angeles.

■ Dec. 10-11—Meeting of board of directors of Association of Maximum Service Telecasters, Phoenix.

■ Dec. 18—Annual meeting of stockholders of Filmways Inc. Hotel Biltmore, New York.

Dec. 18—FCC deadline for reply comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

Dec. 28-29—Conference of the marketing education division of the American Marketing Association. Chicago.

JANUARY

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

Jan. 16 — Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower inn, Chicago.

■ Jan. 18-19—Oklahoma Broadcasters Association mid-winter convention will hear Robert J. Burton, president of Broadcast Music Inc., Robert J. Rawson, chief of FCC Renewal and Transfer Division, and Thomas Wall, attorney with Dow, Lohnes & Albertson, Washington. Sheraton Oklahoma hotel, Oklahoma City.

Jan. 22—Annual banquet, Federal Communications Bar Association. Sheraton-Park, Washington.

Jan. 22 — Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Jan. 22-23—Meeting of radio code board of National Association of Broadcasters. Los

Are you like one of Solomon's wives?

Does the "boss man" get around to see you frequently. Does he show great interest? Are you really important to him. Are you important to his salesmen who are trying to sell your station.

Think of it. How could you possibly be important if you are just one more of a long list of T.V. stations. Imagine trying to actually *sell* 50 T.V. stations to busy time buyers.

Our T.V. stations are important to us because we will never represent more than fifteen. We believe in the

compact list so that we can give each of our stations the maximum of personal interest, effort, time and attention. We think these are the basic essentials of good representation.

The large group owners think this way too. That is why so many of them have demanded the compact list. Today more than one third of all national spot T.V. business is represented in compact lists of fifteen or less stations. Should you have these advantages too? We could give them to you.



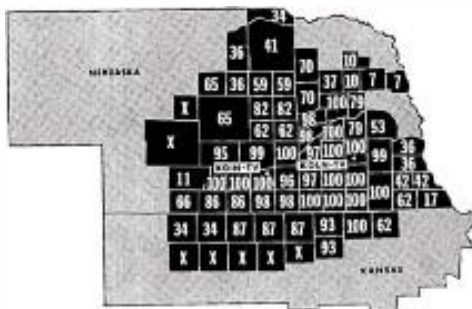
PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD



You're only HALF-COVERED IN NEBRASKA if you don't use KOLN-TV/KGIN-TV!



X denotes counties where circulation is established but where not enough diaries were placed for penetration figures.

Lincoln-Land map shows KOLN-TV/KGIN-TV penetration

This map of Lincoln-Land points to an average of Total Net Weekly Circulation (combined ARB 1960 and 1964) of KOLN-TV/KGIN-TV. It's further proof that you can't cover Nebraska without Lincoln-Land... and you can't cover Lincoln-Land without KOLN-TV/KGIN-TV.

Lincoln-Land is the 78th* largest market in the U.S., based on the average number of homes per quarter hour prime time delivered by all stations in the market. Weekdays, our 10 p.m. News delivers 70,700 homes — up to 20,000 more than ANY Omaha station (March, 1964 ARB).

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

AVERAGE HOMES DELIVERED PER QUARTER HOUR

(March 1964 ARB — 6:30 to 10:00 p.m.)

OMAHA "A"	62,500
LINCOLN-LAND* "A"	
KOLN-TV/KGIN-TV	56,300
OMAHA "B"	56,000
OMAHA "C"	55,300
LINCOLN-LAND "B"	28,700
LINCOLN-LAND "C"	16,500

*Lincoln-Hastings-Kearney

*March, 1964 ARB Ranking. 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 audience.

The Felger Stations

RADIO

WOLB KALAMAZOO BATTLE CREEK
WJEF GRAND RAPIDS
WOMY GRAND RAPIDS KALAMAZOO
WNTA-FM CADILLAC

TELEVISION

WVZZ-TV GRAND RAPIDS KALAMAZOO
WNTV CADILLAC TRAVERSE CITY
WVMA-TV SAGINAW S.W. MICHIGAN
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

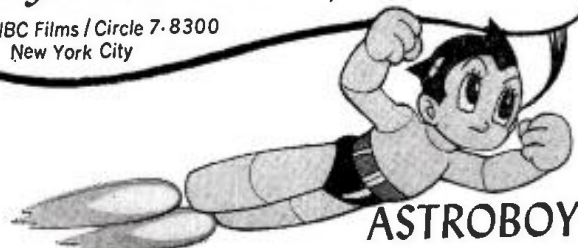
CHANNEL 11 • 316,000 WATTS
1049 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative

I've got 52 all new half hour shows.

Call NBC Films / Circle 7-8300
New York City



ASTROBOY

Angeles.

Jan. 22-24 — Advertising Association of the West convention. World Trade Center, San Francisco.

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

Jan. 26-28—Twentieth annual Georgia Radio-TV Institute of the Georgia Association of Broadcasters. Featured speakers include FCC Commissioner Robert E. Lee; Broadcast Music Inc. President Robert Burton, and John Chancellor of NBC News. University of Georgia, Athens.

Jan. 28-30—Winter convention of South Carolina Broadcasters Association. Columbia.

Jan. 29-31—Regional and board of directors meeting of National Advertising Agency Network. Guest House motor inn, Birmingham, Ala.

FEBRUARY

Feb. 1—Deadline for entries for Sigma Delta Chi Distinguished Service awards.

Feb. 2-3—Advertising Federation of America/Advertising Association of the West convention. Statler-Hilton, Washington.

Feb. 4-5—Annual conference of presidents of state broadcasting associations under auspices of National Association of Broadcasters. Shoreham hotel, Washington.

Feb. 10-11—Michigan Broadcasters Association mid-winter convention and ninth annual Legislative Dinner, Jack Tar hotel, Lansing.

Feb. 21 — Reply comments are due on FCC's notice of inquiry and proposed rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Feb. 26-27—Spring meeting of the Arkansas Broadcasters Association. Jonesboro.

MARCH

March 15—American TV Commercials Festival. Waldorf-Astoria, New York.

March 21-24 — National Association of Broadcasters annual convention. Shoreham and Sheraton Park hotels, Washington.

March 29-30—Pacific Northwest Community Television Association Inc., 10th anniversary spring convention. Davenport hotel, Spokane, Wash.

March 31-April 1—New Business Forum to be co-sponsored by the National Electronic Distributors Association and the Electronic Industry Show Corp. during National Electronics Week. Community antenna television will be among items discussed. Hilton hotel, New York.

APRIL

April 1—FCC deadline for comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

April 8-9—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under sponsorship of International Radio & Television Foundation of International Radio & Television Society. John C. McArdle, vice president and general manager WNEW-TV New York, is chairman. Hotel Roosevelt, New York.

MAY

May 3—FCC deadline for reply comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

May 17-19—First convention of Advertising and Marketing International Network. Pontchartrain hotel, Detroit.

"Our four new TK-60 Cameras prove we always buy the best"

...says Alvin D. Schrott, General Manager, WJAC-TV



Sales, program and production departments agree on TK-60 quality

When a veteran broadcaster like WJAC-TV, Johnstown, Pa., erects and equips a plush new station, everything about it must contribute to its image. But let Mr. Schrott tell it.

"We had reached a point in our expansion where only a completely new facility would meet our needs. We set our sights high. We were aiming at distinction—in building, in equipment. Our four new deluxe TK-60 Cameras prove we always buy

the best. With their brilliant performance and distinctive design they not only assure a new standard of excellence—they look the part. We use them for everything—local programs, commercials—tape or live. Their versatility, their built-in production features, their fine pictures all add up to a highly effective image."

Want to add distinction to your station's image? See the TK-60 salesman.

RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN TELEVISION

MONDAY MEMO

from HENRY GELLERMANN, Bache & Co., New York

Radio: the flexible answer to a brokerage house's needs

Radio dead? Not on your life!

In the post-war television years the prophets of gloom frequently have tried to lay radio to rest. Bache & Co., happily, has paid scant attention.

Radio expenditures constitute a significant part of our advertising budget. And we have no reason to regret spending a single dollar in the medium.

Bache & Co. is no newcomer to radio. In fact we were the first investment firm of any size to use radio as an ad medium. One of the world's largest investment firms, with more than 100 offices here and abroad, Bache & Co. today employs a radically different commercial approach than it did in the pioneering days of 1948.

Staid Street ■ Radio for brokerage firms in the 1930's and early middle 1940's was unheard of. In fact it is doubtful if anyone in finance ever thought of radio as an ad medium. For the most part Wall Street in those years was the epitome of conservative salesmanship, or nonsalesmanship. Government restrictions, coupled with the apathy of most investment firms, restricted advertising to that of the newspaper "tombstone" variety.

With this investment and sales climate, the first Bache commercials back in 1948 were considerably different than today's. We started out cautiously with public service programing on WNYC New York. Then we tried minute announcements on WQXR New York with convincing success, and a few personality-type shows with something less than favorable results. Our initial success, however, indicated to us that radio had the potential to sell the services of a brokerage firm. We set out to devise a format to prove it.

After extensive research, we hit upon the idea of setting up and sponsoring a five-minute business news program on WOR New York. Radio veteran Henry Gladstone was selected to be the Bache air voice.

Why Mr. Gladstone? Why WOR? Why a business news show? Why radio?

No Cold Fish ■ We believed Mr. Gladstone would be an ideal "Mr. Bache on the air." His air personality is authoritative (essential to dispel the cold-fish image Wall Streeters and bankers had presented over the years). Mr. Gladstone knows the business and financial world. In conjunction with the WOR news team, headed by George Brown, he writes the show. Bache, I hasten to add, adopts a hands-off attitude toward the program's news con-

tents. Our 12-year relationship attests to our satisfaction.

WOR is the perfect vehicle for our weeknight show because it is basically a "talk" station. Our show is contained within a solid news block of some 1½ hours. It reaches investors and potential investors. Ratings in our 7:15 time slot are the highest with the exception of two rock-and-roll stations. Listener-ship is consistently higher than any other business news program sponsored by a brokerage firm at any time. Our success prompted five or six other brokers to follow our lead in using radio.

A business news show is a natural for Bache & Co. and a perfect complement to our newspaper ads. Our audience, naturally, consists of people interested in a Ford strike, General Motor's earnings, a Chrysler stock split or the impact on the market of a cut by the Federal Reserve Board in the bank discount rate. And our opening and closing commercials, prepared by Albert Frank-Guenther Law Inc., stress a variety of Bache messages.

More Cities ■ With the success of the WOR show, Bache expanded its schedule substantially. Boston (WNAO), Chicago (WGN), Cleveland (WEAR), Dallas (WFAA), Denver (KBTR), Elkhart-South Bend, Ind. (WTRC), Minneapolis (WCCO), Phoenix (KOOL), Charleston, W. Va. (WTIP), and Syracuse, N. Y. (WHEN), receive a duplicate copy of the WOR program (generally prepared by Mr. Gladstone in late afternoon) over Bache's direct private wire network. Still other stations in Houston, Columbus, Ohio, Charlotte, N. C., Palm Beach, Fla., Vineland, N. J., and Morgantown, W. Va., receive the program only for use on local radio shows.

Bache initially tried radio for several

reasons. For one thing, the firm likes to pioneer new concepts and our history is studded with "financial firsts." Secondly, and very frankly, we were and are always looking for more customers at a cost-per-lead comparable to our newspaper advertising or better. Thirdly, we wanted people to know how to pronounce Bache. We've been called everything from "Bocci" to "Bach." For the record, the correct pronunciation is "Bay ch."

Flexible Advertising ■ Finally, we wanted to add a new dimension to our advertising, the dimension of flexibility. Fast-breaking news developments can be covered best by instantaneous communications media such as radio and TV. Gladstone has the flexibility to change his copy right up to air-time. And our commercials can readily be changed to highlight any new development that crops up. Newspaper ads simply can't match this flexibility.

And while as a rule we change our commercials several times a week, on occasion we have emphasized repeatedly a particularly important research publication, our semi-annual *Selected List*. Our free lecture courses are also highlighted on our commercials.

Flexibility extends into other areas. In times of crises we have stepped up the number of newscasts. The 1963 New York newspaper strike is an example. During that period we added a couple of newscasts to fill the news void and increase service to the public and eliminated or reduced the number of commercials. Never previously a radio advertiser in Detroit, we entered that market recently to keep our many investors there posted during the news vacuum created by the just-settled Detroit newspaper strike.



Henry Gellermann is a general partner of Bache & Co., New York, one of the world's largest investment firms, and is director of the Wall Street firm's advertising and public relations. His talents are in business, finance and journalism. He was educated in Munich and in New York. Arriving in this country in 1929, he wrote in the field of business and finance. During World War II he served in military intelligence and during the Korean conflict served in psychological warfare.

**NOBODY
HOLDS
A CANDLE
TO METRO
RADIO
SALES**



WDRC, Hartford

(after a great year of being well represented)

ABC
TELEVISION SPOT SALE





This is our House of Representatives

This is the ABC Television Spot Sales office in New York. There are others in Chicago, Los Angeles, San Francisco and St. Louis.

The thing that sets ABC Television Spot Sales apart is the fact that the men really represent the markets they sell.

Six of our salesmen came to the New York office after serving in our other markets. And they keep going back to keep up to date.

They know our stations. They know our markets. That's one of the rules of the house. It makes for total service to advertisers.

It's no wonder that the best way to reach the people in New York, Chicago, Detroit, Los Angeles and San Francisco is through the five stations represented by ABC Television Spot Sales.

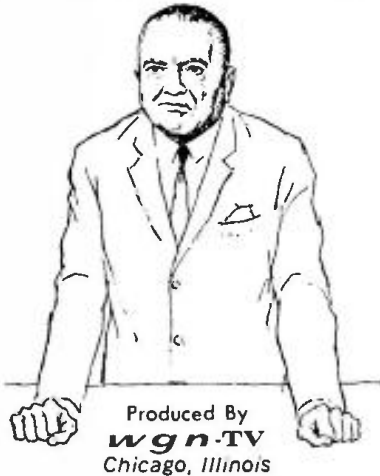


ABC Owned Television Stations

WABC-TV New York • WXYZ-TV Detroit

WBKB Chicago • KABC-TV Los Angeles • KGO-TV San Francisco

ANOTHER WINNER! F.B.I. 'FIDELITY-BRAVERY-INTEGRITY'



The story of the F.B.I.
and J. Edgar Hoover

AVAILABLE EXCLUSIVELY
Write, wire or phone
TELEVISION AFFILIATES CORP.
625 Madison Ave., New York
N. Y. 10022, PLaza 1-3110

TAC

You get a tasty,
rich mixture in the
Golden Triangle



The WSJS Television Market
No. 1 in North Carolina

WSJS
TELEVISION

WINSTON-SALEM
GREENSBORO
HIGH POINT

Represented by Peters, Griffin, Woodward

OPEN MIKE®

Filling ETV voids

EDITOR: With regard to your Nov. 9 editorial comments on the advertisement of educational TV programs by commercial businesses, are you not overlooking the fact that many of the really worthwhile educational and public interest programs do not come to the attention of the public, simply because most ETV stations operate virtually without funds that can be used for this purpose?

I believe the firms that underwrite ETV promotion deserve a round of applause. Certainly the commercial broadcasters who "have contributed money, equipment and programs to educational stations" did it for the benefit of the ETV station—and their own public relations image—as much as do the firms that underwrite ETV advertising and production.—*Lyman W. Hintz, public relations, Miller Brewing Co., Milwaukee.*

EDITOR: [Re Nov. 9 editorial] It seems to me there are two points which should be considered when we criticize program underwriting by commercial interests on educational television.

First, we do not believe that a firm such as S&W Fine Foods is underwriting programs on ETV for the purpose of supporting ETV. Rather, the company is doing something for the community in which it does business. Thus the contribution is to the community, not to KQED(TV) San Francisco. . . .

The other major point concerns ETV financing. While I cannot speak for any other than our own station, I am sure that most, if not all ETV stations, would happily disengage themselves from such underwriting if a constant and steady source of programing funds were otherwise available. . . .—*C. W. Brookins, program director, KFME(TV), North Central Educational Television Association Inc., Fargo, N. D.*

Miami color sets: 5%

EDITOR: My attention has been called to your Nov. 16 issue (page 78) dealing with color set penetration in various markets. You show Miami as having 1.5% penetration.

We herewith enclose a photostat of an American Research Bureau report prepared for us at our expense for the Miami market. This shows 5% of all sets in the market as being color sets. . . .

From actual knowledge of the market, I personally feel that the 5% figure is undoubtedly correct.—*S. D. Astin, president, WCKT(TV) Miami Beach, Fla.*

(The enclosed documentation from Mr. Astin shows the 5% color figure in the special ARB report should supersede the 1.5% figure provided earlier by ARB.)

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*Reg. U. S. Patent Office
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Who is Nash?

Nash is reliability.

In Lafitte, near New Orleans, a shrimper gets up at three, sees the moon through a troubled sky, then decides to go out anyway; Nash said, on WDSU-TV, the weather would be O. K.

In Goodbee, a farmer looks out at this thirsty fields and stops worrying about them; Nash said the rains would start before morning.

In New Orleans, thousands of sleepy fishermen set out for the Chef; Nash said the winds and the tides were perfect.

When he broadcast his first weather show on WDSU-TV, Nash Roberts—a qualified mete-

orologist—had a drawing board and map, a felt pen, and the services of primitive radar. He also had the feeling his show wouldn't last ten days.

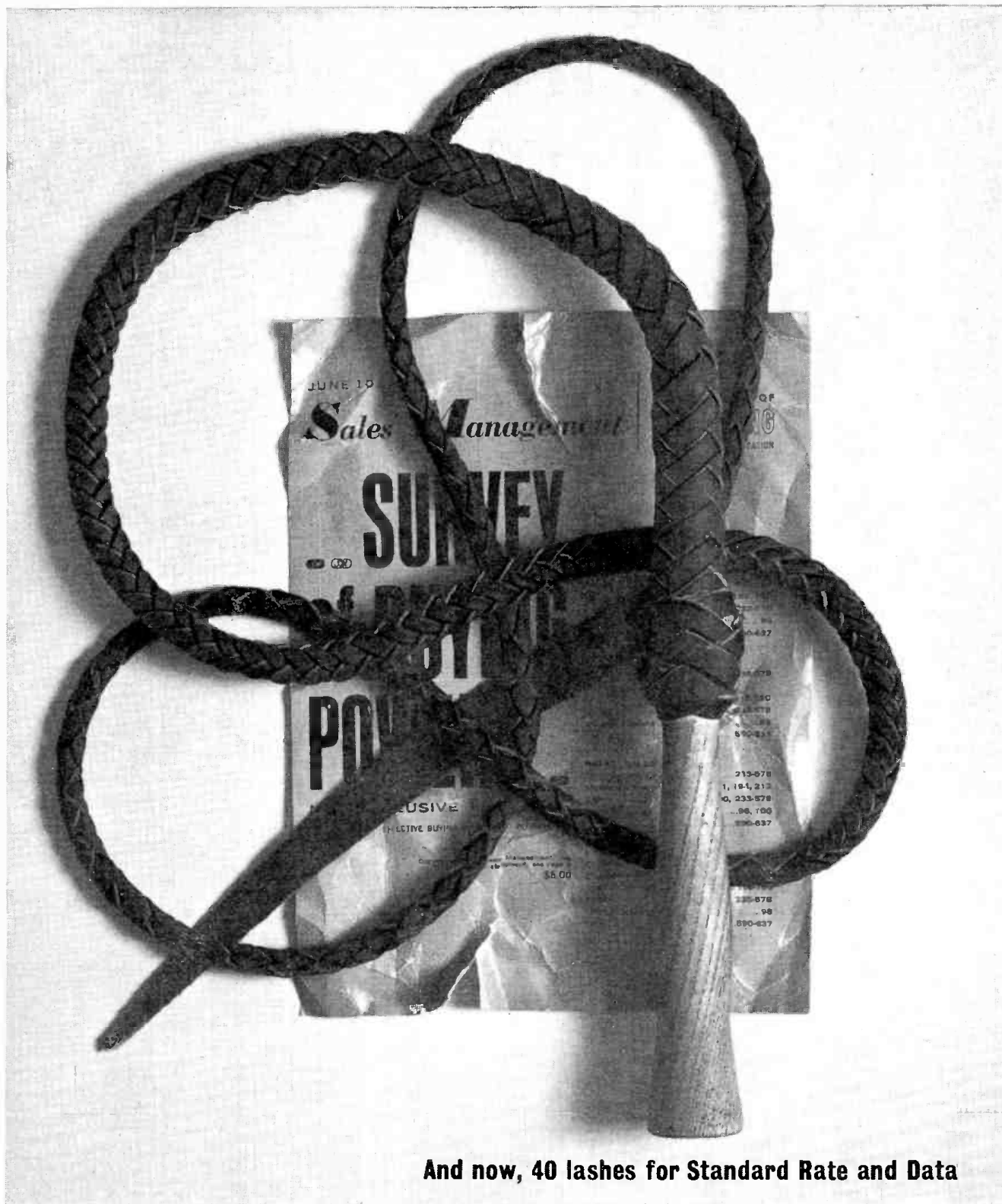
That was more than twelve years ago. The drawing board and the map and the felt pen are the same ones he used on that first program, but the instruments Nash uses to predict New Orleans weather now include a radar network covering over two hundred miles, heavy-weather Navy reconnaissance flights, the Tyros satellite, and floating weather stations.

The weather stations are something Nash urged the Navy and

Government to get five years ago; he has been told they are "invaluable."

Nash is the only weathercaster in Louisiana to hold the American Meteorological Society's "Seal of Approval in Recognition of Competence in Weathercasting."

Nash C. Roberts, Jr. is the Weatherman for New Orleans. Everybody quotes him, always using his first name. He is another living reason why "People look to WDSU-TV." They know that the Channel Six personalities are the most vital, interesting people in their fields . . . and have earned the right to a viewer's time.



And now, 40 lashes for Standard Rate and Data

Imagine! Two important publications like these leaving out essential information.

They know that media buyers depend on them for market facts when they're placing advertising.

Yet both of these publications leave out the retail spending of military personnel at on-base post exchanges and commissaries.

Now three large military installations—Fort Bragg, Pope Air Force Base, and Seymour Johnson Air Force Base—are right in the heart of our coverage area.

The combined income of the military personnel at these bases is more than \$127,000,000 annually.

According to conservative estimates, about half of this money is spent at PXs and commissaries. Yet it's not

shown in any data reporting source.

So you can understand why we feel like lashing someone.

We asked the guys at Sales Management and Standard Rate and Data why they didn't include these vital figures.

"Impossible," they said. "The figures just aren't available."

Excuses, excuses. **WRAL-TV**

WRAL-TV, Raleigh, N.C. ABC Television. Represented nationally by H-R.

Network, spot radio growing

RAB shows network billings up 5% in first six months, predicts spot will show similar increase; top 10 spent \$40 million for radio commercials

National and regional advertising dollars are flowing into radio at a modestly increased pace this year, with current signs pointing to advances in both network and spot radio billings.

This forecast was offered by the Radio Advertising Bureau last week on the basis of detailed compilations of radio expenditures during the first half of 1964 and an examination of key indices for the second half.

The appraisal accompanied RAB's release of its list of top 75 network radio advertisers for the first six months of 1964, along with preliminary estimates on the first half's top 10 radio users—spot as well as network.

RAB officials reported that network radio business "is making substantial progress," with first-half billings "a solid 5% ahead of 1963, which was also an excellent year."

Spot Up Too ■ They estimated that spot radio business for the same period, though probably not up 5%, nevertheless appeared to have advanced beyond its levels for the first half of 1963.

Although their data on the months since June is still being assembled, they said the evidence thus far is mixed but seems to indicate that politics and television's preoccupation with conventions, campaigns and elections had slowed radio's customary summer surge. Even so, they expected 1964 to wind up ahead of 1963 in both spot and network volume.

The extent of these gains appeared to depend to a great extent on November and December business.

Authorities emphasized that, as always, the pattern of gains and losses in 1964 billings, compared to 1963's, varied widely from market to market and from station to station within markets. Thus one station may be enjoying substantially higher billings this year while the broadcaster across the street—or in a seemingly comparable market—may find his business unaccountably trailing last year's performance.

\$2 Million Each ■ A special RAB compilation for BROADCASTING, incorporating preliminary estimates of spot radio spending in the first half of 1964, indicated that nine advertisers put \$2 million or more into spot and network advertising in those six months, while a tenth put almost \$2 million. Together, their six-month investments exceeded \$40 million.

The tentative top 10 in national radio advertising for the six-month period are led by General Motors, Ford Motor Co. and Reynolds Tobacco (for complete top 10, see separate story).

While RAB's first-half figures on top spot radio spenders are still being cross-checked, comparable data on top network advertisers has already gone through that process and RAB's esti-

mates for the top 75 network radio users, January through June, are being made public today (Dec. 7).

General Motors heads the network list with \$2.842 million, followed by the Mennen Co., Bristol-Myers, Sterling Drug and William Wrigley Jr. in that order.

Campbell Soup, Reynolds Tobacco, Mars Candy, Accent and Metropolitan Life round out the top 10 (for complete top 75, see page 26).

Top 75 Total ■ The first-half network total for the top 75 was \$29,355,000. The figures are gross before discounts or agency commission and thus are comparable to data on other media.

Edmund C. Bunker, RAB president, noted that release of the network data "continues radio solidly within the

GM, Ford and Reynolds radio's biggest buyers

General Motors, Ford Motors and Reynolds Tobacco were radio's biggest users in the first half of 1964, according to preliminary estimates by the Radio Advertising Bureau.

GM's investments in network and spot radio during the six months were put tentatively at more than \$8 million, Ford's at more than \$7.6 million, Reynolds at almost \$5 million.

These three headed a tentative all-radio top 10 compiled for BROADCASTING by RAB. The special compilation was intended to complement the list of leading spenders that RAB is releasing today for network radio only (see story this page).

The all-radio top 10 is tentative and therefore subject to change because the spot radio figures involved are still preliminary estimates whose cross-checking has not yet been completed. The network radio figures have been through the complete dou-

ble checking process.

The tentative top 10 in combined spot and network radio expenditures are listed below. Although further checking of the spot outlays could result in adjustments in some of the totals, RAB officials appeared confident that the rank order of the 10 would remain unchanged. (The checking is expected to be completed within a few weeks, at which time RAB plans to issue a spot radio top 75 comparable to the network list being made public today).

Tentative top 10 network and spot for the first six months of 1964:

1. General Motors	\$8,112,000
2. Ford Motor Co.	7,641,000
3. R. J. Reynolds Tobacco	4,933,000
4. Chrysler	4,326,000
5. American Tobacco	3,941,000
6. Anheuser-Busch	2,438,000
7. Coca-Cola	2,431,000
8. American Tel. & Tel.	2,358,000
9. Nestle Co.	2,066,000
10. P. Lorillard	1,953,000

Top network radio advertisers first six months 1964

Rank	Company	Estimated Expenditure (000)			
1	General Motors	\$2,842	24	American Dairy Assn.	349
2	The Mennen Co.	1,610	25	American Express Co.	336
3	Bristol-Myers	1,265	26	Foster-Milburn Co.	325
4	Sterling Drug	1,085	27	General Mills	317
5	William Wrigley Jr.	1,058	28	Miller Brewing	308
6	Campbell Soup Co.	979	29	Florists Tel. Del. Assn.	305
7	R. J. Reynolds	941	30	Cities Service Oil	275
8	Mars Inc.	873	31	Bankers Life & Casualty	260
9	International Minerals & Chemical, Accent Intl. Div.	864	32	J. M. Smucker Co.	256
10	Metropolitan Life Ins.	808	32	Sun Oil Co.	256
11	Wynn Oil Co.	777	34	B. T. Babbitt	245
12	Ford Motor Co.	752	35	The Wander Co.	234
13	The Nestle Co.	722	36	Time Inc.	224
14	National Dairy Prod., Kraft Foods Div.	718	37	Hastings Mfg. Co.	211
15	Chrysler Corp.	636	37	MacFadden-Bartell	211
16	American Motors Corp.	635	39	Church & Dwight Inc.	209
17	The Borden Co.	519	39	Cowles Magazine & Bcstg. Inc.	209
18	Standard Brands	477	41	Aetna Life Ins.	203
19	Eversharp, Schick Safety Razor Co. Div.	466	42	Billy Graham Assn.	199
20	A.F.L./C.I.O.	437	43	Coca-Cola Co. (Minute Maid Div.)	196
21	Kellogg Co.	432	43	Smith, Kline & French Labs., Menley & James Labs. Div.	196
22	General Cigar Co.	422	45	Morton House Kitchens	194
23	General Telephone & Elec. Corp., Sylvania Electric Prods. Div.	392	46	The Mentholatum Co.	184
			47	Jeffrey Martin Labs.	181
			48	Sinclair Refining	176
			49	Ocean Spray Cranberries	171
			50	P. Lorillard Co.	164
			50	Mutual of Omaha Ins. Co.	164
			50	Pennzoil Co.	164
			53	Westgate Calif. Prod.	163
			54	American Tel. & Tel. Co.	158
			54	Purex Corp. (Campana-Cuticura Div.)	158
			56	Armstrong Cork Co.	156
			57	Pet Milk Co. (Whitman Candy Div.)	151
			58	General Electric	150
			59	Rexall Drug Co.	149
			60	Minnesota Mining & Mfg.	147
			61	Tupperware Home Parties, Inc.	142
			62	Singer Sewing Machine Co.	140
			63	CBS Inc., Columbia Records Div.	135
			64	Mogen David Wine	130
			64	Pillsbury Co.	130
			66	Merle Norman Cosmetics	119
			67	Mail Pouch Tobacco	118
			67	Stewart-Warner Co. (Alemite Div.)	118
			69	Meredith Pub. Co. (Better Homes & Gardens)	102
			70	Bank of America	99
			71	Holiday Inns of America Inc.	98
			72	Pharmaco Inc.	96
			73	Cambridge Tile Co.	93
			74	W. F. Young Inc.	89
			75	Tyrex Inc.	82
				Top 75 Total	\$29,355

Figures shown are gross before any discounts or agency commission as reported by ABC, CBS, MBS and NBC Radio Networks. This makes them comparable to data for other media including Spot Radio, Spot TV and Network TV.

ranks of the measured media, a move begun earlier this year when RAB first issued a quarterly spot and network breakdown and broke the logjam that had existed in this area for years."

He saluted the ABC, CBS, Mutual and NBC Radio networks "for their continued cooperation in making these [figures] available to RAB."

Mr. Bunker noted that comparable first-half figures on top spot radio users would be ready for publication within a few weeks.

He pledged that both spot and network figures would be available at regular intervals "from now on." Estimates of first-quarter spending by the top 50 in each category were released last summer (BROADCASTING, Aug. 17, 31).

Diverse Categories ■ Reviewing the first-half network list, Miles David, RAB administrative vice president, called attention to the diverse advertiser categories represented.

The top spenders, he noted, ranged from "the automotive firms who sell directly to the motorist via the car radio to the drug and food advertisers whose prime target is the housewife."

This diversity, he said, is proof of radio's ability to adapt to the needs of virtually any advertiser.

Both spot and network figures are compiled for RAB by the independent accounting firm of Peat, Marwick, Mitchell & Co.

The ranking of top 75 network users in the first half of 1964, together with their estimated gross expenditures, appears above.

No complaints on liquor ads

Campaign, started with no fanfare, sends listeners to stores to buy Antiquary

For three months, straight-sell commercials for hard liquor have been broadcast in New York three times a night, five nights a week—and not one listener has made a complaint.

The commercials are for Antiquary Scotch whisky. They have been sponsored on WQXR New York by Carillon Importers Ltd., which last week renewed the schedule for another three months, Dec. 9 to March 8. The agency for Carillon is Saul Krieg Associates, New York.

Typical commercials during the first three months told listeners that "you'll be enchanted with the Antiquary's smooth and gentle flavor, its unique character," advised them not to miss "the slow savoring of this grand Scotch whisky," stressed its "special qualities [that] supply the magic touch to Scotch drinking," and urged listeners to "head for the neighborhood store and ask for the Antiquary by name—if your dealer doesn't have it, keep hunting, it's worth the trip . . ."

Where to Buy it ■ The general approach of the commercials is expected to continue, but with an addition telling listeners where to call for information if they can't find Antiquary in their stores. A Christmas-season commercial promotes Antiquary as the solution to gift-selection problems, "so perfectly lovely to give and get."

The commercials appear at the opening, middle and closing of WQXR's 10:30-11 p.m. period five nights a week—on Monday, Friday and Saturday in the *Pops Concert*, on Wednesday and Thursday in the second half of *World of Jazz* and *Broadway Theater*, respectively.

WQXR, owned by *The New York Times*, touched off a controversy several months ago when it announced that it would accept hard-liquor advertising in late evening hours (on a program-sponsorship but not spot-announcement basis). Schenley Industries bought time and planned to use straight-sell commercials, but switched at the last moment to public information material.

When the Carillon-Antiquary campaign was set, it was decided to make no announcement and see whether protests would develop spontaneously, according to WQXR authorities. Last week they reported evidence that the commercials were sending people into stores looking for Antiquary—but not to their phones or writing tables to complain about liquor advertising on the air. Not one protest had come in, they asserted.

Mack and Myer for Hire



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

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3d quarter spot TV billings rise

22.5% increase over same period last year
reflected in responses from 41 more stations;
confections and soft drinks jump \$7 million

Spot television expenditures by national and regional advertisers for the third quarter of 1964 were \$226,990,000 as compared with \$185,330,000 for the comparable 1963 quarter, according to information being released today (Dec. 7) by the Television Bureau of Advertising.

The 1964 third-quarter expenditures represent a 22.5% increase over the 1963 period. TVB's figures for the 1964 period reflected reports from 382 stations and the comparable 1963 expenditures were based on 341 stations. An analysis made by TVB based on 341 stations for each period showed an increase of 21% in TV spot spending in the third quarter of 1964 over 1963.

TVB listed these product classes as making substantial gains in the 1964 third quarter over 1963: confections

and soft drinks, from \$17,611,000 to \$24,609,000; drugs, from \$3,510,000 to \$5,269,000; sporting goods, bicycles and toys, from \$1,073,000 to \$2,890,000; tobacco products and supplies, from \$8,644,000 to \$14,318,000 and transportation and travel, from \$1,996,000 to \$4,215,000.

Advertisers showing third quarter spot TV increases over last year were:

	From	To
American Can	\$ 262,200	\$ 1,025,700
American Tobacco	2,025,800	3,640,000
Hazel Bishop	151,200	1,319,400
Bristol-Myers	4,254,300	5,750,900
Colgate-Palmolive	7,450,500	10,343,400
Eastern Air Lines	103,400	1,288,400
Gulf Oil	57,700	1,073,400
H. J. Heinz	238,300	1,388,400
Lever Bros.	5,007,200	6,501,900
P. Lorillard	533,100	1,684,800
Miles Laboratories	643,600	2,114,200

Procter & Gamble	17,045,900	18,066,700
Revlon	246,400	1,459,000
R. J. Reynolds	657,100	5,673,100
Warner-Lambert	1,790,200	3,313,900
William Wrigley Jr.	4,002,500	5,673,000

TOP 100 SPOT TV ADVERTISERS 3d QTR 1964

(Source: TVB-Rorabaugh)

1. Procter & Gamble	\$18,066,700
2. Colgate-Palmolive	10,343,400
3. General Foods	7,814,400
4. Coca-Cola Co./bottlers	6,722,900
5. Lever Bros.	6,501,900
6. Bristol-Myers	5,750,900
7. R. J. Reynolds	5,673,100
8. William Wrigley Jr.	5,673,000
9. General Mills	4,040,000
10. American Home Products	3,982,000
11. American Tobacco	3,640,000
12. Warner-Lambert	3,313,900
13. Kellogg	3,087,500
14. Alberto-Culver	3,078,900
15. Ford Motor Co./dealers	2,271,100
16. Pepsi-Cola Co./bottlers	2,267,500
17. Jos. Schlitz Brewing	2,198,600
18. Beech-Nut Life Savers	2,191,000
19. Miles Laboratories	2,114,200
20. Ralston-Purina	1,913,700
21. Shell Oil	1,871,700
22. Mars	1,829,100
23. General Motors Corp./dealers	1,744,300
24. Pet Milk	1,731,700
25. P. Lorillard	1,684,800
26. Standard Brands	1,679,800
27. Chrysler Corp./dealers	1,556,400
28. Royal Crown Cola Co./bottlers	1,527,800
29. Pabst Brewing	1,509,900
30. Revlon	1,459,000
31. H. J. Heinz	1,388,400
32. Brown & Williamson	1,379,600
33. Hazel Bishop	1,319,400
34. Avon Products	1,315,900
35. Eastern Air Lines	1,288,400
36. Sears, Roebuck	1,254,500
37. Continental Baking	1,231,200
38. Liggett & Myers	1,228,300
39. Gillette	1,225,700
40. United Vintners	1,187,100
41. Anheuser-Busch	1,174,600
42. Pillsbury	1,164,900
43. Canadian Breweries	1,098,400
44. Scott Paper	1,076,800
45. Gulf Oil	1,073,400
46. Falstaff Brewing	1,048,200
47. Richardson-Merrell	1,041,300
48. American Can	1,025,700
49. Borden	924,400
50. Welch Grape Juice	883,100
51. National Biscuit	879,800
52. Carter Products	869,900
53. Frito-Lay	852,100
54. Quaker Oats	845,300
55. Liebmman Breweries	843,100
56. Chesebrough-Pond's	828,600
57. Johnson & Johnson	814,500
58. Corn Products	754,800
59. Sterling Drug	749,200
60. American Motors Corp./dealers	732,300
61. Theo. Hamm Brewing	730,900
62. Helene Curtis	702,700

Network TV billings for September

Network TV gross time billings (\$000)

	September			January-September		
	1963	1964	% chg	1963	1964	% chg
ABC-TV	\$17,289.4	\$18,074.1	+4.5	\$158,513.8	\$162,703.1	+2.7
CBS-TV	27,440.0	28,647.5	+4.4	239,634.7	262,093.7	+9.4
NBC-TV	23,268.0	28,590.8	+22.8	213,817.6	245,133.5	+14.6
Total	\$67,997.4	\$75,312.4	+10.7	\$611,967.1	\$669,930.3	+9.5

Network television net time and program billings by day parts

	September			January-September		
	1963	1964	% chg	1963	1964	% chg
Daytime	\$24,733.0	\$27,425.4	+10.9	\$201,367.8	\$211,482.2	+5.0
Mon.-Fri.	15,396.2	16,868.1	+9.6	151,705.0	158,102.3	+4.2
Sat.-Sun.	9,336.8	10,557.3	+13.1	49,662.8	53,379.9	+7.5
Nighttime	58,163.0	59,894.8	+3.0	540,816.2	582,270.2	+7.7
Total	\$82,896.0	\$87,320.2	+5.3	\$742,184.0	\$793,752.4	+6.9

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

	ABC-TV	CBS-TV	NBC-TV	Total
January	\$18,474.6	\$29,134.7	\$26,801.0	\$74,410.3
February	18,330.4	27,716.2	25,822.4	71,869.0
March	18,980.2	30,051.9	28,966.4	77,998.5
April	18,159.0	28,852.3	27,467.4	74,478.7
May	17,859.4	30,189.9	27,290.4	75,339.7
June	18,153.4	28,199.3	25,793.3	72,146.0
July	17,633.9	29,838.9	27,541.5	75,014.3
August	17,038.1	29,463.0	26,833.2	73,334.3
September	18,074.1	28,647.5	28,590.8	75,312.4

Source: TvB/LNA-BAR

63. Seven-Up Co./bottlers	675,200
64. American Oil	673,300
65. Associated Products	666,900
66. National Dairy Products	636,300
67. American Airlines	629,900
68. DeLuxe Reading	627,300
69. U. S. Borax & Chemical	612,600
70. Pearl Brewing	605,800
71. Phillips Petroleum	589,100
72. Arnold Bakers	589,000
73. C. Schmidt & Sons	583,700
74. Stroh Brewery	575,600
75. Ideal Toy	574,500
76. Pacific Hawaiian Products	567,400
77. Lestoil Products	567,300
78. Foremost Dairies	562,900
79. Murine	561,200
80. Standard Oil (Ohio)	549,000
81. P. Ballantine & Sons	508,100
82. Chrysler Corp.	477,500
83. Mattel	475,900
84. F. & M. Schaefer Brewing	469,800
85. Menley & James	469,500
86. Greyhound	450,400
87. Olin Mathieson	446,700
88. Kimberly-Clark	428,800
89. Safeway Stores	425,900
90. B.C. Remedy	425,800
91. M.J.B.	422,200
92. Piel Bros.	418,800
93. General Motors	416,400
94. Salada Foods	414,400
95. Pacific Tel. & Tel.	411,000
96. Beatrice Foods	407,000
97. Hills Bros. Coffee	400,800
98. Atlantic Refining	395,700
99. Sinclair Refining	394,900
100. Noxzema Chemical	391,300

What brands do people buy?

TVAR's annual study shows consumers change their purchase patterns

Consumption of a particular product and preference for a brand within that product line may vary significantly from one year to the next and from one market to the next.

That's the finding of Television Advertising Representatives' annual brand-preference study, researched for the representation firm by The Pulse, Inc.

The 1964 TVAR brand comparison report, released today (Dec. 7), is based on material gathered in 10,100 interviews; 5,100 families were surveyed in March and 5,000 families in May. The study covered the eight markets where TVAR-represented stations are located.

Product consumption was measured for 590 brands in 12 product categories, and the results are shown along with

comparative figures for 1963.

Products covered were beer and ale, cigarettes, coffee, cold cereal, cold remedies, dog food, gasoline, hair spray, headache remedies, margarine, men's hair dressing and carbonated soft drinks.

Among the consumption patterns uncovered in the TVAR analysis the rep firm points to these as major findings:

- A trend to buying of regular or instant coffee brands exclusively rather than combination buying.

- A decline in the use of proprietary cold remedies. Decreases were found from 1963 to 1964 in seven out of eight markets for nose drops, sprays, inhalants, salves and cough and sore throat remedies.

- Dry dog foods gaining on canned dog food brands. In six of the markets surveyed dry dog-food purchases were found to have gained while canned products showed losses in this category. Variation in this case is exemplified by the Boston market, where 70.4% of dog-owning families buy canned dog foods, and Cleveland, where 64.4% purchase dry brands.

- High consumption of sugar-free, low-calorie soft drinks. These low-calorie drinks were found to be taking a bigger share of the soft-drink market; families purchasing the low-calorie drinks exclusively ranged from a low of

Now it's simply Erwin Wasey Inc.

The Interpublic Group of Companies Inc., New York, announced last week that the name of one of its organizations, Erwin Wasey, Ruthrauff & Ryan, has been changed to Erwin Wasey Inc. and at the same time disclosed several top-level executive changes.

David B. Williams, who has been chairman-president of Erwin Wasey, has been elected a senior vice president and group officer of Interpublic. He will continue to have responsibility for the development of the Wasey agency and will add corporate duties at Interpublic.

Marvin Corwin, who resigned last week as a senior vice president and plans director in charge of media, research and marketing at Doyle Dane Bernbach Inc., becomes president and chief operating officer at Erwin Wasey. Fred M. Mitchell, executive vice president of Erwin Wasey, becomes chairman of the company.

Erwin Wasey, Ruthrauff & Ryan was formed in 1957 by the merger of Erwin Wasey and Ruthrauff & Ryan. In October 1963 the agency became part of the Interpublic Group, which includes McCann-Erickson Inc.; McCann-Marschall Co.; Pritchard, Wood & Co.; McCann-Erickson International; Fletcher Richards, Calkins & Holden; Johnstone Inc., and various sales promotion, research and public-relations subsidiaries.

NBC Radio fourth quarter at six-year high

A total of \$5.4 million in new and renewal business has been signed by NBC Radio for the fourth quarter of 1964, already exceeding the total fourth quarter of 1963 by 24%, William K. McDaniel, executive vice president of the network, reports.

Sales to date have achieved a "six-year peak" in fourth-quarter business, according to Mr. McDaniel. He added that sales already on the books for the first quarter of 1965 are 16% higher than last year at this time.

New business came from Schick (Compton Advertising), Whitman Candy (Gardner Advertising), Pennsylvania Crude Oil (Meldrum & Fewsmith), General Mills Inc. (Dancer-Fitzgerald-Sample), Shulton (Wesley Associates), Chrysler Corp. (Young & Rubicam), Retail Clerks International Association (Robert M. Gamble Jr.), Borden Co.'s Aunt Jane's Pickles (Zimmer, Keller, Calvert), Rexall (BBDO), Florist's Telegraph Delivery (Campbell-Ewald).

The renewal business clients and their agencies are: Christian Reformed Church (Griswold-Eshelman), Wm. Wrigley Jr. (Arthur Meyerhoff), Mennen (Warwick &



Mr. McDaniel

Legler), Sun Oil Co. (Wm. Esty Co.), American Motors (Geyer Morey Ballard) and Standard Brands (J. Walter Thompson Co.).

6.2% in Jacksonville, Fla. to 12.1% in Baltimore. But exclusive purchasing of regular soft drinks still accounted for the major share of the business, with the lowest figure in this category being 46.5% registered in San Francisco and the highest 67.1% in Jacksonville.

■ Margarine purchases fell in all eight measured markets. The sharpest decline was found in Pittsburgh where 74.4% of the sample reported themselves users in 1964, compared to 87.8% in 1963—a decline of about 15%.

Robert M. McGredy, managing director of TVAR, called attention to "an increasing use and reliance on spot television" to iron out the market-to-market variations in brand success.

Very few brands enjoy top ranking in their categories in all markets measured, it was noted. In the 1964 report the brands at the head of their lists in all eight markets were Pall Mall (among women smokers of nonfilter cigarettes), Kellogg's Corn Flakes, Vicks nose drops, Vaporub and cough drops, Bayer aspirin and Instant Maxwell House Coffee.

TVAR-represented stations are WBZ-TV Boston; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KYW-TV Cleveland and KPX (TV) San Francisco, all owned by Westinghouse Broadcasting, which also owns TVAR, and three non-WBC stations, WTOP-TV Washington, WBTV(TV) Charlotte, N. C., and WJXT(TV) Jacksonville, Fla.



