



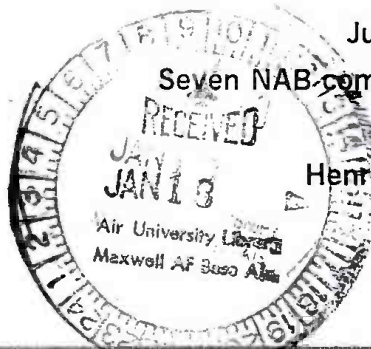
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
AF AIR UNIV
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MAXWELL AFB AL

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EXP 2/65



Just how soon will color dominate television? p31

Seven NAB committee members, seven opinions on CATV. p60

Auto makers lead radio's network-spot list. p40

Henry offers reform, not repeal, of Section 315. p76

COMPLETE INDEX PAGE 7

"I never
get the brakes
against those
Columbia Post-'50
Group II features
on WTIC-TV."



WTIC-TV HARTFORD KNOWS HOW TO LIVE MODERN BY LICENSING THE 60 NEWLY RELEASED COLUMBIA POST-'50 GROUP II FEATURES IN THEIR MARKET. FEATURES LIKE *MAN ON A STRING*, *PAL JOEY*, *STRANGERS WHEN WE MEET* AND *PICNIC*, GET THEIR KICKS BY LITERALLY STRIPPING THE EMULSION OFF THE OLDIES. WHY NOT JOIN THE CLUB BY CONTACTING

SCREEN GEMS

**WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE**



. . . and, IN PENNSYLVANIA, it's

WJAC-TV

Find out why, in the big Johnstown-Altoona Market--
the apple of 415,100 TV homes is WJAC-TV!

To reach the core of America's 43rd ranked TV market--
you must advertise in Johnstown-Altoona
. . . Pennsylvania's famous million dollar Market in the
Middle.

**CALL HARRINGTON, RIGHTER & PARSONS, Inc.
FOR A SPECIAL HARD CORE STUDY PRESENTATION.**



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations

WHAT'S THE SCORE

in the new ball game in St. Louis
we've been talking about?

THE SCORE ON TOTAL VIEWERS:*

(SIGN-ON TO SIGN-OFF)

KTVI	up 7% over last year
STATION "B"	down 5.1%
STATION "C"	up 6.6%

THE SCORE ON HOMES:*

6:30-10:00 P.M.

KTVI	up 19.3% over last year
STATION "B"	down 5.8%
STATION "C"	up 7.9%

4:00-6.30 P.M.

KTVI	up 14.8% over last year
STATION "B"	down 15.2%
STATION "C"	up 8.3%

*Source ARB, Nov. 1964
and Oct./Nov. 1963

**THE
EXCITING
NEW**



ST. LOUIS  

more of everything...

KRLD-TV offers:

34.1% GREATER METRO SHARE OF AUDIENCE than the second highest rated station in the market.*

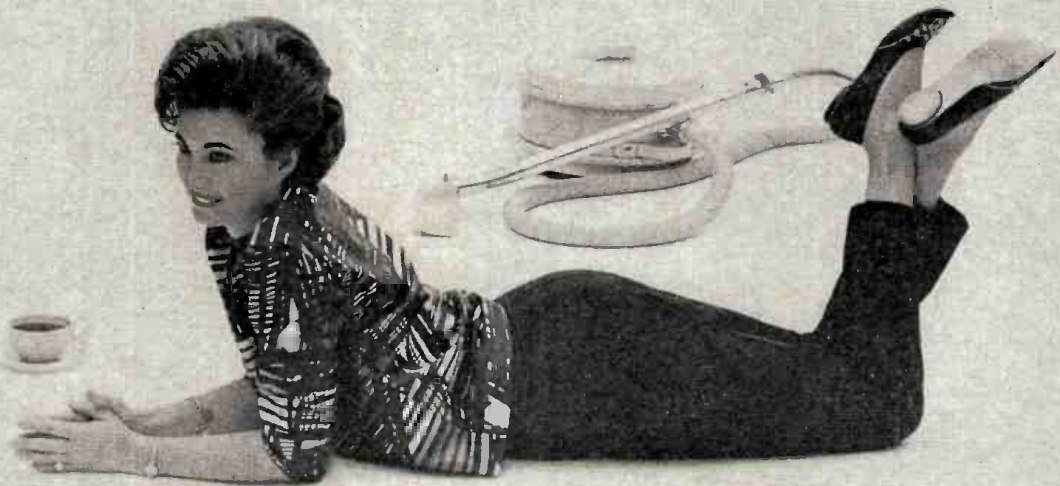
23,300 MORE HOMES per average quarter hour*...

32,500 MORE VIEWERS per average quarter hour*...

Yes, you get more of everything your client requires with a Channel 4 schedule. And at the lowest CPM in the 4-station Dallas-Fort Worth market.

Get your message most efficiently to the largest, best-informed, most loyal television audience in the great Southwest. See your ADVERTISING TIME SALES representative.

* ARB, Nov. '64
Sign-On to Sign-Off
Monday thru Sunday



KRLD-TV

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

There's good chance all three television networks will introduce their new 1965-66 programming during same week next fall. ABC-TV, which got jump on other networks last fall, is setting its premieres for week beginning Sept. 12 or 13. NBC-TV, which spread current season's introductions over longer period, is planning one-week launching and is thinking of Sept. 13 week. CBS-TV, which generally follows one-week pattern, is undecided about date, according to officials, but there is speculation it won't risk giving others rating advantage by letting them get off first, and hence CBS, too, may settle on Sept. 13 week.

Political news

New insight may be gained into TV's role in politics in fourth Roper study for Television Information Office on public's attitudes toward TV and other media and institutions. Elmo Roper & Associates' annual study for TIO is now being tabulated with results expected to be made known some time in March. Last year's inquiry found top-entertainment TV as also number one in news. Political question was added this year.

Not with a bang

FCC may shift emphasis from rule-making to policy statement in effort to deal with loud commercial problem. At least that seemed to be thinking at commission meeting last Wednesday, during discussion of draft notice of proposed rulemaking submitted by staff. Because problem is largely subjective—there is no device to measure loudness—there is feeling that enforceable rule can't be written. Policy statement would give broadcasters affirmative responsibility to reject objectionable commercials.

Policy statement would be accompanied by new rules dealing with matters that do affect loudness and can be measured, such as modulation and compression. For instance, rules would be changed to permit reduction in modulation below present 85% minimum necessary to reduce loudness.

New entries

Front runner as of last Friday for still unannounced Fred W. Ford vacancy on FCC was Curtis B. Plummer, executive director of commission, former (1953) chief of Broadcast Bureau and veteran staff engineer, but there was still notion that no one but LBJ knows, and he wasn't saying.

There were reports last week also of two additional prospects: John F. Patt, of Cleveland, recently retired chairman of Goodwill Stations and one of country's best known broadcasters; Gerald C. Gross, secretary-general, International Telecommunications Union, former FCC assistant chief engineer, whose Geneva term expires in September but who is eligible for retirement from international organization now, having reached 60. Mr. Patt, 59, is life-long Republican, Mr. Gross an independent originally from New York. Mr. Gross is recuperating from minor surgery at Doctors Hospital in Washington.

The lineup

Some pretty big radio names are being tossed about as possible successors to William K. McDaniel, resigned head of NBC radio network (BROADCASTING, Jan. 11). NBC authorities aren't talking, but among those being mentioned in speculation last week are—in alphabetical but otherwise meaningless order—Edmund C. Bunker, president of Radio Advertising Bureau; Robert F. Hurleigh, president of Mutual; Stephen B. Labunski, VP and general manager of WMCA New York; Robert R. Pauley, president of ABC Radio; Kevin B. Sweeney, former West Coast broadcaster and former RAB president.

What to do with CATV

FCC special meeting on community antenna television on Jan. 29 will be first in number of such sessions commission will hold this year on what it considers its most important policy question for 1965. Dr. Martin Seiden, economist, is working hard to complete special report on CATV and pay TV and their relationship to television in time for meeting. Other policy items will also be up for review—cross-CATV-TV ownership, "leap-frogging" of TV signals by CATV's, proliferation of cable companies, ABC's plan for limiting distance stations' programs can be relayed, among others. Meeting, originally set for Jan. 28, was last week set back one day.

By time of its Jan. 29 CATV consideration, FCC will have heard whether there's any hope that broadcasters and community antenna interests can get together on federal regulation they'll jointly support. Television board of National Association of Broadcasters will meet Jan. 24 in attempt—which as of now promises to

be no more than that—to devise NAB policy on CATV regulation. NAB's special committee split on subject last week (see page 60). Board of National Community Television Association will meet Jan. 25 to work on its regulatory proposals. Chances are there'll be divisions within NCTA too.

Cooke's fourth

Acquisition of fourth CATV entity by Jack Kent Cooke, West Coast investor, is contemplated in agreement reached with Wentronics Inc., operator of systems in Casper, Wyo.; Perrytown, Tex.; Moab, Utah; Gallup, N. M.; Independence, Kans.; Berlin and Ocean City, Md., for approximately \$4.1 million. Systems serve approximately 13,000 subscribers, with potential of 18,000. Acquisition is by American Cablevision Co., subsidiary of Jack Kent Cooke Inc., from Gene W. Schneider and associates, who own Wentronics.