Robert McGredy, managing director of Television Advertising Representatives, discusses the soft drink market and TVAR's 1964 brand comparison report with representatives of J. M.

Mathes, New York agency which handles Canada Dry billings. They are Patricia Hartnett (l), associate time buyer and Edna Cathoart, media director.

Business briefly . . .

The Institute of Life Insurance, through J. Walter Thompson, both New York, and **The Mennen Co.**, Morristown, N.J., through Grey Advertising, New York, will sponsor an NBC-TV news color special *The Stately Ghosts of England* with Margaret Rutherford, Monday, Jan. 25 (10-11 p.m. EST).

American Cyanamid Co., Wayne, N. J., through Dancer-Fitzgerald-Sample, New York, will sponsor *Alumni Fun* for 10 consecutive Sundays on CBS-TV beginning Jan. 10 (4-5 p.m. EST). *Alumni Fun* is an interim program between the baseball and football seasons.

The Colgate-Palmolive Co., through D'Arcy Advertising, both New York, will participate in nine NBC-TV prime-time programs during the first quarter

of 1965: *The Andy Williams Show* and *Jonathan Winters Specials*, *The Man from U.N.C.L.E.*, *Wednesday Night at the Movies*, *Daniel Boone*, *The Jack Paar Program*, *Flipper*, *Kentucky Jones* and *Saturday Night at the Movies*. Colgate-Palmolive is also participating in NBC-TV's special *The Battle of the Bulge* (Dec. 15, 10-11 p.m. EST).

Union Oil Co. of California through Smock, Debnam and Waddell, both Los Angeles, will sponsor an 11-week series of broadcast of the Santa Anita feature races, Saturday 4-4:30 p.m., starting Dec. 26, on the CBS-TV network. It is the 10th consecutive year of Union Oil broadcasts of the winter races on Columbia Television Pacific Network.

Plymouth Division of Chrysler Corp., Detroit, through N. W. Ayer & Son,

Philadelphia; **Liggett & Myers Tobacco Co.**, through J. Walter Thompson, both New York; **Humble Oil & Refining Co.**, through McCann-Erickson, both Houston; the **Sherwin-Williams Co.**, through Griswold-Eshleman, both Cleveland, and **American Photocopy Equipment Co.**, Evanston, Ill., through Rosenbloom/Elias & Associates, Chicago will participate in NBC-TV's *NBC Sports in Action*, during the first quarter of 1965. The series, Sundays, 4-5 p.m. EST, begins Jan. 17, 1965.

Advertisers purchasing sponsorship in 11 NBC-TV daytime programs, said by NBC to represent \$4.5 million in billings, include: **Colgate-Palmolive Co.** and **Thomas Leeming Co.**, through William Esty, all New York; **Scott Paper Co.**, Philadelphia, through J. Walter Thompson, New York; **Block Drug Co.**, Jersey City, N. J., **P. Lorillard Co.** and **American Home Products**, both New York, all through Grey Advertising, that city; **Armour Grocery Products Co.**, and **Kraft Foods Division of National Dairy Products**, both Chicago, through Foote, Cone & Belding, New York; **Alberto-Culver**, Melrose Park, Ill., through Compton Advertising, New York; **S. C. Johnson & Sons Inc.**, Racine, Wis., through Needham, Louis & Brorby, Chicago; **The Simoniz Co.**, Chicago, through Dancer-Fitzgerald-Sample, New York; **Pharmaco Co.**, Kenilworth, N. J., through N. W. Ayer & Son, Philadelphia; **Adolph's Ltd.**, Burbank, Calif., **U. S. Borax & Chemical Co.**, Los Angeles, and **National Biscuit Co.**, New York, all through McCann-Erickson, New York.

Participating sponsors in NBC-TV prime-time programs during the first and second quarter of 1965 include; **American Home Products**, through Grey Advertising, both New York, on *Mr. Novak*, *The Virginian*, *International Showtime*, and *Saturday Night at the Movies*; **Plymouth Division of Chrysler Corp.**, Detroit, through N. W. Ayer & Son, Philadelphia, on *The Virginian*, *Saturday Night at the Movies* and *The Alfred Hitchcock Hour*; **Humble Oil & Refining Co.**, through McCann-Erickson, both Houston, on *Wednesday Night at the Movies*, *The Virginian* and *Saturday Night at the Movies* and **National Biscuit Co.**, through McCann-Erickson, both New York, in *The Virginian*.

The Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York, running a test spot TV campaign in Phoenix and Tucson, Ariz., for its Cold Power cold-water laundry detergent.

RCA Victor Records, through Grey Advertising, both New York, has begun a Christmas advertising, promotion and merchandising campaign for its best-selling records and new and standard



Bringing home the bacon

And bread and shoes and toys and you name it. Retail sales sparkle in Atlanta. One reason is its high employment—over half a million non-farm workers and one of America's lowest jobless rates. Let your product enjoy Atlanta's prosperity by advertising on WSB Radio. It's the pioneer in Dixie, most decorated in the country and proven Atlanta leader for moving goods and services.

WSB RADIO/ATLANTA

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



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

record packages. The campaign includes radio and television advertising.

Rexall Drug Co., Los Angeles, will use nearly 2,000 radio stations and 400 TV stations for a "Cut the Cost of Living" campaign to run Jan. 6-16, 1965. Drive, placed through BBDO Los Angeles, will utilize the full ABC, CBS, NBC and Keystone radio networks for 80 commercials to boost post-holiday sales at Rexall drug stores, with the TV schedules ranging from six to 40 spots.

Bunlap Corp., through Grant Advertising, both Los Angeles, is using TV and radio in four-week and 40-market campaign for Touch 'n' Clean cleaner.

Chevy is re-introduced after strike is ended

The 1965 Chevrolets are rolling again—that is the "re-introduction" theme the automobile manufacturer is stressing in advertising campaigns on radio-TV and in other media after a strike crippled production for six weeks.

Chevrolet said "We are re-announcing our 1965 models to the public because the strike began one day after the new models appeared in dealer showrooms on Sept. 24." The firm said the new advertising push is "largely in addition" to the advertising plans drawn up before the strike.

Special Sunday night spots were placed by Chevrolet opposite its *Bonanza* (NBC-TV, 9-10 p.m.) and was thus assured of reaching every set tuned to Sunday night television in the top 50 markets. In radio, the auto firm said special spots from Nov. 12 through Nov. 27 added 6.75 million listeners per broadcast for 45 spots on 450 stations.

DCSS, NL&B tie-up under discussion

A new advertising agency, Needham, Harper & Steers with main offices in Chicago and New York, appeared to be forming last week as a result of negotiations among principals of Needham, Louis & Brorby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York.

It was reported that talks of a merger or acquisition of DCSS by NL&B had been slowed somewhat by the necessary paper work and a snowstorm in Chicago that grounded a group of NL&B executives who were to fly again to New York late in the week. There was the possibility that a move would be made before the end of the year. Observers said there were no product conflicts among the agencies' separate client lists.

As a combined agency, NH&S would bill an estimated \$84.5 million a year. In broadcast billing, NL&B reported an estimated \$36.2 million for 1964, and DCSS placed its total at \$19.6 million, or a combined total of \$55.8 million. On this basis, the agency would have ranked as the 15th largest radio-TV billing agency in the country.

Manoff adds Tussy, Ronrico to client list

Richard K. Manoff Inc., New York, last week picked up \$1.1 million in billing with Lehn and Fink Products Corp.'s Tussy Cosmetics division, effective Feb. 28, 1965. Manoff has been serving L & F for other products.

Kudner Agency has been handling Tussy, an account active in broadcast.

Earlier in the week Manoff picked up Ronrico Rums, products of General Wine and Spirits Co., from Papert, Koenig, Lois, an account worth \$500,000 in billing.

Lehn & Fink (Stri-dex) is a sponsor of *Shindig* on ABC-TV, through Manoff. The agency also has renewed Milton Bradley Co.'s (games and toys) sponsorship for 1965 in a Saturday daytime show, *Shenanigans*, on ABC-TV.

Agency appointments . . .

- Lapinal Inc. names Stahl, Lewis & Patton Advertising, Los Angeles as agency for Lapinal Life-Lite hair color products. TV, radio and print media will be used. George Patton will be account supervisor.

- Teleflora, telegraphic floral delivery service, appoints Forbath Advertising, West Los Angeles, Calif., to handle advertising and public relations. Richard Forbath, agency president, and Paul Davis, vice president, will handle the account.

- Mister Donut of America, Westwood, Mass. coffee and doughnut shop franchiser, names Chirug & Cairns, Boston, to handle advertising. Spot radio and TV will continue to be used by the account. Account supervisor is Peter Geisler.

- The Lockheed Aircraft Corp., Burbank, Calif., has appointed McCann-Erickson, Los Angeles, to handle its advertising, effective March 1, 1965. Account, uses a limited amount of radio in the Los Angeles area.

- Food Fairs Stores Inc., Philadelphia, has appointed Fletcher Richards Co., New York, to handle corporate advertising. Bryan Houston was named to head food chain's agency staff.

- Midwest Footwear Inc., Sullivan, Mo., has appointed Storm Advertising Inc., St. Louis.

- The Chap Stick Co., Lynchburg, Va., appoints Cargill, Wilson & Acree, Richmond, Va., to handle advertising for Chap Stick, Chap-ans and new products.

Rep appointments . . .

- WSVA-AM-TV Harrisonburg, Va: Select Stations Representatives, New York.

- WSNY Schenectady, N. Y.: Grant Webb & Co., New York.

- KNDO(TV) Yakima and KNDU(TV) Kennewick-Pasco-Richland, both Washington: William L. Simpson & Associates, Seattle, and Jacobson-Simpson & Associates, Portland, Ore.

Bates Christmas greeting: no gifts please

Station representatives and other media executives have received a pre-Christmas note from Ted Bates & Co., New York, calling attention to the agency's policy on gifts from media.

"Gifts and favors," the policy states, "should not be accepted by our employees from any media source or representative doing business with our department."

The note, sent by Donald W. Severn, vice president and manager of media relations, explained that "we are bringing this matter to your attention now to avoid placing you or anyone in an awkward or em-

barrassing position by having to decline or return any such gifts.

"Our associations and dealings throughout the year are based, I am sure you will agree, solely on the business efforts of each of us to effect the greatest benefit to both your clients and ours. We do and will continue to appreciate these day-by-day associations and your continuing cooperation, for which we want to express our warm thanks.

"We will be most grateful not only for your understanding and cooperation in this matter but also if you would so inform your clients of the purpose of this letter."



To our fellow broadcasters and friends in the advertising fraternity, a warm invitation is extended to visit Constitution Plaza's Christmas Festival of Light.

Being a part of an area of incomparable beauty is something wonderful for a broadcaster to share with viewers and listeners. So for Christmas, we added a skyful of tiny white lights, heroic angels and reindeer of exquisite wire sculpture, animated woodland animals, lofty starbursts, and a cascading fountain of light.

Soft music fills the air and choraleers perform in various areas of the Plaza virtually every day and evening.

If you're within harking distance of Hartford, come to Constitution Plaza's Christmas Festival of Light any evening through January 1.

The children will enjoy it too.

President
BROADCAST-PLAZA, INC.

WTIC  TV3 -AM-FM
HARTFORD, CONN.

Big money for Houston rights

Schlitz digs down for over \$5 million for three-year radio-TV contract on Astros baseball team

The Houston baseball club last week became the Houston Astros and turned up an astronomical three-year contract with the Jos. Schlitz Brewing Co., Milwaukee, for the team's radio-TV rights.

Schlitz paid a reported \$5,310,000 for the rights; a figure that Schlitz said equals what "previous Colt sponsors have paid for the broadcast rights." Pearl Brewing Co., San Antonio, had been the Astros' major sponsor, picking up one-third of the package in 1964.

The Astros, by virtue of the Schlitz purchase, would appear to be the new record holder for baseball rights. The New York Yankees had been first, receiving an estimated \$1.2 million in 1964. The New York Mets, Los Angeles Dodgers and San Francisco Giants each received an estimated \$1

million in 1964.

In 1964, the Astros—then the Colt .45's—telecast 14 weekend road games on eight stations in Texas, Louisiana, Oklahoma, Arkansas and New Mexico. A 25-station radio network carried all the team's games last season.

A Schlitz spokesman said last week that he expected the radio network would be about 30 stations and the TV network would have about a dozen stations for 1965. It is also expected that the team will telecast more games this year.

Schlitz, which made the purchase shortly after breaking ground for a new brewery in Longview, Tex., has an eye to "the virgin territory" the Astros network would cover, the spokesman said. He added that Schlitz would sell off part of the package, probably no more than 50%.

In 1964 Schlitz was one-third sponsor and held rights to the Milwaukee Braves at a reported \$525,000. Earlier this year when the Braves announced intention of moving to Atlanta where an estimated \$7.5 million, five-year radio-TV contract was waiting for them (CLOSED CIRCUIT, Oct. 19), Schlitz was said to have offered the Braves \$1.5 million for 1965 rights to keep them in Milwaukee.

However, the Braves agreed to move, although not until the 1966 season. The Schlitz spokesman said there had been no decision on sponsoring the Braves in 1965, and hinted that the brewery wasn't really interested in the Braves any more.

Goodyear, Chrysler buy golf package

Goodyear Tire & Rubber Co., through Young & Rubicam, has picked up half sponsorship, and Plymouth Division of Chrysler, through N. W. Ayer, has one-quarter, of a new golf package announced last week by the Professional Golfers Association which sold the TV rights to Sports Network Inc.

SNI, under the agreement, will pay up to \$750,000 to the players for the rights to the 13 tournaments in the package. A third advertiser was expected to announce momentarily it will underwrite the remaining one-quarter sponsorship.

An estimate by PGA officials was

that the sponsors—once a third advertiser was added—would provide an outlay of more than \$2.5 million for the telecasts.

Martin Carmichael, PGA TV negotiator, and Dave Marr, tournament chairman for PGA, said the player package plan should provide at least five times the TV rights value of the standard agreement. In the standard agreement, the promoter sells the sponsorship rights individually to each tournament. They said the total purse for the tour will be sweetened by about \$500,000, or a 20% increase over 1964.

About one-fourth of the TV income from rights will be divided among more than 30 local tournament sponsors co-operating in the PGA TV plan. The balance, after deduction for insurance and promotion costs (there is a \$100,000 expense reserve), will be allocated to the 13 cities where tournaments are appearing on the TV series in 1965 (and, under the plan, a number of sites would be rotated from year to year).

PGA said 140 stations would telecast the golf tournament alive.

Under the plan, \$50,000 would go directly to PGA, up to \$200,000 spread among local tournament sponsors who may set up regional or local TV coverage, for which officials said SNI would provide facilities, and about \$400,000 would be shared by the 13 nationally televised tournaments. Details were worked out on Nov. 30 in Chicago by tournament sponsors.

Alcoa set for ABC-TV specials

The Aluminum Co. of America, Pittsburgh, will present a series of specials on ABC-TV, starting with its first *Alcoa Preview* this season on Feb. 4, 1965, the network announced Friday (Dec. 4).

Alcoa's new series—four one hour special entertainment shows—will offer viewers an advance, behind-the-scenes preview of new major motion pictures, Broadway production and other entertainment vehicles. The series will show scenes from films and plays and go on location for its story. Douglas Fairbanks Jr. is the host-narrator. *Alcoa Preview* will be telecast also in March, April and June. The first program in the series, produced by Productions International Corp. (Joel Spector is executive producer and Arthur Cantor is associate producer), will concentrate on "The Adventures of Moll Flanders," a coming motion picture filmed in London and starring Kim Novak and Vittorio De Sica, and on a major new Broadway musical. Fuller & Smith & Ross, New York, is Alcoa's agency.

Commercials in production . . .

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

Heller-Ferguson Inc., 1606 North Highland Avenue, Hollywood.

Champlain Oil and Refining Co., Forth Worth, Tex. (service stations): four 60's for TV, live. Hugh Heller, production manager. Agency: Tracy-Locke, Dallas. Larry Dupont, agency producer.

Jos. Schlitz Brewing Co., San Francisco (Burgermeister beer): eight 60's for radio, musical. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, Chicago. Jim Deasy, agency producer.

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

Bost Bakery, Shelby, N. C. (bread): seven 20's for TV, live on tape. Jim Rogers, production manager. Norman Prevatt, producer. Agency: Cleveland Advertising. Max Butler, account executive.

Procter & Gamble Co., Cincinnati (Crisco oil): two 60's for TV, live on tape. Jim Rogers, production manager. Norman Prevatt, director. Agency: Compton, New York. Peggy Gannon, agency producer.

Ruth's Salads, Charlotte, N. C. (salads): six 10's for TV, live on tape. Jim Rogers, production manager. Norman Prevatt, director. Agency: Sonny Smith, Charlotte.

Delta Air Lines, Atlanta (air service): two 60's for TV, live on tape. Jim Rogers, production manager. Don McDaniel, director. Agency: Burke Dowling Adams, Atlanta. Heyward Siddons, agency producer.

**Today's biggest money-making stars
are in Volume 9-**

**Blockbusting TV entertainment
from Seven Arts!**

ROCK HUDSON



ICENT OBSESSION



UNDERTOW



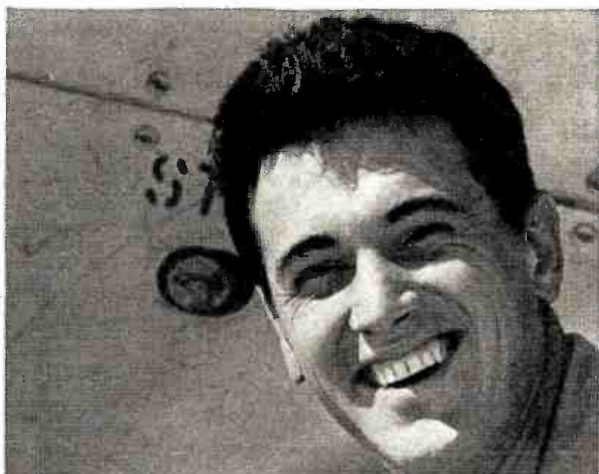
BACK TO GOD'S COUNTRY



BENGAL BRIGADE



SCARLET ANGEL



AIR CADET



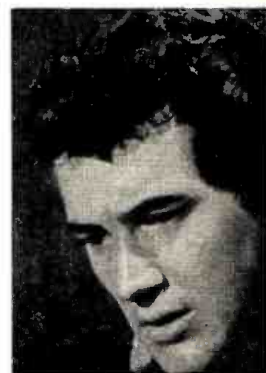
NEVER SAY GOODBYE



ALL THAT HEAVEN ALLOWS



HAS ANYBODY SEEN MY GAL



SEMINOLE

ROCK HUDSON . . . today's big box office star . . .
in 21 Volume 9 Prime Time TV Blockbusters . . . also
including: "The Desert Hawk", "Captain Lightfoot",
"Taza, Son Of Cochise", "Winchester '73", "Peggy",
"The Fat Man", "Tomahawk", "Iron Man", "The Lawless
Breed", "Bend of the River", and "Bright Victory"
For market availabilities and a complete listing of the 215
Universal/Seven Arts' "Films of the 50's" in Volume 9,
please contact your nearest Seven Arts' office.



Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193
For list of TV stations programming Seven Arts' "Films of the 50's"
see Third Cover SRDS (Spot TV Rates and Data)

TV toy ads come under fire

Survey says retailers think medium costs send prices upward

Toy store operators don't like television, despite the fact that the national TV advertising of toys by manufacturers has increased the retailer's business, according to a survey conducted by Pepperdine College of Los Angeles and directed by Consultants to Management Inc., marketing counsellors.

The reason for the toy retailers' dislike of TV is said to be a suspicion that the cost of TV advertising is so high that manufacturers are forced to put exorbitant prices on toys, counting on the appeal of TV to children to force the sale, to ultimate disappointment of child and parent and the resentment of the latter against the retail store which sold him the overrated merchandise.

The toy store management also resents the fact that discount houses take advantage of the heavy TV advertising of some toys to cut prices "far below a reasonable retail profit (i.e., from 35-45% down to 1-5%) and/or to use the items as loss leaders," the survey reports.

The strong feelings of local toy sellers concerning television were revealed by a pilot study a year ago, so the Pepperdine-Western Model study delved into the matter. "The result," as reported in *The American Toy and Hobby Retailer*, a 162-page abstract of the national study published by the Pepperdine press as a paper-back book (priced at \$15 a copy), is "one of the most equivocal condemnations of an advertising medium ever observed by the CMI-Pepperdine College team."

Answers to specific questions reveal: 84.85% of the toys and hobby shop operators believe that national TV advertising raises the cost of toys and 78.53% that manufacturers are forced to increase list prices in order to finance their TV advertising. The report comments: "In spite of their widespread conviction that television raises prices, retailers are not certain whether manufacturers raise their prices in order to show greater profit on TV-advertised products, or whether they are actually forced to do so in order to pay the high advertising cost."

Among toy retailers alone, 77.48% felt that products advertised on TV are higher-priced than they otherwise would be, compared to 14.49% that felt news-

paper advertising evokes higher toy prices and to 18.09% who ascribed the same price-raising effect to magazine advertising. The big majority of toy dealers expressed the belief that neither newspaper (77.69%) nor magazine (78.69%) advertising made any difference in the price of toys. Asked, "Does heavy TV advertising make it easier for the discount house to cut prices?" 81.41% of the toy dealers said "yes."

However, the value of TV advertising to the toy retailer was recognized, when more than half of the dealers (56.54%) said they would stock a TV-advertised toy against a similar one which is not advertised on TV, but "offers superb packaging." But when the TV-advertised article sold for 10% more than the well-packaged toy, only slightly over half of the retailers (52.87%) chose it, despite the higher dollar profit it offered.

The discount department store and chain drug-store managers joined the other retailers in their anti-TV opinions, in "one of the totally unexpected products of the study." Of this group, 81.11% felt TV raises prices; 39.92% said it hadn't helped business; 94.31% felt TV raises prices more than newspapers and 96.72% that TV raises prices more than magazines.

Radio was omitted from the media comparison because it is used so seldom in national toy advertising, the report stated.

CBS-TV group gets good business report

An optimistic outlook for television business as a whole and for CBS-TV network business in particular was reported last week to have been presented by CBS network authorities to members of the CBS-TV Affiliates Association's board of directors at a meeting in Maui, Hawaii.

Participants in the session, held Nov. 18-20, said network officials indicated CBS-TV gains would exceed the television average. They cautioned, however, that the trend of the past several years' toward more TV network sales in minute participations and fewer in program sponsorships would almost certainly continue, despite all network efforts to halt and reverse it.

The session, a regular fall meeting of the affiliates board and network officials, also reviewed programing and other areas of mutual interest in what was described as an "entirely harmonious" atmosphere. Carl Lee, WKZO-TV Kalamazoo, Mich., was elected chairman of the affiliates board (see page 73).

Radio code groups discuss changes

Two subcommittees of the radio code board of the National Association of Broadcasters met in Denver last week,



Mr. Bell

one to consider the advisability of lifting product-acceptability bans and the other to review the simplicity and clarity of radio-code language.

Lifting the product bans—specifically the one on hemorrhoid remedy commercials—has long been a pet project of Howard H. Bell, director of the code authority, and at a radio code board meeting (BROADCASTING, Oct. 5) the proposal reportedly met with general acceptance. The subcommittee was established at that time to study the idea further, and the subcommittee on code language was set up at the same time.

The only products still automatically banned from the air by the code would be hard liquor, but hemorrhoid remedy spots would still be judged on taste—a requirement that some think would severely limit the products' advertising possibilities on the medium.

The subcommittee on language was understood to have made a number of recommendations, many borrowing TV code language as simpler and clearer. The panel reportedly voted to shore up and strengthen some of the code's stipulations, mainly in the advertising-standards category.

Members of both subcommittees decided to maintain silence on their actions last week, pending submission of their findings to the full radio code board, which meets Jan. 22-23 in Los Angeles.

Also in advertising . . .

Ratings reference ■ American Research Bureau, Beltsville, Md., has published a book on media audience estimates, *Television Audience Research Basics*. It is described "as a refresher for those who are daily involved with audience data, a primer for those who are newly concerned and a standard reference."

New figures ■ WSB-FM Atlanta has prepared a 16-page booklet on the FM market in that city. Information in the guidebook is listed under medium, market, facilities and audience characteristics. The Atlanta FM guide is available to advertisers and agencies.



FROM 9 a.m. to 12 midnight, Sun. through Sat., WDAY-TV is the nation's top-rated NBC outlet in three or more VHF station markets—*actually 50%!*

If this seems incredible to you, ask your computer to gallop through the March, 1964 ARB!

And speaking of ARB—their “Channel One” publication for August, 1964 rates Fargo in the

top 100 U.S. markets. In fact, it rates us *99th!*

No, we ain't got the tallest tower around here. All we got is the Red River Valley's most popular personalities, the best engineering, the smartest local promotion, and by far the greatest audience. Plus *tremendous* “esprey dee core,” as a visiting agency guy said recently. We believe that's French for “We get a lot of *FUN* out of our work.” Ask your Colonel at PGW!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

Complaints on McIntire's buy

Controversial minister wants to purchase stations in Pennsylvania

The proposed purchase of radio stations in Media, Pa., by a religious group headed by the fundamentalist preacher, the Rev. Dr. Carl McIntire, has aroused strong protests before the FCC from spokesmen for established Protestant sects and Catholic and Jewish organizations.

Dr. McIntire's *The 20th Century Reformation Hour*, which is broadcast by some 500 radio stations, has been the subject of numerous complaints to the FCC. Dr. McIntire has been said to have criticized Protestant denominations, the Catholic church, the United Nations, U. S. foreign policy and civil rights movements, among other targets.

The controversial cleric is president of the Faith Theological Seminary of Philadelphia, which has petitioned the FCC for approval of its purchase of WXUR-AM-FM Media. The seminary has contracted to pay a total of \$191,650 for the stations, \$67,500 for the outstanding stock and the rest for notes and mortgages. Since the petition was filed, the FCC has received more than 40 letters of protest, including one from the Episcopal bishop of Pennsylvania, one from the Anti-Defamation League of B'nai B'rith, one from the Catholic Interracial Council of New York, and one from the National Association for the Advancement of Colored People.

Dr. McIntire, once a dissident member of the United Presbyterian Church in the U.S.A., has been feuding with established Protestant groups for years. In 1936 he formed his own sect and is now president of the International Council of Christian Churches. He is pastor of the Bible Presbyterian church in Collingswood, N. J.

Promise ■ In the transfer application filed with the FCC, Dr. McIntire's seminary said its purpose in acquiring the Media, Pa., stations was to broadcast the Gospel. It proposes to operate commercially, but with 25.2% of the programming devoted to religious broadcasts on the AM station and 13.8% on the FM. The seminary also promised to provide opportunities for opposing views on controversial subjects.

Many of those who have protested

the transfer assert that Dr. McIntire, if allowed to operate a station, would have "a divisive" influence on the public.

The Anti-Defamation League said he "lacks the degree of social and public responsibility demanded of a broadcast licensee." And the NAACP, in a telegram sent by executive secretary Roy Wilkins, said Dr. McIntire has built his career on "hate mongering."

Freedom of Speech Issue ■ Many of those expressing these views said that the question of freedom of speech is not involved, since Dr. McIntire already has ample access to the airwaves—a reference to the more than 500 stations that carry his views. The freedom of speech issue has been raised a number of times by Dr. McIntire himself on his *Reformation Hour* program, when questions about his fairness have been raised.

In the media transfer case questions of religious freedom as well as free speech are involved. One commissioner, Lee Loevinger, has already expressed the view that the commission has no business, under the Constitution, in asking any questions about religious programming.

Complicating the matter even further for the commission is the fact that the stations' current licensee, Brandywine-Main Line Radio Inc., has operated the stations only since July 1962, when they went on the air. Thus, the commission, if it were to approve the transfer, would have found that it is in the public interest to waive the rule prohibiting the sale of stations held for less than three years.

International Issue ■ Among other sources of protest about Dr. McIntire's *Reformation Hour* has been the Voice of America, the official U. S. overseas information agency. Dr. McIntire's broadcasts are carried not only in this country but also to Europe, Africa, the Middle East and South America, by the short-wave station, WINB Red Lion, Pa.

The Voice of America was concerned that Dr. McIntire, whose views ran almost completely opposite to those of the State Department, would confuse foreign listeners as to the true aims of U. S. foreign policy (BROADCASTING, April 22, 1963).

The commission began looking into the matter, and soon heard itself accused by Dr. McIntire of "attempting to put an iron curtain around America." The commission said it wasn't concerned with Dr. McIntire but whether the Red Lion station was carrying the diversified religious programming it had promised to deliver. So far the commission has taken no action on that matter.

FCC hiring of lawyer hit

He quit State Department after being accused of lying in Senate hearing

On Sept. 1, John F. Reilly began working for the FCC as a trial attorney. He had held that position before, from May 1961 to April 1962, and his employment went practically unnoticed.

In recent weeks, however, it has been receiving critical attention in some news reports that note he is the John F. Reilly who in November 1963 quit an important State Department post after being accused of lying to the Senate Internal Security Subcommittee.

Mr. Reilly, who had been deputy assistant secretary of state for security, was a key figure in the case of Otto F. Otepka. Mr. Otepka, another State Department security employee, was fired for insubordination for passing privileged material on the department's security procedures to the Senate Internal Security Subcommittee. However, his appeal to the secretary of state is pending.

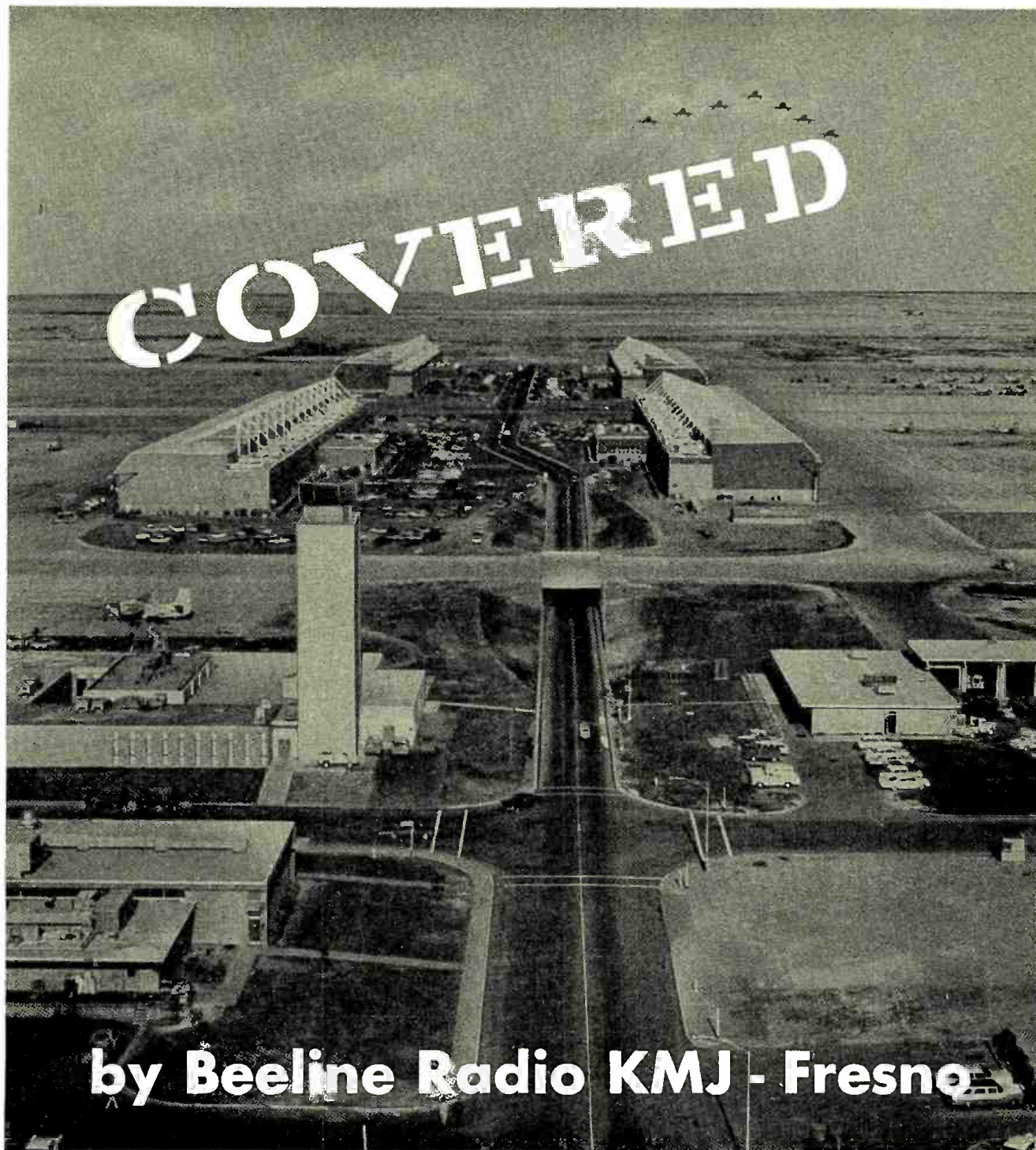
Mr. Reilly, in testifying before the subcommittee, at first denied "bugging or tapping or otherwise compromising" Mr. Otepka's office telephone. Subsequently, however, he and two of his aides submitted statements saying they had made a survey of the feasibility of intercepting conversations in Mr. Otepka's office by connecting wires from the telephone to a laboratory listening post. They said the device proved unsatisfactory and that the wires were disconnected within 48 hours without any conversations having been intercepted.

Senator Thomas J. Dodd (D-Conn.), subcommittee vice chairman, said the three men had "lied under oath" and called for action by the department against them.

The FCC's hiring of Mr. Reilly against this background was cited last week in a syndicated newspaper column that was critical of current "attitudes" in government employment.

Columnist Richard Wilson quoted an unnamed FCC commissioner as commenting, "just another Washington fuss" when asked to explain why Mr. Reilly was hired.

But, Mr. Wilson added, "what happened was that a man who had fronted for the State Department in a very



by Beeline Radio KMJ - Fresno

Lemoore Naval Air Station, near Fresno, has 6,600 workers and a payroll of \$20 million.

You are covering a \$2 billion California market when you advertise on KMJ — Fresno. This important market — which includes Lemoore Naval Air Station — is part of California's rich Inland Valley.

KMJ covers the Fresno area. Combine KMJ with the other three Beeline stations and you cover all of this rich inland market, including Western Nevada. And you do it economically. Get on the Beeline.

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



KBEE • Modesto

KFBK • Sacramento

KMJ • Fresno

KOH • Reno

BROADCASTING, December 7, 1964

Reproduction machine lightens WJPF's work

WJPF Herrin, Ill., solved an old copy problem with its new copier.

The station said it had been using 70 to 80 secretary-hours a week preparing its two daily program logs; found less than a third of that time is required with the help of a Thermo-Fax copying machine.

Stable features of the log, such as long-term shows and advertisers, are now typed on special master logs, one set for each day of the week. As the need arises, last-minute changes are pencilled onto the master, which is copied on bond-weight paper to produce a working log. The master is then erased and saved for the same day the next week.

The copies are made at the rate of one every four seconds and distributed to the persons concerned.

Robert Cook, station manager, says the system not only saves time, but increases accuracy as well. He plans to extend it to a set of special occasion "master" logs for sports broadcasts and other scheduled special events.



Mrs. Shirley C. Bauman, office secretary at the station, runs the master log through the infrared copying machine.

sticky situation in Congress landed on his feet in another department, a department holding life and death powers over the multi-million dollar communications industry.

"This is the kind of bureaucratic solidarity which tends to perpetuate bad practices in government. . . ."

One broadcaster also expressed criticism. Frank B. Best of WPIX Orangeburg, S. C., in a letter to the National Association of Broadcasters, said broadcasters should protest Mr. Reilly's appointment. He sent copies of the letter to the South Carolina Broadcasters Association and the Senate Internal Security Subcommittee.

FCC Chairman E. William Henry, in commenting on the matter last week, said it was "a question of judgment as to whether Reilly was full and fair and candid with the committee. This is a matter of debate."

Furthermore, he said it wasn't "a matter of keeping anybody alive." He noted that Mr. Reilly, at State, had been a Grade 18 employee (which paid \$20,000 at the time, \$24,500 now) but had been hired by the commission as a Grade 15, with a base pay of \$17,000.

"It was a matter of whether we would have a competent lawyer or take the position he was forever unem-

ployable," the chairman said.

Mr. Reilly, before leaving the commission for the State Department in April 1962, had built a reputation as an able trial lawyer. Thomas Fitzpatrick, head of the FCC hearing division, and Delbert Flint, the commission's personnel chief, spoke highly of his qualifications in discussing his possible employment with the commission last summer. The seven commissioners, who have ultimate responsibility for the appointments under which he left the State Department, according to Chairman Henry. He said there was no opposition to Mr. Reilly's employment.

Mr. Reilly is currently representing the Broadcast Bureau in comparative hearings involving channel 5 Boston, channel 38 Chicago and channel 20 Fort Worth, Tex.

Metromedia waiting for return of 3M Co.'s boss

Fate of Metromedia's offer to buy the Mutual Broadcasting System from 3M Co. (BROADCASTING, Nov. 23) remained uncertain last week.

Bert Cross, 3M president, whose ab-

sence from the country had deferred earlier consideration of the offer, was delayed in his return. He had been expected back early last week, but company officials said last Thursday (Dec. 3) that he would not return until Friday or perhaps this week.

Some sources interpreted the delay as meaning Metromedia's offer had been or would be rejected, but 3M officials said the offer had not yet been considered.

Metromedia's offering price was understood to be "in the millions," but there were indications last week that first reports, which put it at about \$5 million, may have been high. Although there was still no official word, reports last week indicated that the offer was probably nearer \$3 million. The 3M Co. acquired Mutual in 1960 for a reported \$1.3 million.

Mutual owns no stations but has 491 affiliates. Metromedia owns six AM, six FM and six TV stations.

Bureau okays amended dismissal contract

The FCC's Broadcast Bureau has recommended that the hearing examiner approve the revised version of an agreement between Tvue Associates Inc. and United Artists Broadcasting, applicants for channel 23 in Houston (BROADCASTING, Nov. 30).

The agreement calls for the withdrawal by Tvue from the channel 23 proceeding upon reimbursement by United of \$27,500 in expenses incurred by Tvue in processing its application.

In approving the agreement, the bureau said, however, that Tvue's application should not be dismissed without prejudice.

The bureau, which declined to approve the initial agreement for reason of the amount of reimbursement involved (BROADCASTING, Nov. 2), said that it was now satisfied that the amount is "reasonable and represents expenditures legitimately and prudently expended" by Tvue.

The bureau also said that the amended agreement now specifically indicates what Tvue's future television plans are—that the company would, upon dismissal of its channel 23 application, apply for channel 17 Rosenberg, Tex.

This new application, when filed, will be scrutinized by the commission and its staff to determine whether it is designed to serve Houston, the bureau said.

If the examiner dismisses Tvue's application for channel 23 with prejudice, the company would not be permitted to apply for a similar service in the Houston area for one year. Rosenberg is 40 miles outside of Houston.

In any season **STEVE GILMARTIN** is hard to beat on sports

Steve Gilmartin has the inside track on Washington sports stories. He covers the NFL Redskins, baseball Senators and is personally acquainted with many of the best-known sports personalities. His probing interviews are revealing and informative. His exclusive coverage of area college and high school teams has built an enthusiastic and large audience for WMAL.

A key member of WMAL's 25-man staff of news and public affairs specialists, Steve Gilmartin's expert, twice-daily sports reports on radio and TV help make WMAL Radio and WMAL-TV the news and sports authority in the Nation's Capital.



News and Sports Authority in the Nation's Capital

 **wmal** radio and television 

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

CATV microwave proposal hit

Commenters criticize FCC's 'piecemeal' approach;

NAB says this does not solve basic questions

The FCC was told last week by representatives of both the broadcasting and community antenna television interests that its proposed rules dealing with the licensing of microwave facilities used to relay TV signals to CATV systems are "premature," "unlawful," and "discriminative."

The National Association of Broadcasters, in comments filed last Monday (Nov. 30) on parts I and III of the rulemaking said the proposals are "premature" and a continuation of the commission's "inadequate and dangerous" attempt to resolve piecemeal the problems raised by the burgeoning growth of CATV systems.

The National Community Television Association, in comments jointly filed with the National Association of Microwave Common Carriers, said the commission's proposals, if adopted, could have a far reaching and adverse impact on the development of CATV service in the public interest and upon the development and operation of independent point-to-point common carriers serving CATV's. The two associations urged that the rulemaking be dismissed.

The rulemaking in question, proposed last August, is divided into four parts with the ultimate purpose of transferring all microwave licensees that serve CATV systems and do not qualify as common carriers, to a new "Community Antenna Relay Service" (CAR) administered by the Broadcast Bureau.

Part I would amend commission rules to require that all common-carrier applications include a factual showing that at least 50% of the customers subscribing for the applicant's service are "unrelated" and "unaffiliated" with the applicant. Also, that the proposed usage by such customers, in terms of hours of use and channels delivered, must constitute at least 50% of the usage of the applicant's microwave service.

The Basic Problem • The NAB pointed out that four notices of proposed CATV rulemaking are now outstanding with the commission, yet none goes to "the basic question of an evaluation and determination of the role CATV is to play in the overall scheme of broadcasting." NAB suggested that the commission withdraw the rulemaking until an overall CATV policy is established.

In referring to the extreme backlog problem in processing point-to-point microwave applications, NCTA said that it is inappropriate for the commission to devote the time it does to a legal determination of whether an applicant is

a bona fide common carrier.

The "holding out" theory, NCTA asserted, is the sole test of status as a common carrier and eligibility for common carrier frequencies. The association added that the appropriate solution to any "inordinate delays" would be for the commission to accept an applicant's "holding out," per se, as determinative of its status and eligibility as a common carrier, as a matter of law.

Meredith-Avco Inc., a CATV owner and operator, said that while it shares the objectives the commission is pursuing in the proceeding, it believes the proposals in part I are unnecessary and unfairly discriminate against common-carrier microwave service to CATV systems. The company added that significant improvements would have to be made in the proposals for the CAR service before it can be said to be an adequate instrument for meeting the present and future demands for microwave facilities to serve CATV systems.

Favoring the proposals for common-carrier eligibility was AT&T, a microwave user through its Bell Telephone subsidiary. AT&T said that it is in the public interest that the limited number of common-carrier frequencies available be assigned only to bona fide common carriers which serve the public to a substantial degree, and not merely themselves.

Increasing Backlog • AT&T, disturbed over the "mounting backlog of applications in the domestic public point-to-point microwave radio service, pointed out that in 1960 the average processing time for routine applications by landline telephone companies in that service was about one month to one-and-a-half months. By 1964 the average time had doubled, the company said.

Others opposing the commission's rulemaking for much the same reasons included Jerrold Electronics Corp., Midcontinent Broadcasting Co., Western TV Relay Inc., Golden West Communications, and Video Service Co. The companies said that the proposals in part I of the rulemaking "would constitute an unwarranted reversal of basic common-carrier legal precedent, a departure from long-standing commission policy, and an unfair and unnecessary singling out of the CATV industry in a manner that would stifle new investment and perpetuate monopoly." The test of common carrier "has always been" willingness to "hold himself out" as ready to provide services, the companies said.

It may well be one thing to adopt a

"fish-or-cut-bait" policy, Jerrold said, but it is another entirely to foreclose otherwise qualified parties from an entire field of endeavor. Midcontinent added that apart from the legal reasons militating against the adoption of the new rules, there is no compelling need which warrants such a radical reversal of long-standing precedent.

A joint petition by 40 CATV operators and microwave licensees was also filed last week requesting the commission to terminate its proceeding without adopting any of the proposed rules.

ABC, which had asked the FCC to institute rulemaking to limit the area within which a CATV could carry a station's signal (BROADCASTING, Oct. 19), said the agency should act on that proposal before acting on the rulemaking.

However, in the event the FCC does adopt the current rule proposals, the network said, provision should be made so that microwave authorizations will be granted for carriage of TV signals to CATV systems only with the permission of originating TV station.

Deadline for reply comments on parts I and III of the rulemaking is Dec. 12; Comments for parts I and V dealing with frequency allocations and technical standards are due April 1, 1965.