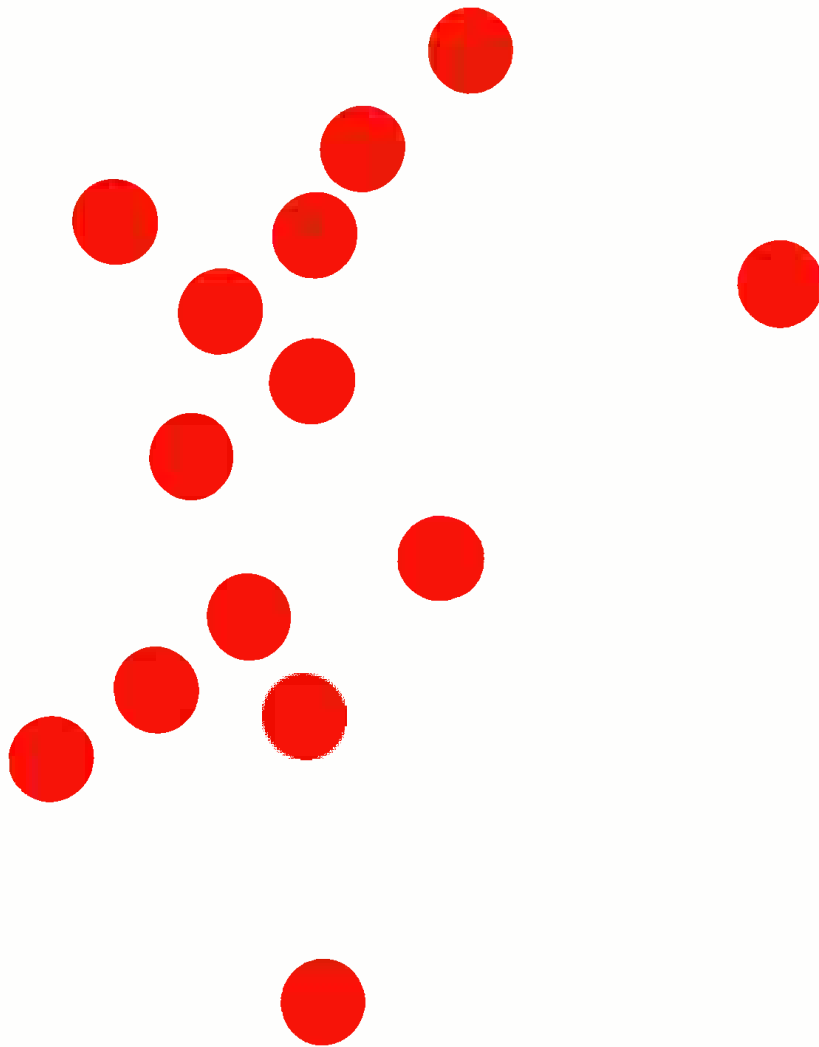
Refining the pitch

It was on-the-job training week at Television Bureau of Advertising last week. Executives and staff from President Norman E. (Pete) Cash down took 30-hour sales-presentation training course, 12 noon to 6 p.m., Monday through Friday. Course was conducted by representatives of Sales Analysis Institute Inc., Barrington, Ill., and centered on sales techniques institute developed. Purpose: to help TVB get its sales material across more effectively to members, advertisers, agencies.

Lawyers' lawyer

With Fred W. Ford installed as president of National Community Television Association (despite lack of formal announcement from White House of his resignation as member of FCC) changes are in prospect. One early manifestation is expected to be participation of Max D. Paglin, former FCC general counsel (he resigned May 1, 1964), in NCTA legal-legislative affairs, possibly as special counsel. He's held in highest regard by Mr. Ford and was his attorney-negotiator in executing Mr. Ford's two-year contract (at \$50,000 per year plus expenses) as NCTA head.

Although Mr. Ford is expected to bring to NCTA one or two members of his personal staff, this presumably will not affect status of other staff executives. NCTA's staff counsel (since March 1961) is Robert D. L'Heureux, who is expected to remain.



Special this month on red spots.

As a matter of fact, all our color spots are "special" on WFGA-TV. Because we don't charge extra for color. WFGA-TV was built in 1957 as an all-color station, and we televise everything possible in color... news, station breaks, feature programs, movies, even promos. This is an excellent place to test your color commercials, by the way; we've had over six year's

experience. Now don't fret if your present commercials are black and white...we'll be happy to air them for you. But next time around, remember that it doesn't cost you a cent extra to be in color in Jacksonville; and we'll use film, tape, slides...whatever you send. See your Peters, Griffin, Woodward "Colonel" about WFGA-TV, the Southeast's most colorful station.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

WEEK IN BRIEF

Color television, after fairly quiet early years, is reaching noisy puberty. It may overtake black-and-white as main ad form within three years as sponsors edge more and more into hues and tints. See . . .

HOW SOON WILL COLOR DOMINATE? . . . 31

Future of Television in America Committee is plopping problem of CATV regulation in lap of NAB's TV board. Committee meeting in New York produced nothing more than continued variance of opinions. See . . .

EVERY MAN FOR HIMSELF . . . 60

Henry offers several thoughts on equal-time regulations. Favors reform of Section 315 giving broadcasters more leeway in campaign coverage and cutting down enormous cost of conducting campaign. See . . .

HENRY AGAINST 315 REPEAL . . . 76

NAB code authority finding movies with sex angles are taking liberties in commercials and subscribers are concerned. Bell wants movie makers to get together with code to curb problem before it gets out of hand. See . . .

BLUE SPOTS GET RED LIGHT . . . 46

Congress is slowly shifting into gear and when it gets rolling several subcommittees of House and Senate Commerce Committees may find they have been left behind. House Democrats get assignments, GOP hasn't acted. See

NEW LOOK IN COMMITTEES? . . . 72

General Motors, Ford and Chrysler are 1-2-3 among radio spenders for first half of 1964, RAB figures show three auto makers paid \$22.1 million of \$113.1 million spent by top 75 advertisers. See . . .

ELITE CUSTOMERS OF RADIO . . . 40

Major battles of news gathering forces continue to be waged in Pennsylvania. Fight with Philadelphia Bar Association goes on. Politics plays havoc with live coverage of legislature's opening session. See . . .

TIGHTENING THE NOOSE ON NEWS . . . 80

Metromedia-Bruskin radio study indicates other methods may be missing 60% of audience. Pilot project, using self-mailing diaries, shows higher listening levels than ARB-RKO General Detroit survey. See . . .

WANT HIGHER RATINGS? . . . 68

New York City finds CATV hearings can become involved. Board of estimate session with six applicants runs far into night. Fred Ford makes appearance as NCTA president, disagrees with city's limits on applicants. See . . .

BATTLE FOR CATV GETS HOTTER . . . 61

Presidential inauguration will be expensive proposition to cover. Radio-TV expect to spend more than \$2 million on quadrennial project. Networks will have more than 900 people involved in coverage. See . . .

BIGGEST TV STUDIO . . . 78

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEW BANNER FOR SAVANNAH



We're pleased to announce the appointment
of the George P. Hollingbery Company as
exclusive national sales representatives for WSAV-TV.
We're flying the Hollingbery banner effective February 1st

Clearly . . . SAVANNAH'S PREFERRED CHANNEL STATION

It's **3** in Savannah
WSAV-TV
SAVANNAH, GEORGIA



Group owners seek hearing order review

Multiple owners of television stations in top 50 markets are scheduled to ask FCC today (Jan. 18) to rescind or postpone indefinitely Dec. 18, 1964 action which requires hearing whenever owner of VHF outlet in top 50 cities seeks to buy another V in top 50 markets.

Document is being filed in behalf of over 20 multiple broadcast owners by committee of three lawyers, named to act for them: W. Theodore Pierson, Ernest W. Jennes and Thomas J. Dougherty. Authority for lawyers to act came after one-day meeting of group owners in Miami earlier this month (BROADCASTING, Jan. 11).

In detailing grounds for relief, lawyers will stress that FCC's action in imposing so-called "interim" policy is violation of practice of hearing from affected parties before changes in policy are made. Although commission says policy requiring hearings on transfer applications is procedural, group owners' lawyers claim it is "substantive."

Chides FCC ■ Document to be filed today criticizes commission for advocating hearing without realizing that, in practice, this debars group owners from buying or selling VHF stations in top 50 cities, makes them "untouchables" to prospective sellers and "places a cloud" on multiple ownership.

Group asks FCC to justify its apparent belief that group ownership in

top markets is undesirable from standpoint of competition, diversification of viewpoints and programming.

"We believe that, given the opportunity, we could establish that multiple ownership of stations in the top 50 markets not only does not lessen effective competition or diversification of programming and viewpoints but that such circumstance of ownership tends toward achievement of optimum conditions."