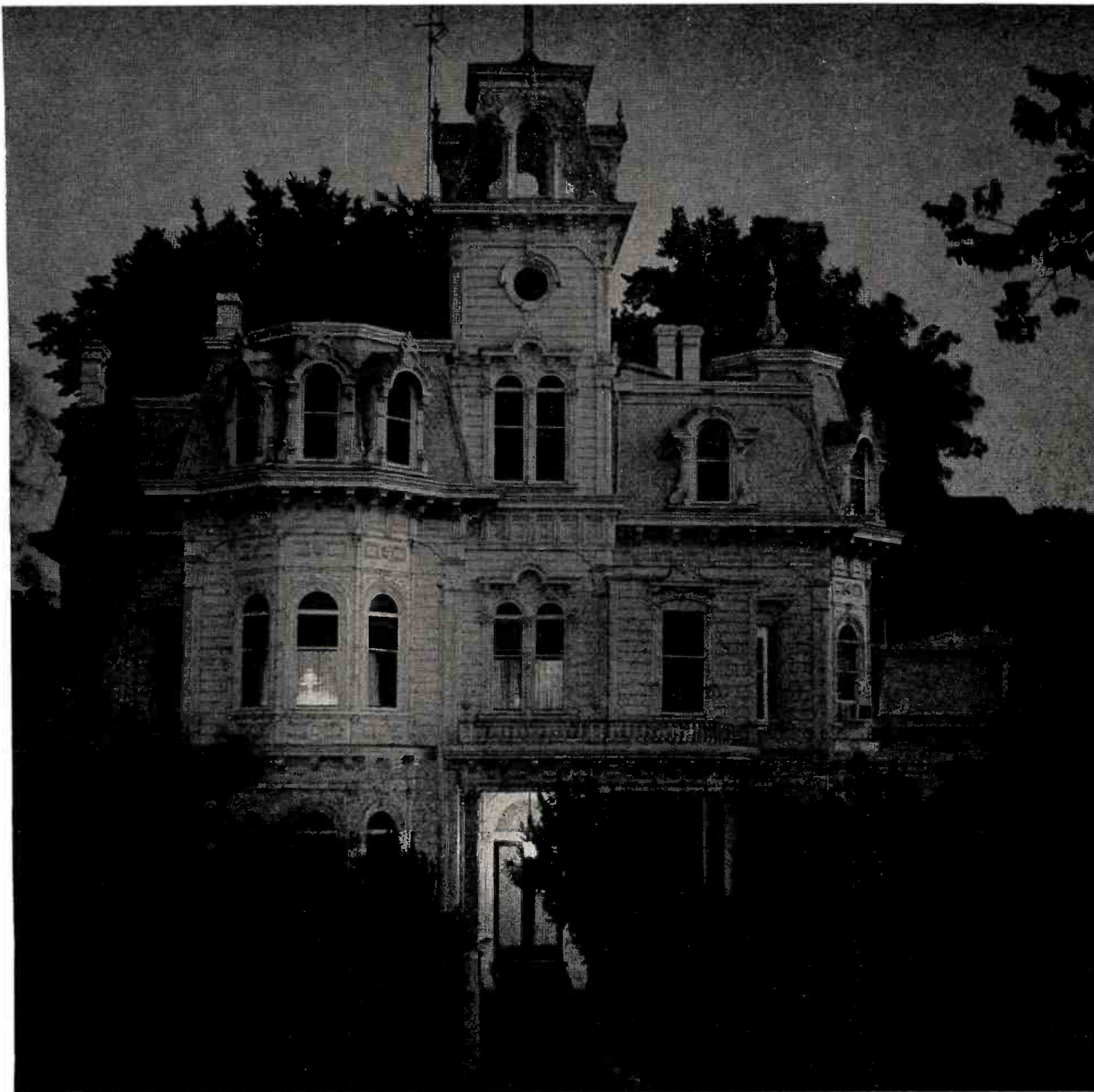
Two WDKD applicants seek dismissal of one

Two applicants who filed early last month for the facilities of WDKD (1310 kc) Kingstree, S. C., the license of which was revoked two years ago, have asked the FCC to approve an agreement whereby one party would drop out upon payment by the other of expenses incurred in the proceeding.

WDKD, owned by E. G. Robinson Jr., was denied license renewal in July 1962 for broadcasts by the station's disk jockey, Charlie Walker, that were, according to the FCC, "coarse, vulgar, suggestive and of indecent double meaning" (BROADCASTING, July 30, 1962).

The two applicants for the WDKD facility—Collins Corp. of Georgia and Santee Broadcasting Co.—in a joint petition filed last week, asked the commission to approve an agreement enabling Santee to reimburse Collins \$3,500 for expenses incurred (engineering, legal, travel, etc.) in processing its application. At the same time the parties requested that the commission dismiss the Collins application, which would leave Santee unopposed.

Collins, headed by Frank K. Graham, 83.6% stockholder, was the first of the two applicants to file for the 1 kw daytime facility on Oct. 20 (BROADCASTING, Nov. 2). Santee filed its application on Oct. 27 and is owned by nine Kingstree residents, with Basil Ward as president.



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Will New York CATV set pattern?

City proposes utility-type regulation

with profits limited to 6%, outside signals barred

and built-in guarantees of quality and service

Limited profit margins and closely controlled operation are in prospect for companies seeking community antenna television franchises in New York City.

New York's board of estimate let it be known last week that CATV companies there would operate with the status of quasi-utilities, with controlled rates designed to prevent profits from "greatly exceeding" 6%.

In addition, the scope of CATV operation, under present proposals, will be closely circumscribed, excluding transmission of signals from outside the city and barring delivery of signals "from any pay-television source."

Six Seek Franchises ■ New York franchises are being sought by six different concerns, and developments there are being watched closely by other CATV entrepreneurs and other city governments and may have precedential influence.

Though the 6% provision is not contained in tentative resolutions drawn up for Sterling Information Services or Teleprompter Corp.—the first two petitioners for franchises in the city—James Thornton, director of the city's bureau of franchises, said this figure would be the guideline in determining rates for a CATV service.

The resolutions for Sterling and Tele-

prompter were to have been considered at last week's board of estimate meeting, but their hearing was once again delayed, this time until Jan. 14.

These resolutions, similar except for service and installation charges and bond and insurance requirements, cover only an "interim" period, not to extend beyond April 1, 1967. The city explains this is an experimental period during which appropriate rates for the companies could be determined.

Installation Charges ■ Sterling has suggested an installation charge of \$37.50 and a monthly fee of \$5.50 and Teleprompter would charge \$19.95 for installation and \$5 monthly. Each of these proposals has been adopted in the respective pending resolutions.

Mr. Thornton said the city would maintain the right to alter rates as it saw fit to insure reasonable, but not excessive, profit.

A provision in the resolutions which observers consider crucial would prevent tampering with existing signals or originating signals:

The authority granted is "for the sole purpose of permitting the delivery of all signals broadcast regularly by all television stations to viewers in Manhattan.

"The company must operate its an-

tenna system in such manner as to insure no degradation of any of the signals delivered by it."

Who Owns Programs? ■ A further provision which had not appeared in earlier resolutions prepared for board of estimate review (BROADCASTING, Oct. 26) deals with program ownership. Both CBS and NBC had informed the city that their network programs are not to be considered free property for CATV operators to pick up without network approval (CLOSED CIRCUIT, Nov. 23).

The latest resolutions prepared by the city authorities say the franchises would be "without prejudice to the rights of the owners or licensees of the programs, the signals of which shall be delivered by the company."

The question of proprietary control of programs was brought to the fore in the New York proceedings last week before further discussion was continued to the Jan. 14 hearing date.

Louis Nizer, appearing as counsel for United Artists, told the board of estimate that any contracts entered into by the city with CATV operators ought to contain a provision requiring operators to obtain licenses from program owners whose shows they will carry over their wires.

He advised the city to explore the problem further. United Artists is currently in a court battle with NWL Corp. (Clarksburg and Fairmont, W. Va., CATV systems) claiming improper use of its films by the systems' operators, who are said to pick them up from regular TV broadcasts without permission or payment.

Stipulations ■ One proviso in the pro-

CATV is not a public utility, NCTA states

The National Community Television Association urged the Connecticut Public Utilities Commission last week not to treat community antenna television as a public utility.

"There is no more reason for considering a CATV system a public utility than there is to declare antenna salesmen or a TV broadcast station a public utility or a common carrier," the association said in a statement filed with the PUC.

"In no states are CATV systems held to be a public utility, because they are not, in fact, of a public utility nature," the association said.

The Connecticut commission is in the midst of an extended hearing on more than 20 applications by firms seeking to establish CATV's in vari-

ous Connecticut communities. It is expected to resume in Hartford Dec. 21. The NCTA outlined various changes it believes appropriate in the CATV regulations already adopted by the PUC.

The statement advised the PUC that it should adhere to its original determination not to deal with protection of local TV stations because the federal government has "wholly preempted" the broadcasting field.

The PUC has assumed CATV is a public utility although, the NCTA said, there is nothing in the state's CATV legislation to indicate "that utility regulation was ever intended." No state regulates CATV this way, NCTA continued, and only Nevada is considering the concept. If Ne-

vada concludes that CATV is a public utility under its own laws, the NCTA warned, "the matter will be taken to the courts."

The PUC should avoid setting rates and requiring accounting reports of CATV's, the NCTA said. At most the commission should "restrict itself to the area of rate supervision." CATV is a high-risk business and limiting return on investment to 6%, as the PUC has considered, would limit entry to "only the most daring and foolhardy."

Although one view expressed to the commission is that any program origination by a cable system would be "broadcasting," this is clearly not the case, as defined by the Communications Act, the NCTA said.

Industry fight against New York plan expected

"It seems likely that the community antenna television industry will fight New York City's proposed CATV regulations," Robert D. L'Heureux, general counsel for the National Community Television Association said last Thursday (Dec. 3).

The proposal smacks of a public-utility concept of regulation, Mr. L'Heureux said, and "it would be a bad precedent" for CATV regulation in other large cities.

In addition, he said, the proposal (see page 44) would prohibit CATV's from carrying signals of stations outside the New York City area, and that is clearly "outside its [the city's] realm." Congress, he explained, has pre-empted the broadcasting field. "We could go to court and prove that the whole of the field of television is in the hands of the Congress," he said.

Connecticut Situation ■ Mr. L'Heureux said it was likely that the New



Mr. L'Heureux

York plan would be opposed in the same manner, and for the same reasons, as set out in the NCTA's filing with the Connecticut Public Utilities Commission. The association told

the state commission last week that Connecticut's CATV law does not encompass a public utility concept for CATV regulation and that it should avoid affording protection for local television stations because the Congress has pre-empted that area (see page 44).

Of the New York proposal, he added, "It would be a bad precedent for a city to regulate rates in effect as a public utility when it is not" a public utility.

Supervising rates, taxing a CATV's profits and setting safety standards are up to the city, Mr. L'Heureux went on. "We maintain that setting rates [as contrasted with supervising them] is not within the power of a municipality." Guaranteeing a percentage of profit, as is proposed, is clearly public utility regulation, Mr. L'Heureux said.

The NCTA has been successful so far in preventing states from regulating CATV's as public utilities.

posed New York contracts holds that all liabilities deriving from the contract, whether to persons or property, which might involve damage payments by the city would be repaid by the operating company.

Additional requirements:

- All account books of the system operators would be open for city inspection. Contracts for multiple installations, which could be made with subscribers for lower initial fees and lower monthly charges would have to be filed with the board of estimate 20 days before their effective date.

- Installation contracts could not interfere with present master antenna systems to the detriment of service now available to master-antenna subscribers.

- The company would be authorized to install and maintain its own equipment, but would be prohibited from servicing TV sets.

- All signals in the area, UHF, VHF, commercial and noncommercial would have to be carried without prejudice.

- The system operators would be obliged to service cable grid and connections to subscribing set owners on a 24-hour basis.

- Subscribers would be guaranteed "quality reception" or refund of installation charges, contested quality to be determined by the board or its representative.

- The company would pay New York 5% of its gross receipts for the right to operate the system, payments to be

made monthly and to be considered additional to city or state taxes. In addition the city's departments or schools would be allowed a 25% discount on the service.

- The city will ask \$10,000 to \$15,000 as bond for faithful performance.

- The board of estimate proposals set up a construction schedule for operators which would require 20 miles of coaxial cable to be installed within one year of the resolution's effective date. The CATV company would present the board with an outline of its proposed cable installations within one month of the grant of the interim franchise.

- Connections from cables to buildings would be required on a "non-discriminatory basis."

News of the city's CATV control policies did not appear to dampen the enthusiasm of applicants for New York franchises.

Sterling and Teleprompter both indicated that they would in no way be deterred by the board of estimate proposals. Other applicants informed BROADCASTING of similar positions.

Charles Dolan, Sterling president, said no one expects a 6% return on the first two years of operation anyway, considering the tremendous initial capital outlays required to establish a system.

He suggested that when utility status is imposed on a company, "generally other things go along with it, one of

them being exclusivity for an operation within a given area."

Contracts proposed by the board of estimate are nonexclusive, but there have been intimations that exclusive areas of operation might eventually develop.

Franchise bureau director Thornton had this to say:

"When one company is granted a franchise for a particular area it would be up to a second applicant for the same district to demonstrate public convenience and necessity to warrant a second franchise. The city probably wouldn't see much convenience in two guys fighting for the business in the same street."

Ross Taber, vice president, responsible for RKO General's CATV activities, said the revelation that the city would consider community antenna operations as utilities would not cause RKO to back away from its franchise application.

He said the rate structure quoted in the Sterling resolution is "perfectly practical." He suggested that the New York proceeding and the tight regulatory concept might have been influenced by the current CATV hearings in Connecticut.

Teleglobe Cosmotronics said the city provisions would not change its intention to press for the franchise, but that the 6% profit limitation might later be considered unrealistic.

Telcom, a company formed by five

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master antenna companies, noted that its petition had called for regulation of CATV in the city by a seven-man board of directors, two of whose members would be appointed by the mayor.

CATV Enterprises had said in its petition that it would consider the franchise to have the connotation of a public utility and expected its rates to be set to bring a 6% return on investment (BROADCASTING, Nov. 16).

All CATV franchise applications are expected to be considered at the Jan. 14 board of estimate hearing.

They'd rather quit than switch

The sale of WSUN-AM-TV St. Petersburg, Fla., was authorized by the city council last week after Lynn Andrews, city manager, submitted a series of alternatives which apparently left the councilmen cool.

The city council ordered Mr. Andrews to draw up a list of specifications which would call for sealed bids for the stations. Mr. Andrews said he would have the specifications ready for submission to the council by mid-January.

Last month, Mr. Andrews recommended that the St. Petersburg city-owned radio and TV stations be sold. He expressed his belief that the city had no business operating commercial broadcast stations, and warned that a capital expenditure of over \$1 million would be necessary in moving the station from the city's waterfront, which is due for renewal (BROADCASTING, Nov. 16). He also pointed out that WSUN-TV, now on channel 38, had lost its bid for channel 10 in that city and probably would lose its ABC affiliation when the new channel 10 station commenced operating.

At that time the council asked Mr. Andrews to submit a written report discussing alternatives. This he did last week.

Affirming his previous recommendation that the stations be sold, Mr. Andrews presented these other possible moves: (1) increase power of WSUN-TV to 1,000 kw in an effort to retain its ABC affiliation. This would cost from \$250,000-\$300,000; (2) continue WSUN-TV at its present power and hope to duplicate ABC programs; (3) continue WSUN-TV on a minimum schedule without network affiliation with the hope that UHF telecasting will take hold resulting in a possible reaffiliation with ABC or a fourth network; (4) continue as an independent operation, with local live public service, news, sports, films and specialized services (stock market quotations, film documentaries, cultural programs).

NAB opposes threat to TV auxiliary band

The National Association of Broadcasters has objected to an FCC proposal that would permit government space-research earth stations to share frequencies now exclusively allocated to the television auxiliary broadcast service.

The association said the proposal would cause extensive interference which could result in serious disruption to television broadcasting and greatly restrict the broadcaster "in his goal of service to the public."

The NAB's views were submitted last Monday (Nov. 30) in comments on the proposed rulemaking looking toward providing limited access to the 1990-2110 mc bands by government earth-to-space stations at four locations in connection with the Apollo project. The stations are at Cape Kennedy, Fla.; Kauai, Hawaii; Corpus Christi, Tex., and Goldstone, Calif.

At present, these frequencies are assigned for television pickup, studio-to-transmitter link (STL), and intercity relay purposes. The commission's Oct. 23 notice of proposed rule-making indicated that the government would use high-power transmitters (10 kw) and interference may be expected to TV auxiliary stations operating within 175 miles of the space transmitters.

If the commission adopts its proposal, NAB pointed out, interference to TV auxiliary service by the earth-to-space transmitters would result in disrupted service to 45% of the state of California, including the Los Angeles, San Diego and Bakersfield metropolitan complex; approximately 30% of Florida, including such areas as Daytona Beach and Orlando, and a large portion of Texas, including San Antonio, Houston and Austin.

Also commenting on the FCC proposal was Midwest Television Inc., licensee of KFMB-TV San Diego and KNG-32, a TV intercity relay station operating between Los Angeles and San Diego.

Midwest said that although it doesn't oppose the rulemaking, it does believe the Apollo proposal is contrary to sound frequency allocations policy and procedure. And in the event the Apollo project interferes with its intercity station, Midwest said that it assumes the commission would cooperate with it in obtaining authority to operate on another frequency, even one outside the 1990-2110 mc band.

Comments in the rulemaking proposal were due Dec. 1; replies are due Thursday (Dec. 10).



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More companies apply for CATV franchises

BUT ATTENTION SHIFTS FROM SMALL COMMUNITIES

Observers of rapid-moving developments in the community antenna television industry shifted their attention last week from America's smaller communities to two of the nation's largest cities: New York and Philadelphia.

New York officials seemed inclined toward a quasi-public-utility concept in establishing rules for CATV; Philadelphians, however, were still very much in the exploratory stage.

It was evident, however, that CATV had become very "big time" and that systems established in either city were certain to be multi-million-dollar enterprises.

CATV developments reported around the country:

Rockford, Ill.—Application received from National Trans-Video Inc., Dallas.

Kokomo, Ind.—Request for CATV permit submitted by Booth Broadcasting Co. Others are pending from Kokomo TV Cable Co. Inc., Hoosier Telecable Co. and Multi-Channel Cable Co.

Colonie, N. Y.—General Electric Broadcasting Co. has outlined plans for a CATV at an estimated cost of \$500,000 that would pay the town 2% monthly on gross service fees and provide free connections for schools and fire stations. Capital District Better TV Inc. applied earlier.

Herkimer, N. Y.—Applications received from UniCable Inc., Oswego Valley Electronics Enterprises Inc. and wsyr-tv Syracuse, N. Y. (Newhouse Broadcasting Corp.).

Jamestown, N. Y.—Board of Public Utilities has recommended that city council extend Jamestown Cablevision Inc.'s 15-year franchise by 10 years. The firm is headed by Simon Goldman, president and general manager, WJTN-AM-FM Jamestown.

Newburgh, N. Y.—Application filed by Community Antenna TV Corp.

New York City—City officials indicated CATV would be considered as a quasi-utility and profit, rates and stations to be offered would be determined by a city body. A spokesman for the National Community Television Association indicated the industry would oppose this (see page 44).

Canton, Ohio—Applications from Neptune Broadcasting Corp., Steubenville, and Multi-Channel Cable Co., Portsmouth, both Ohio.

Girard, Ohio—City council has rejected legislation to permit establishment of CATV by Tex-Video Inc., Pittsburgh.

Mingo Junction, Ohio—Terms of proposed CATV permit to Neptune Broadcasting Corp., Steubenville, Ohio, would pay city \$300 after second year of operation, \$500 annually for next four years and \$750 annually thereafter. Six

TV signals would be furnished.

Clark's Summit, Pa.—Borough council defeated 4-3 an amendment to CATV ordinance that would have permitted cable systems to duplicate local area TV stations with signals from TV's in Binghamton and Elmira, both New York.

Philadelphia—Telesystem Corp., Glenside, Pa., and the Bulletin Co. (*Philadelphia Evening Bulletin*) outlined proposals for CATV's amidst opposition from television servicemen (see below).

Huron, S. D.—City ordinance that would have given Midcontinent Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.), license to establish a CATV was defeated in a referendum.

Sioux Falls, S. D.—CATV ordinance proposed by Midcontinent Broadcasting Co. (KELO-AM-TV Sioux Falls) opposed by representative of KSOO-AM-TV Sioux Falls.

Huntington, W. Va.—Application filed by Video Engineering Inc., Washington.

Fond du Lac, Wis.—Petition pending for CATV by Mid-Wisconsin TV Cable Inc.

Others enter CATV act in Philadelphia

Requests for permission to operate community antenna television systems were heard by a Philadelphia city council committee last week from the Bulletin Co., publisher of the *Philadelphia Evening Bulletin*, and Telesystems Corp., community antenna television system builder and a major system owner.

The proposals were revealed during a hearing last Tuesday (Dec. 1) at which television repairmen opposed the idea of any CATV in Philadelphia. The proceeding began a week earlier when spokesmen for Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia and owner of other stations, newspapers and magazines) explained its proposal for a Philadelphia CATV (BROADCASTING, Nov. 30.)

The hearing was continued until today (Dec. 7) when it is expected still other proposals might be offered, among them one from Jerrold Corp., Philadelphia, also a large CATV equipment manufacturer and system owner.

Benjamin Quigg, attorney for the Bulletin Co., told the committee that it had been working with Philadelphia Bell Telephone Co. on plans for a CATV system to serve the city. He pre-

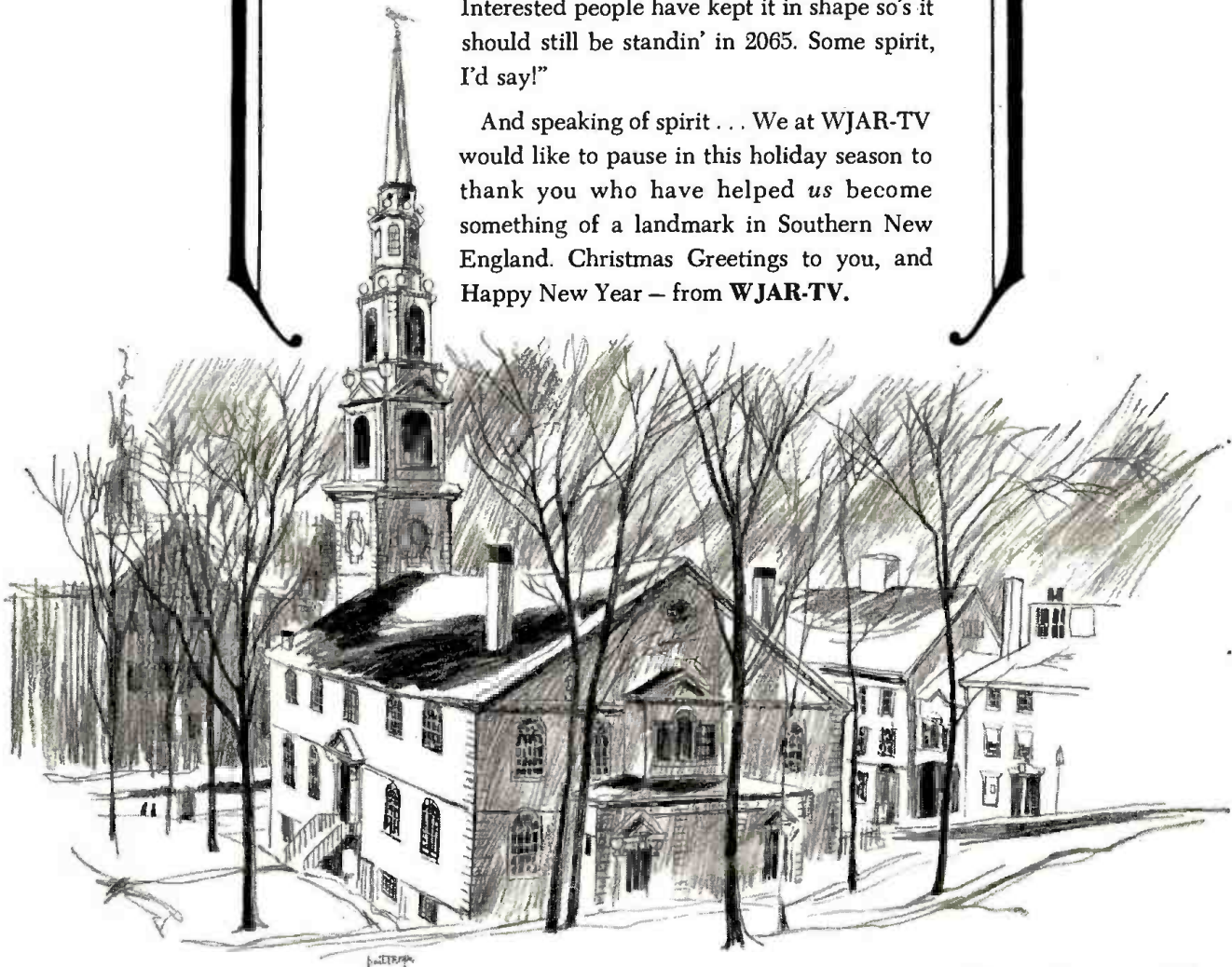
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ferred one company be given a franchise rather than divide the city into sections granted several franchises.

Fred Lieberman, Telesystems president, and Philip Kalodner, an attorney representing the firm, outlined a plan for CATV that would pay the city of an estimated \$250,000 annual profit after installation had been completed.

Other provisions of the Telesystems proposal: a ban on using the system for pay TV (Triangle's application would permit it but spokesmen denied such an intention); all local stations, UHF and VHF alike, would be carried; simultaneous duplication of local stations would be prohibited; television blackouts of sports events originating in a new Philadelphia stadium would be respected, and payment to the city of sums above normal taxes so as to assure about 2% of gross profit, estimated at \$250,000 yearly.

Spokesmen for the TV Service Association of Delaware Valley, saying the organization represented 84 of the 463 service firms in the Philadelphia area, said nothing in the pending city ordinance would prevent Triangle from monopolizing sales and service of TV sets in the area. Councilman Isadore Bellis, committee chairman, said if this were Triangle's intention, legislation was unnecessary.

NAB cites drawbacks to 3-year licenses

Paul B. Comstock, vice president for government affairs of the National Association of Broadcasters, last week outlined the NAB's analysis of the difficulties of the present broadcast license terms and said the NAB intends to urge Congress to lengthen the three-year periods.

Mr. Comstock told a meeting of the Arizona Broadcasters Association in Phoenix that the license term logically could be extended to seven years.

The three-year term is an arbitrary limit, Mr. Comstock said, decided on in the early days of radio, and there is "surprisingly little evidence to indicate why the license was fixed at three years rather than five years, as proposed by the House and recommended by the industry, or two years, as proposed by the Senate." He said "fear of broadcasters' claims to a proprietary interest in specific wavelengths appears to have been the rationale behind the fixing of a finite term for broadcasting licenses."

Mr. Comstock said "broadcasters have earned a longer license period" because they have developed "the finest system of radio and television in the

world . . . and the enactment of such a statute would be a demonstration of public confidence." A longer term, he said, "would cut down on red tape and paperwork for reliable broadcasters while preserving all necessary measures which the government may lawfully take against those very few licensees who do not serve the public."

One Per Customer ■ Increasing the license term to seven years, Mr. Comstock said, would permit each FCC commissioner, appointed for seven-year terms, "to pass upon each license one time. It would also reduce the potential danger of direct executive control of the licensing process. . . ."

Lifting the three-year license burden, he said, would allow the FCC to clean up its backlog and "turn greater attention to the few miscreants on the fringes of broadcasting and . . . to the outside instigators of corruption over whom broadcasters have no control."

He said the NAB will present its position to Congress and try to enlist the aid of individual senators and congressmen. "It is possible that the FCC itself may recommend a longer term of license," Mr. Comstock said, and he suggested that certain ideas of Commissioners Robert E. Lee and Lee Loevinger indicated compatibility with the philosophy of longer licenses.

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CRestview 4-8151

Changing hands

APPROVED ■ The following transfer of station interests was among those approved by the FCC last week (FOR THE RECORD, page 83).

■ WIVY-AM-FM Jacksonville, Fla.: Sold by Edward J. and Constance Oberle to Vida Goldgar, public relations consultant, for \$209,000. Wivvy, founded in 1946, is a 1 kw daytimer on 1050 kc. Wivvy-FM, not yet on the air, holds a permit for 102.9 mc with 28.9 kw.

Community Antenna Television ■ American Cablevision Co., division of Jack Kent Cooke Inc., Beverly Hills, has bought for \$2.5 million Winona (Minn.) TV Signal Co. and La Crosse (Wis.) TV Signal Co. Inc., CATV systems serving 7,674 subscribers. Brokers: Daniels & Associates Inc. (see page 52).

New TV stations

As of Dec. 3 there were 98 television construction permits outstanding for stations not yet on the air. Of these 16 were commercial VHF's, 59 were commercial UHF's, five were educational VHF's and 18 were educational UHF's. New station going on the air last week:

KTVR(TV) (ch. 13), 1605 Adams, La Grande, Ore. On the air Dec. 6, with program test granted Nov. 27. KTVB Inc., licensee, owned by Georgia M. Davidson (92.73%), Bette L. Krueger (3.73%) and Sherli A. Kelsey (3.54%). Permittee is licensee of KTVB(TV) Boise. La Grande station is to be a satellite of Boise facility. KTVR is on the air with 13 kw visual and 6.5 kw aural using RCA transmitters and antenna which is located on Mt. Fanny, 17.5 miles east of La Grande and is 2,603 feet above average terrain.

Executives of the station include Cy Smith, station manager; Gene Tuttle, chief engineer, and Jerry Crandall, operations director. As a satellite of KTVB the station will carry NBC-ABC programs off the air. It will be sold in combination with the mother station. Robert E. Krueger is general manager of KTVB.

Information received regarding plans of other holders of construction permits includes:

WXXW(TV) (ch. 20), 1761 East Museum Drive, Chicago, noncommercial station. Chicago Educational Television Association permittee expects to begin programming Sept. 1, 1965. About the same time plans to move into new studio building at 5400 North St. Louis Avenue. Transmitters for both WXXW and WTTW(TV) will be located at 1000 Lake Shore Plaza. WXXW will use General Electric helical antenna and General Electric 25 kw UHF transmitter. Effective radiated power will be 430 kw visual. Station will be operated and programed by the staff of WTTW.

KTCL-TV (ch. 17), 1640 Como Ave., St. Paul, Minn., noncommercial station. Twin City Area Educational Television Corp. permittee expects to go on air Feb. 15, 1965. The station will use an RCA transmitter operating at 47.6 kw ERP. Executives will be the same as for KTCA-TV St. Paul, also a noncommercial station.

KVSF-TV (ch. 2), Santa Fe c/o New Mexico Broadcasting Co., P. O. Box 1294, Albuquerque, N. M. New Mexico Broadcasting Co. permittee will begin construction May 1965. No date has been set for going on the air.

AMST board to convene

The Association of Maximum Service Telecasters board will meet Dec. 10-11 in Phoenix and some 30 members are expected to attend.

Principal topics are expected to be the threat of channel-sharing from land-mobile units and the problem of antenna farms for tall towers now before the FCC.

BROADCASTING, December 7, 1964

ETV broadcasters meet in D.C.

Henry, Keppel to speak at two-day session

organized by NAEB; 7-month finance study begins

Representatives of more than 90 educational, noncommercial television stations will meet in Washington today (Dec. 7) in a nationwide conference on long-range financing. They represent an investment of \$50 million and need \$25 million a year in operating funds, according to C. Scott Fletcher, president of the National Association of Educational Broadcasters' Educational Television Stations division, which organized the conference.

The two-day gathering will be addressed by FCC Chairman E. William Henry and Francis R. Keppel, U. S. commissioner of education.

Most of the FCC commissioners will be present for a question and answer period following Mr. Henry's luncheon speech.

In addition to NAEB personnel, members of the FCC, the Department of Health, Education and Welfare, the U. S. Office of Education, the Joint Council on Educational Broadcasting and the American Council on Educa-

tion will be on hand in seminar groups to answer delegates' questions.

The conference also will begin a seven-month study of ETV financing under the direction of Dr. Frederick Breitenfeld Jr., using funds provided by the U. S. Office of Education.

William G. Harley, NAEB president, Richard B. Hull, chairman of the NAEB board of directors and Robert F. Schenkkan, chairman of the ETS board of directors will preside at the three general sessions.

Many educational stations are supported in part or in entirety by private contributions, with commercial stations among the largest contributors (BROADCASTING, Nov. 30, 9). In May 1962, Congress authorized federal grants for the activation of new stations and the expansion of existing ETV stations, to be made through the Department of Health, Education and Welfare on a matching basis. Of the \$32 million authorized, \$8 million has been issued in grants, and applications have been accepted for another \$8 million.

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Oren Harris plans ahead

Payola not on his probable agenda, though ratings, cigarettes and CATV are

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, sees little on the legislative horizon affecting broadcasting in the new Congress, he revealed in an interview last week.

But in the next and succeeding breaths, Representative Harris figured that his committee was sure to return to deliberation on broadcast ratings, cigarette advertising and probably community antenna television.

Payola isn't on his list, he said, and he indicated he had no idea why some people were speculating that the FCC has opened its own inquiry because of purported worry that Congress might beat the commission to it (see page 63).

As for political broadcasting, Representative Harris had his hands full with the abortive effort to suspend Section 315 for the presidential and vice presidential campaigns this year and voiced no inclination to become involved with amending the measure any time soon. If action is to come on Section 315, it appears it will have to start on the Senate side of Capitol Hill, and there was evidence last week that Senator Vance Hartke (D-Ind.) would start things off (see page 61).

(Representative Walter Rogers [D-Tex.], chairman of the House Communications Subcommittee, has promised to resume his probe of the fairness doctrine early next year [BROADCASTING, Nov. 30].)

Up to Broadcasters ■ Back in Washington for the first time since his re-

election, Representative Harris said last week that if broadcasters "do what they can" to improve ratings, there should be no need for legislation. This has been his view almost from the outset of the rating hearing in February 1963, and he has held to it throughout the probings by his Special Subcommittee on Investigations and the subsequent remedial activity undertaken by broadcasters.

Asked about a report the subcommittee is expected to make on the results of its ratings inquiry, Representative Harris said it would be out after the first of the year. No legislation is anticipated in this area, but, he indicated, this depends on how well the Broadcast Rating Council performs.

The chairman also anticipates some work with the smoking and health problem, one that falls directly in the committee's lap both for its health and interstate commerce aspects.

Mr. Harris, at the urging of the tobacco industry, won a delay from the Federal Trade Commission last August when Chairman Paul Rand Dixon acceded to the committee's request that it postpone for six months the effective date, then Jan. 1, 1965, for its rule requiring health warnings in cigarette advertising. The committee is on record as intending to return to the issue soon, and it was apparent from Mr. Harris's remarks that he has given it a high priority.

As for CATV, Representative Harris repeated the advice he said he has given cable system operators: They should try to get together with broadcasters and the FCC and on terms of legislation that might be proposed for the regulation of the new industry. (This is what the National Community Television Association, the National Association of Broadcasters and the FCC have been attempting for some time. Representatives of both trade associations are scheduled to meet in New York this week.)

CATV is Changing ■ The nature of the CATV industry seems to be changing, Representative Harris noted. Fran-

chises are being sought in larger and larger communities that already have their own TV services. He said the CATV in his home town, El Dorado (Ark.) Television Inc., furnishes at least three stations with NBC programs, including KTVE(TV) El Dorado, and two with CBS programs.

"I don't know what this is doing to the stations' service area," Mr. Harris said, "but sooner or later those fellows in New York [time buyers] are going to notice what's going on."

American Cablevision buys two CATV's

American Cablevision Co., which jumped into the community antenna television business in a large way when it paid \$4.6 million for five systems two months ago (BROADCASTING, Oct. 26), last week announced the purchase of two more for another \$2.5 million.

American Cablevision, a division of Jack Kent Cooke Inc., Beverly Hills, Calif., now owns CATV's serving more than 23,500 subscribers, placing it among the larger multiple owners.

The systems just acquired are Winona (Minn.) TV Signal Co. and La Crosse (Wis.) TV Signal Inc., formerly owned by S. J. Kryzsko, president. They serve 7,674 subscribers.

Mr. Cooke said "announcement is imminent of the purchase of several more CATV systems." American Cablevision's other CATV's are in Laguna Beach and Barstow, both California, Palestine and Graham, both Texas, and Keene, N. H.

The sale was through Daniels & Associates Inc., CATV brokers.

Week of decisions for TV code board

The television code review board of the National Association of Broadcasters will meet in Washington Wednesday and Thursday (Dec. 9-10) to grapple with a number of problems, among them the decision on attempting to set up a central commercial clearing house for certain types of products.

In originally proposing the commercial watchdog group, Howard H. Bell, code authority director, suggested the clearing house pass on commercials for over-the-counter drugs, proprietaries, cold and cough remedies, cosmetics and analgesics (BROADCASTING, Oct. 12). He justified the choice of those particular fields by explaining that they are highly competitive and most urgently in need



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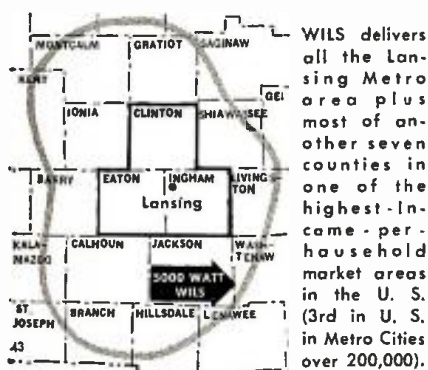
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of scrutiny because "the sell [is] so hard that the temptation to cross that fine line of propriety is considerable." Mr. Bell in that speech also touched on most of the other topics that will be considered by the board this week.

Lines are expected to be drawn at the board meeting on the question of whether the code should apply to political advertising. Although Mr. Bell has frequently stated his position that a hands-off policy should be adopted, some broadcasters think political spots should be subject to code standards.

The political-commercial issue will be discussed in the form of a proposed amendment, as will be proposals to adopt code language specifying that commercial testimonials must be honest and reflect genuine appraisal—a ruling previously made by the radio code board (BROADCASTING, Oct. 5)—and spelling out the understood code ban against drinking beer or wine on TV ads.

A review of the TV code's stand on product acceptability "could be one of the hottest items on the agenda," according to one source. At issue is the outright code ban on commercials for certain products, among them treatments for hemorrhoids. The radio code board may lift its similar ban (see page 52), but many members of the TV code review board have been less receptive to such an idea.

The board also will hear a report by Howard Mandel, NAB vice president for research, on plans to test various commercial formats on selected stations.

Discussion is planned on feature film clearance, a concept prompted by the recent influx of foreign films, some of which are considered less than ideal for family viewing. The board also will be filled in on the goals of the NAB's scientific advisory panel, which will pass on the scientific claims made in commercials. The names of the scientists have not been made public.

NAB postpones listing of code drop-outs

Legal considerations have led the code authority of the National Association of Broadcasters to postpone for a month its listings of the subscribers added to and deleted from its radio and television codes.

The deletions, which will amount to a public slap in the face of errant code subscribers, were to have been published in the December issues of the NAB's radio and television code publications. The code authority, however, considered that it had given notice of intention too near to publication date for subscribers who wanted to leave the codes to get out before the listings be-

came effective, so the publication dates of deleted code members was moved back to January, when the Dec. 1-15 changes will be made public. A regular listing encompassing a full month will be started with the February publications, which will cover the Dec. 15 to Jan. 15 period.

A code authority source last week said that virtually no opposition to the listings has been encountered, and so far no stations have withdrawn from the code because of such opposition.

Court awards \$210,000 to WORL stockholders

The Massachusetts Supreme Judicial Court last week upheld a lower state court decision awarding 12 former stockholders of WORL Boston \$210,000 in a breach of contract suit.

The court affirmed a suit by the former stockholders against WORL Inc., which was formed in 1958 to buy the 5 kw daytimer on 950 kc. Negotiations were carried on for WORL Inc. by Paul F. Harron, Philadelphia (and also principal owner of WKTV[TV] Utica, N. Y., and KAUZ-TV Wichita Falls, Tex.).

The stockholders, who together owned 1,000 shares of WORL said they agreed to sell their stock at \$22 a share. WORL Inc. later refused to buy the stock, the plaintiffs said, and they were forced to sell it subsequently at a lower price. The defendants contended that personnel and other changes made at the station before the contemplated sale was completed caused a drop in revenues. This, they claimed, breached the contract.

WORL was sold in 1959 to a group including Edward M. Gallagher, Sidney Dunn and Francis and James E. Mutui for \$469,000.

The awards were originally made to the complaining stockholders by a court-appointed auditor. They were upheld by a state superior court last year.

Both the superior court ruling and the supreme court decision involved one of the complaining stockholders. It had been agreed that the decision in the one case would apply to the other 11 stockholders. The awards from \$463 to \$39,852, went to:

Frederick W. Roche, attorney, \$39,852; estate of the late G. Lindley Gateley, \$27,916; Joseph Dunn, \$27,916; Richard Maguire (treasurer of the Democratic National Committee), \$16,682; Chester Dolan Jr. (former state senator and former clerk of the state supreme court), \$12,916; and Arthur E. Haley, J. Joseph Mahoney, estate of the late Thomas L. Regan, Hazel V. Rabbitt, Jonathan G. Butler, and H. John Adzigian, \$11,585 each, and John L. Grady, \$463.

NAB nears end of presidential hunt

What may be the last meeting of the selection committee of the National Association of Broadcasters—established last summer to find a president of the association—before reporting to the January meeting of the organization's joint board has been scheduled for Washington this week.

At the meeting to be held the evening of Dec. 8 and all day Dec. 9, the committee is understood to be prepared to grapple with two main problems:

- To decide which of several names should be recommended to the joint board as a permanent paid president, and

- To arrive at an alternative, failing the choice of a top figure, on how to fill the NAB presidency through a rotating leadership to be filled by prominent broadcasters on a temporary basis.

The second activity may well be the more significant, it's believed, because the committee has failed to find a candidate who incorporates all the characteristics that the committee itself established shortly after it was formed.

A third alternative has been discussed as a backup to the first two.

This would be an interim measure pending the resolution of the hierarchical structure of the NAB to upgrade its joint chairmanship to a full-time job, with the incumbent on leave from his company for the tenure of his term.

Members Tapped ▪ This interim step received major emphasis at the committee's meeting last month in New York (BROADCASTING, Nov. 30), with several members of the group asked whether they would serve on that basis.

No commitments were made or received but in at least one case, it is learned, one of the committeemen sought and received his company's approval to serve NAB fulltime on a leave of absence basis for a designated period.

This week's meeting officially is scheduled to continue discussion of potential candidates for the permanent presidency, to receive reports from committee members who were delegated to check on the availability of several new names suggested last month, and to discuss what avenues to explore if no candidates can be presented to the joint board—or if the joint board fails to accept the committee's nominee.

Alaskans to form state radio-TV group

A group of Alaskan broadcasters is meeting Dec. 7 and 9 in Anchorage to organize a state association. This will give each of the 50 states its own broadcasters' group.

The initial action on forming the Alaska group was taken by a meeting of Anchorage broadcasters, who decided the state organization should be formed. At that time, A. G. Hiebert, president and general manager of KNIK-FM and KTVA(TV) Anchorage, was named temporary chairman. Mr. Hiebert has written the state's broadcasters, asking them to come to the organizational meetings.

James A. Murphy, president of the Washington State Association of Broadcasters, will speak at the Dec. 7 meeting. Dec. 8 will be left free for an Emergency Broadcast System meeting scheduled then, but the next day the incipient state association will convene again.

FCC Commissioner Kenneth A. Cox

cut a tape recording in Washington last week that will be played to the broadcasters in Anchorage.

Evans wants free time, space, for politicians

Mark Evans, vice president in charge of public affairs for Metromedia Inc., last week told the Kansas City, Mo., Rotary Club that "I believe all media should work out formulas to give time and space equitably" to candidates during political campaigns.

"All forms of advertising," Mr. Evans said, "should be appealed to for simple cost expenditures for space and time, as their insurance for a continued democratic way of life. Let us remind ourselves advertising is synonymous with democracy." He also contended that "all industry should make cost-price concessions to candidates and major parties" to help candidates hold down crippling costs. "Why can't campaigns be limited to four weeks?" he asked.

He also warned broadcasters to be-

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ware of slanting political news as, he said, many newspapers do. "In many small stations," Mr. Evans commented, "the man who writes or rewrites the newscasts frequently writes the editorials. In such a situation, it is hard, if not impossible, to be unbiased."

NCTA hits interim FCC action, policies

The National Community Television Association said last week that the FCC has adopted interim conditions and policies which "have virtually halted expansion" of community antenna television systems that use microwave service.

NCTA made the comment in opposing a proposal that the commission suspend all action regarding applications in proceedings involving CATV systems.

The proposal was made by the Tele-

vision Accessory Manufacturers Institute (TAME) in a pleading supporting ABC's petition for rulemaking that would put all CATV's under commission regulation (BROADCASTING, Oct. 19). TAME maintained that uniform federal regulation of CATV could not be achieved if the industry is allowed to expand "subject only to . . . local inadequate regulation."

But NCTA said, the commission has adopted interim policies and conditions in connection with four pending proceedings that make "the action requested by TAME unnecessary."

It noted that in two proposed rulemakings, designed to provide protection for television stations, the commission has adopted interim policies requiring microwave-fed CATV's to carry the local station's signal and to refrain from transmitting programs for 15 days before and after the station broadcasts them.

The commission, in connection with the inquiry into whether it should permit combined ownership of broadcast stations and CATV's, has said that ap-

plications involving combined ownership "will be carefully scrutinized and, where appropriate, deferred" until long-range policy is developed.

The fourth proceeding involves the proposed rulemaking to establish a new home, in the 12700-12950 mc band, for noncommon-carrier microwave service. NCTA noted that if that rule were adopted, existing licensees would be required to convert their facilities to the specified frequency spectrum.

Thus, NCTA said, the commission, "where it has deemed itself to have authority to regulate"—that is, in cases involving microwave service—"has set forth certain restrictions clearly designed to accomplish what TAME in essence is requesting it to do."

NCTA said "a full-scale halt of CATV expansion"—which would involve all-cable microwave systems—"cannot be accomplished by the commission under its present statutory authority." As in its opposition to ABC's proposal, NCTA asserted that the commission does not have authority to regulate CATV's

PROGRAMMING

FCC aims at newswire contracts

Commission shows concern about basic 5-year agreements AP and UPI have with broadcasters and affect contracts have on 'freedom of action'

Broadcasters' complaints about their contracts with the AP and UPI newswire services led the FCC last week to launch an inquiry that could result in the commission requiring the rewriting of those contracts for the future.

At issue are two contractual aspects.

One is the length most of them run—five years, two years longer than a broadcaster's license.

The other is a provision requiring a broadcaster, in the event he sells his station, to obtain an agreement from the buyer to pick up the remainder of

the contract.

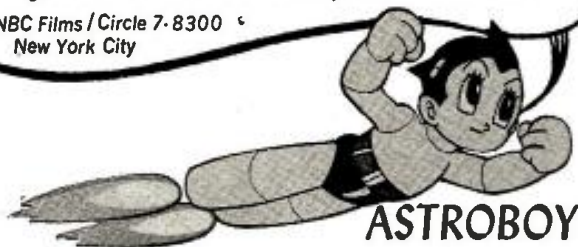
Commission sources say in the past year "over 100" broadcasters, most of them licensees of radio stations, have complained about these provisions. And a combined notice of inquiry and proposed rulemaking adopted by the commission looks to the possibility of outlawing both the long-term contract and its carryover provision.

The commission, which has no regulatory authority over the wire services, would act through its jurisdiction over broadcast licensees. But the FCC made clear it is concerned with the effect of long-term contracts not only on a station's "freedom of action in news programming" but competition in the newswire field, as well.

Four Commissioners Present ■ The proceeding was adopted with only four commissioners present. Chairman E. William Henry and Commissioners Robert E. Lee, Frederick W. Ford and Kenneth A. Cox voted to issue the notice. Commissioners Rosel H. Hyde,

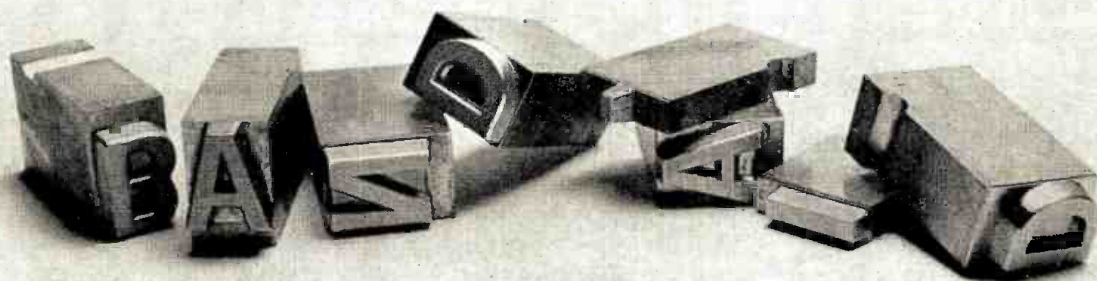
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Johnson & Johnson

Lee Loevinger and Robert T. Bartley were absent.

UPI has told the commission it needs the stability provided by a long-term contract to plan future operations. Both services note that contracts for less than five years are available, although in exchange for higher rates or, as UPI told BROADCASTING last week, "because of individual considerations."

AP indicates about 1,300 of its 2,400 broadcast members have five-year contracts and that another 1,000 have contracts continuing until termination by the member on two-years' notice. A spokesman for the AP in New York said the association would be glad to cooperate with the commission in the inquiry.

The commission notice doesn't make any specific proposals. But it does invite comment on the advisability of adopting rules prohibiting stations from contracting with newswire services for more than, "for example," two years. This would be similar to existing rules which limit a station's network affiliation contract to two years. The commission said rules permitting wire-service contracts longer than three years are not contemplated.

Comments Requested ■ The commission doesn't invite comments on the desirability of rules dealing with con-

tracts requiring the buyer of a station to assume the terms of a wire service contract. But one question on which it asks comments is "the extent to which long-term newswire contracts may limit the broadcast licensees' exercise of their programming responsibilities in the news field (including the appropriateness under the Communications Act of such long-term contract provisions requiring any assignee of the license to fulfill the contract during its term)."

The commission noted that the contracts containing the latter provision may deprive purchasers of stations of an initial choice of news sources. "Thus, the long-term contracts may prevent full compliance with nondelegable licensee responsibilities under the Communications Act," the commission said.

(Station brokers, who act as intermediaries in the buying and selling of radio and TV stations, acknowledged that long-term contracts with news services create some difficulties sometimes, as do other long-term contracts, such as those for rentals, leases, talent. None, however could recall any sale transaction that ever fell through because of this clause.)

Main Concern ■ The notice said the commission's main concern is the impact of the long-term contract "on the broadcast licensee's freedom of action in news programming." A five-year contract, it added, would appear to be inconsistent with a "broadcaster's obligation if it precludes him from following his judgment as to what news programming would best meet community interests and needs in the [three-year] renewal period. . . ."

The notice reflected the commission's interest in sharpening competition in the newswire field. The commission noted that its two-year limit on network affiliation contracts resulted from the conclusion that long-term contracts prevent "real competition" between existing networks and the development of new networks, "thereby depriving the public of the improved service" it might otherwise obtain.

Similarly, the commission said, "it may be" that five-year newswire-service contracts tend to lessen competition between the services and to discourage the development of other broadcast news sources.

The commission acknowledged that the presence of many customers other than broadcasters, such as newspapers, may have "a crucial bearing" on the overall competition between the services. Accordingly, the commission noted it needs more information to make a judgment, and asked for comment "on the effect of long-term contracts with broadcasters on competition between the newswire services and the development of other news sources, and the

nature of any resulting detriment to the public interest. . . ."

The commission also asked the extent to which each wire service serves broadcasters under contract to the other "or may refuse to provide service to broadcasters having unfulfilled contracts or contractual disputes with the other."

Short-term Contracts ■ And, in view of the position taken by UPI, it asks "the extent, if any, to which short-term contracts with broadcasters might inhibit effective newswire service operations and result in a deterioration of newswire service to the licensees."

Deadline for comments is Jan. 25. But the broadcasters' complaints about the wire services contracts has spread beyond the confines of the FCC.

The commission has referred the matter to the Justice Department to consider whether possible antitrust law violations are involved. And it has promised to keep Representative Emanuel Celler (D-N.Y.) informed of its activities in the matter. Representative Celler, chairman of the House Judiciary Committee and its antitrust subcommittee, indicated an interest after receiving copies of some of the complaints sent to the commission.

SDX condemns FCC action

Proposed resolution criticizes newswire inquiry as illegal

Strong condemnation of the FCC inquiry into broadcast station contracts with newswire services and repeal of Section 315, the equal-time law, were among resolutions to be considered at the closing session Saturday of the national convention of Sigma Delta Chi professional journalism society in Kansas City, Mo. Indications were that both would win approval of some 600 delegates and alternates.

Apprised of the FCC's action when the three-day convention convened last Thursday, the resolutions committee, representing all branches of the mass media, concluded that the commission had exceeded its legal authority in directing an inquiry into AP and UPI and that the proper forum, if any action were indicated, would be the Department of Justice under antitrust laws (see story page 56, and editorial, page 96). The resolution, in preliminary draft, cited the inquiry as an interference with freedom of the press.

Ben W. McKelway, chairman of the

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CBS has Arbitron lead

It was CBS, NBC and ABC in that order and not one network more than 1.3 rating points from any other on the basis of Arbitron reports for the seven-day period ending Dec. 2. CBS had 17.5, NBC 16.5 and ABC 16.2 in average ratings for the 7:30-11 p.m. periods covered. The dominating network by half-hour wins per evening: NBC and CBS tied on Friday (Nov. 27), CBS on Saturday and Sunday, ABC on Monday and Tuesday, and NBC on Wednesday.

editorial board of the *Washington Star* (WMAL-AM-FM-TV) in the keynote address last Thursday, urged abolition of the equal-time requirements through repeal of Section 315. The editorial responsibility, he said, should be "where it belongs" with the broadcasters themselves.

Citing BROADCASTING estimates that the 1964 campaign involved expenditures for radio and television of \$40 million, Mr. McKelway said costs were too high and campaigns too long. More important than codes of ethics, he said, was responsible reporting.

Key to Freedom — Roy Roberts, chairman of the Kansas City Star Co., who has announced his retirement effective Jan. 1, told the convention that newsmen should not be discouraged by criticisms of the coverage of last summer's political conventions, the campaigns and the events in Dallas following the assassination of President Kennedy. "If you don't get the brickbats you're not doing the job," he said.

The most effective way of preventing censorship is to do a "hard-nosed news job," he said. He described the press as meaning radio and television too—a view echoed throughout the convention which only a few years ago regarded the broadcast media as secondary.

"You will keep your freedom as long as you deserve it, and that is through responsible reporting," Mr. Roberts said in what he called his "last speech."

Ted Koop, CBS Washington vice president and outgoing national president of the 16,000-member society, told the convention of the need for action in the face of unjustified criticism of journalism. He described the ends to which extremist groups have gone to retaliate against news media through economic boycotts. He said that on the West Coast one such group tied up classified ad telephone lines to "opposition" newspapers to inhibit ad placements.

Mr. Koop was to be succeeded as national president by Ralph Sewell, *Oklahoma City Oklahoman* and *Times*

(WKY-AM-TV Oklahoma City) at the Saturday closing session. Robert Cavanaugh, past national president and general executive of the Associated Press, New York, was the recipient of the Wells Memorial Key, highest honor the society can bestow upon a member.

At a panel discussion on election coverage Thursday, Herbert Klein, editor of the *San Diego Union*, and news secretary to Vice President Richard Nixon in the 1960 presidential campaign, said that provision should be made to provide the party out of power with greater access to television. Julian Goodman, NBC News vice president, agreed but cited the requirements of Section 315 as precluding this. He called Section 315 "an archaic law" that should be replaced.

Mr. Klein also felt that early announcement of voting results and pro-

jections in the East affect voting patterns in the West. He said that in 1960 a change of 15,000 votes in four states would have elected Mr. Nixon over Mr. Kennedy.

In undergraduate radio-television contests first place in radio reporting went to Richard C. Lytle and Kenneth Hersherberger, of the Pennsylvania State University. Second place went to the news staff of KEBS, campus station at San Diego State College, California. In radio or TV newswriting or commentary, first place went to Tom Woods and Don Buffon, students at San Jose State College, California. Second place went to a six-man team at WMRH, campus station at Ohio State University. In radio or TV public service in journalism, first place went to educational station KWSC-TV Washington State University for a group project; second place to Penn State.

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ABC-TV affiliates hear '65-66 plans

Told network's competitive strength is improving at a faster rate than that of the other networks

Several additional nighttime series proposed for ABC-TV next season were disclosed last week at the network's eastern regional affiliates meeting in New York. Affiliates also were informed of two program changes for this season (see adjacent story).

Newly mentioned half-hour titles were *F Troop*, *Tammy*, *The Hellcats*, *Stalag 17*, *Kevin* and *Go Fight City Hall*. Also presented were possible entries for 1965-66 reported earlier (BROADCASTING, Nov. 30).

Other highlights of the meeting included a discussion of apparent competitive strength of ABC-TV programming in the current season, emphasis on the new ABC News Daily Electronic Feed service to affiliates (see page 61), details of new daytime schedule improvements which become effective at year-end (BROADCASTING, Nov. 18) and a preview sampling of *The American Sportsmen* a series of specials which

will be seen next year on ABC-TV.

Other information on series possibilities revealed to affiliates: *Baby Makes Three*, a Bing Crosby Enterprises hopeful previously reported to be without a network commitment, was said to have ABC's interest; the one-hour Four Star Television western pilot that will star Barbara Stanwyck is now being called *Saga of the Big Valley*; MGM-TV's half-hour western—now with the working title of *The Shenandoah Man*, and previously reported without a network commitment—was said to be an ABC possibility, as is Four Star's *The Hellcats*, a one-hour pilot in color built on a theme of three barnstorming fliers.

Kevin would star Donald O'Connor; *F Troop*, a Warner Brothers half-hour comedy-western about a post-Civil War cavalry troop, would place Forrest Tucker in the starring role, and *Go Fight City Hall* is a new title for the

previously talked-about *Shirley Temple Show*.

At the meeting, Thomas W. Moore, president of ABC-TV, reported on major advertiser buys announced by the network (BROADCASTING, Nov. 23, 30). Julius Barnathan, ABC-TV vice president and general manager, noted ABC-TV's rise in "performance" this season at a rate said to be more favorable than of the other networks, and also presented research material that he said showed ABC-TV not only reached the younger, larger households but also had a high incidence of adults. The program aspects were presented by Edgar J. Scherick, ABC-TV vice president in charge of programing.

It's show moving time at networks

Program shuffling by the TV networks may be accelerated after the new Nielsen report, said to be the most representative and definitive of the season, is out this week. But as of last week only these changes were certain:

On ABC-TV, *Outer Limits* (Saturday, 7:30-8:30 p.m. EST) will be replaced on Jan. 23, 1965 by *The Family is King* featuring the King Sisters and other members of their family, and *Mickey*, Wednesday 9-9:30 p.m., will be displaced when *Shindig*, now in the 8:30-9 p.m. slot, is extended another half hour.

On CBS-TV, all changes are not yet set, but *Mr. Broadway* Saturday, 9-10 p.m. will be dropped on Dec. 26.

NBC-TV replaces *Bill Dana Show*, Sunday 8:30-9 p.m., with a new western, *Branded*, on Jan. 2, 1965, and the last hour of *90 Bristol Court* on Monday, 7:30-9 p.m., will be replaced. The two segments dropped in *Bristol* are "Tom, Dick and Mary" and "Harris Against the World." Coming in Monday, 8-9 p.m. on NBC will be *The Man from U.N.C.L.E.* which moves on Jan. 11 from Tuesday, 8:30-9:30 p.m. *U.N.C.L.E.*'s replacement on Tuesday will be *Hullabaloo*, a one-hour variety show created and packaged by General Artists Corp.

Directors, producers reach agreement

Directors of TV and theatrical motion pictures will get salary increases of 5% for the first two years and a second 5% for the final two years of a four-year contract agreed on last week by negotiating committees of the Directors Guild of America and the Association of Motion Picture and Television Pro-



Thomas P. Chisman, chairman of the ABC-TV Affiliates Association's board of governors addresses the eastern regional meeting. At the head table were (l to r): Robert Coe, ABC vice president in charge of TV station re-

lations; Thomas W. Moore, ABC-TV president; Julius Barnathan, ABC-TV vice president and general manager, and Edgar J. Scherick, ABC vice president in charge of TV network programing.

The blueprint for ABC's new TV news service

John T. Madigan, new director of the newly organized ABC Daily Electronic Feed (ABCDEF) service (see page 10), last week provided some specifics on the new service organized to provide ABC-TV affiliates with televised news stories.

The service, which will go into operation five nights a week starting next February, will provide hard news stories, features, advance stories for holidays, sports coverage, and stories not carried on the network's regular dinner-hour news program. The syndicated service will be available for contract purchase by ABC affiliates, with the price probably dependent on the individual station's rate card.

Plans for the service were an-

nounced last month at a meeting of the ABC affiliates board (BROADCASTING, Nov. 23).

The DEF will feed its daily budget of TV stories at 5 p.m. EST. Tape machines are the only equipment needed by affiliate stations to record the DEF stories. Stations contracting for the service will be allowed to record, for later use, the ABC dinner-hour news program.

Mr. Madigan said last week that the individual DEF stories will run 60 seconds or less. Voice narration will be transmitted with the video when the ABC correspondent is on-camera. When a story is accompanied by off-camera narration, the station may either run the video with the off-camera narrator's voice, or have

its own announcer read a script made available by ABC.

ABC news correspondents will be given additional assignments in connection with the DEF service. The correspondents will be supplemented by stringers working on regional stories.

The syndicated service will provide between six and eight television stories each night, Monday through Friday. Its original staff will include about 20 producers, writers, film editors, couriers and shipping supervisors.

When a major story breaks too late for inclusion on the evening news program, it will be fed to affiliates at 11 p.m. EST.

ducers. Retroactive to May 1 and running to April 30, 1968, the new pact has been approved by the DGA national board. It must also be ratified by the guild's membership before it becomes effective. A mail referendum is underway, to be completed within 60 days.

The agreement was reached after seven months of negotiations, with the demands of directors for more creative rights in connection with the programs under their direction a stumbling block that more than once threatened to scuttle any hope of agreement. Under the new agreement, the director is given more say-so over the editing of filmed TV shows and more time to do the job. He will have a full day to edit each half-hour program after completion of the assembly, two days to edit an hour-long show, etc.

The 5% increase in salaries covers assistant directors and unit production managers as well as directors and the same percentage increase is also applied to fees paid directors for the release of TV films for theatrical exhibition. The release of theatrical films to television is not part of this agreement but is covered by a six-year agreement that went into effect in 1960 whereby directors are given a percentage of the producer's gross receipts from the sale of theatrical pictures to TV.

Directors' fees from reruns of TV shows will now be based on the same formula that determines the fees paid actors, which curtails the number of rerun payments to the sixth run but increases the amount of each rerun fee. This formula also differentiates between network and syndicated reruns. The second run on a network would give the director 50% of minimum, versus 40%

for a rerun on individual stations in selected markets. The third run fees are 40% for network 30% for spot and so on.

The new directors' agreement does not include any payment for foreign use of TV programs. This is different from the agreement negotiated for actors by Screen Actors Guild, which provides for foreign use payment. The SAG contract, however, did not include any increase in base pay, such as that given the directors in their pact. The probable explanation for the difference is that all SAG members receive residuals but not all DGA members. Only the directors share in rerun payments, not the assistant directors or the unit manager.

Film sales ...

New Hope Auto Show (Triangle): KTLA(TV) Los Angeles and WCSH-TV Portland, Me.

Skill in the Afternoon, The Brave Challenge (Triangle): WLWC(TV) Columbus, Ohio.

Triangle First Eleven (Triangle): Kvos-TV Bellingham, Wash.

The Big World of Little Adam (Banner Films): Wsoc-TV Charlotte, N. C. and KSD-TV St. Louis.

The Debbie Drake Show (Banner Films): KTSM-TV El Paso.

I Search for Adventure (Banner Films): WCIA(TV) Champaign, Ill.

Tarzan features (Banner Films): WAVE-TV Louisville, Ky.; WCIA(TV) Champaign, Ill., and KTVM(TV) Medford, Ore.

Sen. Hartke to try again

Plans another attempt at repeal of equal-time for political candidate

Senator Vance Hartke (D-Ind.), who has been introducing legislation to remove Section 315's equal-time provision since he came to Congress in 1959, said in an interview last week that he'd try again next year.

The time for the Senate to consider revision of Section 315 is now, early in the next session of Congress that begins Jan. 4, Senator Hartke said. This should be done "away from the heat of a political campaign," he said.

The equal-time regulations are having a different and unfortunate effect on political broadcasting than those intended when the section was written into the Federal Radio Act of 1927, Senator Hartke said.

Today, he observed, the equal-time provisions create an "apprehension complex" in broadcasters and makes them fearful of equal-time demands from what are sometimes called "fringe candidates."

In addition, Senator Hartke continued, the provisions are being used "to some extent as a dodge or an excuse by some broadcasters" not to fully inform the public.

Therefore, Senator Hartke said, he

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intends to re-introduce his bill to remove Section 315's equal-time requirements, one he has introduced in each of the last three Congresses. His proposal would leave in the section, he said, requirement that broadcasters provide fair and responsible coverage of controversial public issues and another that charges for political broadcasts not exceed those for other programs.

Last year the senator's bill was supported by six co-sponsors. Asked what would be likely to persuade a majority of his Senate colleagues that the equal-time section is unnecessary and a deterrent to good broadcasting, Senator Hartke said broadcasters would have to conduct themselves with "the highest standards" of responsibility. Just one bad actor among them will cast a poor light on the entire industry, he said.

Asked what could assure responsible performance, the senator answered, "self-policing." "A strong National Association of Broadcasters president with authority and determination can be very effective on this score," the senator said. Also needed, he thought: effective penalties for misbehavior.

Senator Hartke also said a plan to require membership in the NAB or some broadcaster organization like it "should have a complete and thorough examination and broadcasters should not prejudice it."

Broadcasters, he said, have to face up to self-regulation.

Senators who joined as co-sponsors of Senator Hartke's bill in the 88th Congress: E. L. Bartlett (D-Alaska), Birch Bayh (D-Ind.), Frank Church (D-Idaho), Joseph S. Clark (D-Pa.), Thomas J. McIntyre (D-N. H.) and Jennings Randolph (D-W. Va.).

Pros and cons heard in Metromedia v. ASCAP

Arguments in Metromedia's contempt action against the American Society of Composers, Authors & Publishers—an effort by the group broadcaster to gain a new form of ASCAP music performing rights license for its 10 radio stations—were heard last week in United States appeals court in New York.

Appearing in opposition to the Metromedia request were both ASCAP and the Justice Department.

The case had been brought on appeal from a district court ruling in which Judge Sylvester Ryan had denied the Metromedia motion.

Metromedia is seeking to force ASCAP to offer it a blanket license in which fees would be based on a percentage of gross receipts of its radio stations (BROADCASTING, Aug. 17), with receipts above those taken in a base

year to be taxed at a lower fixed percentage.

The Justice Department, asking affirmation of Judge Ryan's ruling, argued that Metromedia lacks standing to have ASCAP held in contempt since it was not a party to the consent decree under which ASCAP operates.

The core of Metromedia's argument has been that it is penalized in its ASCAP contracts for the large sums it spends on its radio news operations, including a \$500,000 yearly news outlay for WNEW New York. Because ASCAP does not allow these expenses to be deducted from the base on which license fees are computed but does allow deduction of news-wire expenses that constitute the main news-gathering costs of some stations, Metromedia argues that it is paying disproportionate fees because of its news operation.

ASCAP contends that allowing one licensee to "dictate" the basis on which fees would be calculated would be an open invitation to all of its some 30,000 licensees to do likewise. The consent decree would become a "shambles" if Metromedia succeeds, ASCAP argued, and the court which rules on the fairness of fees quoted by ASCAP would have a "terrible task."

Inaugural credentials are in limited supply

The 1965 Inaugural Committee last week requested broadcast newsmen intending to cover the inauguration of President Johnson Jan. 20 to apply in writing for credentials from the House Radio-TV Gallery, Room H-323, The Capitol, Washington, D. C. 20515. Filing deadline is 6 p.m. Dec. 15.

The committee said credentials for the gala, ball and parade are limited and requests must be kept to an absolute minimum and confined to bona fide correspondents.

WJRZ's crime-news rules

WJRZ Newark, N. J., has imposed strict boundaries on its news department's coverage of criminal cases. Interviews with defendants are forbidden, comments on a defendant's guilt or innocence are not to be quoted, prior convictions or arrests of a defendant are not to be mentioned and, when the trial is in progress, coverage is to be limited to events reported in the official record.

President Lazar Emanuel ordered the rules into effect after the New Jersey Supreme Court restricted comments by policemen and attorneys in criminal cases in an effort to avoid prejudicing jurors (BROADCASTING, Nov. 23).

Does payola still exist?

N.Y. stations tell how controls have minimized dangers

Radio station executives and officials at other broadcasting organizations in New York appeared puzzled last week by FCC plans for an investigation into payola and plugola (BROADCASTING, Nov. 30). Almost unanimously they disclaimed knowledge of the existence of these practices.

The prevailing attitude was that stations had strengthened their controls since the last inquiry five years ago. Radio station executives expressed interest in knowing what lay behind the latest FCC probe.

Network officials, when checked, could not add to these comments.

John V. B. Sullivan, vice president and general manager of WNEW New York, who becomes president of Metropolitan Broadcasting Radio on Jan. 1, 1965, said he had heard "rumors off and on that payola has not died." But he added he knew of no specific cases and that the New York market was never mentioned as being implicated. WNEW always has had a policy of management control over the selection of records, he stated.

Harry Novik, general manager of WLJB New York, said he had not heard any reports that payola was flourishing. At WLJB the music department compiles a list of music to be broadcast during the day. Care is taken to make certain that individual records are not played too frequently.

The entire concept of payola is "utter-

ly alien to our 'sound of beautiful music' format," according to John C. Moler, president and general manager of WHN New York.

Stanton P. Kettler, executive vice president of Storer Broadcasting Co., owner of WHN, noted that the company "employs the strictest and most effective means possible to prevent payola and plugola."

Miles David, administrative vice president, Radio Advertising Bureau, said RAB is "surprised" by the "great amount of newspaper space" devoted to reports of the payola probe and added: "We doubt that reports of gifts to newspaper columnists would be deemed as meriting equivalent headlines."

Mr. David pointed out that payola to performers is based on the premise that a radio deejay has complete control of his own music selection. He indicated this assumption is incorrect, and cited a continuing RAB survey which shows that at only 9% of stations in larger markets (population of 500,000 or more) do the personalities select the records.

Frank Ward, executive vice president of WWRL Woodside, L. I., said that he had been "surprised" by reports of the FCC investigation. To his knowledge, he said, radio stations in the New York market, including WWRL, have instituted strict controls over music selection and presentation.

A WCBS New York executive noted that WCBS had taken "every possible precaution" to guard against payola since the last probe.

Lazar Emanuel, president and general manager, WJRZ Newark, N. J., said that the station did not permit any single recording to be heard more than once or twice a week.

WABC New York General Manager Walter Schwartz said the FCC probe would have "no effect" on WABC's programming. He said the station had "stringent" safeguards.

What's all the shouting about? FCC wonders

FCC officials expressed surprise last week at the reaction in the press to the commission's announcement of an inquiry into payola and plugola (BROADCASTING, Nov. 30).

They say the stories that have been written—many with banner headlines—suggest the commission is ready to conduct public hearings with big-name stars participating.

"It's not going to be that way, at all," said William Ray, chief of the commission's Complaints and Compliance division, who is in charge of

the inquiry. He said the commission instituted the inquiry for the purpose of providing the staff with subpoena powers to do a more effective job of following up leads.

He added that the division has only six full-time investigators, and no additions to the staff are contemplated. As a result, the investigation will be limited in scope.

He indicated that no dramatic revelations are in prospect and that the inquiry would require considerable time and patience.

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Fairness methods enumerated

FCC letter to WFTV (TV) notes varying systems
broadcasters use to ferret out other views

The FCC, by releasing two letters to a Florida television station, suggested a number of techniques that broadcasters might use to comply with the requirements of the fairness doctrine.

The station is WFTV(TV) Orlando, which the commission has been investigating for almost a year because of complaints that it had been unfair in its treatment of controversial issues, "specifically" those on which the station editorialized (BROADCASTING, April 3).

The letters constitute a wrap-up of the investigation. The commission's conclusion, as stated in a letter dated Dec. 2, is that WFTV is fulfilling its obligation "to encourage and to implement the broadcast of contrasting viewpoints on controversial issues which are the subject of your broadcasts."

In the earlier letter, dated Sept. 16, in which it requested further clarification of the station's policy on fairness, the commission said that it "does not seek to establish a rigid formula for compliance with the fairness doctrine."

It noted that broadcasters have used a variety of methods to achieve fairness. "Thus," it adds, some stations offer time and present a copy or summary

of material they have broadcast on a controversial issue to a "responsible individual or group within the community" known to hold a contrasting view.

Community Leaders' Role ■ "Other licensees consult with community leaders as to who might be an appropriate individual or group for such a purpose," the letter added. "Still others announce at the beginning or ending (or both) of programs presenting opinions on controversial issues that opportunity will be made available for the expression of contrasting views upon request by responsible representatives of such views."

The commission also said that the "precise means of achieving fairness" is within "the discretion of licensees." But, it said, "the mere sending of a copy of an editorial to an interested person, without more, falls short of meeting that obligation."

In response to the Sept. 16 letter of inquiry, WFTV listed a number of techniques it uses to meet its fairness obligations. It was this response that led the commission to conclude the station is complying with the fairness doctrine.

As summarized by the commission,

the station's methods include: presenting discussion programs for which participants holding contrasting views are sought out; offering time to specific persons who have viewpoints contrasting with those expressed in the station's editorials, "'where in the opinion of the station the issue warrants it"; broadcasting the *Editorial Mailbag* for which viewers holding opposing views are encouraged to contribute their comments; sending copies of editorials attacking persons or organizations to those attacked with a specific offer of rebuttal time, and concluding each editorial with an announcement that the station invites rebuttals by responsible groups and individuals.

Ford gives another \$6 million to NET

The Ford Foundation announced last week it is making a \$6-million grant to National Educational Television in 1964 to support for one year NET's informational, cultural and educational program service for noncommercial TV stations in the U. S.

The grant raises to \$34.2 million the amount the Ford Foundation has given to NET and its predecessor organization, The National Educational Television and Radio Center, since 1951. The foundation has given more than \$90 million over the past 13 years to various educational-TV projects.

The foundation also reported last week it has made a grant of \$177,000 to the University of Sao Paulo, Brazil, to assist the university in the establishing of a closed-circuit television system by providing for studio equipment and station personnel.

An initial foundation grant of \$6 million was given to NET last year at the time the educational TV organization ceased its activities in radio production and distribution and in instructional television to concentrate in the area of informational, cultural and educational TV programming (BROADCASTING, Oct. 7, 1963).

Mark Century has new radio ID series

Mark Century Corp., New York, is expected to announce soon a new station ID series called "The Young American," it was learned last week. The radio production-programing company will announce the package as another entry in the radio program service field it entered more than two years ago.

Over the past several months, Mark Century has announced the opening of a new broadcast production center in New York (3 East 57th Street) and



English teachers watch TV at convention

At its 54th annual convention in Cleveland, the National Council of Teachers of English reviewed 25 television programs to demonstrate TV's use in English curriculums. The programs were chosen for their usefulness at various academic levels, and included selections from the three networks, individual stations and independent producers.

Attending the Nov. 25-28 confer-

ence were (l-r) Richard F. Siemanski, CBS executive producer for news and public affairs; Roy Danish, Television Information Office director; Ned Hoopes, Hunter College High School; Dr. Albert Hibbs, California Institute of Technology and host of NBC-TV's *Exploring*, and Patrick D. Hazard, chairman of the English department at Beaver College, Glenside, Pa.

has formed the Mark Century Sales Corp., of which Marvin A. Kempner is president.

Its initial entry in programing for stations, "Radio a la Carte," is now in more than 300 markets in the United States, Canada and Australia. Since the introduction of "Radio a la Carte," Mark Century has followed with its ID's, called "Encore," and with "Festival Radio," which is a commercial library service designed to accommodate advertiser messages and identifications.

Shortly after Mark Century Sales Corp. was formed, the organization acquired exclusive rights to sell all products formerly distributed by the Richard H. Ullman Co. Of these, two properties, "Formatic" and "Big Sound," were restyled and added to Mark Century's expanded portfolio. The company also has exclusive distribution rights to "Emperor," a radio promotion package that has been sold in more than 50 markets in the U. S.

The new "Young American" uses the singing of youthful groups along with modern tempo or "flair." Pilot packages already have been produced.

Quinlan files libel suit; seeks \$1.25 million

Robert Quinlan, program director of KTLA(TV) Los Angeles from 1958 to 1964, last week filed a \$1.25 million suit in Los Angeles Superior Court against Leo Seltzer, Jerry Seltzer, Oscar Seltzer and Roller Derby Associates. He accused the defendants of libeling and slandering him by charging him with accepting payola from the producers of *Roller Skating Championship*, which replaced *Roller Derby* on KTLA. Roller Derby Associates and Messrs. Seltzer have a \$10 million suit pending against KTLA, Paramount Picture Corp. (former licensee of the station) and *Roller Skating Championship*, on grounds of unfair trade practices (BROADCASTING, Jan. 6). The assertions that Mr. Quinlan took payola were allegedly made in depositions in connection with that suit.

Crosby expands to N.Y.

Bing Crosby Productions, Hollywood, has opened an office in New York to develop TV programs in association with writers there. Temporary headquarters is at 1271 Avenue of the Americas. Telephone 265-2772. The office is headed by Jacqueline E. Babbin, formerly a producer with Talent Associates-Paramount Ltd. and CBS.

AM's queried on SESAC

Asked about rates, amount
of music used, efforts made
to obtain lists of its music

Information to help in "dealing with the SESAC problem" is being compiled by the All-Industry Radio Music License Committee through questionnaires sent to radio stations throughout the U. S.



Mr. Mason

The "SESAC problem" is not defined in the questionnaire or covering letter. The questions cover a wide range including extent to which music licensed by SESAC is used, SESAC's rates, station efforts to obtain lists of SESAC compositions, circumstances under which stations became SESAC licensees and whether SESAC threatened copyright infringement suits if they did not sign up.

In distributing the questionnaires, Robert T. Mason of WMRN Marion, Ohio, chairman of the all-industry committee, did not indicate what the committee plans to do with the material. But in a speech prepared for a meeting of the Ohio Association of Broadcasters he mentioned the questionnaires and asked the broadcasters to promptly return them. They would be sent, he said, to a government agency. Although Mr. Mason did not say which government agency would be given the survey's findings, it was reported to be the Federal Trade Commission, which has been investigating SESAC since last year following complaints by radio men (BROADCASTING, Sept. 30, 1963). The FTC study is expected to be completed early next year.

The committee was said to have urged the FTC for some time to use its powers over methods of competition in connection with SESAC's music-licensing operation. There were reports that the survey was initiated at least partly in response to suggestions advanced by FTC attorneys during these discussions.

Committee sources said response to the questionnaires had been substantial, with 300 to 400 replies within the first few days. The questionnaires were sent out about 10 days ago. In the questionnaires, stations are asked whether and for how long they have had SESAC

music performance licenses, the monthly fee charged by SESAC, and, among other things, whether SESAC had represented that the fee was based in part on station power, was the lowest charged for a station with the same power, was based partly on hours of operation, and was based partly on population in the station's service area.

The stations are also asked whether they've ever requested that SESAC supply a list of its musical compositions, and if so, what SESAC's response was. They also are asked to indicate about how much SESAC music they use and whether their use is "limited to any special type of program, e.g., religious programs, etc."

The questionnaire also seeks information on whether stations have ever attempted to get different types of licenses from SESAC—licenses for only certain tunes, per-program licenses, licenses to use only certain types of music or licenses in which the fee is based on amount of music actually used.

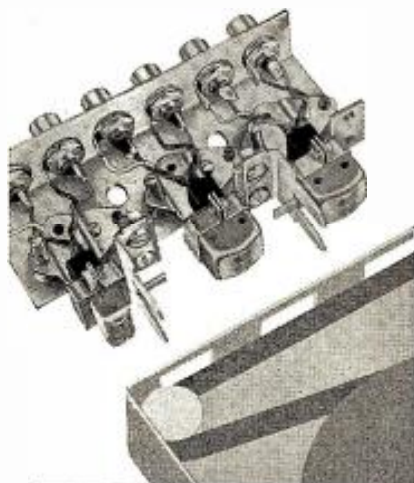
Stations also are asked whether it was on their initiative or SESAC's that they became SESAC licensees. Where SESAC made the approach, the committee wants to know whether SESAC supplied a list of all of its compositions, whether it threatened to sue for copyright infringement if the station failed to take out a license, and whether the station "was . . . in fact sued for copyright infringement."

The questionnaire also solicits information that would permit comparison of fees paid SESAC with those paid Broadcast Music Inc. and the American Society of Composers, Authors and Publishers.

"Does station feel SESAC's fees to it are higher than the use of SESAC music justifies?" the questionnaire asks. The final query asks for "any other comments concerning SESAC which you may feel will be helpful to the committee."

Emanuel Dannett of the New York law firm of McGoldrick, Dannett, Horowitz & Golub is general counsel to the all-industry committee and the instructions on the questionnaire ask that the answers be sent to him. They also specify that the questions "are concerned only with SESAC's 'broadcasting performance license for AM stations,' not SESAC's license for its transcribed library."

In his letter to stations Mr. Mason said that "many stations have written to us concerning SESAC"; that in order to "take concrete action" the committee needs as much information as possible, and that in addition to the material specifically called for in the questionnaire, stations are free to send "such additional material as you feel will help the committee in dealing with the SESAC problem."



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TV production outfit created

**Will encourage development of new programs for use
in nonnetwork markets; Triangle's Jones named president**

Group broadcasters representing stations in more than 40 markets in total voted last Wednesday (Dec. 2) to form Production Development Associates Inc., a corporation designed to stimulate new television production for the nonnetwork markets. The corporation is an outgrowth of a meeting of group broadcasters in Chicago in September by Ward L. Quaal, vice president and general manager of WGN-TV Chicago.

The following officers of PDA were elected: president, Tom B. Jones, executive program manager of Triangle Stations; vice president, Richard Krolik, Time-Life Broadcast Inc.; and secretary, Thomas A. Bland, Crosley Broadcasting. Four more executive committee members will be chosen at the group's next open membership meeting.

Membership in PDA is open to all interested broadcasting groups and stations. Richard A. Shively, Polaris Broadcasting, Chicago, was elected membership committee chairman.

A three-man committee will screen

pilots and hear proposals for programs that can be produced for first-run exposure on members' stations. The committee will operate until the next general PDA meeting, to be held within 90 days. Fred Thrower, executive vice president and general manager of WPIX (TV) New York, chairman of the committee, will be assisted by Robert I. Guy, Storer Broadcasting, Miami, and Dalton Dannon, KTLA(TV) Los Angeles.

Producers will attend the next PDA general meeting to discuss their program ideas and consider recommendations of Mr. Thrower's group. PDA members will indicate their stations' commitment for the purchase and/or financing of program production within a specified period following the meeting.

Members will deal with producers on an individual basis.

A constitution and set of by-laws will be submitted to PDA members at the meeting.

Program notes . . .

News special ■ WLIB New York will carry the 64th annual Nobel Peace Prize awards ceremony from Oslo, Norway, live on Thursday and Friday (Dec. 10 and 11). Direct coverage by WLIB, a Negro-oriented station, will be carried for the awards presentations speech Thursday and for the acceptance speech of Dr. Martin Luther King Friday. Harry Novik, general manager of WLIB, said the station also is preparing a half-hour documentary, *From Nobody to Nobel Prize Winner in 10 Short Years* for presentation Saturday (Dec. 12). WLIB is offering the documentary to other stations.

Special assignment ■ Tamra Wood, assistant public affairs director for WOOD-TV Grand Rapids, Mich., spent two weeks in a mental hospital on assignment to obtain information for a public affairs program. Miss Wood entered the hospital with only the institution's superintendent and a few aides knowing her purpose. Fellow staff members were told that she was on vacation. The product of Miss Wood's experiences, *Roses Have Thorns*, was to be shown on WOOD-TV Dec. 3.

They like him ■ King Features Syndicate TV reports that over the past four

months renewals on its *Popeye* series has been running at 92% for the 220-episode cartoon series. The series is in 136 markets.

Healthy items ■ Two series of programs on health topics, one a quarter-hour and the other a half-hour, are available from the colleges of medicine, dentistry, pharmacy and nursing of the University of Illinois. The programs currently are being carried by stations in the Midwest. Contact: Jack W. Righeimer, University of Illinois Medical Center Information Office, 1853 West Polk Street, Chicago 60612.

State news ■ Maxbill Productions, Baltimore, is producing five-minute scripts on various problems and the history of Maryland. The scripts, whose production costs are being underwritten by the state, run six days a week and are in use on 19 stations.

New sound ■ Felix Grant, WMAL Washington personality, will produce and broadcast 15-minute radio series, *Jazz on the Potomac*, a new public service recruiting campaign for the U. S. Marine Corps.

New drama series ■ Esso Theater, U.S.A., a series of 13 one-hour dramas performed by repertory companies in 13 cities, will be telecast in New York

and several other eastern cities starting next February. The series will represent a different play each week and each program will be repeated several days after the initial showing. The series' sponsor, Standard Oil Co. of New Jersey, has not yet purchased time for the series.

Silence pays ■ Red Skelton and French pantomimist Marcel Marceau will present a one-hour *Concert in Pantomime* on CBS-TV, sometime in February. Maurice Chevalier will be host.

Expansion ■ VPI Productions Inc., New York, has opened an office in Atlanta at 1140 Peachtree Street. Plans call for expansion to include production facilities and personnel.

Open door ■ Richard-Sherwood Artists has opened its offices at 33 East 60th Street, New York. The company will specialize in representing talent for radio-TV commercial work.

A look ahead ■ NBC News' foreign correspondents will participate in NBC-TV's annual one-hour forecast of world events, *Projection '65*, to be colorcast Dec. 29 (10-11 p.m. EST). Following *Projection '65*, the correspondents will leave on a 10-city speaking tour.

Schoolhouse film ■ *To Build a Schoolhouse*, a 28-minute, color film sponsored by Educational Facilities Laboratories, is being offered by Associated Films, New York, on a free-loan basis.

EQUIPMENT & ENGINEERING

Color pushing TV set sales up

EIA winter meeting in San Francisco also gets report on excise-tax issue; TV stereo unit to study standards

Sparked by color television, factory sales of TV sets in 1964 have risen 12%, from \$2.5 billion in 1963 to an estimated \$2.8 billion this year, Dr. Harper Q. North, Thompson Ramo Woolridge Inc., president of the Electronic Industries Association, told the EIA winter conference in San Francisco last week.

During the first 44 weeks of this year, Dr. North said, color-TV set sales

reached 1,133,090 units. On this basis, he said, it is estimated that about 1.4 million color sets will be sold in 1964, with a factory value of about \$500 million. And, he added, this upward trend is expected to continue.

Total TV set sales this year should be above 9 million—a new record, Dr. North stated. Because many of the added black-and-white sets produced are portables, he said, the added dollar volume will not be so great. Factory value will run from \$1 billion in 1963 to \$1.3 billion this year.

The largest gain in electronic imports came in the consumer products field, Dr. North said, which ran for the first eight months from \$107 million in 1963 to \$117 million in 1964. TV set imports rose from \$13 million last year to \$17 million this year, also a record for the eight month period. Tape recorders, on the other hand, jumped from \$19.7 million to \$26.5 million in the same periods, with almost all imports from Japan.

Other highlights of the San Francisco EIA meeting:

■ Consumer Products Division recommended the establishment of an industry-wide National Stereo Television Committee to determine the practical technical standards for stereophonic sound on TV. This has been suggested by the FCC, which has issued a notice of inquiry on the subject (BROADCASTING, Nov. 16).

The division's recommendation was changed somewhat by the association's board of directors which directed that the EIA engineering department study the broadcasting-engineering implica-

EIA support

When the National Association of Music Merchants holds its annual convention and exhibition in Chicago next summer, a powerful ally will also be meeting at the same time and in the same city.

The Electronic Industries Association, which has voted to change its summer meeting date to correspond with the NAMM meeting (to June 28-July 1) and to recommend that TV and radio set manufacturers exhibit at the NAMM show, agreed last week to sponsor two sessions at the NAMM meet: one on advertising and sales promotion and the other on servicing.

The plan is to make the NAMM annual meeting the number one exhibit show for radio and TV set makers.

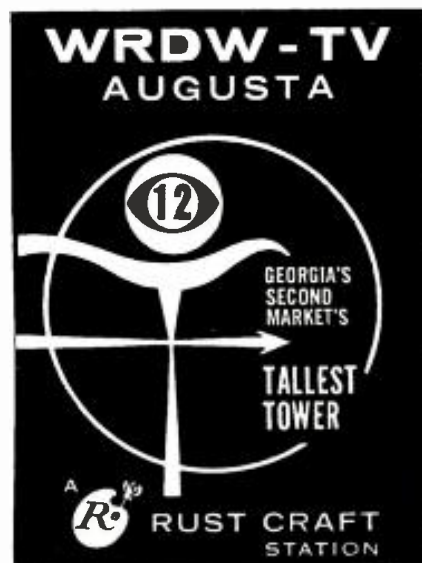
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tions, and also solicit opinions from manufacturers on the question. The board asked that a report be submitted at the next meeting, scheduled for Washington in March.

■ Preparing for congressional hearings on excise tax repeal or reduction, the consumer products division agreed that any change in the manufacturer's excise tax (now 10% on the manufacturer's sales price) should be applied to all TV sets in inventory in the hands of manufacturers, distributors and retailers in the form of a tax rebate.

Also brought up as a possible problem is the question of whether the public will hold off buying TV receivers if it is known that an excise tax repeal or reduction is under study.

■ TV set makers also asked EIA to seek the cooperation of the National Committee on Uniform Traffic Laws and Ordinances in seeing to it that state motor vehicle laws permit owners to have a television set in an automobile provided that the driver cannot view it while the car is in motion. Some states now prohibit the installation of a TV set in an automobile.

Technical topics . . .

New generator ■ General Instrument Corp.'s thermoelectric division has developed an all-weather generator—an automatic power plant that may be used for microwave and radio communications and community television boosters.

Service available ■ Wilkinson Electronics Inc., Woodlyn, Pa., will furnish contractual and other service requirements to broadcasters who have purchased equipment made by ITA Electronics Division of Triangle Publications Inc.

New year ■ Advanced, sophisticated color camera chains and tape recording equipment costing \$800,000 have been added to MGM Telestudios' location facilities. The new equipment includes two giant custom built vans, one housing the company's portable RCA color television apparatus, and the second van with a fully transistorized video tape unit.

Hear, hear! ■ Atlec Lansing Corp., Anaheim, Calif., has a new wall-type monitor and playback speaker system designed for professional studio applications. The 844A Monitor/Playback system contains two Altec 414-type low frequency speakers, a crossover circuit and an Altec 860A H. F. compression driver coupled to an 811B aluminum sectoral horn.

New film system gives advantages of TV

Mitchell Camera Corp. last week introduced System 35, described by the company as a "building block cinematographic system." The system is built around a Mitchell Mark II 35 mm

studio reflex camera in a Mark II sound blimp, to prevent the sound of the camera leaking out into the production going on, on the sound stage. An electronic door contains a vidicon camera that scans the reflex image and displays it on an electronic view finder. Also included are video monitors so that the cameraman, director, director of photography, producer, etc., can see what the camera sees at the same time the film sees it. Used with a Mitchell PreViewer, a tape can be played back immediately.

In essence, System 35 provides for the maker of filmed entertainment for TV or theatrical exhibition the advantages of live TV production, to which are added the immediate playback of video tape.

The overall package is tentatively priced at \$38,000, of which some \$5,000 goes for the vidicon camera attachment and \$12,500 for the video tape recorder. The vidicon camera circuitry was developed and built by the Kintel division of Cohu Electronics. Sony Corp and Harold Kuerschner of University of California at Los Angeles developed the electronic view-finder and Sony also aided in developing the Pre-Viewer.

The System 35 equipment, demonstrated to producers, directors, executives and newsmen, will be ready for delivery in April. The system is limited to monochrome, with no plans for color filming contemplated.

Color set sales may top 2 million in '65

RCA said last week that color television sets are selling at a record pace and distributor-to-dealer sales are now running more than 48% ahead of the same period last year.

According to Raymond W. Saxon, vice chairman of the RCA Sales Corp., "the industry is assured of selling more than one-and-a-quarter million sets this year, and has provided a momentum that should carry it over the two million level in 1965."