The group says it is ready to submit data following study alone or jointly with FCC on question of competition and diversification.

Deadline is extended in financial inquiry

FCC has extended for 30 days deadline for comments in its inquiry and proposed rulemaking concerning duopoly and multiple ownership rules as they affect publicly-held broadcast companies. Deadline, which had been Jan. 22, is now Feb. 23. New deadline for replies is March 23.

Extension was granted at request of Insurance Securities Incorporated (ISI), which had asked 90-day postponement.

Commission, at same time, indicated administrative conference may be held on issues, which involve technical violation of rules by mutual funds and other investment houses that own 1% or more of two or more broadcast groups.

Order noted that counsel for number of publicly-held companies have said they would request conference. Counsel feel that opportunity for face-to-face meeting with commissioners that conference would provide would be helpful.

Plymouth adds to sports coverage with PGA tour

Plymouth will sponsor more sports on TV during 1965 than any previous year, it was reported Friday (Jan. 15) by William A. Hammond, merchandising manager, Chrysler-Plymouth Division of Chrysler Corp.

Mr. Hammond said major emphasis will be on golf shows and announced Plymouth, through N. W. Ayer & Son, Detroit, has signed with Sports Network Inc. to co-sponsor 13 Sunday afternoon 90-minute shows of professional Golf Association tour starting Feb. 14. Station lineup is still being set but total could run to 150 or more. Other Plymouth buys include NBC-TV *Sports in Action* on Sunday afternoons in first quarter.

Ads are not exempt in cigarette bill

Word following introduction of cigarette labeling bill Friday (Jan. 15) by Senator Warren C. Magnuson (D-Wash.) was that hearing would be held soon, possibly within month.

As offered (see page 45), bill failed to contain wording of early draft that gave strong protection to cigarette advertising by prohibiting restrictions on it. While protection would have delighted broadcasters, advertising people and manufacturers, Senator felt it best not to go that far.

Other pending legislation is at opposite extreme: Senator Maurine B. Neuberger (D-Ore.) would require health warnings in advertising as well as labels. It's thought Senator Magnuson's version, while facing some opposi-

FC&B billings up 20% in 1964, says Carney

Robert F. Carney, board chairman of Foote, Cone & Belding, estimates gross billings of \$188 million for that agency during 1964. Mr. Carney was scheduled to deliver this preliminary figure to St. Louis Society of Financial Analysts Friday (Jan. 15) along with comments on general stability of advertising business. Gross figure would be 20% over 1963 FC&B billings of \$157.4 million.

In talk, also scheduled for presentation to Los Angeles Society of Financial Analysts tomorrow (Jan. 19), Mr. Carney says analysis of billings of 13 largest agencies over last decade shows only 5 year-to-year losses in gross billings out of 130 possibilities.

He notes FC&B—one of three publicly held agencies—has widened ownership base to some 4,500 stockholders.

Milwaukee Braves offering rights in Atlanta

Broadcasters and advertisers in Atlanta are being sounded out on possibility of carrying some Milwaukee Braves games on southeastern network this year. Braves will move to Atlanta in 1966, but, contrary to reports, team as yet has no radio-TV commitments. When move was announced last year, it was rumored that multimillion dollar broadcast contract, with sponsors already locked up, was part of package.

Braves representatives in Atlanta say airing games in South this year could boost 1966 ticket sales. Idea of network reportedly has been favorably accepted, but no contracts have been signed. In Milwaukee, it's understood, sponsors are not knocking down doors to back Braves on radio-TV this season. Rights were held by Schlitz last year, but brewery has since picked up Houston Astros for three years at 5.3 million.

WEEK'S HEADLINERS



Mr. Shakespeare

Frank J. Shakespeare, VP and assistant to president, CBS-TV, appointed senior VP-New York for network. Mr. Shakespeare joined CBS Television Spot Sales in 1950 as account executive and in May 1954

became general sales manager of WCBS-TV New York and three years later, general manager of WXIX-TV Milwaukee (station then CBS owned). In 1958 he was made general manager of WCBS-TV and six months later, VP, CBS Television Stations Division. He became assistant to James T. Aubrey Jr., CBS-TV president, in 1962, in newly created post, which reportedly will not be continued. As senior VP, Mr. Shakespeare assumes responsibility of key areas of network operations in New York. John T. Reynolds is senior VP-Hollywood, for network.



Mr. Smith

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Sons, Racine, Wis., since 1955, has joined Lennen & Newell, New York, as senior VP with responsibilities for management and account planning. In 1964, he was chairman of board of directors of Association of National Advertisers. Prior

to joining Johnson, Mr. Smith was with BBDO in New York as account supervisor; with Swift & Co. and with Melamed Hobbs Agency, Minneapolis.



Mr. Kizer



Mr. O'Sullivan

Roger H. O'Sullivan, senior VP and director of Avery-Knodel Inc., Chicago, elected executive VP, and **Robert J. Kizer**, senior VP and director of television sales at Avery-Knodel, New York, named administrative VP. Mr. O'Sullivan has been with company since 1947, serving in all administrative and sales capacities in mid-western division. Mr. Kizer, who joined Avery-Knodel in 1956 as salesman, had formerly been with Procter & Gamble Co., and National Time Sales.



Mr. Werblin

David A. (Sonny) Werblin, president of MCA-TV and vice president of MCA, has resigned. He had been with company for more than 30 years. Mr. Werblin is also president of the New York Jets football team, and

will devote more time to this enterprise.

nishing underground channels for CATV purposes and that it is "in a position to discuss proposed rates with the applicants." If telephone company handled operation, he said, CATV channel for the larger part could be "integrated into existing plant, reducing need for new space and new construction.

Proposition met immediate opposition from Teleprompter's President Irving Kahn, who questioned late entry of phone company into proceedings.

Board of Estimate withheld decision on franchise grants and set no date for determination.

TV futures mean \$18 million for MGM

MGM reports net income up over 100% in first quarter operations over same quarter of 1963. Company said TV contracts outstanding for features and shorts at close of fiscal quarter (Nov. 26) represent aggregate future installment payments of \$18,471,466. Of this amount \$11,891,196 is due within one year and included in current assets.

12 weeks ended Nov. 26:

	1964	1963
Earned per share	\$.60	\$.26
Gross Revenues	36,599,000	37,063,000
Net income	1,566,000	685,000
Net income from tv programs and commercials	37,000	179,000

Jenkins called in Baker case

Walter W. Jenkins, former aide to President Johnson, has been notified that he will be called to testify before Senate committee Jan. 25 relating to charges, already denied, that he pressured Maryland insurance agent to buy time on Johnson family TV station as "kickback" on sale of large life insurance policy to Mr. Johnson, then senator (BROADCASTING, Jan. 27, 1964). Agent later sent stereo phonograph to Mr. Johnson through Robert G. (Bobby) Baker, who, like Mr. Jenkins, was aide to Mr. Johnson.

Lancaster OK's cables

Two Lancaster, Pa., broadcasters have received permission to establish community antenna television systems there for annual payment of \$500 to city, Bernard Zimmerman, city attorney, acknowledged Friday (Jan. 15).

First applicant was Television Community Services Inc., headed by Clair R. McCollough, president and general manager, WCAL-AM-FM-TV Lancaster. Peoples Broadcast Co., WLAN-AM-FM Lancaster, later applied and city council approved both requests at same time, attorney said.

For other personnel changes of the week see FATES & FORTUNES

tion from tobacco interests, really is close to what they will accept. It's known it has support of several members of Senate Commerce Committee, of which he is chairman.

Let us do wiring: N.Y. Bell to CATVers

New York City closed hearings on applications of six companies for community antenna television franchises at 11 p.m. Thursday (see page 61) but not before eleventh-hour statement by Empire City Subway Co. that perhaps underground wires for systems should

be installed, owned and leased by New York Telephone Co.

Empire City is wholly owned subsidiary of New York Telephone Co. Empire owns and leases duct lines under Manhattan and Bronx Streets. These are ducts which New York CATV applicants hope to lease for installation of their own underground cables.

Leopold Oberst, VP of Empire City, also general plant manager of New York Telephone Co. for Manhattan area, said city should consider telephone company installation of lines in interest of minimizing traffic disruptions associated with cable laying and to conserve "limited underground space."

Rates Ready ■ He said phone company has just completed study on fur-



SUGARFOOT



HAWAIIAN EYE



THE GALLANT MEN



SURFSIDE 6



77 SUNSET STRIP

*Warner Bros.
Television
Audience
Magnets...*



MAVERICK



CHEYENNE



BRONCO



THE ROARING 20'S



BOURBON STREET BEAT



THE DAKOTAS



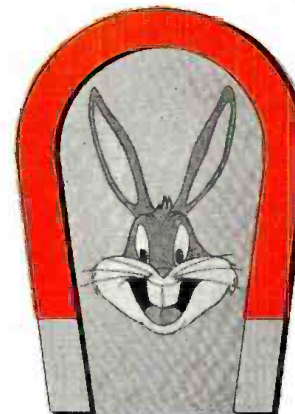
ROOM FOR ONE MORE



LAWMAN



WARNER BROS. ONE-FEATURES



WB CARTOONS-SERIES '64



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

What makes a great salesman?