Mr. Saxon said by year's end RCA color set volume will exceed the combined dollar sales of all other RCA home entertainment products. He said this would be accomplished despite an overall increase in RCA's black-and-white television, radio, stereo phonograph and tape cartridge recorder sales. Distributor-to-dealer unit sales of black-and-white TV sets are running 12% ahead of last year.

The dollar volume of RCA portable radio sales so far this year is 10% greater than the corresponding period last year. Phonograph dollar sales during the first 10 months of 1964 are 15% ahead of the same period of 1963.

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Capital Cities sees net income up in '64

Capital Cities Broadcasting Corp. last week estimated its net profits for 1964 would be \$2,750,000 on a net broadcast income of \$20.2 million. The profit would be equivalent to \$2 per common share. In 1963 the company reported a net profit of \$2,006,777.

Frank M. Smith, Capital Cities board chairman, offered these figures at a meeting of the New York Security Analysts Society while predicting a favorable financial future for the broadcasting industry generally and for Capital Cities in particular.

In a rundown of the company's current balance sheet, he asserted that the long term debt of \$32 million would show up as only approximately one-third of equity if the actual market value of Capital Cities stations was considered.

"If all of our properties were valued on the basis of comparable sales transactions of broadcast properties during the current year," he said, "our assets would be conservatively stated as \$94 million."

Mr. Smith cited a number of reasons further growth could be expected by investors in the broadcasting industry: increasing time rates; growth of advertising in general; population growth and increasing leisure time; increased set penetration in some cases; the relatively untapped local sales potential; additional advertisers who will be attracted by color TV and the prevalent interest of group station owners in "trading up" their station properties from smaller to larger markets.

RCA offers \$90 for preferred stock

RCA's board of directors last week authorized an offer to purchase its outstanding cumulative preferred stock for \$90 a share, confirming Wall Street speculation that it would do so. The stock has a redeemable or "call" price of \$100 a share.

The company's preferred—900,824 outstanding shares—guarantees their holders a cumulative dividend of \$3.50 annually.

The shares had been trading considerably under the call price but moved up 5½ points to 86¾ on Tuesday (Dec. 1) on reports of the pending decision. With the purchase authorization Thursday, the shares opened at \$91 and closed

at the same price Friday. The offer to buy the preferred stock expires Jan. 8, 1965.

Other actions taken by the board included declaration of a 10% common stock dividend, a 15-cent quarterly cash dividend and a special cash dividend of 10 cents on common shares.

First preferred holders who surrender their stock to the company at the \$90 price before Dec. 18 will receive the regular quarterly dividend of 87½ cents a share, otherwise payable to holders of record Dec. 18 on Jan. 2, 1965.

Financial notes . . .

■ Universal Pictures Co., New York, has declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable Dec. 28, to stockholders of record Dec. 15.

■ Decca Records, New York, last week declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Dec. 29, to stockholders of record Dec. 16.

■ The board of directors of Emerson Radio & Phonograph Corp., Jersey City,

N. J., has voted a 10-cent dividend payable Dec. 23 to stockholders of record Dec. 9.

Sales down; profit up at General Precision

General Precision Corp., Tarrytown, N. Y., has reported consolidated net sales for the first nine months of the year lower than the comparable period last year, but increased net income.

The board of directors of the firm has declared a 30 cents per common share quarterly dividend payable Dec. 15 to stockholders of record Nov. 30. Dividends were also declared on cumulative preferred stock and cumulative convertible preference stock.

Nine months ended Sept. 30:

	1964	1963
Income per share	\$1.55	\$1.21
Consolidated net sales	155,930,387	163,033,173
Consolidated income before federal income taxes	4,822,145	4,199,034
Consolidated income after federal income taxes	2,857,745	2,304,934
Common shares outstanding	1,643,101	1,643,101

This announcement appears as a matter of record only.

\$14,000,000

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December 2, 1964.

International production unit planned at Montreal meeting

A fourth series of Intertel programs scheduled for telecast during the 1965-66 season will concentrate on vital social issues in various countries, it was announced at the fifth annual Intertel Council meeting in Montreal last Tuesday (Dec. 1).

Council Chairman Eugene S. Hallman, vice president, programing, CBC, reported that for the first time during 1965, Intertel will establish a production team composed of directors, cameramen, and editorial personnel supplied by member organizations. Intertel members are the CBC, Rediffusion of London, Australian Broadcasting Commission and, representing the U. S., Westinghouse Broadcasting Co. and National Educational Television.

Intertel was founded in 1960 to advance international understanding through television. Intertel has produced 19 documentaries since its organization. The programs have been shown in the four member countries.



During the Montreal meeting (l to r): Tal Duckmanton, general manager, Australian Broadcasting Commission; John McMillan, general manager, Rediffusion Television, London; John F. White, president, National Educational Television, Eugene S. Hallman, vice president-

programing, Canadian Broadcasting Corp., and Richard Pack, vice president - programing, Westinghouse Broadcasting Co. Mr. White, elected deputy chairman of the Intertel Council, will succeed Mr. Hallman as chairman at next year's annual meeting.

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ITA turns regulatory eye on program content

The just revealed terms of the Independent Television Authority's code on violence issued to all British commercial TV companies last July show that ITA has ruled that violence must not be shown for its own sake or only to attract viewers' interest.

The code says that it is necessary at times for a certain amount of violence to be shown. These are when heroes are enforcing the law and when villains have to realistically express their character. However, violence should not exceed its "dramatic usefulness." It stresses that there is a difference between violence shown close up and that seen from a distance.

Since children, says the code, are apt to model their behavior on the conduct of TV heroes, these heroes must always have a worthwhile reason for resorting to violence. In dramatic programs likely to be seen by children the initial question is whether they are pervaded with a clear sense of right and wrong.

Persecution, bullying, intimidation, humiliation are forms of mental violence and, stresses the code, the suffering caused by mental violence may exceed that caused by physical violence. The primary consideration in con-

trolling both must be the dramatic context in which they occur and the ends to which they are used. An ITA spokesman said that the TV companies have cooperated fully on the code.

Cure-all ads banned

The Australian government banned 26 TV commercials in the past 12 months, according to Dr. W. Refshauge, Australian director general of health. The most common reason for rejection was grossly exaggerated claims for the prevention and cure of illnesses.

Under Australian law Dr. Refshauge has power to ban any medical program or medicinal commercial from radio and TV.

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BROADCAST ADVERTISING



Mr. Tilson

Thomas J. Tilson elected VP of Metro TV Sales, New York. He joined company as manager of Chicago office and later moved to New York as eastern sales manager.

Winfield Goulden, account executive with Young & Rubicam, Los Angeles, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account supervisor on Instant Breakfast. Fresh Milk and Ice Cream Division of Carnation Co.

Robert Glaser, with Metromedia, Chicago, named daytime sales manager for ABC-TV Central Division, Chicago. **Joseph Matthews**, media supervisor at BBDO, named account executive for ABC-TV. and **Douglas Streff**, daytime sales manager, promoted to account executive.



Mr. Weinberg

Peter Grove Weinberg, senior VP of Smith/Greenland Co., New York, on game and hobby divisions of Ideal Toy Corp., named VP in charge of marketing at A. C. Gilbert Co., New Haven, Conn. He will supervise television and magazine advertising for various toy and hobby products.

Richard N. Savage, account executive for ABC-TV Spot Sales, San Francisco, moves to New York as account executive. **Walter Flynn**, account executive at Edward Petry & Co., New York, replaces Mr. Savage in Los Angeles.

Jerald Ralston, general manager of retail division of Caryl Richards Cosmetics Co., named executive VP for marketing for Hazel Bishop Inc., Union, N. J. Named as product managers were: **Alan Miller Jr.**, on Hazel Bishop line; **Charles Hearn**, Plus White toothpaste; **John Waite**, Setique Division, and **Donald Bauchner**, Angelique Perfume Pendants Division.

Frank J. Fitzgerald, with American Communications, division of Seven Arts Associated, joins creative sales department of H-R Television Inc., New York, on sports and special events programming. **Allen Long**, account executive for WRC-TV Washington, joins sales department of H-R Television.

Welton C. Mansfield, of Young & Rubicam field contact department, Kansas City, named western area contact supervisor of Y&R Los Angeles office for Chrysler-Imperial Dealers Advertis-

ing Association. **James L. Cunningham**, formerly assistant advertising manager of *Colorado Rancher & Farmer*, succeeds Mr. Mansfield in Kansas City.

John E. Doble, account supervisor, **Charles B. Hofmann**, associate media director, and **William F. Siegel**, account supervisor, elected VP's at Foote, Cone & Belding, New York.

John Collins, media director at Papert, Koenig, Lois, New York, **James Walsh**, in charge of television production, and **Dr. Arthur Wilkins**, research director, elected VP's.

Richard J. Cox, VP, television group supervisor, Young & Rubicam, New York, named VP in charge of programming in TV-radio department.

Robert Dwyer, account supervisor with Wade Advertising, Los Angeles and Chicago, joins Hixson & Jorgensen, Los Angeles, as account executive.

John P. Huegel joins Advertising Time Sales, New York, on TV sales staff. He was formerly senior media buyer at Fuller & Smith & Ross, that city.

William L. Wallace, manager of West Coast sales for Adam Young Inc., promoted to VP.

Walter Kovalevsky joins ABC Radio as account executive. He had been at *True* magazine, New York.



Mr. Johnson

Donald K. Johnson, VP and account executive at Buchen Advertising, Chicago, named senior VP.

Robert W. Doolittle, copy group head for McCann-Erickson, San Francisco, and **James A. Lundergan**, in copy department of N. W. Ayer & Son, Chicago, named copywriters for Clinton E. Frank, Chicago.

Stanley Goldstein, copywriter for N. W. Ayer & Son, New York, and **Jerry Warwin**, copywriter for Foote, Cone & Belding, that city, named copy supervisors for FC&B's Best Foods Division, Corn Products Co. account.

Thomas H. Rosenwald, with General Foods, named account executive on Colgate-Palmolive account, **John F. Donlen**, with Ted Bates, appointed consumer research analyst, and **Arthur E. Hemstead**, with Lennen & Newell, named assistant to director of media at Street & Finney, New York.

James C. Bowling, assistant to president and director of public relations for Philip Morris Inc., New York, elected VP-director of sales and corporate relations. **Ray Jones**, VP-director of sales,

How Fairchild puts psycho-acoustics to work for your station!

Now you can fully utilize the listening capabilities of your audience! Scientists for years have investigated and tabulated the various phenomena that make people want to listen. These findings come under the broad category of psycho-acoustics. Now Fairchild has harnessed many of these findings and incorporated them into a line of unique world-renown audio control devices which produce a sound easier to listen to and easier to perceive... in short a bright, crisp, lively sound which keeps your audience listening. This is the sound you need to help you sell your station to your audience and to your sponsors.



THE DYNALIZER

the Psycho-acoustic way to achieve a bright, full bodied easy-to-listen-to, easy-to-perceive station sound. The Dynalizer contours your station's frequency response to fully utilize the listening capabilities of your audience. Makes your station sound really big, big, big even on the smallest pocket receivers.



THE CONAX

the world-accepted way to control high frequency spillovers in FM due to preemphasis. Lets your station maintain real high levels even with brass and crashing cymbals and still avoid FCC citations.

THE REVERBERTRON



the new compact reverberation system which gives your station that real big voice. With the Reverbertron you can have that Carnegie Hall effect as close as the gain control on the Reverbertron. And there's the added plus of an increase in apparent loudness of your station sound due to reverberation, as originally described by Dr. Maxfield.

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appointed to newly created position of VP in charge of corporate sales planning, in addition to present position as director of corporation. **John R. O'Connor**, VP, national sales manager, named VP-sales planning, also newly created post. **George J. Karnal**, assistant national sales manager, promoted to national sales manager.

Donald K. Anderson and **R. Lloyd Johnston** named senior account executives at Radio Advertising Bureau, New York. Prior to joining RAB in 1963 Mr. Anderson was with Broadcast Time Sales, New York. Mr. Johnston joined RAB in April 1964 from All-Canada Radio-TV Ltd., where he was New York sales director in radio division.

Stephen Klein, account executive at WTOP-TV Washington, joins the Katz Agency, New York, as member of TV sales staff.

John O'Toole, VP of Foote, Cone & Belding and associate copy director of Chicago office, transferred to FC&B Los Angeles as creative director.

Walter C. Crocco Jr., account executive at Charles Mathieu & Co., New York, and **Robert L. Ferrente**, member of public relations department for Western Electric Co. in New York, named account executives at Doremus & Co., that city.

Charles Adams, account executive, named commercial sales manager of Videotape Center, New York, part of Videotape Productions Inc.

Douglas E. Baxter, art account director for N. W. Ayer & Son, Philadelphia, appointed head art buyer. **Gerald F. Tolle**, senior copywriter at Hixon & Jorgensen, Los Angeles, named creative director on Los Angeles region Plym-

Murrow recuperating

Edward R. Murrow, former CBS newsmen, was reported last week to be "doing nicely" following surgery for undisclosed ailment. Mr. Murrow, 56, who had lung surgery in October 1963, while director of U. S. Information Agency, was operated on again two weeks ago at New York hospital. He had been admitted to hospital on Nov. 8 for what was then stated to be check-up.

outh Dealers Association account for Ayer's Los Angeles office. **Frank P. Note**, VP and copy director of Garceau, Hargrave & McCullough, Philadelphia advertising agency, joins Ayer copy department, Detroit. **Frederic M. Bauer**, sales promotion manager for Standard Pressed Steel Co., Jenkintown, Pa., joins Ayer copy department, Philadelphia.



Mr. Horn

Stanford M. Horn named national sales representative of KCBS-AM-FM San Francisco. He had been sales promotion assistant in KCBS advertising and sales promotion department.

Charles W. Loufek, account executive for KDWB Minneapolis-St. Paul, named account executive for WDGy there. **Sam Babcock**, radio personality, writer and producer for Storz Station group since 1954, named sales promotion manager of WDGy, Storz station.

James S. Gessner, with ABC Radio,

New York, named account executive for WXYZ-TV Detroit, ABC-owned station.

Mal Kahn, sales executive with George P. Hollingbery Co., New York, joins New York TV sales staff of Edward Petry & Co. **Blake Byrne** also joins Petry TV sales staff. He was formerly with CBS in sales and sales service.

Charles B. Shank, creative director at MacManus, John & Adams, Chicago, elected VP. He resigned as VP and group creative director at Compton Advertising last September, and before that was VP and creative director at Needham, Louis & Brorby and Foote, Cone & Belding. **Woody Wilson**, on broadcasting staff of Needham, Louis & Brorby, named TV-radio producer at MJ&A.

Irena Steckiv, with West, Weir & Bartel, New York, joins Foote, Cone & Belding, that city, as print art director and assistant on TV art for Lanvin-Charles of Ritz account.

Don Welsh, sales staff of WDGy Minneapolis, named account executive at KSTP that city.

John C. Liddy, with Roger O'Connor Inc., New York, station representatives, joins WCBs-TV New York as account executive.

Merrill C. Borland, VP, J. Walter Thompson Co., Los Angeles, will retire Dec. 31. He will continue to serve agency as consultant on Douglas Aircraft account. **Hugh Sutherland**, account executive on that account, will succeed Mr. Borland.

Joseph C. Winkler, sales manager of WFIL-FM Philadelphia, joins WPBS, that city, as regional sales director. **Jay Lloyd**, WPBS news commentator and more recently on sales staff, named supervisor of local sales.

R. D. (Ben) Stepanian, formerly with Michigan Blue Cross-Blue Shield, joins sales staff of WWJ-AM-FM Detroit.

Frank S. Fee, account executive at KNXT(TV) Los Angeles, joins H-R Representatives, that city, in similar capacity.

Tom O'Leary, account executive for XETRA Tijuana, Mexico, joins the sales staff of KNX Los Angeles and Columbia Radio Pacific Network. He succeeds **Richard McGeary**, now general sales manager of KNX.

Charles Farrar, formerly with stations in South and Midwest, named executive sales manager of WBIE-AM-FM Marietta, Ga.

Mrs. Kathleen C. Bremond, advertising manager for Oomphies Inc., shoe manufacturer, New York, named adver-

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tising manager of Hanes Hosiery, that city.

Larry Aaron, production director at Fladell Advertising Associates, New York, named administrative VP.

Jim Hill, disk jockey for KOMT Tulsa, Okla., appointed account executive at KOSG Pawhuska, Okla.

Paul D. Switzer, with Doyle Dane Bernbach, New York, joins Newmark, Posner & Mitchell, New York agency, as account executive on food accounts.

THE MEDIA



Mr. Lee

ed to succeed Mr. Lee as secretary.

Thomas J. Swafford, general manager of KDEF Albuquerque, N. M., named assistant to general manager of WCBS-TV New York. He was general manager of CBS-owned WCAU Philadelphia from 1959-62, and before that was general sales manager WCBS-AM-FM New York and with CBS Radio Spot Sales, New York.



Mr. Fliesler

search and public relations before being named to present position of VP and general manager of KHJ-AM-FM Los Angeles. **Ira E. Laufer**, general sales manager at KABC Los Angeles, joins KHJ

Carl E. Lee, WKZO-TV Kalamazoo, Mich., elected chairman of board of CBS-TV Affiliates Association, succeeding **Tom Murphy**, Capital Cities Broadcasting. **John North**, WDXI-TV Jackson, Tenn., was elect-

as VP-general manager succeeding Mr. Fliesler.

Edward R. Borroff, formerly VP of ABC Chicago and president of Taylor-Borroff station representative firm, named general manager of WCIU-TV Chicago.

M. D. Buchen, general manager of KRKD Los Angeles, has resigned. He is president and part owner of KAVR Apple Valley, Calif., and KENO Las Vegas, Nev., and he plans to act as sales representative for stations in Los Angeles and San Francisco. **Dr. Warren L. Koon**, administrative assistant of International Church of the Foursquare Gospel, KRKD licensee, has become manager of station.

Donald S. Moeller, general manager of WGAN-TV Portland, Me., named VP. **George D. Lilly**, sales manager, appointed assistant general manager.

Jim Masters, assistant manager, promoted to station manager of KOSG Pawhuska, Okla., replacing **Tom Potts**, resigned.

John E. Donofrio, former general manager of WPFM(FM) Providence, R. I., named VP of Charles River Broadcasting (Providence) Inc., and general manager of WCRQ(FM) Providence.

Chris Albertson, production director at WBAI(FM) New York, named station manager to succeed **Joseph J. Binns**, who resigned.

PROGRAMING



Mr. Schultz

21. Before joining WNDT(TV) he had been with CBS-TV as associate pro-

Charles Schultz, director of programs for WNDT(TV) Newark, N. J.-New York noncommercial station, appointed general program executive in CBS-TV program department, New York, effective Dec.

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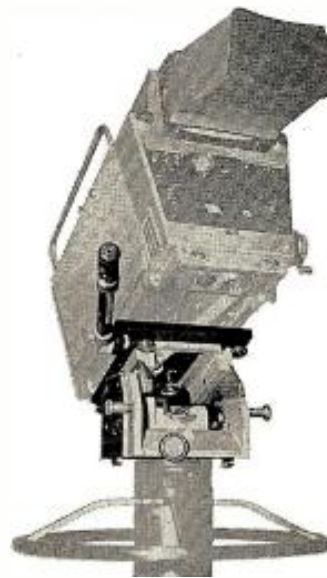
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New officers take over for farm directors

Orion Samuelson, farm director for WGN Inc., Chicago (second from right), new president of National Association of Farm Broadcasters, receives gavel from outgoing President **George Menard**, farm director, WBBM-TV Chicago, at meeting last week in

Chicago (BROADCASTING, Nov. 30). Other officers elected (l-r): **George Stephens**, KCMO Kansas City, Mo., secretary-treasurer; **Wilbur Levering**, WIBW-AM-FM-TV Topeka, Kan., VP, and **Frank Raymond**, WDVA Danville, Va., historian.

ducer on *The Judy Garland Show*, *Playhouse 90* and others. **Lee Polk**, executive producer of children's shows for WNEW-TV New York since August, returns to WNDT (TV), where he had been for two-and-one-half-years, as producer-director.

Frank Gifford, CBS sportscaster and New York Giant football star, named anchorman of CBS Radio's daily *Worldwide sports*. He replaces **Chris Schenkel**, who recently joined ABC (BROADCASTING, Nov. 16).

Ed Wilson joins WEW St. Louis as announcer.

Mal Alberts, formerly sports director for Armed Forces Radio & Television Services and WFIL-AM-TV Philadelphia, joins KHJ Los Angeles as sports director.

Bill Kimble, with WBNF Binghamton, N. Y., joins WEBR Buffalo, N. Y., as announcer.

Jack Haley Jr. named executive producer of *The General*, one-hour documentary on General Douglas MacArthur which David L. Wolper Productions is producing for broadcast on ABC-TV with 3M Co. as sponsor. **Jack Kaufman** will produce special.

Lynn Hippleheuser, senior producer-director at WLWI (TV) Indianapolis, and **Harold Barron**, producer-director and production manager of KTVI (TV) St. Louis, join WFBM-TV Indianapolis as producer-directors.

Henry Colman, associate producer of *Dr. Kildare* series at MGM-TV, signed in same capacity for *Peyton Place*, which 20th Century-Fox Television is producing for ABC-TV.

Paul C. Kalvin, division manager, named managing director, and **George Gilbert**, account executive, promoted to sales manager of eastern division of United Artists Associated, New York, feature division of United Artists Television.

Norman L. Prevatte named producer-director for Jefferson Productions, Charlotte, N. C., subsidiary of Jefferson Standard Broadcasting Co. He had been producer for WBT (TV) Charlotte, Jefferson Standard station.

Keith Lockhart, air personality at KGIL San Fernando, Calif., named manager, station operations, for KKHI-AM-FM San Francisco.

Dom Trimarkie, at one time with KQV, KDKA and WJAS, all Pittsburgh, named musical director for WIIC (TV) Pittsburgh.

Dan Gallagher, program director at WCBS-TV New York, named producer of CBS-TV's *Camera Three* series.

NEWS

Arthur H. Wakelee, manager of NBC News, West Coast, named manager, owned stations news, New York. Prior to assuming temporary West Coast position nine months ago, he was weekend manager, NBC News, New York.

James Anderson, assistant European bureau chief for Westinghouse Broadcasting Co., named assistant news director for Westinghouse's WBZ-TV Boston.

Wayne Sargent named general sales manager of United Press International, New York. He had been southern division manager in UPI's Atlanta office.

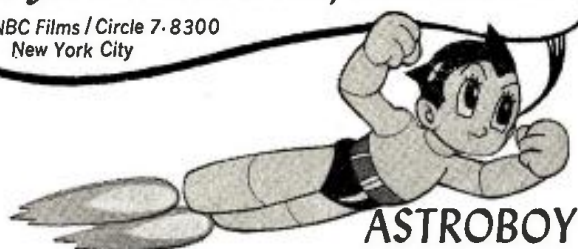
Henry Hartsenbusch, chief of AP bureau in Manila, named bureau chief in Tokyo, part of four-way change in bureau chiefs. **Forrest Edwards**, in Tokyo, moves to Hong Kong; **Roy Essoyan**, in Hong Kong, to Cairo, and **George McArthur**, in Cairo, to Manila.

EQUIPMENT & ENGINEERING

Dr. Howard Scharfman, manager of engineering-microwave tube operation for Raytheon Co.'s Microwave and Power Tube Division, Norwood, Mass., named to newly created post of manager, advanced planning, research and

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engineering. He is succeeded by **Lawrence L. Clampitt**, manager, Beam Tube Group, who is replaced by **Dr. Grant St. John**.



Mr. Gray

AM-FM Wheeling, W. Va.

Dale Matheny, formerly with Sarkes Tarzian and Ampex Corp., named western regional manager for Concertone Division of Astro-Science Corp., El Monte, Calif.

Roland Renaud, district sales manager of Visual Communications Products Department of General Electric Co., Detroit, named chief engineer at WWJ-TV Detroit. He had been with WWJ-TV from 1951 to 1953.

Charles E. Irvin named project manager with CBS International, division of CBS Inc., New York. He will help develop sales of technical equipment abroad, reporting to **Joseph DeBragga**, sales manager, broadcast equipment.

Otto R. Claus Jr., superintendent of maintenance and installation, named chief engineer for WBAL-TV Baltimore. He replaces **Ralph L. Maska**, appointed assistant to director of engineering for WBAL-AM-FM-TV.

Kester K. Krieg, chief engineer for Teleprompter Corp., named manager of its community antenna television system in Santa Cruz, Calif. **William Wagner**, head technician, named chief engineer.

Roy C. Reeves, product and sales planning director, appliances, appointed marketing manager, appliance operations, of Philco Corp.'s consumer products division, Philadelphia. **Richard D. Levin**, corporate advertising manager, Argus Inc., Chicago camera manufacturer, named sales promotion manager of consumer electronics operation.

William H. Heflin, executive VP and general manager of Beckman & Whitley Inc., San Carlos, Calif., elected president of Western Electronic Manufacturers Association, succeeding **Burgess Dempster**, president of Electronic Engineering Co., of Calif., Santa Ana. Named regional VP's: **John M. Fluke**, president, John Fluke Manufacturing Co., Seattle; **Walter S. Gray**, VP, Dickson Electronics, Scottsdale, Ariz.; **Albert J. Morris**, president, Energy System Inc., Palo Alto, Calif.; **Dr. Wendell B. Sell**, president, Packard Bell Electronics, Los Angeles, and **Walter J. Zable**, president, Cubic Corp., San Diego. **E. E. van Bronkhorst**, VP and treasurer, Hewlett-

Packard Co., Palo Alto, named secretary, and **John F. Bishop**, president of Dana Laboratories, Irvine, Calif., named treasurer.

FANFARE



Mr. Warner

Broadcasting Corp., Cincinnati (BROADCASTING, Nov. 30).

Neshui Ertegun, VP and director of album operations for Atlantic Records, elected president of National Academy of Recording Arts and Sciences succeeding **John Scott Trotter**. Also elected: **Frances Scott III**, Capitol Records, treasurer; **Joel Friedman**, Warner Bros. Records, 1st VP; **Chet Atkins**, member of NARAS board of governors, Nashville, 2nd VP, and **William Traut**, Seeburg Corp., secretary.

INTERNATIONAL

Gordon Boggan, since 1962 president of Mather and Crowther Ltd., London,

Rodney R. Warner, publicity director at WLWC(TV) Columbus, Ohio, promoted to promotion manager of station, succeeding **John C. Burpee**, named director of public relations and advertising of Crosley

appointed first life president of company. He joined agency in 1922 as account executive after heading his own company since 1918. He became director in 1930 and vice chairman of agency in 1939.

Robert E. Kintner, president of NBC and **Merle S. Jones**, CBS Corporate VP and president of TV stations division, appointed to board of trustees of Radio Liberty Committee.

Dennis Maitland, assistant ad manager of *Housewife* magazine, and **Alan Keen**, assistant manager of *Woman's Mirror*, appointed advertising executives with Radlon Sales Ltd., London, company handling sales, promotion and research for Radio London, offshore commercial radio station.

Douglas Paling, with Benton & Bowles Ltd., London, joins Lintas Ltd., that city, as senior writer. **Robert W. Perkins**, with Saward, Baker & Co. Ltd., London, joins Lintas as assistant account executive in client service division.

J. P. (Paddy) Nolan, producer with Wynne Films Ltd., London, joins S. H. Benson Ltd., that city, as television producer.

John M. Brushfield, account execu-



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tive at S. H. Benson Ltd., London, and R. Humphrey Marshall, account executive at Colman Prentis & Varley Ltd., London, join David Williams and Partners Ltd., that city, as group account executives.

Ronald Elliott, senior publicity executive, becomes publications editor in publicity department of Rediffusion Ltd., London.

Michael Patmore appointed chairman of Talking Pictures Ltd., London.

He was previously director of J. Walter Thompson Ltd., that city.

ALLIED FIELDS

Allan M. Ephraim, with Internal Revenue Service, and Jason L. Shrinsky, at FCC, and Arthur J. Whalen Jr., 1964 graduate of Georgetown Law School, have become associated with Washington law firm of Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese. Paul A. O'Bryan, one of founders of firm in

May of this year, resigned to devote time to other interests.

DEATHS

Art Gleeson, 58, former sports director of Mutual Broadcasting System and baseball announcer for Boston Red Sox, died Nov. 27 of what was believed to be a heart attack in Gold Beach, Ore. He was with Armed Forces Radio from 1946-48 and covered New York Yankees with Mel Allen before joining Mutual in 1951.

SPECIAL REPORT: TV HOMES

TV penetration climbs to 93%

NIELSEN COUNTY-BY-COUNTY LISTING SHOWS WHERE THE SETS ARE

Television households in the United States (excluding Alaska) increased 1,354,390 in the period between September 1963 and September 1964, according to new county-by-county estimates being released today (Dec. 7) by the A. C. Nielsen Co.

The rise, from 51,401,600 to 52,755,990, also reflects a gain in TV penetration from 92% to 93% of the total households.

As a base for its estimates, Nielsen

used total household estimates for *Sales Management* magazine. The latter figures are based on growth rates applied by that publication to its own Jan. 1, 1964, counts.

The television ownership percentages are based on U. S. Census percent levels as of April 1960, revised to reflect conversion of nontelevision households to TV owners as shown by TV penetration growth rates from successive Advertising Research Foundation-

Census sampling studies.

The television households have been derived by applying percent ownership estimates to the *Sales Management* estimates of total households.

Estimates for Alaska were last provided in Nielsen's 1962 report (BROADCASTING, Dec. 17, 1962).

The county-by-county figures, with *Sales Management's* total household estimates, are available from Nielsen in booklet form.

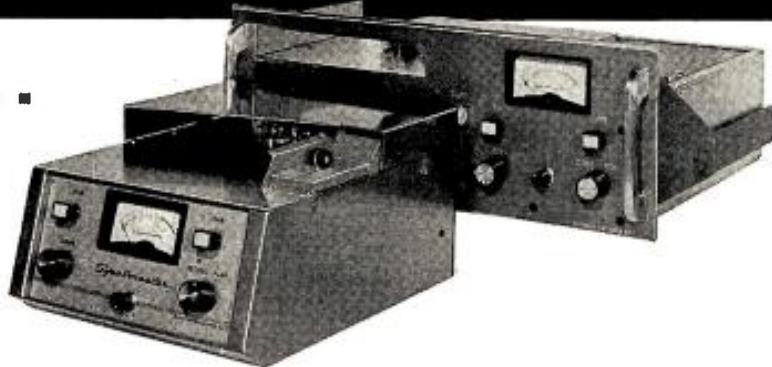
County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%
ALABAMA														
Autauga	3,570	85	Mobile	85,610	92	Clark	4,900	83	Pulaski	74,000	92	Placer	18,590	92
Baldwin	12,730	90	Monroe	3,500	69	Clay	5,190	82	Randolph	2,690	77	Plumas	3,220	85
Barbour	4,330	72	Montgomery	44,800	89	Cleburne	2,210	82	St. Francis	6,700	81	Riverside	111,510	92
Bibb	2,640	80	Morgan	15,930	88	Cleveland	1,360	75	Saline	7,300	91	Sacramento	177,820	95
Blount	5,680	86	Perry	2,480	63	Columbia	6,270	80	Scott	1,550	78	San Benito	4,370	89
Bullock	2,180	68	Pickens	3,950	73	Conway	3,600	84	Searcy	1,610	73	San Bernardino		
Butler	4,700	78	Pike	5,060	78	Craighead	13,220	91	Sebastian	23,940	92		172,430	94
Calhoun	25,090	90	Randolph	4,090	79	Crawford	5,150	80	Sevier	2,810	85	San Diego	343,170	95
Chambers	8,740	84	Russell	10,600	85	Crittenden	10,610	84	Sharp	1,030	64	San Francisco	255,140	87
Cherokee	3,560	85	St. Clair	5,640	85	Cross	3,890	83	Stone	1,240	73	San Joaquin	74,970	92
Chilton	5,620	80	Shelby	7,780	89	Dallas	2,300	82	Union	12,960	87	San Luis Obispo		
Choctaw	2,810	68	Sumter	3,030	69	Desha	4,090	79	Van Buren	1,800	82		28,080	91
Clarke	4,680	72	Talladega	15,090	87	Drew	3,190	76	Washington	15,880	83	San Mateo	155,460	96
Clay	2,710	82	Tallapoosa	8,220	84	Faulkner	6,810	85	White	8,680	87	Santa Barbara	66,640	92
Cleburne	2,290	82	Tuscaloosa	25,580	87	Franklin	2,580	81	Woodruff	2,790	78	Santa Clara	238,700	95
Coffee	7,020	84	Walker	12,830	90	Fulton	1,120	62	Yell	3,060	83	Santa Cruz	32,110	91
Colbert	11,500	84	Washington	2,710	75	Garland	14,980	88	State total	454,500		Shasta	20,610	93
Conecuh	3,000	73	Wilcox	2,320	61	Grant	2,020	84	CALIFORNIA			Sierra	730	82
Coosa	2,070	80	Winston	3,160	85	Greene	6,380	86	Alameda	301,560	94	Siskiyou	9,690	85
Covington	8,060	83	State total	796,780		Hempstead	4,530	81	Alpine	70	74	Solano	41,740	96
Crenshaw	2,860	79	ARIZONA			Hot Spring	5,320	84	Amador	2,810	88	Sonoma	49,820	91
Cullman	11,150	91	Apache	3,030	50	Howard	2,790	85	Butte	28,900	91	Stanislaus	47,410	90
Dale	7,980	87	Cochise	15,880	85	Independence	5,020	82	Calaveras	3,280	89	Sutter	10,240	93
Dallas	11,540	79	Coconino	8,440	66	Izard	1,300	65	Colusa	3,440	88	Tehama	8,420	94
De Kalb	9,810	86	Gila	6,040	81	Jackson	4,950	82	Contra Costa	132,610	96	Trinity	2,560	83
Elmore	6,570	83	Graham	2,980	76	Jefferson	21,310	87	Del Norte	4,600	84	Tulare	47,260	92
Escambia	7,350	82	Greenlee	2,490	86	Johnson	2,970	78	Eldorado	11,480	93	Tuolumne	4,690	87
Etowah	27,360	91	Maricopa	224,100	93	Lafayette	2,520	84	Fresno	110,920	93	Ventura	67,470	95
Fayette	3,510	82	Mohave	1,950	78	Lawrence	4,040	79	Glenn	5,370	91	Yolo	22,150	92
Franklin	4,660	80	Navajo	5,780	60	Lee	3,670	72	Humboldt	30,680	92	Yuba	11,440	92
Geneva	4,780	82	Pima	87,490	93	Lincoln	2,620	77	Imperial	17,830	84	State total	5,402,990	
Greene	1,790	58	Pinal	15,840	88	Little River	1,920	77	Inyo	3,070	73	COLORADO		
Hale	2,950	66	Santa Cruz	2,500	78	Logan	3,670	81	Kern	87,110	93	Adams	38,810	98
Henry	2,800	80	Yavapai	7,790	76	Lonoke	3,700	89	Kings	13,190	90	Alamosa	2,290	82
Houston	13,670	89	Yuma	12,970	85	Madison	1,870	67	Lake	4,730	82	Arapahoe	36,960	96
Jackson	8,090	84	State total	397,280		Marion	1,480	82	Lassen	3,560	85	Archuleta	510	73
Jefferson	177,200	92	ARKANSAS			Miller	8,420	89	Los Angeles	2,133,590	95	Baca	1,260	63
Lamar	3,100	81	Arkansas	6,270	88	Mississippi	17,210	88	Madera	11,090	91	Bent	1,650	87
Lauderdale	15,050	82	Ashley	5,240	81	Monroe	3,420	73	Marin	51,430	94	Boulder	25,260	93
Lawrence	4,790	79	Baxter	2,490	78	Montgomery	1,170	78	Mariposa	1,620	81	Chaffee	2,350	84
Lee	11,030	84	Benton	10,700	84	Nevada	2,240	77	Mendocino	12,870	83	Cheyenne	630	78
Limestone	8,800	82	Boone	4,290	81	Newton	960	64	Merced	26,100	92	Clear Creek	880	88
Lowndes	1,980	62	Bradley	3,130	80	Quachita	7,560	83	Modoc	2,000	83	Conejos	1,580	79
Macon	4,400	77	Calhoun	1,300	81	Perry	1,220	87	Mono	600	66	Costilla	550	61
Madison	36,630	87	Carroll	3,360	82	Phillips	9,330	78	Monterey	53,640	92	Crowley	1,010	92
Marengo	4,540	69	Chicot	3,460	71	Pike	1,770	81	Napa	19,780	92	Custer	320	80
Marion	4,730	84			Poinsett	6,910	89	Nevada	6,910	89	Source: A. C. Nielsen Co.			
Marshall	12,300	87			Polk	2,670	76	Orange	291,910	97				
					Pope	5,480	84							
					Prairie	2,310	83							

Source: A. C. Nielsen Co.

County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%
Delta	4,390	86	CONNECTICUT			Flagler	1,260	84	GEORGIA			Echols	350	70
Denver	167,310	92	Fairfield	204,850	97	Franklin	1,700	74	Appling	2,400	75	Effingham	2,080	83
Dolores	330	65	Hartford	215,120	95	Gadsden	7,650	79	Atkinson	910	61	Elbert	4,420	88
Douglas	1,550	97	Litchfield	37,600	95	Gilchrist	650	81	Bacon	1,670	79	Emanuel	3,730	78
Eagle	1,030	79	Middlesex	26,640	95	Glades	580	72	Baker	710	71	Evans	1,610	85
Elbert	1,040	86	New Haven	206,410	96	Gulf	2,140	79	Baldwin	4,860	80	Fannin	2,910	81
El Paso	51,320	95	New London	51,850	94	Hamilton	1,500	71	Banks	1,370	81	Fayette	1,850	88
Fremont	5,500	86	Tolland	19,660	95	Hardee	3,400	87	Barrow	3,900	89	Floyd	18,440	91
Garfield	3,280	82	Windham	20,640	94	Hendry	2,470	75	Bartow	7,690	90	Forsyth	3,230	92
Gilpin	360	91	State total	782,770		Hernando	3,370	84	Ben Hill	2,920	75	Franklin	3,300	89
Grand	850	77	DELAWARE			Highlands	6,850	83	Berrien	2,320	75	Fulton	162,130	93
Gunnison	1,210	76	Kent	19,420	93	Hillsborough	128,390	92	Bibb	41,390	91	Gilmer	1,850	81
Hinsdale	200	100	New Castle	94,780	96	Holmes	2,190	71	Bleckley	2,020	78	Glascok	490	82
Huerfano	1,810	79	Sussex	20,780	89	Indian River	8,780	84	Brantley	1,220	81	Glynn	12,200	88
Jackson	440	89	State total	134,980		Jackson	7,660	77	Brooks	3,020	79	Gordon	5,020	91
Jefferson	50,900	97	DISTRICT OF COLUMBIA			Jefferson	1,880	72	Bryan	1,250	83	Grady	4,010	83
Kiowa	550	78	Dist. of Columbia	234,030	91	Lafayette	610	68	Bullock	5,340	84	Greene	2,160	77
Kit Carson	1,630	78	District total	234,030		Lake	19,010	91	Burke	3,640	73	Gwinnett	12,510	93
Lake	1,670	83	FLORIDA			Lee	20,290	89	Butts	1,990	86	Habersham	4,330	85
La Plata	5,240	85	Alachua	19,310	82	Leon	18,730	87	Calhoun	1,100	61	Hall	13,440	91
Larimer	18,600	93	Baker	1,480	87	Levy	2,370	70	Camden	2,390	88	Hancock	1,460	66
Las Animas	4,180	76	Bay	18,200	91	Liberty	670	75	Candler	1,320	78	Haralson	3,680	88
Lincoln	1,490	87	Bradford	3,090	86	Madison	2,680	67	Carroll	9,950	91	Harris	2,320	83
Logan	5,400	88	Brevard	42,260	91	Manatee	26,370	92	Catoosa	5,900	94	Hart	3,720	89
Mesa	15,640	91	Broward	129,590	95	Marion	14,950	82	Charlton	1,060	82	Heard	1,080	83
Mineral	130	67	Calhoun	1,510	72	Martin	6,760	87	Chatham	51,620	91	Henry	3,950	86
Moffat	1,810	76	Charlotte	6,560	86	Monroe	13,070	78	Chattahoochee	1,220	94	Houston	11,390	92
Montezuma	3,640	85	Citrus	3,070	81	Nassau	4,630	89	Chattooga	4,850	88	Irwin	1,730	79
Montrose	5,070	87	Clay	4,930	88	Okaloosa	16,750	91	Cherokee	5,910	91	Jackson	4,450	87
Morgan	5,950	94	Collier	5,740	81	Okeechobee	2,080	87	Clarke	12,350	89	Jasper	1,070	77
Otero	6,290	89	Columbia	5,140	82	Orange	88,140	93	Clay	800	73	Jeff Davis	1,710	78
Ouray	470	79	Dade	346,830	92	Osceola	6,660	85	Clayton	14,110	95	Jefferson	3,410	79
Park	510	85	De Soto	2,970	82	Palm Beach	85,310	90	Clinch	1,290	76	Jenkins	1,840	80
Phillips	1,400	93	Dixie	850	65	Pasco	12,120	88	Cobb	35,220	95	Johnson	1,720	82
Pitkin	670	67	Duval	135,390	93	Pinellas	155,650	93	Coffee	4,390	77	Jones	1,700	81
Prowers	3,040	76	Escambia	50,040	93	Polk	59,370	91	Colquitt	7,760	86	Lamar	2,380	85
Pueblo	33,540	95	Source: A. C. Nielsen Co.			Putnam	8,720	87	Columbia	3,300	87	Lanier	970	74
Rio Blanco	1,290	86				St. Johns	8,610	88	Cook	2,520	79	Laurens	7,390	81
Rio Grande	2,450	79				St. Lucie	12,780	86	Coweta	6,800	85	Lee	1,090	78
Routt	1,310	73				Santa Rosa	8,080	91	Crawford	960	69	Liberty	2,880	82
Saguache	820	75				Sarasota	30,560	89	Crisp	3,870	77	Lincoln	1,160	83
San Juan	180	90				Seminole	18,590	91	Dade	2,140	89	Long	770	77
San Miguel	700	78				Sumter	3,270	82	Dawson	810	81	Lowndes	11,450	83
Sedgwick	1,150	89				Suwannee	3,510	73	Decatur	4,950	83	Lumpkin	1,580	88
Summit	510	85				Taylor	2,990	75	De Kalb	84,080	96	McDuffie	3,040	84
Teller	820	91				Union	980	81	Dodge	3,440	80	McIntosh	1,310	77
Washington	1,670	83				Volusia	48,100	90	Dooly	2,190	78	Macon	2,370	74
Weid	21,860	95				Wakulla	1,260	84	Dougherty	20,950	89	Madison	2,620	85
Yuma	2,360	84				Walton	3,670	80	Douglas	4,390	91			
State total	557,620					Washington	2,610	77	Early	2,360	76			

Spotmaster

NEW 500 SERIES ... World's Most Advanced Cartridge Tape Equipment



From the established leader in tape cartridge systems —SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

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- Meets or exceeds all existing and proposed NAB standards.
- Separate record and reproduce heads. A-B monitoring. Biased cue recording. Zener controlled power supply.
- Popular 500A series, today serving over 1,000 sta-

tions world-wide, now available at new low prices.

- 14 models match every programming need: recorder-playback and playback-only ... compact and rack-mount ... monophonic and stereo.
- Delayed Programming option permits instant deletion of objectionable material from live originations.
- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
- Lease/purchase option. Ironclad guarantee for one full year.

Write for complete information:

BROADCAST ELECTRONICS, INC.

8800 Brookville Rd., Silver Spring, Md. JU 8-4983 (301)



County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%
Marion	860	66	Payette	3,530	91	Winnebago	65,820	96	Buchanan	5,520	94	Cowley	11,400	93
Meriwether	4,010	82	Power	1,000	83	Woodford	7,090	92	Buena Vista	6,120	94	Crawford	12,080	94
Miller	1,270	75	Shoshone	5,470	90	State total	3,073,130		Butler	4,880	92	Decatur	1,800	90
Mitchell	3,740	78	Teton	680	98	INDIANA			Calhoun	4,680	94	Dickinson	6,930	90
Monroe	2,180	84	Twin Falls	12,490	94	Adams	6,860	94	Carroll	6,500	96	Doniphan	2,840	92
Montgomery	1,000	67	Valley	740	82	Allen	72,930	96	Cass	5,620	94	Douglas	12,360	91
Morgan	2,080	80	Washington	2,230	86	Bartholomew	15,040	96	Cedar	5,320	95	Edwards	1,660	92
Murray	2,350	84	State total	185,840		Benton	3,110	94	Cerro Gordo	14,990	95	Elk	1,450	85
Muscogee	43,510	92	ILLINOIS			Blackford	4,470	95	Cherokee	5,070	94	Ellis	5,540	84
Newton	5,200	88	Adams	21,210	96	Boone	8,250	96	Chickasaw	4,010	93	Ellsworth	2,290	88
Oconee	1,580	93	Alexander	4,090	87	Brown	1,990	95	Clarke	2,470	92	Finney	4,730	93
Oglethorpe	1,500	79	Bond	4,020	89	Carroll	5,150	95	Clay	5,300	91	Ford	6,270	94
Paulding	3,470	91	Boone	6,220	94	Cass	12,200	95	Clayton	6,060	90	Franklin	6,420	92
Peach	3,120	84	Brown	1,820	91	Clark	18,580	96	Clinton	16,580	96	Geary	7,860	92
Pickens	2,180	87	Bureau	11,230	94	Clay	7,710	95	Crawford	5,300	95	Gove	1,090	84
Pierce	1,810	79	Calhoun	1,650	92	Clinton	9,570	96	Dallas	7,390	95	Graham	1,560	92
Pike	1,420	79	Carroll	5,770	95	Crawford	2,110	88	Davis	2,600	93	Grant	1,280	91
Polk	7,290	89	Cass	4,320	92	Daviess	7,190	91	Decatur	2,690	87	Gray	1,190	92
Pulaski	1,760	77	Champaign	37,020	94	Dearborn	8,580	95	Delaware	4,870	94	Greeley	530	89
Putnam	1,630	81	Christian	11,020	94	Decatur	5,830	94	Des Moines	13,770	95	Greenwood	3,280	89
Quitman	430	72	Clark	4,940	91	De Kalb	8,370	96	Dickinson	3,540	91	Hamilton	840	84
Rabun	1,640	82	Clay	4,260	85	Delaware	33,740	96	Dubuque	20,680	93	Harper	3,030	92
Randolph	1,980	73	Clinton	6,580	94	Dubois	7,010	91	Emmet	3,760	85	Harvey	7,370	91
Richmond	34,330	92	Coles	13,080	94	Elkhart	32,460	94	Fayette	8,010	94	Haskell	830	92
Rockdale	2,570	89	Cook	1,584,640	95	Fayette	7,030	95	Floyd	6,080	94	Hodgeman	790	87
Schley	700	78	Crawford	6,550	94	Floyd	15,440	97	Franklin	4,470	95	Jackson	3,070	90
Screven	2,660	76	Cumberland	2,800	80	Fountain	5,680	95	Fremont	3,060	96	Jefferson	3,200	91
Seminole	1,370	80	De Kalb	16,800	95	Franklin	4,120	91	Greene	4,310	96	Jewell	2,000	80
Spalding	9,620	90	De Witt	5,340	94	Fulton	5,200	94	Grundy	4,300	96	Johnson	48,790	97
Stephens	4,520	85	Douglas	6,100	94	Gibson	8,780	94	Guthrie	4,120	94	Kearny	830	93
Stewart	1,190	68	Du Page	98,620	98	Grant	22,530	95	Hamilton	6,050	95	Kingman	3,120	95
Sumter	5,090	75	Edgar	7,000	93	Greene	8,410	93	Hancock	4,130	94	Kiowa	1,260	84
Talbot	1,290	76	Edwards	2,140	86	Hamilton	12,630	96	Hardin	7,180	94	Labette	8,130	91
Tallafarro	600	74	Effingham	6,170	88	Hancock	8,850	96	Harrison	4,980	94	Lane	820	91
Tattnall	2,950	82	Fayette	5,780	90	Harrison	5,130	93	Henry	4,910	89	Leavenworth	11,980	95
Taylor	1,640	78	Ford	4,900	94	Hendricks	12,430	96	Howard	3,340	88	Lincoln	1,680	84
Telfair	2,120	68	Franklin	11,670	91	Henry	14,710	96	Humboldt	3,700	93	Linn	2,630	91
Terrell	2,430	76	Fulton	12,790	94	Howard	21,670	96	Ida	3,030	95	Logan	1,090	84
Thomas	8,450	85	Gallatin	1,850	84	Huntington	10,410	96	Iowa	4,750	93	Lyon	7,410	87
Tift	5,140	80	Greene	5,160	94	Jackson	8,920	95	Jackson	5,830	93	McPherson	6,550	88
Toombs	3,290	73	Grundy	6,810	96	Jasper	5,070	94	Jasper	11,100	96	Marion	4,240	88
Towns	930	85	Hamilton	2,450	92	Jay	6,760	93	Jefferson	4,410	92	Marshall	4,700	87
Treutlen	1,160	73	Hancock	7,270	94	Jefferson	6,350	93	Johnson	14,720	92	Meade	1,750	87
Troup	11,330	86	Hardin	1,540	91	Jennings	4,290	93	Jones	5,610	95	Miami	5,810	95
Turner	1,680	80	Henderson	2,390	92	Johnson	13,520	97	Keokuk	4,350	91	Mitchell	2,400	86
Twiggs	1,360	75	Henry	15,660	96	Knox	13,000	95	Kossuth	6,740	95	Montgomery	13,980	91
Union	1,410	83	Iroquois	9,940	94	Kosciusko	13,000	95	Lee	12,810	95	Morris	2,110	88
Upson	5,930	87	Jackson	12,060	91	Lagrange	4,080	87	Linn	44,180	96	Morton	960	87
Walker	12,940	92	Jasper	3,050	90	Lake	150,770	96	Louisa	2,970	93	Nemaha	3,580	92
Walton	4,900	87	Jefferson	9,100	91	La Porte	28,420	97	Lucas	3,090	88	Neosho	5,880	92
Ware	8,410	85	Jersey	4,720	93	Lawrence	10,860	95	Lyon	3,850	92	Ness	1,620	90
Warren	1,300	76	Jo Daviess	5,880	90	Madison	38,740	97	Madison	3,730	96	Norton	2,410	89
Washington	3,320	69	Johnson	1,860	89	Marion	218,150	96	Mahaska	6,830	92	Osage	3,920	91
Wayne	4,190	84	Kane	63,010	96	Marshall	9,530	94	Marion	7,210	94	Osborne	2,020	84
Webster	500	62	Kankakee	24,780	95	Martin	2,680	92	Marshall	11,640	97	Ottawa	2,010	84
Wheeler	900	69	Kendall	5,510	87	Miami	11,880	94	Mills	3,210	95	Pawnee	2,760	92
White	1,470	81	Knox	19,260	96	Monroe	17,000	93	Mitchell	3,940	94	Phillips	2,730	83
Whitfield	12,180	92	Lake	87,380	97	Montgomery	10,250	96	Monona	3,920	93	Pottawatomie	3,320	90
Wilcox	1,520	80	La Salle	33,390	94	Morgan	10,410	96	Monroe	2,880	93	Pottawatomie	3,320	93
Wilkes	2,220	74	Lawrence	5,420	92	Newton	3,300	94	Montgomery	4,490	94	Pratt	3,820	93
Wilkinson	1,900	79	Lee	10,290	95	Noble	8,460	94	Muscatine	10,720	96	Rawlins	1,420	89
Worth	3,250	81	Livingston	11,230	93	Ohio	1,260	97	Obrlen	5,520	95	Reno	18,650	95
State total	1,005,690		Logan	8,850	94	Orange	4,770	92	Osceola	2,680	92	Republic	2,890	88
HAWAII			McDonough	8,540	94	Owen	4,480	94	Palo Alto	6,010	92	Rice	4,140	94
Hawaii	12,840	81	McHenry	27,930	88	Parke	4,680	95	Pocahontas	3,810	93	Riley	9,820	90
Honolulu	132,290	94	McLean	25,220	94	Perry	4,630	91	Pocahontas	3,810	93	Rooks	2,660	92
Kauai	4,070	52	Macon	37,710	95	Pike	3,710	91	Polk	85,250	96	Rush	1,750	92
Maui	10,580	88	Macoupin	13,310	94	Porter	18,330	96	Pottawattamie	25,450	95	Russell	3,350	91
State total	159,780		Madison	69,310	96	Posey	5,320	90	Poweshiek	5,360	94	Saline	16,250	94
IDAHO			Marion	11,950	93	Pulaski	3,340	90	Ringgold	2,250	94	Scott	1,540	91
Ada	29,390	94	Marshall	3,890	93	Putnam	6,730	95	Sac	4,920	93	Sedgwick	102,090	96
Adams	730	82	Mason	4,710	94	Randolph	8,780	94	Scott	36,890	96	Seward	5,020	91
Bannock	13,510	92	Massac	4,220	90	Ripley	5,750	93	Shelby	4,270	95	Shawnee	45,080	95
Bear Lake	1,750	87	Menard	2,750	92	Rush	5,880	96	Sioux	6,790	89	Sheridan	1,070	89
Benewah	1,710	90	Mercer	5,170	96	St. Joseph	71,000	97	Story	14,090	95	Sherman	2,000	91
Bingham	7,320	95	Monroe	4,580	93	Scott	3,820	91	Tama	6,190	94	Smith	2,400	89
Blaine	1,090	84	Montgomery	9,510	93	Shelby	10,570	96	Taylor	2,920	89	Stafford	2,290	92
Boise	440	88	Morgan	9,950	92	Spencer	4,250	92	Union	4,070	92	Stanton	500	83
Bonner	4,240	88	Moultrie	3,800	91	Starke	4,870	94	Van Buren	2,710	90	Stevens	1,060	82
Bonneville	13,920	95	Ogle	11,870	95	Steuben	4,960	95	Wapello	13,860	95	Sumner	7,700	93
Boundary	1,400	82	Peoria	56,780	95	Sullivan	6,680	94	Warren	6,380	95	Thomas	1,950	85
Butte	850	94	Perry	5,360	91	Switzerland	1,990	90	Washington	5,340	91	Trego	1,390	87
Camas	280	94	Platt	4,610	96	Tippecanoe	24,940	94	Wayne	2,940	89	Wabunsee	1,900	86
Canyon	16,160	90	Pike	6,160	92	Tipton	4,710	96	Webster	14,590	95	Wallace	600	85
Caribou	1,380	86	Pope	1,010	84	Union	1,850	92	Winnebago	3,760	94	Washington	3,070	85
Cassia	4,270	93	Pulaski	2,500	86	Vanderburgh	48,100	95	Winneshiek	5,380	91	Wichita	680	85
Clark	270	92	Putnam	1,340	89	Vermillion	5,320	95	Woodbury	32,370	96	Wilson	4,080	87
Clearwater	2,260	87	Randolph	7,900	94	Vigo	32,600	96	Worth	2,810	94	Woodson	1,520	84
Custer	690	77	Richland	4,420	88	Wabash	9,800	92	Wright	5,780	95	Wyandotte	57,190	95
Elmore	4,920	93	Rock Island	46,540	97	Warren	2,410	93	State total	809,650		State total	652,560	
Franklin	1,790	90	St. Clair	79,520	95	Warrick	6,510	93	KANSAS			KENTUCKY		
Fremont	2,170	94	Saline	7,720	92	Washington	5,000	91	Allen	5,130	88	Adair	2,900	74
Gem	2,530	90	Sangamon	46,340	94	Wayne	22,480	96	Anderson	2,690	90	Allen	3,110	86
Gooding	2,370	91	Schuyler	2,610	93	Wells	6,300	94	Atchison	5,970	95	Anderson	2,480	92
Idaho	3,280	80	Scott	1,810	95	White	5,830	94	Barber	2,500	89	Ballard	2,490	92
Jefferson	2,820	97	Shelby	6,550	90	Whitley	6,220	96	Barton	10,330	96	Barren	7,500	88
Jerome	3,080	93	Stark	2,270	95	State total	1,396,480		Bourbon	5,190	91	Bath	1,950	78
Kootenai	9,410	94	Stephenson	14,280	95	IOWA			Brown	14,470	91			

TV ownership by graphic areas

	Total house- holds	Tele- vision house- holds	Tele- vision pene- tra- tion		Total house- holds	Tele- vision house- holds	Tele- vision pene- tra- tion		Total house- holds	Tele- vision house- holds	Tele- vision pene- tra- tion
Total U. S.	56,866,300	52,755,990	93%	Wis.	1,214,500	1,159,300	95%	Ky.	868,100	779,100	90%
Continental U. S.	56,489,200	52,596,210	93	West North Central	4,832,900	4,509,350	93	Miss.	573,900	461,580	80
Northeast	14,124,400	13,500,020	96	Iowa	858,000	809,650	94	Tenn.	1,049,000	932,330	89
New England	3,265,700	3,119,780	96	Kan.	703,400	652,560	93	West South Central	5,288,200	4,731,640	89
Conn.	818,100	782,770	96	Minn.	1,040,600	970,070	93	Ark.	536,200	454,500	85
Me.	287,300	270,710	94	Mo.	1,405,300	1,312,350	93	La.	958,800	853,600	89
Mass.	1,592,400	1,525,600	96	Neb.	448,500	418,950	93	Okla.	752,700	683,670	91
N. H.	188,200	178,120	95	N. D.	175,300	161,710	92	Tex.	3,040,500	2,739,870	90
R. I.	267,400	258,230	97	S. D.	201,800	184,060	91	West Mountain	9,570,400	8,857,600	93
Vt.	112,300	104,350	93	South	16,609,200	14,851,110	89	Ariz.	2,235,400	2,014,880	90
Middle Atlantic				South Atlantic				Calif.	446,300	397,280	89
N. J.	10,858,700	10,380,240	96	Del.	7,909,000	7,149,680	90	Idaho	605,700	557,620	92
N. Y.	1,961,100	1,902,900	97	Wash., D.C.	142,500	134,980	95	Mont.	203,500	185,840	91
Pa.	5,452,200	5,179,090	95	Fla.	2,577,400	2,347,460	91	Nev.	215,400	189,310	88
North Central	16,185,200	15,387,480	95	Ga.	1,140,200	1,005,690	88	N. M.	113,800	102,310	90
East North Central				Md.	947,900	910,780	96	Utah	272,600	238,250	87
Ill.	11,352,300	10,878,130	96	N. C.	1,263,700	1,121,350	89	Wyo.	103,500	90,590	88
Ind.	3,233,500	3,073,130	95	S. C.	640,600	558,900	87	Pacific	7,335,000	6,842,720	93
Mich.	1,463,900	1,396,480	95	Va.	1,176,000	1,058,890	90	Calif.	5,768,500	5,402,990	94
Ohio	2,365,100	2,282,350	96	W. Va.	497,200	457,620	92	Ore.	606,500	550,250	91
	3,075,300	2,966,870	96	East South Central	3,412,000	2,969,790	87	Wash.	960,000	889,480	93
				Ala.	921,000	796,780	87	Hawaii	177,100	159,780	90

County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	Homes TV	%
Calloway	5,990	89	Metcalfe	1,930	84	Jefferson Davis	7,400	86	Calvert	3,820	89	Genesee	111,250	97
Campbell	28,110	97	Monroe	2,810	88	Lafayette	22,090	91	Caroline	5,370	88	Gladwin	3,080	93
Carlisle	1,690	94	Montgomery	3,130	78	LaFourche	14,370	92	Carroll	14,550	96	Gogebic	6,980	92
Carroll	2,170	90	Morgan	2,100	78	La Salle	3,160	81	Cecil	12,980	95	Grand Traverse	9,160	94
Carter	4,520	87	Muhlenberg	6,750	90	Lincoln	6,710	89	Charles	8,040	90	Gratiot	10,420	96
Casey	2,540	75	Nelson	5,040	92	Livingston	6,500	83	Dorchester	8,090	88	Hillsdale	9,730	94
Christian	14,290	91	Nicholas	1,600	84	Madison	3,180	74	Frederick	20,190	94	Houghton	9,480	90
Clark	5,900	87	Ohio	4,220	86	Morehouse	7,770	85	Garrett	4,640	83	Huron	9,070	95
Clay	3,070	70	Oldham	3,000	94	Natchitoches	6,820	75	Harford	22,080	95	Ingham	62,080	96
Clinton	1,710	78	Owen	2,080	87	Orleans	182,470	92	Howard	10,490	95	Ionia	11,950	97
Crittenden	2,120	85	Owsley	660	55	Ouachita	29,590	92	Kent	4,400	92	Iosco	6,520	96
Cumberland	1,520	76	Pendleton	2,830	94	Plaquemines	5,870	90	Montgomery	108,620	97	Iron	5,050	94
Daviess	20,240	93	Perry	5,330	77	Pointe Coupee	4,500	80	Prince Georges	113,940	97	Isabella	8,640	94
Edmonson	1,850	78	Pike	12,720	86	Rapides	29,340	91	Queen Annes	4,310	90	Jackson	37,930	97
Elliott	1,340	89	Powell	1,090	64	Red River	1,990	76	St. Marys	8,980	93	Kalamazoo	49,610	97
Estill	2,220	87	Pulaski	7,340	78	Richland	4,900	83	Somerset	4,840	82	Kalkaska	1,190	92
Fayette	38,360	92	Robertson	720	90	Sabine	3,550	71	Talbot	6,810	92	Kent	110,420	96
Fleming	2,610	84	Rockcastle	2,090	67	St. Bernard	9,490	97	Washington	26,930	93	Keweenaw	740	92
Floyd	7,620	88	Rowan	2,730	83	St. Charles	5,650	91	Wicomico	14,610	92	Lake	1,630	90
Franklin	8,450	92	Russell	2,290	79	St. Helena	1,610	73	Worcester	6,010	82	Lapeer	10,960	97
Fulton	2,640	88	Scott	3,980	88	St. James	3,710	86	State total	910,760		Leelanau	2,700	93
Gallatin	1,090	91	Shelby	5,090	93	St. John the Bapt.	4,130	86				Lenawee	21,390	96
Garrard	2,420	84	Simpson	3,150	90	St. Landry	16,920	82	MASSACHUSETTS			Livingston	11,340	97
Grant	2,610	90	Spencer	1,480	92	St. Martin	6,350	87	Barnstable	23,990	95	Luce	1,510	89
Graves	8,840	92	Taylor	4,090	83	St. Mary	12,900	90	Berkshire	42,250	95	Mackinac	2,830	91
Grayson	3,530	82	Todd	2,860	89	St. Tammany	10,610	90	Bristol	123,500	97	Macomb	127,240	98
Green	2,800	82	Trigg	2,120	88	Tangipahoa	14,360	86	Dukes	1,740	87	Manistee	5,840	94
Greenup	7,700	93	Trimble	1,280	92	Tensas	2,070	71	Essex	175,610	97	Marquette	16,340	96
Hancock	1,290	86	Union	3,700	88	Terrebonne	15,220	91	Franklin	15,800	91	Mason	6,310	90
Hardin	14,130	94	Warren	12,470	90	Union	4,170	87	Hampden	131,300	96	Mecosta	5,540	94
Harlan	9,150	85	Washington	2,540	91	Vermilion	10,210	90	Hampshire	27,440	94	Menominee	6,860	95
Harrison	3,890	90	Wayne	2,300	64	Vernon	4,140	78	Middlesex	358,930	97	Midland	14,820	97
Hart	3,500	87	Webster	3,750	83	Washington	11,080	85	Nantucket	1,080	90	Missaukee	1,710	90
Henderson	9,700	92	Whitley	5,290	83	West	10,690	88	Norfolk	153,920	97	Monroe	29,600	87
Henry	3,040	89	Wolfe	1,030	69	West Baton Rouge	3,390	85	Plymouth	78,000	96	Montcalm	11,240	96
Hickman	1,720	91	Woodford	3,000	88	West Carroll	2,880	82	Suffolk	221,830	93	Montmorency	1,200	86
Hopkins	10,990	89	State total	779,100		West Feliciana	1,760	77	Worcester	170,610	96	Muskegon	43,140	97
Jackson	1,530	61	LOUISIANA			Winn	3,690	79	State total	1,525,600		Newaygo	7,140	94
Jefferson	188,300	96	Acadia	12,060	87	State total	853,600					Oakland	204,820	98
Jessamine	3,190	82	Allen	4,810	82	MAINE			MICHIGAN			Ocean	4,370	91
Johnson	4,040	86	Ascension	6,490	82	Androscoggin	25,640	96	Alcona	1,700	90	Ogemaw	2,720	94
Kenton	36,780	97	Assumption	3,620	80	Aroostook	24,450	92	Aiger	2,390	92	Ontonagon	2,760	86
Knott	2,490	69	Beauregard	4,410	79	Cumberland	54,130	96	Allegan	16,810	97	Osceola	3,850	94
Knox	4,510	79	Bienville	3,630	81	Franklin	4,970	89	Alpena	7,410	87	Oscoda	1,030	86
Larue	2,660	89	Bossier	15,590	92	Hancock	9,660	95	Antrim	3,000	94	Otsego	2,350	94
Laurel	4,880	78	Caddo	65,370	92	Kennebec	24,460	94	Arenac	2,720	94	Ottawa	28,390	96
Lawrence	2,660	89	Calcasieu	41,570	93	Knox	8,250	91	Baraga	1,850	93	Presque Isle	3,150	85
Lee	1,090	64	Caldwell	1,840	80	Lincoln	5,400	93	Barry	8,920	96	Roscommon	2,510	97
Leslie	1,110	58	Cameron	1,630	86	Oxford	12,160	95	Benzie	30,480	97	Saginaw	54,180	97
Letcher	5,060	79	Catahoula	2,210	71	Penobscot	35,000	95	Berrien	2,210	92	St. Clair	31,300	97
Lewis	2,870	82	Claiborne	4,050	79	Piscataquis	4,680	94	Branch	45,300	96	St. Joseph	13,140	97
Lincoln	3,520	80	Concordia	4,550	75	Sagadahoc	5,580	93	Calhoun	9,900	96	Sanilac	9,200	95
Livingston	1,960	89	De Soto	5,370	80	Somerset	10,790	93	Cass	41,950	97	Schoolcraft	2,300	88
Logan	5,480	90	East Baton Rouge	64,090	93	Waldo	6,150	92	Charlevoix	3,820	93	Shiawassee	15,640	97
Lyon	1,180	85	East Carroll	2,540	73	Washington	8,960	91	Cheboygan	10,790	95	Tuscola	11,720	96
McCracken	18,080	94	East Feliciana	2,670	74	York	29,430	96	Chippewa	3,640	89	Van Buren	15,070	97
McCreary	1,760	73	Evangeline	6,930	79	State total	270,710		Clare	9,260	92	Washtenaw	49,370	94
McLean	2,390	89	Franklin	5,210	84	MARYLAND			Clinton	3,720	93	Wayne	772,240	97
Madison	8,030	84	Grant	3,070	81	Allegany	23,420	93	Crawford	11,180	97	Wexford	5,230	95
Magoffin	1,830	76	Iberia	13,280	90	Anne Arundel	57,990	96	Delta	1,370	91	State total	2,282,350	
Marion	3,750	92	Iberville	6,790	84	Baltimore	419,650	98	Dickinson	9,690	93	MINNESOTA		
Marshall	5,210	93	Jackson	3,950	84	Jefferson	64,010	95	Eaton	7,270	96	Aitkin	3,470	91
Martin	1,870	80	Jefferson	64,010	95			Emmet	14,640	97	Anoka	25,910	98	
Mason	5,020	90									Source: A. C. Nielsen Co.			
Meade	5,490	95												
Menifee	840	77												
Mercer	3,980	86												

Source: A. C. Nielsen Co.

County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%
Laurens	10,920	88	Davidson	118,200	94	Callahan	2,320	89	Lamb	6,630	92	Wood	4,520	85
Lee	3,480	76	Decatur	1,870	78	Cameron	31,870	84	Lampasas	2,770	89	Yoakum	2,630	94
Lexington	16,000	88	De Kalb	2,580	83	Camp	1,870	78	La Salle	930	72	Young	5,320	90
McCormick	1,610	80	Dickson	4,960	90	Carson	2,110	96	Lavaca	4,130	67	Zapata	560	58
Marion	5,960	79	Dyer	7,460	88	Cass	5,850	87	Lee	2,070	80	Zavala	1,850	64
Marlboro	5,300	82	Fayette	3,850	74	Castro	2,440	87	Leon	2,190	73	State total	2,739,870	
Newberry	6,970	86	Fentress	2,200	73	Chambers	3,030	92	Liberty	8,400	86			
Oconee	9,550	90	Franklin	5,920	86	Cherokee	7,450	82	Limestone	4,530	81			
Orangeburg	12,830	78	Gibson	11,530	86	Childress	1,970	86	Lipscomb	850	77			
Pickens	11,840	87	Giles	4,840	79	Clay	2,410	93	Live Oak	1,580	83			
Richland	45,590	89	Grainger	2,420	76	Cochran	1,630	91	Llano	1,570	83			
Saluda	2,870	82	Greene	10,420	87	Coke	990	90	Loving	200	100			
Spartanburg	40,700	91	Grundy	2,150	77	Coleman	3,440	88	Lubbock	49,010	94			
Sumter	17,270	84	Hamblen	9,200	85	Collin	11,810	91	Lynn	2,810	91			
Union	6,850	89	Hamilton	70,130	93	Collingsworth	1,160	73	McCulloch	1,870	72			
Williamsburg	6,480	77	Hancock	1,360	75	Colorado	4,510	79	McLennan	44,280	92			
York	18,430	89	Hardeman	3,770	78	Comal	5,490	89	McMullen	340	84			
State total	558,900		Hardin	3,650	75	Comanche	2,850	77	Madison	1,470	77			
			Hawkins	6,790	83	Concho	880	88	Marion	1,690	81			
			Haywood	4,250	79	Cooke	6,400	90	Martin	1,290	92			
			Henderson	3,640	81	Coryell	6,010	91	Mason	750	68			
			Henry	5,660	81	Cottle	970	81	Matagorda	6,630	84			
			Hickman	2,770	86	Crane	1,320	94	Maverick	2,280	58			
			Houston	1,130	81	Crockett	940	78	Medina	4,290	84			
			Humphreys	3,040	90	Crosby	2,770	92	Menard	440	55			
			Jackson	1,620	77	Culberson	800	80	Midland	18,560	93			
			Jefferson	5,270	86	Dallam	1,660	87	Milam	5,660	82			
			Johnson	2,220	82	Dallas	331,210	94	Mills	1,120	80			
			Knox	72,360	92	Dawson	5,310	87	Mitchell	2,540	87			
			Lake	2,000	80	Deaf Smith	4,090	91	Montague	4,400	90			
			Lauderdale	4,690	85	Delta	1,200	80	Montgomery	7,640	85			
			Lawrence	6,580	84	Denton	15,110	93	Moore	4,040	94			
			Lewis	1,500	83	De Witt	4,730	78	Morris	3,620	88			
			Lincoln	5,560	82	Dickens	1,230	88	Motley	500	71			
			Loudon	6,090	91	Dimmit	1,440	63	Nacogdoches	7,290	61			
			McMinn	8,440	87	Donley	1,180	83	Navarro	11,570	86			
			McNairy	3,890	79	Duval	2,310	72	Newton	2,100	75			
			Macon	2,910	86	Eastland	5,350	84	Nolan	5,420	92			
			Madison	16,650	87	Ector	26,190	94	Nueces	56,910	91			
			Marion	4,930	90	Edwards	470	67	Ochiltree	2,980	90			
			Marshall	4,270	89	Ellis	11,790	91	Oldham	450	89			
			Mauzy	10,860	90	El Paso	84,980	93	Orange	17,410	93			
			Meigs	950	87	Erath	4,680	90	Palo Pinto	6,350	87			
			Monroe	4,840	83	Falls	5,140	83	Panola	3,900	83			
			Montgomery	14,120	92	Fannin	6,020	84	Parker	6,700	91			
			Moore	800	80	Fayette	4,540	72	Parmer	2,860	89			
			Morgan	2,660	81	Fisher	1,750	87	Pecos	3,010	86			
			Obion	7,110	87	Floyd	3,530	93	Polk	2,930	77			
			Overton	2,770	77	Foard	810	90	Potter	35,840	94			
			Perry	1,170	84	Fort Bend	10,170	89	Presidio	800	61			
			Pickett	830	76	Franklin	1,280	80	Rains	690	86			
			Polk	2,540	85	Freestone	2,860	79	Randall	12,850	97			
			Putnam	6,680	84	Frio	1,920	77	Reagan	1,040	95			
			Rhea	3,510	82	Gaines	3,480	92	Real	410	58			
			Roane	10,340	89	Galveston	42,500	92	Red River	3,090	74			
			Robertson	6,910	90	Garza	1,720	90	Reeves	4,870	87			
			Rutherford	14,040	92	Gillespie	2,380	72	Refugio	2,670	89			
			Scott	2,540	72	Glasscock	380	94	Roberts	380	94			
			Seoatchie	1,280	85	Goliad	1,150	77	Robertson	3,750	83			
			Sevier	5,320	81	Gonzales	4,100	84	Rockwall	1,570	87			
			Shelby	178,620	92	Gray	10,110	94	Runnels	3,980	88			
			Smith	3,060	87	Grayson	22,040	91	Rusk	9,250	87			
			Stewart	1,730	87	Gregg	21,010	91	Sabine	1,410	71			
			Sullivan	32,180	92	Grimes	2,820	78	San Augustine	1,520	72			
			Sumner	9,980	91	Guadalupe	7,440	85	San Jacinto	1,080	66			
			Tipton	5,940	84	Hale	10,980	91	San Patricio	9,760	87			
			Trousdale	1,120	86	Hall	1,450	76	San Saba	1,580	82			
			Unicoi	3,350	84	Hamilton	2,230	83	Schleicher	750	83			
			Union	1,680	75	Hansford	1,960	93	Scurry	4,750	90			
			Van Buren	670	75	Hardeman	2,180	83	Shackelford	1,020	85			
			Warren	5,960	82	Hardin	6,720	86	Shelby	4,680	78			
			Washington	16,640	92	Harris	397,960	93	Sherman	720	91			
			Wayne	2,190	73	Harrison	11,030	86	Smith	25,410	90			
			Weakley	5,960	83	Hartley	680	95	Somervell	800	89			
			White	3,600	82	Haskell	2,710	88	Starr	2,580	65			
			Williamson	6,150	88	Hays	4,700	87	Stephens	2,440	84			
			Wilson	7,490	89	Hemphill	690	87	Sterling	340	84			
			State total	932,330		Henderson	5,640	83	Stonewall	850	94			
						Hidalgo	36,160	82	Sutton	730	66			
						Hill	6,220	89	Swisher	3,110	94			
						Hockley	6,050	94	Tarrant	176,340	94			
						Hood	1,710	90	Taylor	31,810	94			
						Hopkins	5,310	84	Terrell	530	67			
						Houston	3,690	74	Terry	4,630	91			
						Howard	12,050	94	Throckmorton	760	84			
						Hudspeth	480	69	Titus	4,500	83			
						Hunt	11,500	89	Tom Green	18,590	92			
						Hutchinson	10,000	95	Travis	61,000	91			
						Irion	320	80	Trinity	1,480	70			
						Jack	2,370	91	Tyler	2,330	78			
						Jackson	3,320	81	Upshur	5,030	85			
						Jasper	5,410	83	Upton	1,650	87			
						Jeff Davis	270	68	Uvalde	3,760	78			
						Jefferson	74,800	94	Val Verde	5,010	73			
						Jim Hogg	910	70	Van Zandt	5,070	84			
						Jim Wells	7,920	83	Victoria	12,590	85			
						Johnson	10,680	93	Walker	3,890	76			
						Jones	5,270	91	Waller	2,550	82			
						Karnes	3,000	81	Ward	3,880	90			
						Kaufman	7,290	88	Washington	4,370	73			
						Kendall	1,540	81	Webb	13,870	87			
						Kenedy	180	88	Wharton	9,450	87			
						Kent	590	99	Wheeler	1,740	76			
						Kerr	4,950	80	Wichita	37,870	95			
						Kimble	800	66	Wilbarger	5,010	94			
						King	150	78	Willacy	3,620	79			
						Kinney	410	58	Williamson	9,640	88			
						Kleberg	7,120	87	Wilson	2,720	80			
						Knox	1,770	84	Winkler	3,950	90			
						Lamar	8,320	75	Wise	5,120	91			

County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%	County	TV Homes	%
King George	1,770	89	York	6,720	91	Brooke	8,060	97	WISCONSIN			Racine	43,590	97
King William	1,760	88	State total	1,058,890		Cabell	31,230	96				Richland	4,440	91
Lancaster	2,290	85				Calhoun	1,670	84	Adams	2,120	88	Rock	35,340	96
Lee	4,370	78	WASHINGTON			Clay	2,260	84	Ashland	4,680	94	Rusk	3,600	90
Loudoun	6,280	88				Doddridge	1,900	86	Barron	9,130	92	St. Croix	8,260	96
Louisa	2,660	78	Adams	3,170	93	Fayette	13,390	93	Bayfield	3,170	93	Sauk	9,580	93
Lunenburg	2,650	83	Asotin	4,020	94	Gilmer	2,030	88	Brown	35,780	97	Sawyer	2,360	87
Madison	1,690	77	Benton	17,800	93	Grant	1,800	82	Buffalo	3,790	92	Shawano	9,010	95
Mathews	1,870	85	Chelan	12,230	91	Greenbrier	8,210	91	Burnett	2,420	90	Sheboygan	26,130	97
Mecklenburg	6,360	83	Clallam	8,840	90	Hampshire	2,350	81	Calumet	6,090	95	Taylor	4,280	91
Middlesex	1,600	84	Clark	30,330	95	Hancock	10,300	87	Chippewa	11,550	95	Trempealeau	6,120	90
Montgomery	10,570	90	Columbia	1,250	83	Hardy	1,900	79	Clark	7,770	90	Vernon	6,560	91
Nansemond	10,690	86	Cowlitz	17,090	93	Harrison	20,930	95	Columbia	10,550	94	Vilas	2,710	90
Nelson	2,520	79	Douglas	3,890	93	Jackson	5,210	93	Crawford	3,970	92	Walworth	15,660	95
New Kent	950	86	Ferry	920	83	Jefferson	4,990	92	Dane	67,330	94	Washburn	2,870	93
Newport News	57,140	94	Franklin	7,350	93	Kanawha	68,560	95	Dodge	17,580	95	Washington	13,630	97
Norfolk	133,070	93	Garfield	790	88	Lewis	4,550	89	Door	5,850	96	Waukesha	50,650	97
Northampton	3,980	81	Grant	12,580	91	Lincoln	4,300	90	Douglas	12,950	96	Waupaca	10,170	96
Northumberland			Grays Harbor	15,470	86	Logan	11,840	93	Dunn	6,670	93	Waushara	3,940	92
	2,500	86	Island	5,620	95	McDowell	13,370	92	Eau Claire	16,820	95	Winnebago	32,440	97
Nottoway	3,530	86	Jefferson	2,730	91	Marion	17,630	94	Florence	920	92	Wood	16,710	96
Orange	2,880	80	King	312,550	93	Marshall	10,320	96	Fond du Lac	20,570	95	State total	1,159,300	
Page	3,880	86	Kitsap	25,320	95	Mason	6,330	95	Forest	1,720	86	WYOMING		
Patrick	3,270	80	Kittitas	5,700	86	Mercer	17,200	94	Grant	11,620	92	Albany	5,400	83
Pittsylvania	25,570	88	Klickitat	3,630	83	Mineral	5,610	88	Green	7,500	94	Big Horn	2,680	84
Powhatan	1,200	85	Lewis	12,050	90	Mingo	7,860	89	Green Lake	4,530	92	Campbell	1,590	80
Prince Edward	2,990	83	Lincoln	3,310	94	Monongalia	13,580	91	Iowa	4,920	91	Carbon	3,880	84
Prince George	13,250	91	Mason	5,160	94	Monroe	2,410	83	Iron	2,270	95	Converse	1,730	86
Princess Anne	29,600	94	Okanogan	6,530	85	Morgan	2,200	88	Jackson	3,920	91	Crook	1,060	76
Prince William			Pacific	4,150	85	Nicholas	5,100	88	Jefferson	15,250	96	Fremont	7,110	90
	15,810	94	Pend Oreille	1,970	90	Ohio	19,570	96	Juneau	4,430	87	Goshen	3,190	91
Pulaski	6,380	89	Pierce	98,560	95	Pendleton	1,570	82	Kenosha	31,560	97	Hot Springs	1,830	83
Rappahannock	980	82	San Juan	1,000	91	Pleasant	1,920	91	Kewaunee	4,880	96	Johnson	1,390	82
Richmond	1,920	84	Skagit	15,150	92	Pocahontas	2,110	78	La Crosse	20,770	96	Laramie	18,320	94
Roanoke	53,810	93	Skamania	1,400	87	Preston	5,940	87	Lafayette	4,640	93	Lincoln	2,050	82
Rockbridge	6,950	85	Snohomish	57,340	95	Putnam	6,190	94	Langlade	5,140	94	Natrona	16,200	93
Rockingham	13,760	87	Spokane	86,910	94	Raleigh	16,970	92	Lincoln	6,290	95	Niobrara	930	84
Russell	5,230	82	Stevens	4,530	87	Randolph	6,110	87	Manitowoc	22,110	97	Park	4,300	83
Scott	5,060	78	Thurston	17,670	95	Ritchie	2,560	82	Marathon	24,520	97	Platte	1,760	80
Shenandoah	5,840	90	Wahkiakum	960	87	Roane	3,400	85	Marquette	9,700	97	Sheridan	4,720	80
Smyth	6,850	88	Walla Walla	11,380	86	Summers	3,170	83	Milwaukee	2,380	88	Sublette	1,020	78
Southampton	5,500	82	Whatcom	20,800	91	Taylor	3,520	88	Monroe	7,750	93	Sweetwater	4,320	86
Spotsylvania	7,040	88	Whitman	8,810	91	Tucker	1,590	84	Oconto	6,490	94	Teton	840	84
Stafford	4,570	90	Yakima	40,520	91	Tyler	2,640	88	Oneida	6,090	91	Uinta	1,730	87
Surry	1,320	82	State total	889,480		Upshur	4,320	88	Outagamie	28,820	98	Washakie	2,400	89
Sussex	2,230	77	WEST VIRGINIA			Wayne	9,730	93	Ozaukee	11,710	96	Weston	2,010	80
Tazewell	9,770	89	Barbour	3,310	87	Webster	2,440	81	Pepin	1,830	91	Yellowstone Ntl. Pk.	130	64
Warren	3,890	85	Berkeley	9,640	95	Wetzel	5,170	92	Pierce	6,140	95	State total	90,590	
Washington	13,350	88	Boone	5,840	93	Wirt	1,030	86	Portage	9,900	95	Source: A. C. Nielsen Co.		
Westmoreland	2,390	80	Braxton	2,920	79	Wood	21,560	93	Price	3,650	87			
Wise	9,440	83				Wyoming	7,310	90						
Wythe	4,720	81				State total	457,620							

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 25 through Dec. 2 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 case, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Albemarle, N. C.—Springfield Television Broadcasting Corp. UHF channel 20 (506-512 mc); ERP 525 kw vis., 52.5 kw aur. Ant. height above average terrain 1,043 feet, above ground 1,065 feet. P.O. address Box 2210, Springfield, Mass. Estimated construction cost \$490,790; first year operating cost \$364,062; revenue \$209,595. Studio and trans. locations both 2.5 miles south of Harrisburg, N. C. Geographic coordinates 35° 16' 50" north latitude, 80° 39' 25" west longitude. Type trans. Townsend composite TA-50A, type ant. GE TY-96A. Legal counsel Martin

E. Firestone, Washington; consulting engineer Townsend Associates, Springfield, Mass. Principals: Roger L. Putnam (23.4%), William L. Putnam (4.56%), Joseph J. Deliso (6.68%), James F. Fitzgerald (5.79%) and others. Springfield owns WWLP(TV) Springfield; WRLP(TV) Greenfield; WJZB(TV) Worcester, all Massachusetts, and WKEF-TV Dayton, Ohio. Ann. Nov. 24.

New AM stations

APPLICATIONS

Wheaton, Ill. — Central DuPage County Broadcasting Co. 1530 kc, 500 w-D, 250 w-CH. P.O. address 721 Kenilworth Avenue, Glen Ellyn, Ill. Estimated construction cost \$37,536; first year operating cost \$45,000;

revenue \$85,000. Principals: Howard L. and Stanley G. Enstrom (each 50%). Messrs. Enstrom own construction company in Glen Ellyn. Ann. Nov. 23.

Brunswick, Md. — Elektra Broadcasting Corp. 1520 kc, 250 w, D. P.O. address 2611 Columbia Pike, Arlington, Va. Estimated construction cost \$21,200; first year operating cost \$45,000; revenue \$60,000. Principals: Frank N. Manthos and George J. Gillespie (each 50%). Applicants own record sales firms in Washington and Arlington. Ann. Nov. 23.

Wilkesboro, N. C.—Wilkesboro Broadcasting Co. 1240 kc, 100 w, unl. P.O. address Route six, Winston-Salem, N. C. Estimated construction cost \$13,605; first year operating cost \$35,000; revenue \$55,000. Principals: Fletcher R. and Madge P. Smith (each 50%). Mr. Smith is engineering technician at

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

WSJS-TV Winston-Salem, Ann. Nov. 20.
Atoka, Okla.—Bill Hoover, 1110 kc, 5 kw, D. P.O. address Box 10, Ada, Okla. Estimated construction cost \$54,151; first year operating cost \$42,000; revenue \$60,000. Principal: Bill Hoover. Mr. Hoover has 71.4% interest in Eastern Oklahoma Television Inc., licensee of KTEN(TV) Ada, and is president and general manager. Oklahoma Broadcasting Co., wholly owned by Eastern Oklahoma, is applicant for new FM's in Ada, Tulsa, and The Village, all Oklahoma. Ann. Nov. 27.

Collierville, Tenn.—Piper Broadcasting Co. 1110 kc, 1 kw, D. P.O. address Box 9098, Memphis. Estimated construction cost \$28,247; first year operating cost \$36,000; revenue \$36,000. Principal: Paul Piper. Mr. Piper has interest in firms dealing in farm machinery. Ann. Nov. 24.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission denied petition by Capital Broadcasting Corp. (WKEN), Dover, Del., for reconsideration of July 29 action which granted application of Dover Broadcasting Co. to change hours of operation of WDOV Dover, Del., from day to unlimited time, with DA-N, continued operation on 1410 kc, 5 kw, conditions; dismissed as moot Capital's petition for stay. Action Nov. 25.

■ By memorandum opinion and order, commission denied petition by Radio Station WMGA for reconsideration of Sept. 23 action which denied waiver of clear channel criteria in Sec. 1.569 of rules and which returned as unacceptable for filing application to change operation of WMGA Moultrie, Ga., from 1400 kc, 250 w-N, 1 kw-LS, to 1130 kc, 250 w-N, 10 kw-LS with DA during critical hours, DA-N; again returned tendered application. Commissioner Bartley abstained from voting. Action Nov. 25.

New FM stations

ACTIONS BY FCC

Tulare, Calif.—Blues Ridge Broadcasters. Granted CP for new FM on 106.7 mc, channel 294, ERP 870 w. Ant. height above average terrain 2,530 feet. P.O. address c/o Ken-

neth F. Warren, Box 801, Monterey, Calif. Estimated construction cost \$9,000; first year operating cost \$24,000; revenue \$20,000. Principals: Allan R. Jones and Kenneth F. Warren (each 50%). Mr. Jones is farmer and Mr. Warren is owner of KHFR-FM Monterey, Calif. Action Nov. 25.

Lawrenceville, Ill.—Lawrenceville Broadcasting Co. Granted CP for new FM on 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 237 feet. P.O. address Box 210, Lawrenceville. Estimated construction cost \$19,685; first year operating cost \$9,500; revenue \$11,500. Principals: Ray J. Lankford, George R. Lankford and Stuart K. Lankford (each 33⅓%). Lawrenceville Broadcasting is licensee of WAKO Lawrenceville. Action Nov. 24.

Junction City, Kan.—Junction City Broadcasting Inc. Granted CP for new FM on 94.5 mc, channel 233, 85.8 kw. Ant. height above average terrain 535 feet. P.O. address 724.5 North Washington Street, Junction City. Estimated construction cost \$26,500; first year operating cost \$12,000; revenue \$12,000. Principal: Ralph L. Weir Jr. (100%). Mr. Weir has 100% interest in KJCK Junction City with interest in following CATV systems: Junction City Television Inc., Junction City; Ft. Riley Cable TV Services Inc., Junction City; Manhattan Cable TV Services Inc., Manhattan, and Salina Cable TV Services Inc., Salina, all Kansas. Action Nov. 24.

DeRidder, La.—Sabine Broadcasting Co. Granted CP for new FM on 101.7 mc, channel 269, ERP 2.7 kw. Ant. height above average terrain 237 feet. P.O. address c/o John B. McCrary, Box 46, DeRidder. Estimated construction cost \$11,100; first year operating cost \$4,000; revenue \$6,000. Principals: John B. McCrary and Cyril W. Reddoch (each 50%). Mr. Reddoch has 50% interest in Louisiana Broadcasting Service, licensee of KREH Oakdale, La.; 66⅔% interest in Dixie Broadcasters, licensee of KSTV(TV) Stephenville, Tex.; 50% interest in Bon-Tex Radio, licensee of KFYN Bonham, Tex., and 33⅓% interest in Pinellas Broadcasters, licensee of WRBB Tarpon Springs, Fla. Mr. McCrary has 33⅓% interest in Pinellas Broadcasters. Sabine Broadcasting Co. is licensee of KDLA DeRidder. Action Nov. 25.

Rochester, Minn.—United Audio Co. Granted CP for new FM on 97.5 mc, channel 248,

22.1 kw. Ant. height above average terrain 442 feet. P.O. address 519 4th St. N.W., Rochester. Estimated construction cost \$23,000; first year operating cost \$33,000; revenue \$35,000. Thomas H. Jones, owner of recording firm, is sole owner. Action Nov. 24.

Kosciusko, Miss.—H. Mims Boswell Jr. Granted CP for new FM on 105.1 mc, channel 286, ERP 28.3 kw, unli. Ant. height above average terrain 181 feet. P.O. address Box 392, Kosciusko. Estimated construction cost \$23,390; first year operating cost \$6,500; revenue \$7,000. Principal: H. Mims Boswell Jr. (100%). Mr. Boswell owns WKOZ Kosciusko. Action Nov. 25.

Omaha—Grace Bible Institute Inc. Granted CP for new FM on 100.7 mc, channel 284, 30 kw. Ant. height above average terrain 230 feet. P.O. address 1515 South 10th Street, Omaha. Estimated construction cost \$18,500; first year operating cost \$15,000; revenue \$10,000. Applicant is non-profit corporation. Action Nov. 25.

Jacksonville, N. C.—Onslow Broadcasting Corp. Granted CP for new FM on 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 120 feet. P.O. address Box 771, Jacksonville. Estimated construction cost \$14,332; first year operating cost \$7,500; revenue \$5,000. Applicant is licensee of WJNC Jacksonville. Action Nov. 24.

Suffolk, Va.—Suffolk Broadcasting Corp. Granted CP for new FM on 92.9 mc, channel 225, 50 kw. Ant. height above average terrain 145 feet. P.O. address c/o E. D. Baydush, 967 Windsor Road, Suffolk. Estimated construction cost \$42,850; first year operating cost \$25,000; revenue \$20,000. Applicant is licensee of WLPN Suffolk. Action Nov. 27.