America became a gum-chewing nation because of a soap salesman. William Wrigley, Jr. made himself well known as a premium distributor by offering gifts to jobbers who bought his soap products. One of the most popular premiums was chewing gum. When the cry for gum surpassed the demand for soap, he wisely changed course. It was a momentous decision, for Wrigley was just the man to bring salesmanship to a product few adults had even thought about twenty years before.

A firm believer in doing things on a big scale, Wrigley contracted for \$1 million in advertising during the panic of 1907 and practically *doubled* sales within a year. Twice he mailed free gum to every name listed in every telephone book in the country! His outdoor sign along the Trenton-Atlantic City railway tracks was nearly a mile long. For years two sticks of Wrigley gum were sent to as many American children as possible on their second birthday.

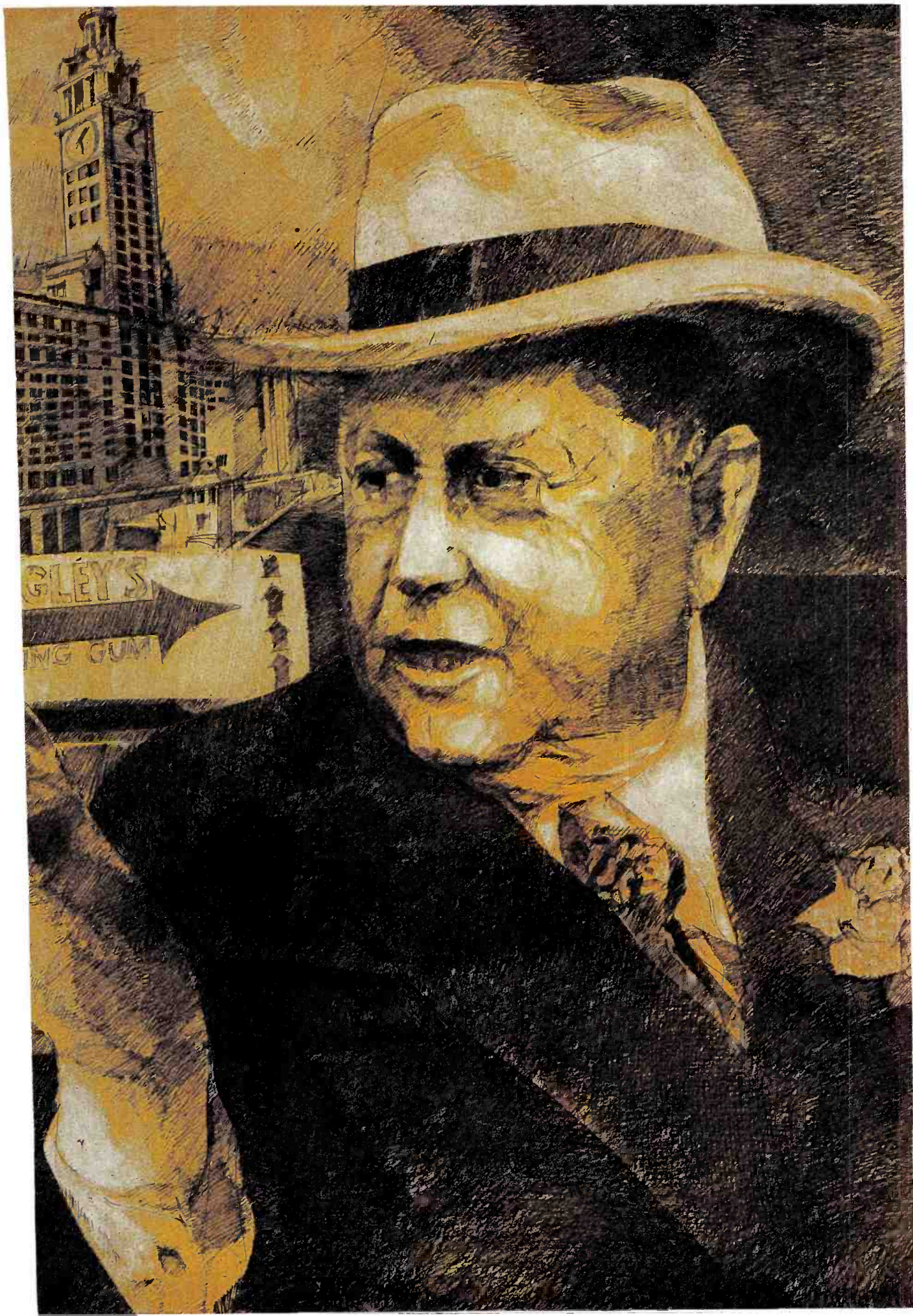
Because William Wrigley thought big, chewing gum emerged as big business. "Thinking big" accounts for the great selling ability of the Storer stations, too. Responsible management and operating efficiency are part of the story. So is programming keyed to individual audience attention and respect. Your message means more on a Storer station! In Philadelphia, Storer's great salesman is WIBG, an important station in an important market.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WJN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV



STORER
BROADCASTING COMPANY





WORLD'S FIRST SOLID STATE 1 Tube Transmitter VANGUARD 1 and K•NUZ HAS IT

On Christmas Day, KNUZ began transmitting on Vanguard 1. Another first for Houston and KNUZ. Vanguard 1 is fully transistorized with single-tube final amplifier. This means wider response ± 1.5 db., 20 — 16,000 cycles.

*Let KNUZ make you first
in the Houston market.*



DATEBOOK

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

■Indicates first or revised listing.

JANUARY

Jan. 18 — Utah Broadcasters Association meeting. Hotel Utah, Salt Lake City.

Jan. 18—Western States Advertising Agencies Association dinner meeting. Chris Peterson, head of his own TV film production firm, will speak on how to produce prize-winning TV commercials. Sheraton-West, Los Angeles.

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. 19 — Association of National Advertisers workshop on advertising planning and evaluation. Speakers include: Thomas B. McCabe Jr., marketing vice president, Scott Paper Co., chairman, ANA; Dr. Clark Wilson, Harvard Business School research adviser, BBDO; Norton Garfinkle, president, Brand Rating Research Corp.; Robert Cunningham, supervising statistician, AT&T; Arthur Pearson, director of market research, Bristol-Myers; Joseph Eastlack, associate director-advertising research, Bristol-Myers; Gilbert Miller, division manager, E. I. duPont Nemours & Co., and Eric Marder, president, Eric Marder Associates, Plaza hotel, New York.

■Jan. 19—Women's Advertising Club of Chicago dinner meeting. Roger A. Purdon, president, Kudner Agency, will discuss "The Creative Responsibility." Clubroom, 36 South Wabash.

■Jan. 19—Los Angeles Society of Security Analysts luncheon. Robert Carney, board chairman, Foote, Cone & Belding, will explain the workings of an advertising agency in the context of a publicly held corporation. University Club.

■Jan. 19—American Women in Radio & Television, Philadelphia chapter, dinner meeting. Warren A. Kraetzer, executive vice president and general manager, WHYI(TV) Philadelphia noncommercial-educational station, will speak and answer questions from panel of commercial broadcasters. Sheraton hotel, Philadelphia.

Jan. 20—Luncheon of the International Radio & Television Society. Featured speaker is Douglas L. Smith, director of advertising and merchandising at S. C. Johnson & Son. Waldorf-Astoria, New York.

Jan. 21—Meeting of Broadcast Engineers Society of New York will hear Marvin Fastman, JFD Electronics, speak on antennas and cable TV. Tip Toe Inn, New York.

■Jan. 21—Southern California Broadcasters Association luncheon. Smock, Debnam & Waddell principals Jack Smock, Bob Debnam, and Paul Waddell will discuss the profits and problems of using radio for their clients. Continental hotel, Hollywood.

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 Angeles.

■Jan. 22-23 — Winter meeting of Arizona Community Television Association. Bruce Merrill, president of National Community Television Association, will speak at banquet for members of state legislature. Bali Hi motor hotel, Phoenix.

Jan. 22-24—Advertising Association of the

West, mid-winter conference. Disneyland hotel, Anaheim, Calif.

Jan. 24—Iowa AP Radio-Television News Association winter workshop. Des Moines.

■Jan. 25—Meeting of board of directors of National Community Television Association. Marriott motor hotel, Dallas.

Jan. 25 — Meeting of North Carolina AP Broadcasters. Durham.

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; Senator Vance Hartke (D-Ind.); William Kaland, Westinghouse Broadcasting Co. and John Chancellor, NBC News. University of Georgia, Athens.

Jan. 28-28—Twenty-second annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27 — Midwinter meeting and second annual Broadcasters Day of South Dakota Broadcasters Association. Pierre.

Jan. 28—Joint luncheon meeting of Chicago Federated Advertising Club and Chicago Chapter of National Academy of Television Arts and Sciences. Speaker: Sterling C. (Red) Quinlan, vice president, Field Communications Corp.

■Jan. 28-30—Annual winter convention of South Carolina Broadcasters Association. Participants include Ray M. Stanfield, vice president radio, Peters, Griffin, Woodward; Ira Leslie, program director, WVOK Birmingham, Ala.; Dora Cosse, vice president, Dora-Clayton Agency; Ruth E. Trager, time-buyer, Tucker Wayne & Co., Patricia McKemie, account executive, Harris & Weinstein Associates, and Mary O'Shields, media director, McCann Bottler Service Group. Wade Hampton hotel, Columbia.

Jan. 29 — Annual banquet, Federal Communications Bar Association. Sheraton-Park, Washington.

■Jan. 29—Annual Tom Phillips Awards dinner of UPI Broadcasters Association of Massachusetts. Secretary of State of Massachusetts, Kevin H. White, will speak; Walter Kearsey, WBRK Pittsfield, presiding. H. C. Thornton, UPI division manager, will present trophies for best news stories, features, editorials and public service programs on radio-TV in the state. Pier Four restaurant, Boston.

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.

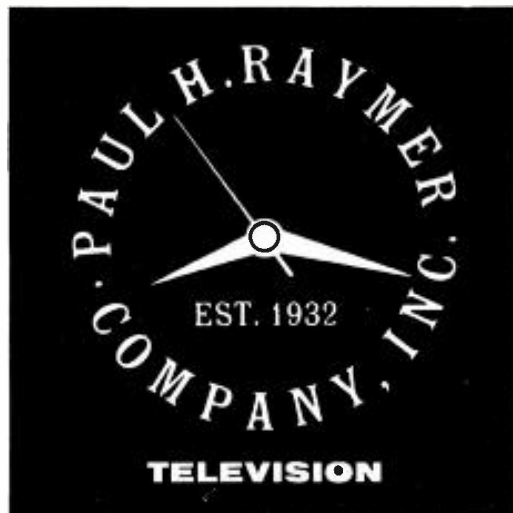
Feb. 2-3 — Seventh annual conference on Advertising/Government Relations of the Advertising Federation of America and Advertising Association of the West. Charles Percy, board chairman, Bell & Howell, will be keynote speaker. Others on program include: FCC Commissioner Robert E. Lee; Federal Trade Commission Chairman Paul Rand Dixon; Representative Catherine May (R-Wash.); Mrs. Esther Peterson, special assistant to the President on consumer affairs; Edward Sonneck, president, American Marketing Association, and Bryce Harlow, Procter & Gamble. Statler-Hilton, Washington.

Feb. 3—Luncheon of the International Radio & Television Society. Featured speaker is Representative Oren Harris (D-Ark.). Waldorf-Astoria, New York.

Feb. 3 — Breakfast meeting of Television

BROADCASTING, January 18, 1965

Get on the
first team!



Be more than just
a number on the squad

You would be on the *first team* if we were your T.V. representative. Because our station list is limited, we have no other team but a *first team*. With us you get *first team* treatment. That means first and last call on our interest, effort, time and attention.

On our *first and only team* you and your station would be important. Your good points, your advantages, your station's individual personality would stand out in an exclusive light. You and your station can and should be far more than just another unit on a long, long list — or just another number on the Squad.

Make the *first team*. Let us tell you how.

PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD

**CBS has 3 of the 5
most popular
nighttime programs
(no other network
has more than 1)**



Nighttime: Gomer Pyle—USMC, Andy Griffith Show, Dick Van Dyke Show, Red Skelton Hour, Jackie Gleason Show, Lucy Show, Ed Sullivan Show, Lassie, Petticoat Junction, Candid Camera, Beverly Hillbillies. *Daytime:* As The World Turns, Art Linkletter's House Party, Password, Search For Tomorrow, Guiding Light, To Tell The Truth, &

**7 of the 10
most popular
nighttime programs
(no other network
has more than 2)**

**11 of the 20
most popular
nighttime programs
(no other network
has more than 6)**



**all of the 11 most
popular Monday-Friday
daytime programs**

...and

**8 of the 10 top weekend
daytime programs as well**

CBS 

**the most popular schedule
in all television!**

THEY DON'T MAKE ONE BIG ENOUGH...



A briefcase to hold all the Crosley Broadcasting patents. Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the calibre of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience. Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about Stations in the United States. And . . .

*Another example of
Crosley 42 years
of leadership*

CROSLEY COLOR TV NETWORK

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

WLW Radio Cincinnati—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Arco

Bureau of Advertising to discuss "Your Association: Surviving or Succeeding?" Sheraton Park hotel, Washington.

■Feb. 3—Luncheon meeting of Dallas-Fort Worth Advertising Club, Dallas Better Business Bureau, Rotary Club and Kiwanis Club of Dallas. Ward L. Quaal, executive vice president and general manager, WGN Inc., Chicago, will speak. Location to be announced.

■Feb. 4—Breakfast meeting of executive secretaries and directors of state broadcaster associations. 7:30 a.m., Shoreham hotel, Washington.

Feb. 4—1965 meeting of the Minnesota AP Broadcasters Association. Minneapolis.

Feb. 4-5 — National Association of Broadcasters 10th annual Conference of State Association Presidents. FCC Chairman E. William Henry will speak at Friday morning session. Shoreham hotel, Washington.

Feb. 5-6 — Radio-Television News Short Course sponsored by School of Journalism of University of Minnesota and Northwest Broadcast News Association. William B. Ray, director of Complaints and Compliance division of FCC, and Bruce Palmer, president of Radio-Television News Directors Association, will speak. Minneapolis.

Feb. 5-6—Utah-Idaho AP Broadcasters annual meeting. Downtowner motel, Boise.

Feb. 6—Directors Guild of America, annual Awards Dinner. Beverly Hilton hotel, Beverly Hills, Calif.

■Feb. 9—Broadcast Advertising Club of Chicago luncheon meeting. Special program on color TV progress by NBC-TV. Sheraton Chicago hotel.

Feb. 9—Winter meeting of Colorado Broadcasters Association. Hilton hotel, Denver.

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

■Feb. 11—Western States Advertising Agencies Association "Advertising Man of the Year" luncheon. Walter Guild, chairman of Guild, Bascom & Bonfigli, is this year's honoree. Ambassador Hotel, Los Angeles.

■Feb. 11—Wisconsin Broadcasters Association annual meeting and legislative banquet. Park Motor Inn, Madison.

■Feb. 12—New deadline for comments on the FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Jan. 25.

Feb. 19-20—British Columbia Association of Broadcasters annual meeting. Harrison Hot Springs hotel, Harrison Hot Springs, B. C.

Feb. 21 — Reply 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.

Feb. 23—International Broadcasting Awards banquet of Hollywood Advertising Club. Hollywood Palladium.

■Feb. 26—New deadline for reply comments on the FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Feb. 10.

Feb. 26-27 — Spring meeting of Arkansas Broadcasters Association. Carl Ring Center. Arkansas State College, Jonesboro.

MARCH

March 2—Spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 3—Luncheon of International Radio & Television Society. Paul Rand Dixon,

chairman of Federal Trade Commission, will speak. Waldorf-Astoria, New York.

March 5-6—New Mexico Broadcasters Association meeting. White Winrock hotel, Albuquerque.

March 8-12—Hollywood Festival of World Television Classics. Prize-winning programs from 25 countries will be shown. Al Preiss, publisher, *Telefilm International* magazine, is coordinator of the festival, jointly sponsored by a dozen Hollywood TV film producers. Huntington Hartford Theater, Hollywood.

March 10—Twenty-fifth anniversary awards banquet of International Radio & Television Society. Waldorf-Astoria, New York.

March 10-16 — Meeting of International Television Programme Market. Palais des Festival, Cannes, France.

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

March 19—Meeting of Indiana Broadcasters Association. Indianapolis.

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

March 21-24 — Television Film Exhibits—1965 with 14 distributors participating. Shoreham hotel, Washington.

March 22-26 — Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.

March 28-April 2—Society of Motion Picture and Television Engineers, 97th semi-annual conference. Ambassador hotel, Los Angeles.

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

■March 29-April 1—Association of Electronic Manufacturers Inc. first national convention, Hilton hotel, New York.

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 7—Luncheon of International Radio & Television Society. Gail Smith, director of advertising and market research for General Motors Corp., will speak. New York.