APPLICATIONS

Little Rock, Ark.—KLRA Inc. 98.5 mc, channel 253, 100 kw. Ant. height above average terrain 177 feet. P.O. address Box 550, Little Rock. Estimated construction cost \$33,550; first year operating cost \$5,000; revenue \$5,000. Principals: Leonard Coe (51%), Kermit F. Tracy (20%), Leonard C. Scruggs (9%) and Gazette Publishing Co. (20%), publisher of Arkansas Gazette. KLRA Inc. is licensee of KLRA Little Rock. Ann. Nov. 24.

Loveland, Colo.—Regional Broadcasting Corp. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain minus 82 feet. P.O. address Box 762, Murfreesboro, Tenn. Estimated construction cost \$13,000; first year operating cost \$24,000; revenue \$36,000. Principals: William R. Vogel (70%), William H. Farnham (13.9%), Jack R. Caldwell (8%), W. O. Corrick (5.2%), Dean Harden (2.8%) and Darrell Chambers (0.1%). Regional is licensee of KWRV McCook, Neb., WGNS Murfreesboro, and KLIX Twin Falls, Idaho. Messrs. Vogel, Caldwell and Farnham have interest in Regional Television Corp., applicant for new TV in Owensboro, Ky. Ann. Nov. 24.

Quincy, Fla.—Big Bend Broadcasting Corp. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 200.4 feet. P.O. address Box 630, Quincy. Estimated construction cost \$13,870; first year operating cost \$10,000; revenue \$12,000. Principals: William B. and Dorothy C. Dodson (each 49.4%) with A. K. Harmon (1.2%). Big Bend is licensee of WCNH Quincy. Ann. Nov. 19.

Pratt, Kan.—Wilmer E. Huffman. 93.1 mc, channel 226, 29 kw. Ant. height above average terrain 120 feet. P.O. address Box 486, Pratt. Estimated construction cost \$25,000; first year operating cost \$10,000; revenue \$15,000. Principal: Wilmer E. Huffman. Mr. Huffman is licensee of KWNS Pratt and is seeking transfer of control of facility. Ann. Nov. 25.

Corinth, Miss.—Corinth Broadcasting Inc. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 115 feet. P.O. address Corinth. Estimated construction cost \$14,759; first year operating cost \$10,000; revenue \$12,000. Principals: Frank M. Davis (12.5%), National Bank of Commerce of Jackson, (Tenn.) trustee for estate of Aaron B. Robinson (62.5%), Harold L. Simpson (16.7%) and others. Corinth Broadcasting is licensee of WCMA Corinth. Ann. Nov. 27.

Albany, N. Y.—Regal Broadcasting Corp. 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 179.8 feet. P.O. address 12 Defreest Avenue, Troy, N. Y. Estimated construction cost \$17,745; first year operating cost \$15,000; revenue \$20,000. Principals: Robert L. Hill (43.5%), Thomas H. O'Connor (5%), Edward T. Ryan (2%), Phyllis J. Hill (0.5%) and others. Mr. Hill is electrical engineer for state of New York. Ann. Nov. 27.

Nacogdoches, Tex.—J. C. Stallings. 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 299 feet. P.O. address Box 1111, Nacogdoches. Estimated construction cost \$900; first year operating cost \$20,000;

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revenue \$30,000. Principal: J. C. Stallings (100%). Mr. Stallings owns KEEE Nacogdoches. Ann. Nov. 17.

Petersburg, Va.—Smiles of Virginia Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 240 feet. P.O. address 16 East Tabb Street, Petersburg. Estimated construction cost \$12,000; first year operating cost \$85,000; revenue \$96,000. Principals: James C. Davis, John T. Minges, Belia S. Bowers, Norman J. Suttles and Derwood H. Godwin (each 20%). Smiles is licensee of WPVA Petersburg. Ann. Nov. 19.

Ownership changes

ACTIONS BY FCC

WALA-AM-TV Mobile, Ala. — Granted transfer of control of licensee corporation, Pape Television Inc., by William O. Pape (100% before, none after) through sale of stock to Roywood Corp., owned by Royal Street Corp. (51.02%), Philip M. Stern (22.04%), Edgar B. Stern Jr. (12.24%), Continental Communications Corp. (8.16%), Audrey S. Hess (5.71%) and Richard W. Greenebaum (0.82%). Consideration \$2,661,273. Royal Street is licensee of WDSU-AM-TV and permittee of WDSU-FM New Orleans. Action Nov. 25.

WALA Mobile, Ala.—Granted assignment of license from Roywood Corp., owned by Royal Street Corp. (51.02%) which is owned by Edgar B. Stern Jr. (79.43%), A. Louis Read (11.92%) and Dwight W. Martin (4.98%), and Philip M. Stern (22.04%), Edgar B. Stern Jr., Thomas B. Lemann and Leo Gottlieb as trustees for Edgar B. Stern Jr. (12.24%), Thomas B. Hess and Jesse D. Wolf as trustees for Audrey S. Hess (5.71%), Continental Communications Corp. (8.16%) and Richard W. Greenebaum (0.82%) to WUNI Inc., owned by Leon S. and Peggy S. Gilbert (100%). Consideration \$248,000. Mr. Gilbert has 2.25% interest in La Ciede Broadcasting Corp., licensee of KATZ St. Louis. Action Nov. 25.

KDOT Scottsdale, Ariz.—Granted acquisition of positive control of licensee corporation, Scottsdale Broadcasting Co., by Thomas B. Sweeney Investment Co. (43% before, 86% after) through purchase of stock from Community Broadcasting Inc. (43% before, none after). Sweeney also will acquire 38.06% of Arizona Aircasters Inc. (14% owner of Scottsdale Broadcasting) from Community Broadcasting thus making its holdings of firm 76.12%. Consideration \$18,772. Action Nov. 27.

KQCY Quincy, Calif.—Granted assignment of license from Pioneer Broadcasters Inc., owned by John H. Boyd, Timothy E. Armstrong and Richard G. Anderson, to John H. Boyd (100%). Consideration \$2,520. Action Nov. 25.

KPLX(FM) San Jose, Calif.—Granted assignment of CP from G. Stuart Nixon to John F. Mallory and Delmor A. Courtney. Consideration \$8,000 for Mr. Nixon's out-of-pocket expenses. Georgiene and John F. Mallory own KLIQ Portland, Ore. Messrs. Mallory and Courtney are officers of KSOL San Francisco. Action Nov. 27.

KEYM(FM) Santa Maria, Calif.—Granted assignment of license from Frank J. Nesmith, Walter W. Smith and Marion A. Smith (each 33 1/3%) d/b as Santa Maria Broadcasting Co. to Key Broadcasting Inc., owned by Clark B. Smith, James E. Carey and John W. Wideman (each 33 1/3%). Consideration \$60,000. Mr. Carey is music director and announcer for KCOY-AM-TV Santa Maria. Mr.

Wideman is insurance agent. Action Nov. 27.

WHAN Haines City, Fla.—Granted assignment of license from Richard L. Cook (50%) and Margaret C. Pitts (50%), d/b as Haines City Broadcasters, to Richard L. Cook (50%) and Peggy R. Cook (50%), d/b as company of same name. Consideration \$10. Action Nov. 25.

WIVY-AM-FM Jacksonville, Fla.—Granted transfer of control of licensee corporation, WIVY Inc., from Edward J. and Constance Oberle (100% before, none after) to Strategic Broadcasting Corp., owned by Vida Goldgar (100%). Consideration \$209,000. Vida Goldgar is journalist and public relations consultant, and has 10% interest in Bradley Advertising Agency, Atlanta. Action Dec. 2.

KTEE Idaho Falls, Idaho—Granter transfer of control of licensee corporation, Benay Corp., from V. Melvin Brown and Lloyd Mickelson (each 25.25% before, none after) to Leo U. Higham (16.51% before, 23.21% after), Thomas A. Fairchild (16.51% before, 23.21% after), Keith H. Clarke (16.48% before, 23.17% after), George A. Freund (none before, 23.21% after), Orval Hansen (none before, 4.63% after) and Melvin L. Erickson (none before, 2.57% after). Consideration \$73,771. Mr. Freund is 99% owner and president of Western Nuclear Corp., Idaho Falls consulting engineers. Mr. Hansen is partner in law firm of Hansen & Hansen, Idaho Falls. Action Nov. 30.

WMPP Chicago Heights, Ill.—Granted acquisition of positive control of licensee corporation, Seaway Broadcasting Inc., by Charles Pinckard (45% before, 55% after) through purchase of stock from Dr. J. B. Martin (5.5% before, none after) and Edith Sampson (4.5% before, none after). Consideration \$4,125 to Dr. Martin and \$2,700 to Edith Sampson. Action Nov. 25.

WEGP Presque Isle, Me.—Granted assignment of license from Presque Isle Radio Co., owned by Edward G. Perrier (86.66%), Theodore Coffin (6.66%) and Edmund W. Bouchey (6.66%) to K & M Radio Inc., owned by Frank Carroll (51%), Frank Carroll (24% each for sons Kirk and Mark), Marcia Carroll (0.5%) and Fred N. Beck (0.5%). Consideration \$60,000. Mr. Beck is attorney, Mr. Carroll owns auto parts store. Action Nov. 24.

KXTR(FM) Kansas City, Mo.—Granted assignment of license and SCA from Telesound Broadcasting Corp., owned by Newton E. and Lila A. Jerome (35.83%), John L. Humphreys (14.7%), Nancy J. Lytle (14.7%), Robert B. Collins (11.37%), William R. Green Jr. (11.37%) and Charles L. Gardener (11.37%) to Gene A. DeLeve, receiver. No financial consideration. Action Nov. 25.

WEOK-AM-FM Poughkeepsie, N. Y. — Granted assignment of licenses from FM licensee, Hudson Valley FM Inc., and AM licensee, Hudson Valley Broadcasting Corp., both owned by Communications Industries Corp. which is owned by Lazar Emanuel (30.95%), Paul Smallen (10%), Ernest Heyn (30.88%), Stephen Ausnit (11.1%) and others, to WEOK Broadcasting Corp., owned by Paul Smallen (64.4%), Sylvia Smallen (2%) and others. Consideration \$600,000 and covenant not to compete for ten years within 25 miles of Poughkeepsie. Action Nov. 25.

KVLH Pauls Valley, Okla.—Granted assignment of license from Joe L. and Edwin A. Anderson (each 50%) d/b as Anderson Broadcasting Service to Lewis W. Coleman and Edwin A. Anderson (each 50%) d/b as Anderson Broadcasting Service. Consideration \$10,150. Mr. Coleman is general manager

of KSEO Durant, Okla. Action Nov. 30.

KVOO-TV Tulsa, Okla.—Granted transfer of control of licensee corporation, Central Plains Enterprises Inc., through transfer of stock of 38.88% owner, Southwestern Sales Corp., from estate of Gertrude Frank Skelly (100% before, none after) to Mrs. Harold C. Stuart (75% after) and Carolyn Skelly Burford (25% after). Mr. Harold C. Stuart has 12% interest in Central Plains and Mrs. Stuart will have voting control of Southwestern resulting in Mr. and Mrs. Stuart, as family group, owning controlling interest in Central Plains. See grant for KVOO. No financial consideration. Action Nov. 25.

KVOO Tulsa, Okla.—Granted transfer of control of licensee corporation, Southwestern Sales Corp., from Mrs. Harold C. Stuart (25% as individual and 50% as co-executrix of estate of Gertrude Frank Skelly, deceased) to Mrs. Harold C. Stuart, 75% as individual. No financial consideration. Action Nov. 25.

WKST New Castle, Pa.—Granted assignment of license from WKST Radio Inc., owned by Communications Industries Inc. which is owned by Lazar Emanuel (30.95%), Paul Smallen (10.3%), Arthur Gatz (3%), Stephen Ausnit (11.1%), Abraham Edelman (2.7%), Media Management Corp. (6.8%) and others to Scott Broadcasting Co. of Pennsylvania Inc., owned by Herbert Scott (100%). Consideration \$350,000 and \$100,000 covenant not to compete with consultation rights for six years. Mr. Scott has 45% interest in Pottstown Broadcasting Co., licensee of WPAZ Pottstown, Pa.; 100% interest in Scott Broadcasting Corp., licensee of WJWL Georgetown, Del., and 75% interest in Scott Broadcasting Inc. of New Jersey. licensee of WTTM-AM-FM Trenton, N. J. Action Nov. 25.

KNFM(FM) Midland, Tex.—Granted assignment of CP from Rudolph M. Rubin, James R. Favors and Williams R. Mettler (each 33 1/3%) d/b as FM Associates, to Permian Broadcasters Inc., owned by Rudolph M. Rubin, Michael Fitz-Gerald and Robert E. Good (each 33 1/3%). No financial consideration. Mr. Rubin owns Great Western Radio Co., licensee of KWEL Midland. Action Nov. 24.

KVIC Victoria, Tex.—Granted assignment of license from KVIC Broadcasting Inc., owned by J. G. Long (61.73%), Paul H. Kimberlin (24.69%), Cathryn L. Clark (9.26%), J. F. Long (1.54%), Hannah Long (1.54%) and Mary Adams Long (1.24%) to Pioneer Broadcasters of Texas Inc., owned by Pioneer Broadcasting Co. which is owned by Wendell Mayes (75%), Dorothy Mayes (15%), Wendell Mayes Jr. (5%) and Jace Ellen Jamar (5%). Consideration \$210,000. Pioneer Broadcasting Co. is licensee of KNOW Austin, Tex. Action Nov. 25.

WACO-AM-FM Waco, Tex. — Granted transfer of control of licensee corporation, WACO Broadcasting Corp., from Wendell Mayes and R. E. Lee Glasgow (each 50% before) to R. E. Lee Glasgow (100% after). Consideration \$275,000. Action Nov. 25.

APPLICATIONS

KAMO Rogers, Ark.—Seeks transfer of control of licensee corporation, KAMO Inc., from G. Don Thompson (49% before, none after) and Mary Lou Thompson (1% before, none after), through sale of stock to Mike Gary (none before, 50% after). Consideration \$80,000. Ann. Dec. 1.

KMLA(FM) Los Angeles—Seeks assignment of license from KMLA Broadcasting Corp., owned by Musicast Inc. which is owned by Albert Horton (46.4%), J. B. Kiefer (32.5%), William M. Tomberlin (13.2%) and others, to KFOX Inc., owned by WOPA Inc. which is owned by Richard Goodman (55%), Egmont Sonderling (25%) and Mason A. Loundy (20%). Consideration \$225,000. WOPA Inc. has 50% interest in Village Broadcasting Co., licensee of WOPA-AM-FM Oak Park, Ill., and owns all outstanding stock of WDIA Inc., licensee of WDIA Memphis; KFOX Inc., licensee of KFOX-AM-FM Long Beach, Calif.; WWRL Inc., licensee of WWRL New York, and has 95% interest in KDIA Inc., licensee of KDIA Oakland, Calif. Ann. Nov. 20.

KBAY-TV San Francisco—Seeks assignment of license from Bay Television, owned by Sherrill Corwin (100%), to D. H. Overmyer Communications Co., owned by D. H. Overmyer (100%). Consideration \$6,000. Mr. Overmyer, himself or through subsidiaries, is applicant for channel 29 in Dallas; channel 79 in Toledo, Ohio; assignment of WATL-TV Atlanta; channel 55 in Stamford, Conn.; assignment of WNOP-TV Newport, Ky., with plans to acquire WENS-TV Pittsburgh. WATL-TV, WNOP-TV and WENS-TV are in suspended operation while KBAY-TV is presently CP. Ann. Nov. 16.

KBRN Brighton, Colo.—Seeks transfer of

Broadcasting

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zip code _____

company name _____

*Occupation Required

control of licensee corporation, Mile High Broadcasting Inc., from Clyde W. and Grace S. Miller (100% before, none after), to Virgil E. Craig (none before, 100% after). Consideration \$55,000. Ann. Nov. 25.

WSCH(FM) Hartford, Conn.—Seeks assignment of license from South Church Broadcasting Foundation Inc., owned by Mrs. George Mead (4.17%), president; John E. Elmore (4.1%), vice president, and others, to Paulson Broadcasting Corp., owned by Paul and Doris T. DiSavino (each 50%). Consideration \$20,000. Mr. DiSavino is technical supervisor at WPAT Paterson, N. J. Ann. Nov. 18.

KNEX McPherson, Kan.—Seeks assignment of license from K. R. Krehbiel, to McPherson Broadcasting Inc., owned by K. R. Krehbiel (85%), Dorothy B. Krehbiel (5%) and Kenneth D. Krehbiel (10%). No financial consideration. Ann. Nov. 19.

KWNS Pratt, Kan.—Seeks assignment of license from Wilmer E. Huffman, to KWNS Inc., owned by Mr. Huffman (54.8%), William J. Young (10.7%), John Schrepel (10.7%), Delmer Riney, George T. Chandler, George C. Lemon and J. C. Lemon (each 5.4%) with B. V. Hampton (2.2%). Consideration \$51,000 and assumption of \$65,750 corporate liabilities. Mr. Young is general manager of KWNS. Assignor filed for CP for new FM Nov. 25. Ann. Nov. 25.

WJAN Ispeming, Mich.—Seeks assignment of license from S. Harvey Klein, receiver, to Canyon Broadcasters Inc., owned by L. F. Ross (33.3%), Frank Blatter (26.7%), E. A. Busch (20%) and Ralph G. Scheu (20%). Consideration \$4,250. Messrs. Busch and Scheu are attorneys. Ann. Nov. 23.

WROC-AM-FM-TV Rochester, N. Y.—Seeks transfer of control of licensee corporation, Veterans Broadcasting Inc., from Ervin F. Lyke (8.5% before, none after) and Grantier Neville (2.03% before, none after), both acting as agents for remaining stockholders included in transfer, to Rust Craft Broadcasting of New York Inc., owned by Rust Craft Broadcasting Co. which is owned by Rust Craft Greeting Cards Inc., a publically owned corporation whose principal stockholders are Louis Berkman Co. (21.62%), Louis Berkman (4.88%), Parkersburg Steel Co. (10.73%), Jack N. Berkman (2.7%), Allen H. Berkman (2.01%) and others. Consideration \$7 million. Rust Craft Greeting Cards or subsidiary Rust Craft Broadcasting owns WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; CP for channel 17 WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta, Ga.; WSOL Tampa, Fla.; WPIT-AM-FM Pittsburgh; through Radio Buffalo Inc., owns WWOL-AM-FM Buffalo, N. Y.; has 40% interest in New Orleans Television Corp., licensee of WVUE-TV New Orleans, and has interest in Neptune Broadcasting Co., permittee of WHTO-TV channel 46 in Atlantic City, N. J. Ann. Nov. 12.

WC6L Cherryville, N. C.—Seeks assignment of CP from Cherryville Broadcasting Inc., owned by Jack W. Franks (100%), to Broadcasting Company of Carolinas Inc., owned by Kenneth B. Beam (40%), John L. Fraley (20%), Donald W. Curtis (30%) and Aaron B. Moss (10%). Consideration \$8,000. Applicants have nonbroadcast business interests in Cherryville and vicinity. Ann. Nov. 23.

KFNE-FM Big Spring, Tex.—Seeks assignment of license from Anca Broadcasting Co., owned by D. T. Anderson (66%) and John B. Walton (33%), to Cobra Corp., owned by Robert E. Bradbury Jr. and Thomas E. Conner (each 50%). Consideration \$15,000. Cobra is licensee of KHEM Big Spring. Messrs. Conner and Bradbury own KPET Lamesa, Tex., and CP for FM there. Ann. Nov. 23.

KMSC(FM) Clear Lake City, Tex.—Seeks assignment of license and CP from Alvin Broadcasting Co., owned by K-F Land Building Co. (10.1%), Alvin Bowl Lanes (12.8%), Edgar B. Taylor (70.1%), Jessie Simms (2.5%) and others, to Edgar B. Taylor (99%) and Caroline Taylor (1%). No financial consideration; transaction of asset transfer. Ann. Nov. 30.

KURA Moab, Utah—Seeks transfer of control of licensee corporation, Moab Broadcasting and Television Corp., from Forrest L. Simpson (47.5% before, none after) and Ellen Brock Alger (30.1% before, none after), to G. U. Foote (none before, 77.6% after). Consideration \$36,887. Ann. Nov. 19.

WIGL Superior, Wis.—Seeks assignment of license from Radio Superior Inc., owned by James Halg (100%), to Charles R. Larsen, trustee for bankrupt. No financial consideration. Mr. Larsen is attorney. Ann. Nov. 20.

KEVA Evanston, Wyo.—Seeks transfer of control of licensee corporation, Evanston-Kemmerer Broadcasters Inc., from Leslie J. Kleven (44% before, none after) and Duane

Liftrig (36.6% before, none after), to Robert M. Benson (19.4% before, 100% after). Consideration \$9,000. Mr. Benson is general manager of KEVA. Ann. Nov. 19.

Hearing cases

DESIGNATED FOR HEARING

Trinity Broadcasting Co. and Warner Bros. Pictures Inc., Fort Worth—Designated for consolidated hearing mutually exclusive applications for new TV's on channel 20; issues include determinations as to financial qualifications of Trinity; whether Warner is authorized to do business in Texas; whether grant to Warner would be consistent with provisions of Sec. 310(a) (4) of act concerning citizenship of stockholders, and with Sec. 73.636 of multiple ownership rules and, in light of past conduct, whether Warner has requisite qualifications to be broadcast licensee. Further ordered hearing issue concerning requisite qualifications of Warner Bros. in light of past conduct involving antitrust actions and pending antitrust litigation be heard at same time with similar issue in proceedings on application for new TV in Chicago with all parties to participate in presentation of evidence on issue before single examiner who will preside in both proceedings. Action Nov. 25.

OTHER ACTIONS

Commission instituted inquiry into contracts of broadcast station licensees with newswire services with view of proposing rules to limit tenure of such contracts. Invited comments by Jan. 25, 1965, to following specific questions, also documented material which would assist it in making determination in matter: (1) extent to which long-term newswire contracts may limit broadcast licensees' exercise of programming responsibilities in news field (including appropriateness under Communications Act of such long-term contract provisions requiring any assignee of license to fulfill contract during term); (2) extent to which each newswire service provides service to broadcasters under contract to other, or may refuse to provide service to broadcasters having unfulfilled contracts or contractual disputes with other; (3) effect of long-term contracts with broadcasters on competition between newswire services and development of other sources, and nature of any resulting detriment to public interest embodied in Communications Act; and (4) extent, if any, to which short-term contracts with broadcasters might inhibit effective newswire service operations and result in deterioration of newswire service to licensees.

In absence of requested material, commission is not proposing specific rules at this time. It is inviting comments on advisability of adopting rules similar to network affiliation rules, to effect that no broadcast station shall have contract with newswire service for period longer than (for example) two years (the term for network affiliation contracts). While it is not contemplated that any such rules would permit contract longer than three years, comments are requested on what time period within this range would be appropriate. Inquiry was prompted by complaints from broadcast licensees concerning length and conditions of newswire service contracts with Associated Press and United Press International. Usual contract term is five years, with provision requiring contracting broadcaster to agree in writing, that contract will be fulfilled during its term. These are matters of concern to commission to extent that they may affect licensee's ability to operate in public interest. Newswire services are not under direct regulatory jurisdiction of FCC. Main concern of commission goes to impact of long-term contract on broadcast licensee's freedom of action in news programming. Five-year contract exceeds maximum three-year broadcast license period. Such contract would appear to be inconsistent with broadcaster's obligation if it precludes him from following his judgment as to what news programming would best meet community interests and needs. Additional information is also necessary to determine whether five-year newswire contracts deprive listening public of improved news service which might otherwise derive from possibility of enhancing competition in newswire field for broadcast customers through shorter-term contracts. Action Dec. 2.

By memorandum opinion and order in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, commission referred to review board for action petition by Dover for waiver of Sec. 73.240(a) of rules or, in alternative, for modification of issue 2 concerning de-

termination whether grant of Dover application would be in contravention of provisions of Sec. 73.240(a) of multiple ownership rules to add words "and, if so, whether waiver of said rules would be in public interest." Action Dec. 2.

By memorandum opinion and order, commission granted applications of South Jersey Television Cable Co. for microwave facilities in business radio service to serve CATV systems in Wildwood, North Wildwood and Wildwood Crest, N. J. In so doing, commission granted motion by WCMC-TV (ch. 40) Wildwood, to withdraw opposing petition. Cable grant is subject to interim conditions set forth in Sec. 11.556(a) of proposed rule making in Doc. 14895 and conditions contained in paragraph 3 of agreement entered into by cable company and WCMC-TV. Commissioners Bartley and Cox concurred, latter with statement; Commissioner Ford not participating. Action Nov. 25.

By order, commission denied application by Mitchell Broadcasting Co. for review of April 17 decision by Review Board which denied, for engineering reasons, application for new AM on 1340 kc, 250 w, uni. in Estherville, Iowa. Chairman Henry dissented; Commissioner Hyde absent; Commissioner Cox not participating. Action Nov. 25.

Commission, on own motion, instituted inquiry into alleged violations of Sec. 317 and 508 of Communications Act which enjoin "payola" and "plugola" (hidden advertising) practices in broadcasting. Commission has received allegations from many sources indicating continued existence and spread of "payola," "plugola" and other improper related practices by broadcast licensees, their employees and others both in and out of broadcasting industry, which allegations, if true, appear to constitute violations of Sec. 317 and 508 of Communications Act as well as Sec. 73.119, 73.289, 73.654 and 73.789 of commission's rules; that allegations received by commission indicate variety of forms of "payola" and "plugola" and related practices including, but not limited to, direct and indirect undisclosed payments by record companies and others to disc jockeys and others for playing or influencing play of records and undisclosed

Continued on page 92



Use 'em like crazy!

Christmas Seals on your holiday mail fight tuberculosis and other respiratory diseases.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

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 - All other classifications, 30¢ per word—\$4.00 minimum.
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RADIO—Help Wanted

Management

General manager for Midwest Top ten market. Must have experienced record of results on local, regional and possibly national level. If you have been in your present job four or more years and want a permanent future apply now. Full details and references plus income required first reply. Join successful, stable operation loaded with talent and hard workers. Box L-346, BROADCASTING.

Sales

Salesman for established single market station in Illinois. Will consider announcer-salesman who would like to concentrate on sales. This is a permanent position for someone who enjoys professional hometown radio. Immediate opening or we can wait until first of March. Good account list and good opportunity. Box L-270, BROADCASTING.

Southwestern metropolitan. Opportunity for aggressive, ambitious man to become manager. Box M-12, BROADCASTING.

Experienced salesman who will work closely with Station manager as assistant. This is a permanent position in a small town of 12,000, excellent opportunity. This man must know how to work with small town business men . . . plus working on National and regional accounts. Draw based against 20-25% commission. Send resume. If possible a photograph. Box M-13, BROADCASTING.

Run three hour dj show—sell rest of day. Earn top dollar. Group Hospitalization, company paid. C&W format heavily promoted. Station owns newspaper. Openings immediately for two ambitious, money-hungry tigers. Box M-17, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual Opportunity. Multiple Group. Box M-26, BROADCASTING.

Aggressive radio salesman ready to move up to Top 10 market. Good commission and salary. Unusual opportunity with fast growing multi-station operation. Send resume to John Burgreen, Exec. V. P., WAVA Radio, Arlington, Virginia.

Professional salesman seeking larger market. Salary, commission, opportunity, benefits. Send photo, resume to retail sales manager, WNOE, 529 Bienville, New Orleans.

Announcers

Experienced announcer in 5 kw Midwest regional. Must run own board and have 3rd class, FCC endorsed license. Ability to do accurate news and production essential. Box L-165, BROADCASTING.

Maryland station needs announcer with 1st phone. No maintenance. Box L-172, BROADCASTING.

Experienced, versatile announcer for Pennsylvania daytimer. Give past experience, salary expected and 7½" tape in reply. Box L-308, BROADCASTING.

All around announcer. Experience a must. Middle road format. Good start, with increases. Upstate, N. Y. Send tape and resume to Box L-330, BROADCASTING.

St. Paul, Minnesota station needs announcer with 1st phone (no maintenance) we play happy music. \$100-week salary to start. Sell part time if you desire—write Box L-331, BROADCASTING.

Announcers—(Cont'd)

South Arkansas daytimer needs young, experienced, married announcer with sales ability. Third ticket. Send resume, salary requirements. Box L-332, BROADCASTING.

Run three hour dj show—sell rest of day. Earn top dollar. Group Hospitalization, company paid. C&W format heavily promoted. Station owns newspaper. Openings immediately for two ambitious, money-hungry tigers. Box M-18, BROADCASTING.

Opening soon for mature audience building combo air personality primarily for afternoon show. Telephone, special event other experience helpful. Good market, good station Western, N.Y. Box M-23, BROADCASTING.

Girls . . . DJ'S with 3rd phone send tape and qualifications. Southern New England station considering all girl format. Remote control, should be all around people able to run own controls, write copy, service accounts, etc. Box M-38, BROADCASTING.

IMPORTANT ANNOUNCEMENT

Effective Jan. 1, 1965 the following classified rates will be applicable to all advertisers:

Help Wanted per word—30¢
(\$2.00 minimum)
Situations Wanted per word—25¢
(\$2.00 minimum)
All other classifications per word—35¢
(\$4.00 minimum)

DISPLAY ADS \$25 per inch. (Stations For Sale, Wanted To Buy Stations, Employment Agencies, Brokers REQUIRE DISPLAY space).

Able morning man with proven track record needed by station in major Midwest market. If you are the lively, friendly, mature voice we need, send air-check, picture and resume immediately. Box M-43, BROADCASTING.

Michigan U. P.—Responsible 1st phone announcer after Jan. 1. Nice area—good salary. Box M-45, BROADCASTING.

New York area growing group of stations seek experienced staff announcer with solid command of broadcasting basics. Must have pleasant air voice, polished news and commercial delivery also able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. We're musically middle-of-the-road. Excellent salary for the right man. Send complete resume, photo and audio tape to Box M-54, BROADCASTING.

Midwest city of 100,000, 5000 watt network mid-roader needs mature, capable man for music shows and newscasts. Willing to take small market man with good voice. Box M-57, BROADCASTING.

Immediate need for first ticket combo announcer. Responsible position with middle road growing East coast chain. Excellent growth opportunity. Send tape and resume to Box M-59, or Call: Art Silver 609-924-3600.

Good morning man—1000 watt Illinois' radio station needs good sign on man. Must have good voice, 3rd class ticket & be able to read. Salary according to experience. Send resume, picture and tape to Box M-60, BROADCASTING.

Announcers—(Cont'd)

Can you do sports, can you sell radio advertising, are you an all around radio man, announcer, sportscaster, salesman, then you will fit the needs of this rocky mountain station. Take complete charge of sports sell your own programs, make good living with a nice station in great sporting country. First phone needed. Resume tape and salary with first letter: KCAP, Helena, Montana.

Immediate opening for announcer. Send complete resume, photo and salary requirements to W. J. Abbott, KGFW, radio station, Kearney, Nebraska.

Experienced announcer wanted for both—English and Spanish programs. First class ticket helpful. Fine Southern Colorado college community. Air mail tape and information to KGIW, Alamosa, Colorado.

Experienced announcer wanted for AM and FM stereo station in New Mexico. Beautiful community. Tell us about your housing needs as housing is short. Airmail tape and information to KRSN, Los Alamos.

Automation pioneer pays \$10 hour for non-union announcer recorded intros. We furnish record list, you supply ad-lib intros on tape. Send audition to Bill Bigley, KVMA, Magnolia, Ark.

Announcer with third class license. Limited experience or training considered. Apply KVWM AM FM, Show Low, Arizona.

Real opportunity lively, enthusiastic morning man. Home of Purdue. Tape. Resume to: WAZY-AM-FM, Lafayette, Indiana.

Immediate opening for mature announcer with 1st phone. No maintenance. Excellent working conditions. Middle of the road music policy. 5000 watt NBC affiliate. Send photo, resume and tape to—Program Director, WBCK, 390 Golden Avenue, Battle Creek, Michigan.

Newsman/announcer, station strong on local news, pleasant community, company benefits. Send tape, photo and resume to Jerry Castor, WCSI, Columbus, Indiana.

Announcer—with FM experience. Should have good music background, able to do production. Excellent working conditions. Contact program manager WDAY, Fargo, North Dakota.

Immediate opening for announcer with Third class ticket with broadcast endorsement. Call: Morris Shuffieberger, WGOH, Grayson, Ky. 474-5144.

Personality announcer strong on production and tight board for bright formula non rock station. Send tape, resume, snapshot and recent earnings to WGRD, Grand Rapids, Michigan.

WHEW Radio, the fastest growing station in Palm Beach County, looking for bright, Top 40 man who can do top-notch commercial job. Prefer deep voice that can swing. Send tape to Bob Hughes, WHEW Radio, Box 2905, West Palm Beach, Florida.

Quality big band, big coverage station requires good all around announcer who knows and likes non-rock popular music. \$120 for 40 hour 6 day week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine.

Morning man—experienced in middle road format. Must have proven dependable work record and audience pull. Immediate permanent opening. WMBO—Auburn, N. Y., Floyd Keesee.

Immediate opening for announcer with first phone. No maintenance. Good music station with 5 kw. Phone or write: Don C. Wirth, WNAM, Neenah, Wisconsin.

Announcers—(Cont'd)

Immediate opening for sharp deejay with knowledge of middle-of-road and country and western music. Knowledge of production spots would be helpful. Call or write WPAQ, 10,000 watts, clear channel Mt. Airy, North Carolina. Telephone 786-6111.

Immediate opening for modern format production man—also pull 3 hour early PM show. Also: night opening—1st class ticket required. Send tape and resume to: Program director, WPOP, Hartford, Conn.

Immediate opening for first phone announcer. Contact WSYB, Rutland, Vermont.

Newsman called for military service. Need immediate replacement. Ken Gaughran, WVOX, New Rochelle, New York.

Announcing problems? Audition failures? Self-Confidence? Technique? I can help you! Personal. Confidential. Write: Hal Fisher, Broadcasting Consultant, 678 Medford, Patchogue, New York 11772.

Technical

Tired of the City? Vermont station needs engineer-announcer. Must have good workable knowledge of engineering and be willing to use it. Must also do a creditable announcing job during short air shift. Good salary for right man plus many benefits. Desire family man who wants to live in Vermont permanently. Send resume to Box L-327, BROADCASTING.

First class engineer must be experienced in maintenance, installations and be able to take complete charge of AM-FM operations. Send resume, picture and salary. Mid-Atlantic States. Box M-4, BROADCASTING.

Engineer-announcer for established New York State single station market. Must have previous experience with a strong maintenance background. Write Box M-49, BROADCASTING stating experience, references, and salary requirements.

Combination chief engineer-announcer. WOMN, Decatur, Ga. New 500-watt daytime, non-directional station, on the air.

University TV studio needs experienced man for video operation and maintenance. Excellent fringe benefits. Replies confidential. Send complete details in 1st letter to Alan B. MacIntyre, Director of Engineering, WUNC-TV, Chapel Hill, North Carolina 27515.

Immediate opening for engineer, 5 kilowatt. Phone 606-474-5144.

Production—Programing, Others

50,000 watt clear channel radio station needs alert, alive, experienced newsman. Send tapes, background resume, minimum salary, references etc. Experience required in airwork, legwork, writing and editing. Only experienced newsmen who love news reporting need apply Box L-236, BROADCASTING.

Newsman—Good opportunity for all around newsman in New York metropolitan area. Must have several years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ 50 people. Only applicants sending complete Biographical resume, air check, writing samples, salary requirements and photo will be considered. Box L-315, BROADCASTING.

Need sports director to take charge of and further develop sports department. Midwest. Send tape, resume & photo to Box L-368, BROADCASTING.

News director—announcer to gather, write and deliver local and state news. Experienced, responsible and preferably 28-40. Good pay, excellent working conditions and opportunity for growth with solid broadcast organization. Send resume, photo and sample tape of your work to Donald Knowles—WDEA Radio, 68 State Street, Ellsworth, Maine.

Production—Programing, Others

Continued

New daytime station, 50 miles from Chicago, seeks young aggressive news director. Willing to grow with station. News background. Resume and photo to Box M-28, BROADCASTING.

Wanted: Experienced lady broadcaster, to service, sell, write copy and do some airwork. Must be reliable, alert, emotionally stable and of good character. Send air check, resume, references and expected salary to: Claude F. Jones, WRON, Box 69, Roncerverte, West Virginia. No phone calls please.

Situations Wanted—Management

Pennsylvania Broadcast executive interested in making change. Young energetic and willing to invest. Manager-sales manager positions only! Prefer Pennsylvania, Ohio, New York, but will answer and consider all inquiries. Eleven years sales. Box L-311, BROADCASTING.

Available! Conscientious-alert college graduate. Ready for junior management position. Twelve years experience in all phases. Box M-52, BROADCASTING.

Sales

Professional radio salesman — age 36. 12 years experience in radio sales and management, all major market. If you need a good, creative, experienced pro, for a permanent situation, with five figure income potential, I'm your man. Available Jan. 1st. Box L-365, BROADCASTING.

Quality salesman-announcer. Currently employed by quality Midwest 5 kw. Seeking quality opportunity to advance. Call area code 605-665-5134 before 5 p.m. CST or 605-582-6778 after 6 p.m. CST.

Announcers

Young dj with Top 40 experience ready for immediate position. Box L-342, BROADCASTING.

Girl dj. Experienced. Copy-traffic too. AM or FM. Have third with broadcast endorsement. Box L-350, BROADCASTING.

Newsman and/or announcer, experienced all phases. Presently employed but desire change. Pennsylvania preferred. Married, 3rd phone. Write Box M-5, BROADCASTING.

\$200 a week! Big-voiced, former Top 10 radio announcer available February 1st. Box M-15, BROADCASTING.

DJ/newscaster, bright, mature sound, experienced, dependable, willing to travel. 3rd class. Box M-19, BROADCASTING.

Available now, as announcer . . . pd, offer me a challenge! B.A., M.A. (Bowling Green) in speech. 8 years radio. 1 year educational TV first phone. Wide knowledge of music, prefer swing, modern jazz. Literate, warm delivery—but no frills or affections. Married. Write Box M-24, BROADCASTING.

DJ/announcer—clear crisp sound. Seeks good starting position in radio. Negro, Married. Box M-31, BROADCASTING.

DJ, tight board, strong news, commercial delivery. Ready, willing, able. Box M-32, BROADCASTING.

Announcer—with first phone wants to work in St. Paul, Minneapolis or their suburban areas. Maintenance no problem. Box M-34, BROADCASTING.

DJ/announcer, family, 22, 3rd phone, tight production, Top 40 preferred. Resume, tape and photo available. Box M-42, BROADCASTING.

Newsman. Experienced all phases production, sports, music. 8 years radio. Box M-46, BROADCASTING.

Negro jock, broadcasting school graduate, some experience, solid professional sound. Married, third phone. Box M-64, BROADCASTING.

Victim of circumstances! New Orleans only fulltime C&W station went daytime. I'm left out except on weekends. Formally held 9-midnight shift. Fully experienced. Call collect 729-0464. Prefer South, but will consider relocation.

Announcers—(Cont'd)

Hello There! Experienced, mature format man—air personality with first phone seeks stable home Crack copy, production. Family. 703-667-2237.

Have beard will travel. 2years exp. Top 40. 3rd class license, married, twenty-nine. Will send tape on request. Call or Write 415-587-3535. Bill Dalton, 1457 Sanchez St., San Francisco, Calif.

Situations Wanted—Technical

Announcer, engineer, 6 years experience, 2 years chief. AM, directional, FM. 3 years college. Picture, tape, and resume. Box L-360, BROADCASTING.

Experienced 1st phone engineer—AM-FM-TV, control, xmtr, maintenance & installation. Box M-7, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box M-16, BROADCASTING.

Chief engineer, ten years experience, directionals, automation, some FM. TV, no announcing. Family. South Florida, Florida or Southeast. Box M-35, BROADCASTING.

First phone engineer-some announcing. 1½ years experience in Mpls.-St. Paul market as engineer. Wants to relocate in Calif. Box M-36, BROADCASTING.

Production—Programing, Others

Sports editor-journalism graduate. Capable in all phases. Available immediately for large station or small. Prefer West. Box L-325, BROADCASTING.

Attention overseas broadcasters! Former Top 10 market announcer desires position overseas as radio producer-director/English language announcer. 6 years radio-television experience. College educated. Big, mature, authoritative voice. Highly stable and willing to do excellent job for a good salary. Box M-14, BROADCASTING.

Newsman—Interested in top 20 market. 8 years experience Boston-Worcester including TV exposure 50 kw. This man definitely not race horse immediately available. Send particulars. Box M-21, BROADCASTING.

Sportscaster: ambitious, experienced play-by-play with college degree . . . Third phone . . . writing for newspaper . . . big league contacts . . . and references . . . willing to relocate for right offer after February 1. Box M-25, BROADCASTING.

Mobile news reporter. Rated tops in field by VP of national chain. Can set-up A-1 news and mobile department in any market. 9 years with two stations. Available 30-days. Presently located in Midwest, will relocate. Box M-44, BROADCASTING.

Film director—experienced, capable college graduate desires medium to major market. Box M-53, BROADCASTING.

Girl Friday with eight years experience as Bookkeeper, office manager and executive assistant wishes to relocate. Looking for good boss and salary in return for honest, dependable right with excellent references. Box M-56, BROADCASTING.

Newsman. Experienced all phases of radio news. College graduate. First phone. News-minded stations only. Box M-65, BROADCASTING.

Ready and able to learn and work into news operation. Two years radio announcing experience. Third phone. M.S. degree in TV. Northeast preferred. George Fearon, Box 325, Morrisville, N. Y.

Need a PD? Good announcer, with ambition and ability wants job with responsibility. Call me! Sean Donovan, 527-9580, Memphis, Tenn.

Copywriter, some announcing, 3rd, single, car, successful promotion and program ideas. Servicing News gathering, training, experience and references. Anywhere any wage. Leonard Greene, 446 Oak St., Elko, Nevada.

Production—Programing, Continued

Automated stereo stations—would be delighted to make musical stereo tapes for your station. Herb Steiner, P. O. Box 3537, Savannah, Ga.

Successful talk formula for quality, nighttime radio! Have over 4 years experience conducting audience phone-in, interview and discussion type show—50 kw and other. Developing timely, sometimes controversial topics, the issue is the thing without the usual "radical baiting." The result is a smooth, fairly intelligent presentation adaptable to any size cosmopolitan market. It will definitely render an image of respectability to your station. It also sells. Excellent references and working record. Family plus other normalities. Announcer-business background. Available for interview now. Immediate employment or after Jan. 1. Joe Fribley, 4416 Orchid, Shreveport, La. UN 1-2300.

TELEVISION—Help Wanted—Sales

Group TV station, major Northeastern market seeks young aggressive salesman tops in present position but has no place to grow. Salary plus commission. Complete details first letter. Box M-22, BROADCASTING.

Help Wanted—Announcers

Staff announcer for net-affiliated TV station in medium Midwest market. Salary open, excellent opportunity for experienced man. Send complete resume and audition material to Box L-299, BROADCASTING.

Immediate opening—2nd man in news department. Wonderful opportunity for young man to work with 1st rate news chief, as well as general on camera work. Excellent compensation. Contact: Dave Allen, WSEE Television, Glendale 5-7575, Erie, Pennsylvania.

Announcer/director—booth and on camera announcing, directing of both tape and live. Salary commensurate with ability and experience. Contact John Hamer, WHTN-TV, Huntington, W. Va.

Technical

Wanted: Working chief engineer. Strong on maintenance. Some switching. West central. Good living and recreational facilities available. Good salary for right man. Write Box M-63, BROADCASTING.

The KELOLAND stations of South Dakota including three TV, and AM-FM and two company-owned microwave systems need a well-qualified, experienced engineer. This man will be in an executive capacity with overall supervision of personnel, equipment and technical purchasing. This is an excellent opportunity for the right man to become associated with one of the country's most progressive broadcasting groups. Send full details on training and experience with references to Joe Floyd, KELO-TV, Sioux Falls, South Dakota.

WSBT & TV has an opening for engineer trainee just out of tech school or with some experience on smaller station. Must have 1st class license. Midwesterner preferred. We offer top-rated station, unbeatable staff, excellent benefits and job stability. Write personnel director, South Bend Tribune, South Bend, Indiana 46626.

Wanted: Technically competent man with experience in FM and CCTV studio maintenance who would like to enter the educational broadcast field. New and growing CCTV installation. Opportunity to work on degree. Send resume to Department of Broadcasting, 14 Ayers Hall, University of Tennessee, Knoxville.

Production—Programing, Others

Film editor sought by leading N. Y. State VHF to also do studio camera work. Salary dependent on experience. Box M-2, BROADCASTING.

Air personality sought by N. E. VHF for top notch news department. News writing ability desirable. Box M-3, BROADCASTING.

Production—Programing, Continued

Production director to direct on-the-air operations, studio crewmen, video taping, switching, and demands of position. Varied, professional background and experience required. Southwest. Send photo, references and resume to Box M-41, BROADCASTING.

Writer/producer. Prestige station, major Eastern market. Wants a man who's creative ability is in both commercial and documentary program direction. Directing film experience helpful. Rush details to Box M-62, BROADCASTING.

Producer/director — Major market station needs real "take charge" man, capable of handling talent, remotes, live and tape shows. Must be college graduate and experienced in all phases of production. Should now be located in Mid-Atlantic states. Salary open. Send resume and salary requirements. Box M-68, BROADCASTING.

Experienced newsman wanted. Report, write and air television and radio news. Send resume, picture, tape or film to Ken Kew, KGLO-TV, Mason City, Iowa.

TELEVISION—Situations Wanted

Management

General manager thoroughly experienced in all phases: administration, sales, promotion, programming production. Known nationally as aggressive, dynamic industry leader. Just turned forty. 11 years television; 13 years radio. Tripled billings in year, doubling value of one station; quadrupled value of another. Just sold interest in my station. Now seeking another interesting challenge anywhere. Box M-10, BROADCASTING.

Experienced major market television producer-director position as public affairs director. References include present employer. Married. B.A. & M.A. Box M-29, BROADCASTING.