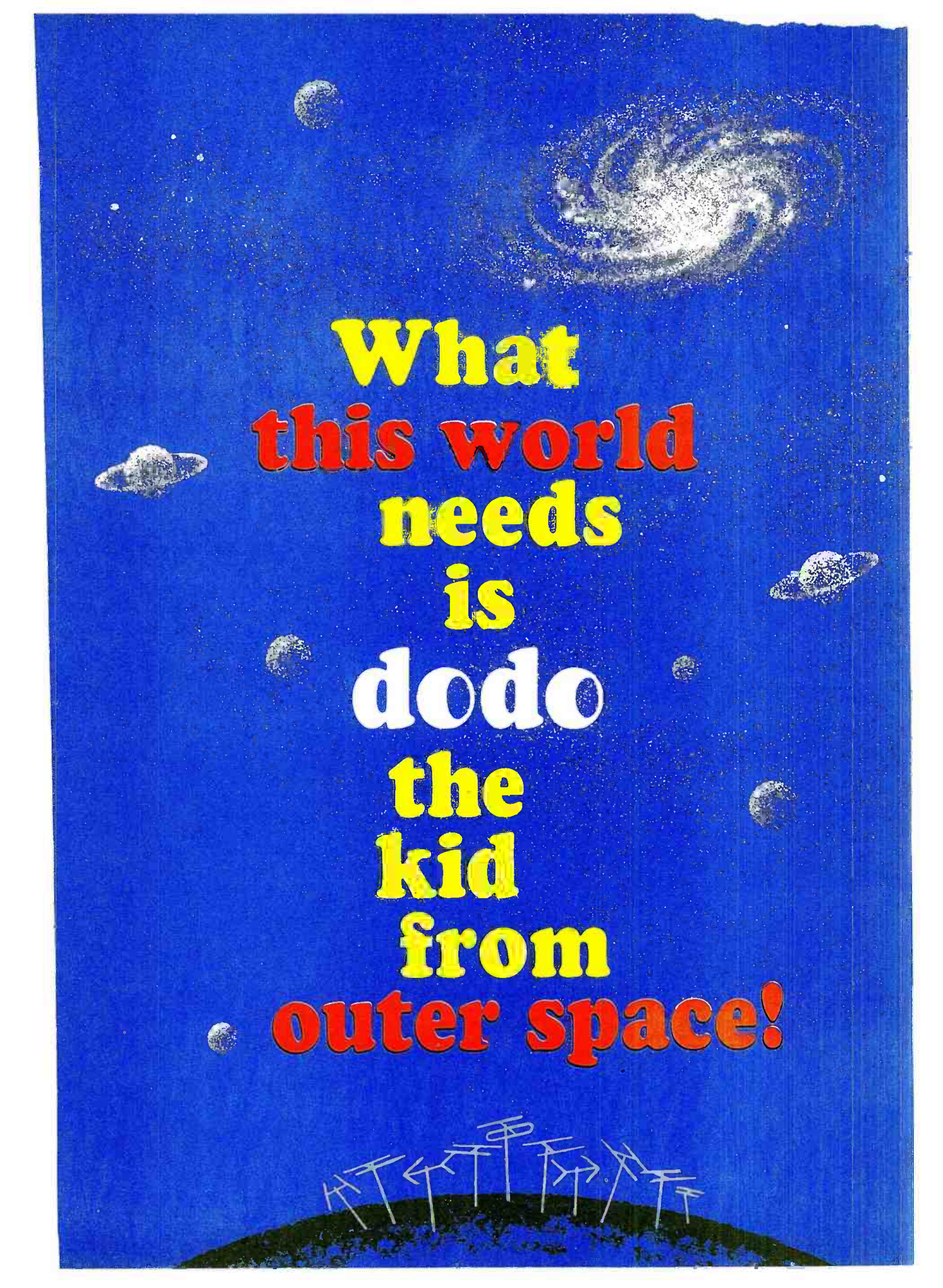
April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Ariz.

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.

April 9 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

April 21—Luncheon of International Radio

■Indicates first or revised listing.



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this world
needs
is

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the

kid

from

outer space!



Introducing the most
original, irresistible
animated character
ever created...

a science-fiction pixie
superpersonally geared
astral-nomically reared...
the one-and-only
cosmo-moppet
who possesses
antenna ears,



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JOSEPH E. LEVINE ANNOUNCES
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STELLAR TELEVISION EVENT
OF OUR TIME: A FABULOUS
SERIES OF CARTOONS... NOW
AVAILABLE WORLD-WIDE FOR
FALL PROGRAMMING 104 FIVE
MINUTE CARTOONS IN COLOR
AND B&W

r-r-rocket feet...
and the amazing
power
of r-r-reversible
viewing!

He
can look
through
the
TV camera
and
watch you
watching
him!



dodo

PRONOUNCED \$ DOUGH-DOUGH \$



Dodo has many fun-tastic, far-out friends, like Professor Fingers, Compy the Computer Bird, How & Why, the inquisitive twins... a Martian moose, a cosmic cow, a space pig, a moon sheep and an electronic duck! They are creations of a unique talent team: **LADY ROBINSON**, American-born radio and TV writer, who was the first to recognize what was missing from kid programming. She has answered the need with these fascinating and unusual cartoon concepts. **HALAS & BATCHELOR**, leading animators, who have won many international awards and produced scores of famous cartoon features, including the

remarkable "Animal Farm." The complete facilities of their massive, ultra-modern studios in London are geared to the production of "Dodo." **ROBERT MAXWELL**, Member of Parliament and leading science book publisher. He is co-producing the series with **JOSEPH E. LEVINE**, a major show business force whose name has become internationally synonymous with entertainment. Mr. Levine adds his "plus" to the project: the Embassy brand of showmanship, which made "Hercules" a household word and which guarantees an all-out, all-shout campaign for "Dodo."

SHOWMANSHIP AND MERCHANDISING VIA EVERY MASS MEDIA, WITH MULTIPLE LICENSING OF DODO PRODUCTS, WILL MAKE YOUNG AND OLD VIEWERS EVERYWHERE ALL AWARE THAT DODO WILL DO IT.

\$ **dodo** \$

means dough! dough!

dough! dough!

FROM NATIONAL ADVERTISERS...

dough! dough!

FROM REGIONAL SPONSORS...

dough! dough!

FROM SPOT BUYERS...

dough! dough!

FOR YOU!

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KHJ-TV... Los Angeles

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 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, January 18, 1965

& Television Society. Senator John O. Pas-
 tore (D-R. I.) will speak. New York.

April 26—Louisiana Association of Broad-
 casters meeting. Lafayette.

April 29-30—Spring meeting of Oregon As-
 sociation of Broadcasters. Village Green
 motor hotel, Cottage Grove.

April 30 — Spring meeting of Mississippi
 Broadcasters Association. Buena Vista hotel,
 Biloxi.

April 30-May 1—Kansas Association of Ra-
 dio Broadcasters meeting. Hutchinson.

MAY

May 3—FCC deadline for reply comments
 regarding frequency allocations and tech-
 nical standards of its proposed rules gov-
 erning the licensing of microwave radio
 stations used to relay TV signals to com-
 munity antenna television systems.

May 3-5 — Spring meeting of Kentucky
 Broadcasters Association. Speakers include
 FCC Commissioner Lee Loewinger. Brown
 hotel, Louisville.

May 4-5 — Spring meeting of Missouri
 Broadcasters Association. University of Mis-
 souri, Columbia.

May 6-8 — Meeting of Iowa Broadcasters
 Association. Fort Des Moines hotel, Des
 Moines.

May 6-8 — Spring meeting of Montana
 Broadcasters Association. Executive motel,
 Missoula.

May 7—Annual meeting of International
 Radio & Television Society. New York.

May 11 — Annual stockholders meeting,
 Communications Satellite Corporation.
 Shoreham hotel, Washington.

May 12 — Spring meeting of New Jersey
 Broadcasters Association. Woodlawn, Rut-
 gers University, New Brunswick.

■May 16-18—Catholic Broadcasters Associa-
 tion national convention. Waldorf Astoria
 hotel, New York.

May 16-18—Spring meeting of Pennsylvania
 Association of Broadcasters. Nittany Lion
 Inn, University Park.

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

■May 17-19—First convention of Advertising
 and Marketing International Network. AMIN
 is successor to Continental Advertising
 Agency Network and embraces North and
 South America, and West Indies. Detroit.

May 20-22 — Spring meeting of Alabama
 Broadcasters Association. Montgomery.

■May 20-22—Annual convention of South
 Dakota Broadcasters Association. Winner.

■May 22-23—Illinois News Broadcasters As-
 sociation's 10th anniversary spring conven-
 tion and news clinic. Topics include cov-
 erage of trials and ethics in news and election
 coverage. Ramada Inn, Champaign-Urbana.

JUNE

■June 10-12—Colorado Broadcasters Associa-
 tion meeting. Palmer House motel, Colorado
 Springs.

June 12-15—Annual Georgia Association of
 Broadcasters summer convention in con-
 junction with annual GAB engineering con-
 ference. Speakers tentatively scheduled:
 FCC Commissioner Frederick Ford and Paul
 Comstock, government affairs vice president

people
 +
 money
 =
 a major market
 ORLANDO
 DAYTONA BEACH
 CAPE KENNEDY
 the Mid-Florida Urban Complex
 has MORE of both
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(DATEBOOK) 23

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TAC

WTRF-TV STORY BOARD

7
Count?*

WINTER'S HERE . . . watch
that freezy skid stuff!

wtrf-tv Wheeling
SWITCH! We used to settle
our problems over coffee and
cigarettes. Now, they're our
problems!

Wheeling wtrf-tv
MERCHANDISING? Overheard in a modern
drugstore, "I want a mustard plaster." "We're
out of mustard, how about mayonnaise?"

wtrf-tv Wheeling
SALESMAN CY SAYS if he had his life to live
over, he'd live over a saloon!

Wheeling wtrf-tv
A GOLFER is one who yells 'Fore,' takes six
and writes down five!

wtrf-tv Wheeling
IT FIGURES! Why is it that a girl with bad
legs never sees a mouse?

Wheeling wtrf-tv
FUEL DRIVER! Have one for the road and
you're likely to get a state trooper for a chaser.

wtrf-tv Wheeling
GOODY, GOODY! As one IBM card said to the
other, "just what do you mean, 'holier than
thou'?"

Wheeling wtrf-tv
DANGLER! That's what T. F. Schache of Vic-
toria, Australia called our free set of WTRF-
figies, the adworld close-up series we mail at
your request. Got your set yet?

wtrf-tv Wheeling
WE SELL AUDIENCE . . . your ads are trans-
mitted to the particular audience you're after.
Rep Petry will give you the availabilities
around the shows that deliver your specific
customers. Buy Wheeling/Stuebenville WTRF-
TV for your next spot schedule!
*529.300 TV Homes!

CHANNEL
SEVEN

NB

WHEELING,
WEST VIRGINIA

of National Association of Broadcasters.
Holiday Inn, Callaway Gardens, Pine Moun-
tain.

June 13-18—Management conference of Na-
tional Advertising Agency Network, White-
face Inn, Lake Placid, N. Y.

■June 16-18—Spring meeting of Virginia As-
sociation of Broadcasters. The Cavalier,
Virginia Beach.

■June 16-18—Annual convention of Public
Utilities Advertising Association will con-
sider "Image Building for Utilities." Atlan-
tic City, N. J.

June 17-19 — Annual convention of the
Maryland-District of Columbia-Delaware

Broadcasters Association, Henlopen hotel,
Rehoboth Beach, Del.

June 26-29—Thirtieth annual Florida Asso-
ciation of Broadcasters convention. Jack Tar
hotel, Clearwater.

■June 27-30—Annual convention of the Ad-
vertising Federation of America. Boston.

June 27-July 2—Advertising Association of
the West's 62d annual convention. Hawaiian
Village hotel, Honolulu.

JULY

■July 18-23—Annual convention of the Na-
tional Community Television Association.
Denver Hilton hotel, Denver.

OPEN MIKE®

No reply, no schedule

EDITOR: Checking services and ad agen-
cies seeking information on what com-
peting schedules have been run on a
station could save themselves and sta-
tions time and aggravation by changing
their system slightly and still arrive at
their desired end.

They could use a "negative confirma-
tion" plan. That is, if there is no reply
from a station, say in a month, it would
mean no such schedule has been run.

The present system of second and
third requests is complicating what
should be simple.

In the negative confirmation method,
the stations which run the schedules
submit answers to the questionnaires.
The others throw the questionnaires in-
to the waste basket—*Quentin C. Sturm,*
WTel Philadelphia.

That Christmas bombing

EDITOR: As you probably know, we had
quite a Christmas here [Saigon, South
Vietnam].

Some unusual things have happened
to me in my short career in broadcasting
but this is the first time I've been blown
out of a station. We joked about the
explosion some—saying that if the Viet
Cong don't like our programing, the
least they could do would be to tell us
before going to such forceful ends—but
the humor is strained because we all
consider ourselves lucky to come out of
it alive.

Armed Forces Radio Service is lo-
cated on the ground floor of the Brink
Hotel and our back wall is no more
than 50 feet from where the charge was
placed. Fortunately, there was a storage
area filled with metal packing crates
between us and the charge.

It absorbed the brunt of the blast,
keeping damage within the station itself
to a minimum. There was quite a bit of
glass broken and many wires burned by
fire but we have hopes of making some

material improvements to the plant.
I'm told we will get everything we need
just so long as we don't go over the
budget.—*Lieutenant Sturges Dorrance,*
Armed Forces Radio Service. (Lieut.
Dorrance is the son of Dick Dorrance,
president of Dorrance & Co., advertis-
ing agency.)

They also believe in caution

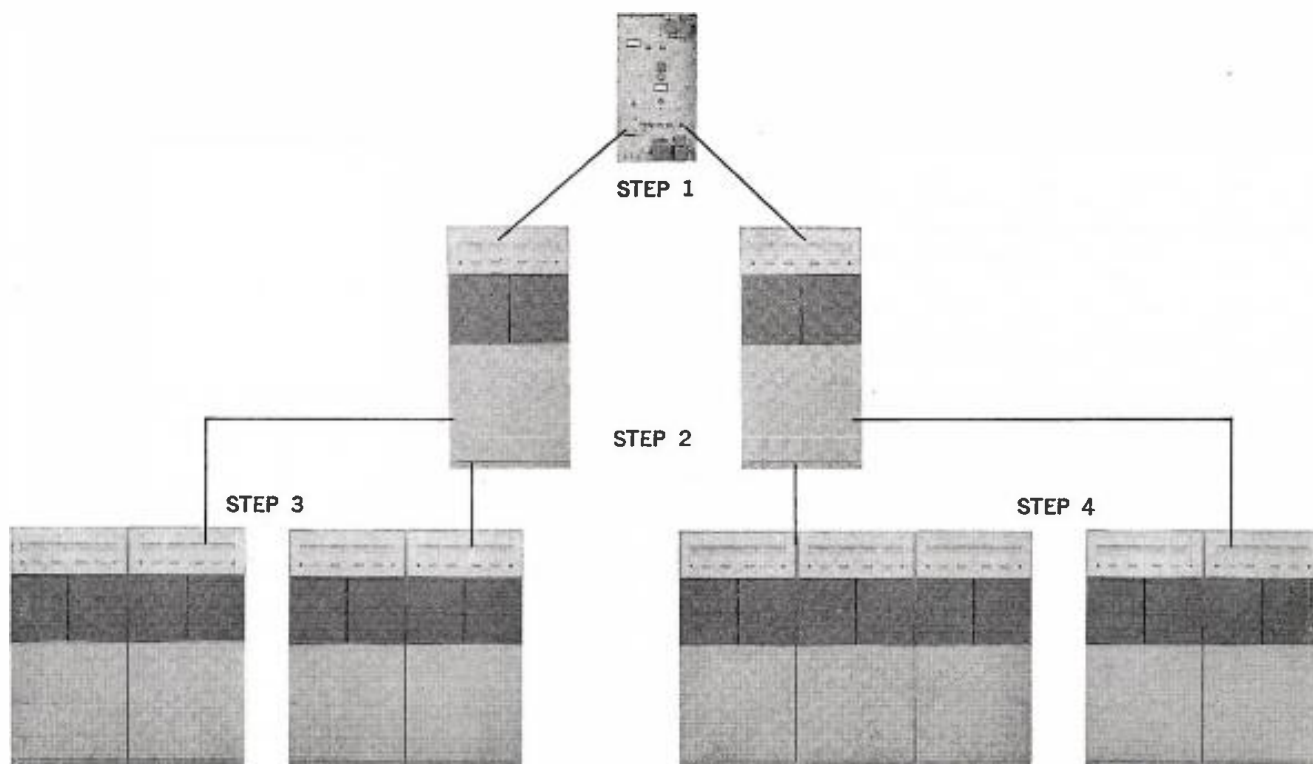
EDITOR: My heartiest congratulations
on your Jan. 4 editorial, "The rush to
Uncle's arms." The editorial was very
well written. It was sound and your
taking a stand on this issue [the extent
and nature of CATV regulation] is but
one of the many reasons that BROAD-
CASTING is a great magazine. I chal-
lenge ABC or any broadcaster to re-
pudiate your statements.—*Bill Daniels,*
Daniels & Associates, Denver, Colo.

EDITOR: Your editorial on CATV and
the pitfalls of protective government
control was an excellent exposition of
the dilemma in which broadcasters and
CATV system operators find themselves.
—*John F. Dille Jr., president, The*
Communicana Group, Elkhart, Ind.

BOOK NOTE

"100 Books on Advertising," edited
by Dean Earl F. English, University of
Missouri School of Journalism, Colum-
bia, Mo., and compiled and annotated
by Robert W. Haverfield, associate pro-
fessor of journalism. Available free of
charge on request from the school.

The eighth edition in a series, this 33-
page booklet lists 65 new books and
several others that have been revised
since the seventh edition in November
1960. The compilation is designed for
the student and the professional adver-
tising practitioner but a few of the
titles are of an advanced and specialized
nature. Sections within this booklet in-
clude publications on advertising copy,
biographies, history and ethics, legal as-
pects and psychology.



How to build the finest FM station in easy, economical steps

STEP 1: Start with Collins A830-2 10-watt Direct FM Exciter — an ideal independent unit for educational stations or other low-power applications. For stereo, add Collins 786M-1 solid state stereo generator for guaranteed 35db stereo separation.