TV station manager — fully experienced, presently employed, but seeking change for legitimate reasons. Finest references. Capable of adding knowledge based on rich background to medium or small market station or Assistant manager in major market. Complete resume available. Box M-47, BROADCASTING.

Announcers

Spokeswoman, attractive. Thoroughly experienced radio-TV news; interviews, commercials, kiddies, fashion and dj shows. Promotion and production/ability. Box M-11, BROADCASTING.

Married, 27, two children. Excellent announcer and can prove it. Talk to me. Box M-50, BROADCASTING.

Technical

10 years experience all phases studio supervisory experience. Box M-40, BROADCASTING.

Production—Programing, Others

Sports commentator-colorful, hard hitting analyst. Willing to combine sports with news work. Box L-356, BROADCASTING.

TV director with 14 years experience in all phases of TV production, major market, wants soft job—big money. Willing to settle for demanding job with good pay. College graduate. Excellent references. Box L-357, BROADCASTING.

Experienced in producing, directing and operations. Major markets. Desire position as production manager. References include present employer. Box M-30, BROADCASTING.

Audio operator switcher desires more promising position. 5 years broadcasting, tech. school and radio background. Box M-39, BROADCASTING.

15 years experience in every phase TV from cameraman to program director in major market. . . . Award-winning programming concepts . . . creative production . . . excellent references . . . college grad. . . aggressive . . . young . . . wants new challenge . . . salary open. Box M-48, BROADCASTING.

WANTED TO BUY—Equipment

Urgent—100' to 200' Galv., SS or guyed tower for GE zig zag UHF antenna. Weight 6700 lbs. Height 535 ft. . . . also portable TV STL microwave with audio subcarrier. KAAR TV, 2850 Fifth Ave., San Diego, California.

Wanted to buy—RCA TC-4A audio, Video program switching panel MI-26228. Contact Kenneth Casey, at 353-0361. Call collect: WMSL-TV, Decatur, Ala.

Wanted—Magstripe kit with remote control for RCA TP-16E projector. State condition and price. Ward Bledsoe, KERO-TV, 321 21st, Bakersfield, Calif.

Need channel 10 5 1/2 ohm bridged diplexer for 5 kw TV transmitter. KOLN-TV, 40th & W. Sts. Lincoln, Neb. phone 466-2367.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Western Electric 506-B-2 ten kilowatt transmitter in good operating condition, and two Collins four bay antennas tuned to 105.1 meg. Available as package, or sold separately, for best offer. Above items available on or about December 15th. Write or Wire: WRFM, 41-30 58th St., Woodside N. Y. C., N. Y. 11377.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

Helix coaxial cable, HJ-50 type, new 854 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

General radio RF bridge model 1606-A in new condition with case \$500.00. Box M-8, BROADCASTING.

Two—FM-10BM-G, ITA sub-carrier generators 67 and 41 KC, one ITA FM—FM-10,000-C exciter. WAMO, Pittsburgh 19, Pa.

Ampex mixer for broadcasting purpose in custom made console with connections for 3 mikes & 2 tape recorders plus 1 Viper and 2 turn tables in perfect condition \$500.00. HO 5-8570, 3004 Beachwood Dr., Los Angeles, California 90028.

If you need broadcast equipment or have equipment to sell . . . contact Broadcast Equipment and Supply Co, Bristol, Tenn.

One Gates S-39A limiter \$150.00. One Gates MO-2639 modulation monitor \$200.00. Two Crown A-314X playbacks, like new, used less 10 days. \$250.00 each. One Collins 20 kilowatt with complete spare tubes, now in service on 970 . . . available 30 days . . . very clean . . . FOB Rupert . . . \$1000.00. Mervin Ling, KAYT, Rupert Idaho.

RCA Portable audio console BC-10A. Used very little. New condition. Cost \$813.00 Will sell to highest bidder FOB. KROX, Crookston, Minnesota.

G.E. stab. amp. TV-16-B \$325, Altec 639B mic. \$75, M/rich. pram mic boom, \$875, H/F PD-1 TV camera pedestal \$500, H/F Rocker head \$350, 8 1/2" TV lens \$85. All excellent. Box M-27, BROADCASTING.

Field camera chain RCA TK 31A complete field control and power supply, with lenses, etc. Excellent condition. \$9,850.00 Call Bill Gregory, WYAH-TV, Portsmouth, Virginia 23601.

Transmitter and tape recorders—reasonably bought and sold. SOS, 270 Northcrest, Chattanooga, Tennessee. Phone 998-3346.

Raytheon KTR-1000A one watt microwave complete sound, dishes etc. RCA TK-11A cameras. Box M-55, BROADCASTING or 212-EN 2-5680.

Buy, sell or trade towers—Second-hand \$4.00 per foot, new \$5.00. Bill Angle, P.O. Box 55, Greenville, North Carolina. Telephone PL 2-7611.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners. Gags, sound effect bits, station breaks, ad libs, etc. . . \$7.50. Show-Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

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 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin Jan. 5 - Feb. 9 - March 16 - April 20 - May 25. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

INSTRUCTIONS—(Cont'd)

Stay on your job. Save travel expenses. Prepare for first phone quickly through personal instruction. Not correspondence course. Write, Bob Johnson, Radio License Instruction, 1201 Ninth St., Manhattan Beach, California.

Help Wanted—Announcers

EXPERIENCE

. . . is the best teacher. We're looking for its best students of format radio, with growth capabilities to our high standards. This is the first and only advertisement from one of America's most respected metropolitan stations. Air check and complete resume.

Box M-1, BROADCASTING

Production—Programing, Others

ASSISTANT PROGRAM MANAGER

Wanted—A man of parts. Good at detail, production, on air promotion. A clever creative writer. Major prestige station in large Eastern market. Excellent salary and benefits.

Rush Resume to:

Box L-240, BROADCASTING

SALES PROMOTION MANAGER

For CBS Owned Radio Station in Top 10 Eastern market. Heavy experience in sales and audience promotion. Also general experience in research and merchandising. Skill in producing print pieces. Position requires man with ideas and expertise. Excellent FIVE figure salary, benefits and future.

Interested and qualified men send resume and work samples to:

Box L-239, BROADCASTING

NEWSWRITER-EDITOR

To organize and write radio news shows and coordinate related programing details. No air work. Some related duties for television. Journalism degree preferred, plus some news gathering and writing for broadcast facility. An Equal Opportunity Employer. Send resume of age, education, experience and current income to:

Personnel Department
WLW
Cincinnati, Ohio 45202.

Situations Wanted

Management

LUCRATIVE INVESTMENT OPPORTUNITY

THE FACTS:

- Sales Manager Radio 5 years Top 5 markets
- Sales Manager Television 3 years Top 5 markets.
- Substantial record all phases Broadcast Management.

THE OBJECTIVE:

General Manager Radio and/or Television operation.

THE CONSIDERATION:

Compensation equal to clearly defined area of responsibility and authority—percentage of net—stock option.

Box M-67, BROADCASTING

Production—Programing, Others

NEWS POSITION WANTED

Young, ambitious newsman involved in network personnel reduction in NYC wants to join top notch TV or Radio News Operation. Bkgrd: Writer, reporter, newscaster, documentarian. Excellent references. Prefer major East Coast market. Consider other if offer right.

Box M-37, BROADCASTING

TELEVISION—Help Wanted

Production—Programing, Others

NEWS DIRECTOR

News-orientated Midwestern TV station, good market, excellent opportunity. Complete responsibility. Send tape or film, photograph, resume.

Box L-351, BROADCASTING

PUBLIC SERVICE DIRECTOR

Immediate opening for a person with both announcing and producer/director experience to create and participate in the community service programing of an outstanding group station. Midwest location. The person selected will be capable producer/director with prior experience in public affairs programing. He must present a good appearance and have had prior commercial announcing experience. He should be a college graduate. Starting salary \$7200-\$9000, depending upon experience. An Equal Opportunity Employer. Your first resume must include all details concerning age, education, prior experience and salary, plus marital and military status. Apply to:

Box L-354, BROADCASTING

NEWS PHOTOGRAPHER

Immediate opening in one of the best equipped TV newrooms in the country for a versatile cameraman with local television news experience. Starting salary to \$140, depending upon qualifications. College graduate with some experience preferred. An Equal Opportunity Employer. Send complete resume of experience, age, education and military status to:

Box M-33, BROADCASTING

EMPLOYMENT SERVICE

POSITIONS OPEN
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
WRITE FOR APPLICATION NOW
**BROADCAST
EMPLOYMENT SERVICE**
4825 10th Ave. So.
Minneapolis, Minn. 55417

BUSINESS OPPORTUNITY

Challenge for Broadcasters Make a loosing AM PAY

A Management/Programing team now making Top money in Top market is willing to sacrifice for part ownership in Large, Medium or Small market. Management, aggressive Sales and Programing in the package. Impressive results a matter of record.
Box M-58, BROADCASTING

WANTED TO BUY—Stations

FM OPERATORS

(Top 20 Markets Only)

I will provide CASH and amazingly successful FM Sales Management Know-how for a partnership interest in your station. Presently grossing in excess of \$200,000 in major market FM.

Box M-20, BROADCASTING

CATV

Broadcaster with capital to invest will buy interest in operational CATVs. East Texas, Louisiana, Arkansas, Tennessee, Mississippi, Alabama, Georgia, North Florida. Write giving details:

Box K-267, BROADCASTING

WANTED

Small TV or Radio Station
by experienced manager
prefer Md., Va., or Southern U. S.
Principals send price, details terms.
Box M-9, BROADCASTING

Wanted to Buy

Interest in Class B or C Prospective FM station operation. Have both RCA 10 kw transmitter (in excellent condition), Gates yard console and some cash.

Box M-61, BROADCASTING

FOR SALE—Stations

**CATV WEST COAST
FM TOP THREE MARKETS
AM TOP FIVE MARKETS**

Lix Rue & Associates Inc.

Media Brokers

440 EAST 62ND STREET
NEW YORK CITY
TE 2-9362

FOR SALE

Stations (Cont'd)

FOR SALE

50 percent interest in partnership owning established AM station in good market. Reason for selling—station needs a partner participating in the management and operation of the business.

Box L-352, BROADCASTING

Sacramento, Calif. AM

Inquire: Anthony Kennedy
635 Forum Bldg.
Sacramento, Calif.
area code 916
442-5831

NO BROKERS

CALIFORNIA

Dominant
Fulltime Station
in Major Market
\$550,000

Box M-6, BROADCASTING

SOUTHERN OREGON. — Single Station
Market \$40,000 F. P.—terms.
PACIFIC N. W.—5 kw \$175,000—\$40,000
down.

Charles Cowling & Associates
Confidential Station Negotiations
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1183

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

Negotiations Management
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HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Florida Station in single station market
\$55,000. Low down payment, with long
payout. Valuable Real Estate.

Box M-51, BROADCASTING

CALIFORNIA SINGLE MARKET

Fulltime station located in a lovely small city in one of the State's more desirable living areas. Low-cost operation with minimum competition from outside signals. Priced at \$90,000 with \$20,000 down and the balance over ten years.

Box M-66, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Continued from page 87

payments for inclusion of matter intended for broadcast. Consequently, commission initiated inquiry to determine whether broadcast licensees, their employees or others have violated or are violating Sec. 317 and 508 of Communications Act and Sec. 73.119, 73.289, 73.654 and 73.789 of commission's rules and to determine policies and practices of broadcast licensees, their employees and others with respect to "payola," "plugola" and other hidden radio and television advertising practices. For purposes of inquiry, commission delegated authority to chairman to subpoena witnesses and necessary records. Persons aggrieved by any action taken thereunder may ask review by commission. Inquiry will be nonpublic proceeding unless commission orders public sessions to extent that it determines public interest will be served thereby. Procedure is in line with established practice in investigations of this nature. Action Nov. 25.

Rawlins Free TV Association, Rawlins, Wyo.—Waived Sec. 74.732(d) of rules and granted CP for new VHF-TV translator on channel 7 to rebroadcast programs of KTWO-TV (ch. 2) Casper, Wyo. Action Nov. 25.

Tri City Improvement Corp., Bessemer, Mich.—Granted CP for new VHF-TV translator on channel 13 to serve Bessemer, Ramsey and Wakefield by rebroadcasting programs of WLUC-TV (ch. 6) Marquette; conditioned that authorization shall cease to be effective and operation of translator terminated coincident with commencement of operation of WABO-TV, channel 12, Hurley, Wis. Action Nov. 25.

By order in proceeding on applications of KTIV Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to change trans. sites and make other changes in respective TV's KTIV and KTVT Sioux City and WHO-TV Des Moines. Iowa, commission granted request by WHO-TV for extension of time to Nov. 27 to respond to joint petition by Sioux City applicants for termination of proceedings as to applications and for grant thereof. Action Nov. 25.

By memorandum opinion and order, commission dismissed, for lack of standing under Sec. 405 of Communications Act, petition by WGN Inc. (WGN), Chicago, for reconsideration of July 29 action which granted application of WGSB Broadcasting Co. for new AM (WVIC) on 730 kc. 500 w, DA, D, in East Lansing, Mich. Commissioners Lee and Ford abstained from voting. Action Nov. 25.

Commission addressed letter to Andrew G. Haley, counsel for KLYD-TV Bakersfield, Calif., concerning proposal before city council to establish CATV there (Commissioners Bartley and Loevinger abstained from voting; Commissioner Ford not participating). Action Nov. 25.

Commission addressed letters to Bergen FM Inc., licensee of WFME(FM) Newark, N. J., and Houston Christian Broadcasters Inc., licensee of KHCB(FM) Houston, concerning contractual relationship with Family Stations Inc. which operates KEAR-FM San Francisco, KEAR-FM Sacramento and KEAR-FM El Cajon, Calif., and provides taped religious programs to various stations. Action Nov. 25.

Routine roundup

ACTIONS BY REVIEW BOARD

In proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's

FOR SALE

Stations (Cont'd)

N.E.	single	daytime	\$100M	terms
S.E.	suburban	daytime	53M	SOLD
M.W.	metro	daytime	170M	terms
South	metro	fulltime	275M	29%
N.E.	major	power	750M	cash

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. ROCKY MOUNTAIN. Exclusive \$55,000.
 2. SOUTHWEST. Major market. Low down.
 3. MIDWEST. Major market. \$30,000 down.
- JACK L. STOLL & ASSOCIATES**
6381 Hollywood Blvd.
Los Angeles 28, California

in Cocoa, Fla., in Doc. 15476-7, granted WKKO motion to extend time to Dec. 10 to file responsive pleadings to Broadcast Bureau opposition to applicants joint request for approval for dismissal of WKKO application and grant of WEZY. Action Dec. 2.

■ Dismissed as moot petition by East Kentucky Broadcasting Corp. for clarification or modification of issues in proceeding on application for new FM in Pikeville, Ky. Action Dec. 2.

■ In proceeding on applications of American Colonial Broadcasting Corp. (WSUR-TV, channel 9, Ponce and WKBM-TV, channel 11, Caguas, both Puerto Rico), granted El Mundo Inc. petition to extend time to Dec. 21 to file oppositions to American's second petition to amend issues. Action Dec. 1.

■ Granted Saul M. Miller petition to extend time to Dec. 4 to file exceptions to initial decision in proceeding on application and that of A-C Broadcasters for new AM's in Kutztown and Anville-Cleona, Pa., respectively. Action Dec. 1.

■ Granted KWEN Broadcasting Co. petition to extend time to Dec. 14 to file exceptions to initial decision in proceeding on application and that of Woodland Broadcasting Inc. for new AM's in Port Arthur and Vidor, both Texas, respectively. Action Dec. 1.

■ In proceeding on applications of Northwestern Indiana Radio Inc. for new AM's in Valparaiso, Ind., et al., in Doc. 8218, 15359-60, dismissed as moot petition by Northwestern to enlarge issues as to Valley Broadcasting application. Action Nov. 30.

■ By memorandum opinion and order in proceeding on applications of Triad Stations Inc. and Marshall Broadcasting Co. for new FM's in Marshall, Mich., in Doc. 15548, 15614, granted Triad petition to extent of enlarging issues to determine whether Marshall is financially qualified to construct and operate proposed facility. Action Nov. 27.

■ Scheduled following AM proceedings for oral argument on Dec. 17: Lake-Valley Broadcasters Inc., Crystal Lake, Ill. and D & E Broadcasting Co. and Great State Broadcasters Inc., San Antonio, Tex. Action Nov. 25.

■ By memorandum opinion and order in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15429-30, (1) accepted Dover's late filed motion and granted same to extent of enlarging issues to determine whether Tuscarawas is financially qualified to construct and operate proposed facility, and (2) denied Dover's motion to strike. Action Nov. 25.

■ Granted petition by Dirigo Broadcasting Inc. to extend time to Dec. 1 to file responsive pleadings to Broadcast Bureau's opposition to joint petition for approval of agreement, dismissal of Dirigo application and grant of Downeast Television Inc. application in Bangor, Me., TV channel 7 proceeding. Member Nelson not participating. Action Nov. 25.

ACTIONS ON MOTIONS

By Chairman E. William Henry

■ Granted motion by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to correct transcript of oral argument in proceeding on AM application. Action Nov. 25.

By commission

■ Commission granted request by Radio Wichita Falls Inc., KNTQ(FM) Wichita Falls, Tex., to extent of extending time from Dec. 14 to Jan. 14, 1965 for filing comments, and from Dec. 30 to Feb. 1, 1965 for replies in rule making proceeding on proposed FM channel changes at Austin and Wichita Falls, Tex. Action Nov. 23.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Chester F. Naumowicz Jr. in lieu of Examiner Millard F. French, to preside at hearings in Chicago, TV channel 38 proceeding. Action Dec. 1.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearings in Fort Worth, TV channel 20 proceeding; scheduled prehearing conference for Dec. 3 and hearing for Jan. 25, 1965. Action Nov. 30.

■ On own motion, continued date for prehearing conference from Dec. 2 to Dec. 3, and hearing from Dec. 16 to Jan. 25, 1965 in Chicago, TV channel 38 proceeding. Action Nov. 27.

■ Granted petition by Bigbee Broadcasting Co. to extend time from Nov. 27 to Dec. 28 to file reply to Broadcast Bureau's

opposition to applicant's petition for leave to dismiss application for new AM in Demopolis, Ala. Action Nov. 25.

By Hearing Examiner Thomas H. Donahue

■ On request of Radio 13 Inc. continued hearing from Jan. 18, 1965 to Feb. 18, 1965, in proceeding on application for renewal of license of WHZN Hazleton, Pa. Action Nov. 23.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for AM's in Lubbock, Tex., set Dec. 18 as last day for filing by named recipients of responses to interrogatories. Action Nov. 24.

■ Granted petition of M. R. Lankford Broadcasting Co. to continue hearing from Nov. 24 to Dec. 2 in proceeding on application for new AM in New Albany, Ind. Action Nov. 23.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further prehearing conference for Dec. 2 in proceeding on applications of Triad Stations Inc. and Marshall Broadcasting Co. for new FM's in Marshall, Mich. Action Nov. 30.

■ Granted motion by Bay Shore Broadcasting Co. to extent of dismissing, but with prejudice, application for new AM in Hayward, Calif. Action Nov. 23.

By Hearing Examiner Isadore A. Honig

■ Granted petition of Cumberland Publishing Co. and dismissed, but with prejudice, application for new FM in Pikeville, Ky.; retained in hearing status application of East Kentucky Broadcasting Corp. for same facility. Action Nov. 30.

By Hearing Examiner David I. Kraushaar

■ Approved agreement of all parties to reconvene hearing on Jan. 21, 1965, in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif.; scheduled certain procedural dates, and dismissed as moot applicant's motion for continuance. Action Nov. 30.

■ In proceeding on applications of Charles L. Hamilton Sr. and Mildred B. Hamilton and Richard C. Brandt for new FM's in Newton, Iowa, rescheduled hearing for Feb. 23, 1965, and specified certain procedural dates; also approved agreements made at prehearing conference. Action Nov. 25.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, continued hearing from Nov. 30 to Jan. 25, 1965. Action Nov. 27.

By Hearing Examiner Sol Schildhouse

■ Granted motion by United Artists Broadcasting Inc. to extent of scheduling further prehearing conference for Dec. 1 in Lorain, Ohio, TV channel 31 proceeding. Action Nov. 24.

By Hearing Examiner Herbert Sharfman

■ Granted request of Southern Radio and Television Co., Lehigh Acres, Fla., to further extend time from Nov. 30 to Dec. 3 to file reply findings of fact in proceeding on AM application and that of Robert Hecksher (WMYR), Fort Myers, Fla. Action Nov. 30.

■ Granted request of Lompoc Valley Cable TV Inc. and KCOY-TV to extend time from Dec. 2 to Jan. 4, 1965 to file initial proposed findings of fact and conclusions, and from Dec. 14 to Jan. 11, 1965 for replies in proceeding on Lompoc Valley's applications for operational fixed stations in business radio service. Action Nov. 25.

■ In Boston, TV channel 5 proceedings, denied petition of WHDH Inc. for reconsideration of examiner's orders directing applicant to produce certain program logs of WHDH-TV and to produce complete list of stockholders of Boston Herald-Traveler Corp. Nov. 25.

■ Pursuant to prehearing conference in proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM's in Cozad, Neb., scheduled certain procedural dates, and continued hearing from Dec. 15 to Feb. 17, 1965. Action Nov. 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted Broadcast Bureau's request and scheduled further prehearing conference for Dec. 15 in Cleveland, TV channel 65 proceeding. Action Nov. 30.

■ Granted request of Tidewater Broadcasting Inc. to continue further hearing from Nov. 25 to Nov. 30 in proceeding on application and that of Edwin R. Fischer

for new AM's in Smithfield and Newport News, Va., respectively. Action Nov. 25.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Dec. 1

■ Granted renewal of licenses for following main and co-pending auxiliaries: WFMT (FM) Chicago and WLEB Auburndale, Wis.

KUBE Pendleton, Ore.—Dismissed application for renewal of license for failure to prosecute.

KECR(FM) El Cajon, Calif.—Granted license covering changes in ERP, ant. height, studio, trans. and station locations, and remote control point, installation of new trans. and ant.; specify tower height.

WIBF-TV Philadelphia—Granted mod. of CP to change ERP to 501 kw vis., and 50.1 kw aur.; change type trans. and type ant., and ant. height to 340 feet; condition.

WIBF-TV Philadelphia—Granted extension of completion date to June 1, 1965.

Actions of Nov. 30

KLAY-FM Tacoma, Wash.—Granted CP to increase ERP to 36 kw; decrease ant. height to 255 feet; change main studio and ant. trans. location; install new trans., and make changes in ant. system.

KVIL-FM Highland Park-Dallas, Tex.—Granted CP to move ant. trans. location to Cedar Hill, Tex., install new trans.; increase ant. height to 1,440 feet; decrease ERP to 100 kw, and make other engineering changes; delete remote control operation; condition.

KVNA Flagstaff, Ariz.—Dismissed application for renewal of license for failure to prosecute.

■ Granted renewal of licenses for the following main and co-pending auxiliaries: WBNO Bryan, Ohio; KEAR(FM) San Francisco; WHIC(FM) Hartford City, Ind.; KEBR (FM) Sacramento, Calif. and KECR(FM) El Cajon, Calif.

KIMN Denver—Granted CP to change from directional ant. nighttime only to directional ant. day and night (DA-N to DA-1), continued operation on 950 kc, 5 kw, unli.; remote control permitted nighttime.

■ Granted renewal of licenses for following main and co-pending auxiliaries: WCIL Carbondale, Ill.; WDSM-TV Superior, Wis.; *WEPS(FM) Elgin, Ill.; *WJPF Herrin, Ill.; *WMBD Peoria, Ill.; *WNUR(FM) Evans-ton, Ill.; *WPRS-AM-FM Paris, Ill.; *WTCH Shawano, Wis.; *WCBW(FM) Columbia, Ill.; *WCLO-FM Janesville, Wis.; *WFMT(FM) Chicago; *WMBD-FM Peoria, Ill.; *WRAM Monmouth, Ill.; *WRIT-AM-FM Milwaukee; *WDSM Superior, Wis.; *WEBQ Harrisburg, Ill.; *WGNU Granite City, Ill.; *WKZI Casey, Ill.; *WMOK Metropolis, Ill.; *WPLY Plymouth, Wis.; *WTAY-AM-FM Robinson, Ill.; *WBKV-FM West Bend, Wis.; *WCLO Janesville, Wis.; *WEDC Chicago; *WLS-FM Chicago; *WNTH(FM) Winnetka, Ill.; *WRCO Richland Center, Wis.; *WSBC Chicago and *WTOS(FM) Wauwatosa, Wis.

■ Granted renewal of licenses for following main and co-pending auxiliaries; without prejudice to whatever action may be taken as result of proceedings in Doc. 15415: WEAU-TV Eau Claire, Wis.; WITI-TV Milwaukee and WKOW-TV Madison, Wis.

Actions of Nov. 27

Summit TV Improvement Association, Condon, Mont.—Granted CP for new VHF-TV translator on channel 7, to rebroadcast programs of KXLF-TV (ch. 4) Butte, Mont.

WCOV-TV Montgomery, Ala.—Granted CP to change ERP to 224 kw vis., and 112 kw aur.; install new ant. system; make changes in ant. structure; correct geographic coordinates, and change ant. height to 740 feet; conditions.

KPLX(FM) San Jose, Calif.—Granted extension of completion date to June 1, 1965.

Actions of Nov. 25

KIBH Seward, Alaska—Granted CP to change facilities from 1340 kc, 250 w to 950 kc, 1 kw, continued operation with specified hours; change ant. trans. and studio locations; install new trans., and make changes in ant. system; remote control permitted.

WIST Charlotte, N. C.—Remote control permitted.

WIST-FM Charlotte, N. C.—Remote control permitted.

WKEL Kewanee, Ill.—Granted increased nighttime power from 100 w to 250 w, continued operation on 1450 kc with 500 w-L.S; remote control permitted.

WTVJ-TV Miami—Granted mod. of license to reduce aur. ERP to 20 kw.

KF2XJQ Mt. Vernon, N. Y.—Granted CP and license for new developmental.

KSBW-TV Salinas, Calif.—Granted mod. of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 2

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,975	65	72	372
FM	1,179	75	215	275
TV	548 ¹	39	88	181

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 2

	VHF	UHF	TV
Commercial	509 ²	163	672
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,948	1,175	555
CP's on air (new stations)	47	57	29
CP's not on air (new stations)	78	203	87
Total authorized stations	4,073	1,435	671
Applications for new stations (not in hearing)	176	197	73
Applications for new stations (in hearing)	68	52	62
Total applications for new stations	244	249	135
Applications for major changes (not in hearing)	204	55	39
Applications for major changes (in hearing)	36	5	10
Total applications for major changes	240	60	49
Licenses deleted	4	1	0
CP's deleted	1	0	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

license to reduce aur. ERP to 44.7 kw, and change type aur. trans.

KSBY-TV San Luis Obispo, Calif.—Granted mod. of license to reduce aur. ERP to 12 kw, and change type aur. trans.

WDSM-TV Superior, Wis.—Granted CP to change type trans., and make other equipment changes.

WGH-FM Newport News, Va.—Granted CP to install new ant.; make changes in ant. system; decrease ERP to 74 kw; increase ant. height to 400 feet; remote control permitted; conditions.

K02DX, K04DT, K05CM, Staley and Goeder, Colo.—Granted CP's to replace expired permits to change frequencies to channels 2, 4 and 5 for VHF-TV translators K02DX, K04DT, K05CM, respectively, trans. location to Rangely, and make changes in ant. system.

KGEI Belmont, Calif.—Granted CP to make changes in trans. of international station.

WFMJ-TV Youngstown, Ohio—Granted mod. of CP to reduce aur. ERP to 66.1 kw.

KPRC Houston—Granted mod. of CP to make changes in directional ant. pattern.

KTW-FM Seattle—Granted mod. of CP to change type trans. and type ant.; conditions.

■ Granted renewal of licenses for following main and co-pending auxiliaries: **WHAN** Haines City, Fla.; **WSAE(FM)** Spring Arbor, Mich.

■ Granted renewal of licenses for following VHF-TV translators: **K04CD**, Adel, Ore.; **K09CI**, **K11CO**, **K13CN**, Park City Municipal Corp., Park City, Utah; **K09DR**, **K11EP**, Television Viewers Association, San Mateo and Ambrosia Lake, N. M.

KZZN Littlefield, Tex.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

WGRB Greensburg, Ind.—By order, set aside March 27, 1963 grant (which was stayed following July 22) and designated for hearing application for new daytime AM on 1330 kc, 500 w; issues include "10 percent" and financial qualification determinations; made Clear Tone Broadcasting Corp., Greensburg, which filed opposing petition, party to proceeding. Commissioner Cox not participating.

Actions of Nov. 24

KBOW Butte, Mont.—Remote control permitted.

K75AZ, K82AO, Big Fork, Mont.—Granted assignment of licenses of UHF-TV transla-

tor to Blacktail TV Association; no monetary consideration.

■ Following were granted extensions of completion dates as shown: **WDDL-FM** Scranton, Pa., to Jan. 1, 1965; **KNOK-FM** Fort Worth, to May 11, 1965; **WMCF(FM)** Stuart, Fla., to Dec. 31; **KFH-FM** Wichita, Kan., to May 25, 1965; **KWHG(FM)** Lincoln, Neb., to May 11, 1965.

KJDY John Day, Ore.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KTTB-FM Springfield, Mo.—Granted SCA on sub-carrier frequency of 67 kc.

KJEF-FM Jennings, La.—Granted license covering changes in ERP and ant. height, and installation of new ant.

WLKR-FM Norwalk, Ohio—Granted CP to increase ERP to 1.45 kw and ant. height to 125 feet, and correct geographic coordinates.

WOMC(FM) Detroit—Granted CP to install auxiliary trans. at main ant.-trans. location, and change ERP to 10.5 kw.

WCRF-FM Cleveland—Granted CP to increase ERP to 38 kw; install new ant., and decrease ant. height to 570 feet.

WMJR(FM) Fort Lauderdale, Fla.—Granted mod. of CP to change type trans. and type ant., increase ant. height to 215 feet; delete remote control operation; condition.

WRAD-FM Radford, Va.—Granted mod. of CP to change type trans. and make engineering changes; conditions.

KBBL(FM) Riverside, Calif.—Granted mod. of CP to change type trans. and type ant., and increase ant. height to 175 feet.

KFNH Shenandoah, Iowa—Granted extension of authority to operate with sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sunday (except for special events), for period ending Feb. 16, 1965.

Actions of Nov. 23

WKVA Lewistown, Pa.—Granted change in remote control operation, while using non-directional ant.

WCAE-FM Detroit—Remote control permitted.

Action of Nov. 13

KUEQ Phoenix—Remote control permitted; conditions.

Revocations

■ By memorandum opinion and order, Commission denied petition by Carol Music Inc. for reconsideration of July 24 decision which revoked license and SCA for **WCLM(FM)** Chicago, for willful or re-

peated failure to operate in accordance with terms of license, misrepresentations, concealment and other rules violations. Ordered Carol Music shall wind up affairs and cease operation and authorizations shall terminate within 60 days or, if judicial review is sought, 60 days after final court order. Action Nov. 25.

Fines

■ By memorandum opinion and order, commission ordered Tele-Broadcasters of California Inc. to forfeit \$4,000 for willful and repeated violation of Sec. 73.30 of rules by failure of **KALI** San Gabriel to originate majority of programs locally. Commission deferred further consideration of **KALI**'s request for waiver of requirement until licensee sets forth basis upon which and extent to which it proposes to serve San Gabriel. Action was taken after considering licensee's reply to commission's July 1 notice of apparent liability for that sum. Action Nov. 25.

■ By memorandum opinion and order, commission ordered Dubuque Broadcasting Co. to forfeit \$1,500 for willful and repeated violation of Sec. 73.93 of rules by failing to have licensed operator on duty at **WDBQ** Dubuque, Iowa, and operating station after sunset with daytime power in violation of license. Action was taken after considering licensee's reply to commission's July 22 notice of apparent liability for \$2,000. Action Nov. 25.

■ By order, commission (1) affirmed Oct. 14 action which dismissed application of Frank H. Accorsi for renewal of license of **WFHA-FM** Red Bank, N. J., for failure to respond to official correspondence, and which ordered him to cease operation of station by midnight Nov. 13, and (2) denied Accorsi's Nov. 13 telegraphed request for postponement of Nov. 13 cease-operation date pending consideration of information to be submitted by Nov. 16. Action Nov. 25.

■ Commission (1) granted assignment of license of **KQCY** Quincy, Calif., from Pioneer Broadcasters Inc., to John H. Boyd, but (2) notified licensee it has incurred apparent liability of \$500 for prior acquisition of control by Boyd without Commission approval. Licensee has 30 days to contest or pay forfeiture. Action Nov. 25.

■ Commission notified Eastern Broadcasting Co. it has incurred apparent liability of \$500 for willful and repeated violation of Sec. 73.93 of rules by not having properly licensed operator on duty at trans. or authorized remote control point of **WFGF** Atlantic City, N. J. Licensee has 30 days to contest or pay forfeiture. Action Nov. 25.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **KGGK(FM)** Garden Grove, Calif., and **KRCS-FM** San Bernardino, Calif.—Jeanette B. Banoczi and Richard C. Simonton, respectively. Request amendment of rules to reassign channel 236 from San Bernardino to Garden Grove. Received Nov. 20.

FINALIZED

■ By report and order in Doc. 15628, commission amended FM table of assignments by adding second channel, 285A, to Pekin, Ill. Action Nov. 25.

PROPOSED

■ Commission invited comments on proposed rulemaking, based mainly on various petitions, to amend FM table of channel assignments as follows (numerals are channel numbers): assign 288A to Lyons, Kan.; either 269A or 296A to Creston, Iowa; 221A to Elwood City, Pa., and 265A to Scottsburg, Ind.; substitute 236 for 237A at Natchez, Miss., and add 296A to Oshkosh, Wis.; add 265A to Wilmington, N. C.; assign 269A to either Martin or Milan, Tenn., or add 269A to McKenzie, Tenn.; substitute 281 for 255 at Yankton, S. D.; substitute 256 for 280A at Ebensburg, Pa., and 280A for 257A at Phillipsburg, Pa., with comments also invited on issue of whether Edensburg merits departure from commission policy of assigning class B channels to large cities and metropolitan areas and class A channels to smaller communities; assign 224A to Gouverneur, N. Y., and delete channel from Watertown, N. Y.; and on commission's own motion, to substitute 272A for 240A at Merkel, Tex.

■ By separate notice of proposed rulemaking, commission invited comments to proposal by Illini Publishing Co. to add 296A to Urbana, Ill., which city now has only one assignment, 280A. Action Nov. 25.

"JOHN Mullins is a man with tremendous drive and a fine flair for showmanship," an associate said last week. "John is a self-made man who seems somewhat surprised to find himself rich and he has a boyish delight in the things that money can provide," a friend commented. An employee added: "Mr. Mullins is a good boss, but a tough one. He's never too busy to help with any legitimate problem, but he has no sympathy for incompetence and no time for alibis."

Those intimate observations may help explain how a poor boy, forced by stark economics to leave high school during the Depression and go to work instead of college, has achieved membership in that select group of men who are 100% owners of television stations in major markets.

In school, Mr. Mullins recalls, "I was an average student but a better than average baseball player" and on his first job his infield position on the company team was more important than the office work for which he was listed on the payroll. The office work didn't seem important to John, either, so he transferred to sales and assistant district manager for the state of Missouri when his immediate boss quit to go into business for himself and John went along. The new company was underfinanced and went bankrupt, but when John went back to his first employer he was told, "You left when you could have stayed, so don't try to come back now."

Debt and Taxes ■ "That was my first real break," he says today. "I'd gotten scared and gone back to what I thought was security, but when they turned me down I realized that I didn't want a job but to get out on my own. If I could make it for them, I could make it for myself." After an unhappy experience in the vending machine business, John took his last \$500 and made a down payment on Crystal City Park on the outskirts of Tulsa.

"It was a dilapidated, rundown amusement park with all the rides taken out. I was the proud owner of 12 acres of land, a swimming pool and a leaky ballroom with a dance floor like a ski run, or at least I would be after I'd paid the bank \$3,500 more and the state \$23,000 in ad valorem taxes which had accumulated while the park had been in receivership." Fate went to bat for John Mullins again when his attorney checked the law, decided that ad valorem taxes should not be levied against property in federal receivership and persuaded a judge to wipe out that indebtedness.

Mr. Mullins improved Crystal City, built four more open-air ballrooms and a mammoth roller-skating rink and acquired The Arena, "a small scale Madison Square Garden." In 1942, he donated The Arena for a recruitment

Making winners out of losers is his forte

dance for the Navy-Marine Mothers Club. The event obtained scores of volunteers, including John C. Mullins, who spent the next two years in the Marines.

On To Phoenix ■ In 1947, Mr. Mullins got the idea that if he had an amusement park in Phoenix he could move a lot of light equipment there for the winter months when Tulsa is too cold for outdoor entertainment, moving it back to Tulsa in the spring when

Phoenix gets too hot. But he had overlooked one fact, that the winter nights get plenty chilly in Phoenix. This was when he turned to broadcasting, which thrives on weather that keeps people at home.

Mr. Mullins had met a lot of Phoenix businessmen and he was invited to join a group which was applying for a radio station license there. He did, but his group lost out to one headed by veteran broadcaster Rex Schepp, whom he subsequently joined in a syndicate to purchase a TV grant. KPHO-TV went on the air in December 1949; by spring it was losing \$15,000 a month; Mr. Mullins bought out Mr. Schepp's interest and took over as general manager in May. "We went into the black in October 1950, with an operating profit of \$1,975 for the month," he recalls.

As the only TV station in Phoenix, KPHO-TV did fabulously, but in 1952 Mr. Mullins foresaw that things would be different when the freeze on TV construction was lifted and he sold the station, of which he was by then majority owner.

Denver TV Plus Radio ■ In 1955, Mr. Mullins and Frank Leu, a Nashville insurance man, bought KBTV(TV) for \$900,000. "It was losing \$25,000 a month at the time," he says, but under his management this situation soon changed and the following year William Zeckendorf, head of the New York real estate firm of Webb & Knapp, bought Mr. Leu's half interest for \$850,000. In 1961, Mr. Mullins bought out Mr. Zeckendorf's 50% for \$2.4 million to become sole owner of KBTV. (The dollar figures are adequate commentary on the economics of television and the effectiveness of Mr. Mullins's management.) In 1963, he added a radio station to his Denver TV operation, buying KICN and renaming it KBTR. Both stations operate from the same headquarters building, but as individual, independent entities.

The Personal Touch ■ The president's office, some 40 feet in length and perhaps half as wide, is entered through a 12-foot door, opened with a massive, shining brass knob. Behind his desk, at the far end, stands a Louis XIV cabinet. Behind that and overhead are plain glass panels concealing lights whose color and intensity he can alter at will from a desk control.

A hole-in-one trophy (won on the 194-yard 15th hole of Denver's Cherry Hills Country Club) is on display in the family room of the Mullins home, but John Mullins says his real hobby is his work. Up at 5:30 each morning, he reads the daily papers and business magazines with breakfast and arrives at his office early, his pockets bulging with notes and clippings. He still has real estate interests in Tulsa and Denver but broadcasting is now his prime business.

WEEK'S PROFILE



John Christopher Mullins—President, owner, KBTV (TV) and KBTR Denver; b. Sept. 26, 1915, Sulpher, Okla.; Tulsa High School; clerk, salesman, asst. dist. mgr., Marathon Oil Co., Tulsa, 1933-1936; owner, Western Sales Co., Tulsa, 1937; owner, Crystal City Park, Tulsa, 1938; owner, The Arena, Tulsa, 1940; sgt., U.S. Marine Corps, 1942-44; owner, Phoenix amusement park, 1947; pres., gen. mgr., KPHO-TV Phoenix, 1950-52; pres., KBTV, 1955; sole owner, KBTV, 1961; pres., owner, KBTR, 1963; m. Martha Halliburton; children—Michael, 23; Lyn, 21; John Jr., 14; chairman—Colorado Committee for Boys' Towns of Italy; Colorado Heart Assn. Fund Campaign, 1961-62; industry contact ambassador, Governor's Industrial Development Committee; vice chairman, Mile High United Fund; board member—Boy Scouts of America, Junior Achievement, Nursing Home for the Aging, Loretto Heights College; advisory board member—Mercy Hospital, National Defense Transportation Assn.; member—Cherry Hills Country Club (Denver), Denver Club, Kiva Club (Phoenix), Desert Inn Country Club (Las Vegas); hobbies—golf, gin rummy.

Local papers please copy

THE FCC's announcement last week of an inquiry into the broadcast contracts of the Associated Press and United Press International is another declaration of the commission's intent to extend its authority not only into every corner of the broadcasting business that it directly regulates but also into other fields of mass communication. The ambitions of the FCC, in its present composition, are getting out of hand.

Perhaps the least attractive feature of the commission's latest adventure is its origin. The FCC says its new inquiry was started at the urging of some broadcasters. If this is true, the broadcasters who have come crawling to Big Brother must share with the FCC the responsibility for whatever damage is done to the cause of journalistic freedom. Big Brother's helping hand as often helps itself as it helps others.

Now for all we know it may be true that in some instances AP and UPI have driven unfair bargains with broadcast stations. They are, of course, the only two wire services that offer anything like a comprehensive report of worldwide news, and one or the other is needed by any station that makes any pretense of being in the journalism business. In such circumstances the possibility of price fixing and other restraints of trade always exists.

Yet there is no proof—or even a hint of it—in the FCC's announcement that AP or UPI have in fact engaged in illegal acts. Indeed if either had, the FCC would be the least appropriate government authority to prosecute or judge the matter. If there is any cause for action, it is in the anti-trust field.

An FCC that was not motivated by an irresistible urge to seize power would have told the complaining broadcasters that their case belonged in another jurisdiction. It would have referred them to the Justice Department and to the courts that are competent to adjudicate antitrust disputes. That the FCC welcomed the complaints and now seeks to use them as an excuse for an enlargement of its authority only confirms its fundamental wish to influence the operations and destinies of all the mass communications media.

The FCC long ago discovered the route by which it can apply indirect restraints on enterprises that are outside its direct authority. It invokes limitations on the contractual relations between its own licensees and non-licensed organizations with which they do business. It is such a limitation that the FCC now is considering for wire services.

To newspaper and magazine publishers who still cherish illusions of freedom while taking secret pleasure in each regulatory problem that broadcasters face, the FCC's inquiry into wire-service contracts may come as at least a slight jolt. AP and UPI were newspaper-originated and are newspaper-dominated. When the FCC gets into wire-service business, it's in the newspaper business too.

Fair trials: the root problem

FIND a convention of lawyers or of journalists these days, and you will find on its agenda a discussion of the difficulties of resolving the conflict between a defendant's right to a fair trial and the news media's right to practice their craft without unconstitutional restriction. Everywhere there is talk of codes that would circumscribe, in one way or another, the release or dissemination of information that might somehow prevent the assembly of 12 jurors of utterly unbiased minds.

The principal motivation for the current interest in the venerable conflict of rights comes, of course, from the publicity that attended the arrest, detention and murder of Lee

Harvey Oswald. Any number of respectable bar associations and civil liberties societies have decided that Oswald, if he had lived to be brought to formal justice, could not have received a fair trial. Nowhere, according to this collective assumption, could have been found 12 jurors with both the intelligence to sit in judgment and the ignorance of reports that Oswald was the assassin of the President.

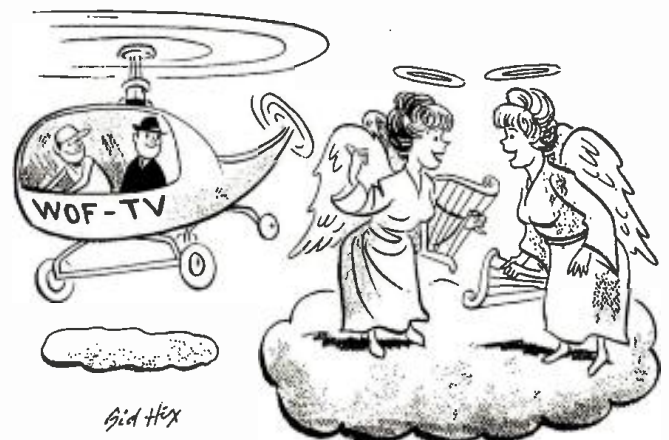
Granted that elements of law enforcement and journalism in the Oswald case suffered lapses of sensibility and self-discipline, we still wonder what it was that *could* have been done—aside from the obvious precaution of keeping an armed avenger out of range—to guarantee Oswald a trial before a jury that had never heard of him.

Is it to be argued that the Dallas police should have refused to admit they were holding a suspect or, admitting it, withheld his identification? That course would have been made impossible by the political pressures generated by an unsatisfied electorate. Mobs would have gathered in the streets. Is it to be argued that Oswald could have been brought to trial so swiftly that public attitudes lacked time to form? It takes weeks to prepare an orderly prosecution and defense in such a case.

The lawyers and the journalists who now talk about restraints upon disclosure of pre-trial information are displaying an astonishing disregard of the realities of criminal prosecution and the communications system of modern times. They are, in essence, suggesting that the public must and can be kept unaware of even the most sensational criminal case until the jury has delivered its verdict. If such an arrangement could be enforced, and it obviously cannot, justice would indeed be blind. No end of corruption could be practiced by the agencies of law enforcement under the guarantee of secrecy.

The attainment of fair trials depends, we suggest, much less upon the preservation of public ignorance than upon the recruitment of juries that have the intelligence to understand and judge the evidence submitted at the trial. As any trial lawyer will admit, jury duty in most venues is escaped by all but the idle, the uninfluential or the morbid. No matter how brutish or dull-witted a defendant, it is often difficult to empanel 12 jurors who are his peers. This condition needs to be corrected, but it will be affected little, one way or another, by the amount of information that is publicly distributed before or during the conduct of a trial.

The correction of the jury system is less apt to be achieved by keeping the whole citizenry in the dark than by letting some light into the jury box.



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