STEP 2: Add Collins 830B-1A 250-watt Amplifier or Collins 830D-1A 1,000-watt Amplifier — the exciter mounts inside either cabinet. You're all set for both stereo and monaural transmission with vastly improved bass response, extremely low distortion and high signal-to-noise ratio.

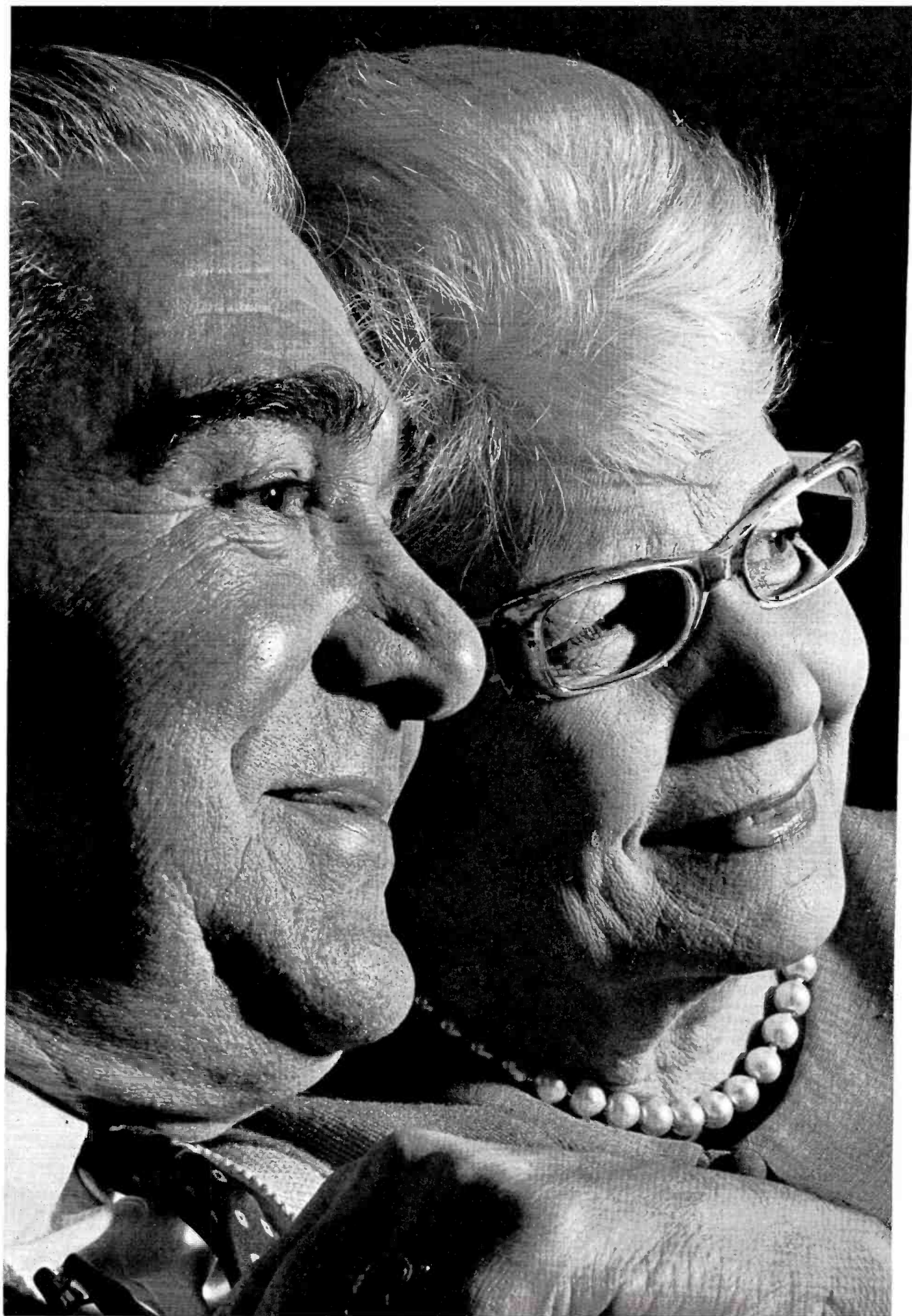
STEP 3: To the 250-watt Amplifier, you can add Collins 830E-1A 5-kw Amplifier or 830F-1A 10-kw Amplifier —

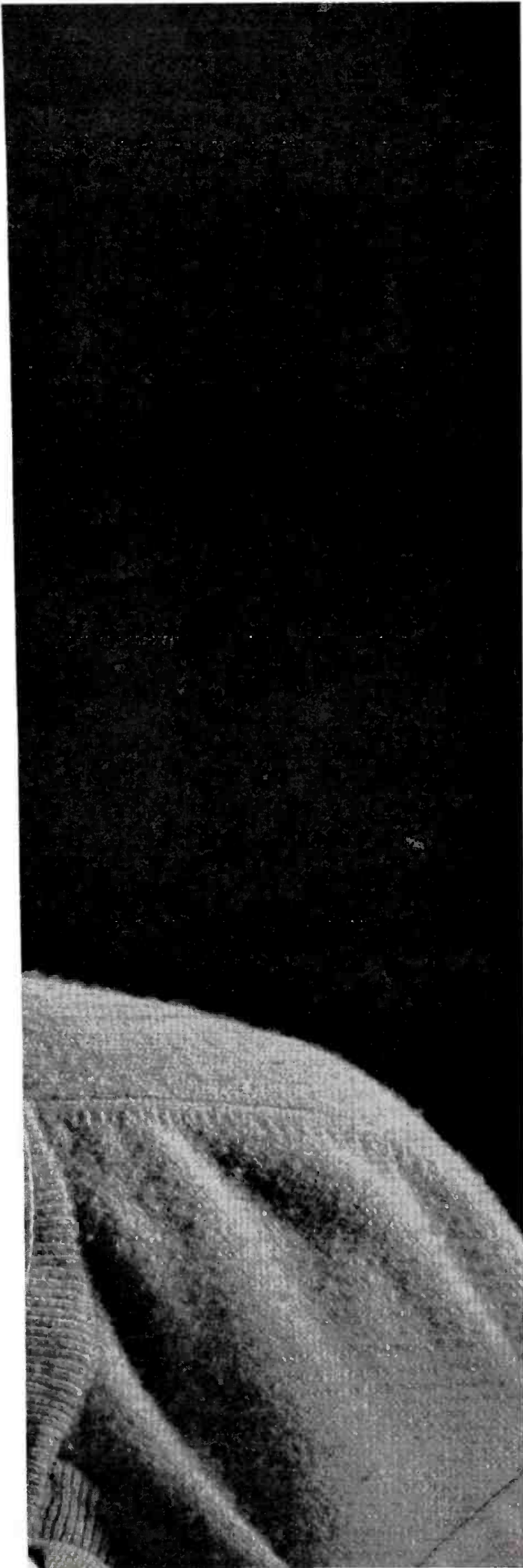
STEP 4: To the 1,000-watt Amplifier driver, you can add either one or two Collins 830F-2A 10-kw Amplifiers for an output power of either 10-kw or 20-kw — Diplexed amplifiers for 20-kw output provide a redundancy feature not available with a single PA. If one should become inoperative, the other 10-kw amplifier remains in service.

This is Collins easy, economical method of matching your equipment to your FM station growth. Interested? Contact your Collins Sales Engineer today!

COLLINS RADIO COMPANY
Broadcast Communication Division, Dallas, Texas







"The best is yet to be"

No quiet seat on the sidelines for this forward-looking couple. They're vitally concerned with their families, their community, and the world around them, and they count on their favorite television station to keep them involved with the future.

You don't have to live in Columbus to recognize the remarkable rapport that exists between this station and its viewers, but it helps. The tough-minded businessmen who watch local television every day know just how their commercials are handled and can keep a close check on their effectiveness. It isn't surprising, therefore, that Central Ohio's largest department store, bank, automobile dealer, dairy, and six other leading firms have been continuous advertisers on WBNS-TV for 15 years.

It takes a lot of hard work and professional know-how to build and maintain this kind of reputation, but we wouldn't have it any other way. We were born and raised in Central Ohio, we have no other irons in the fire, and there's nothing more important to us than earning the continued respect and confidence of our neighbors.

Only then can we be sure that WBNS-TV is the station where seeing is believing.

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO
Market center of more than two million people

*Winner of the Grand Award and Silver Award
for Public Service in the New York International
Film Festival, 1963 and 1964.*

Hamilton Beach carves sales record with television

It was enough to turn seasoned appliance merchandising men gray. When Hamilton Beach brought its field salesmen into Racine, Wis., last year to discuss fall plans, it told them that the company had thrown out nearly every tradition in the small appliance selling rule book.

For the old, tried—and sometimes not too successful—promotions, Hamilton Beach was substituting a real blockbuster. And television was expected to supply the selling power.

The product, of course, was Hamilton Beach's sensational electric carving knife. But Hamilton Beach was not the first to bring out an electric knife. Twenty-four manufacturers had shown them at the Housewares Show last July.

Unique Feature ■ But it was obvious, even then, that the Hamilton Beach product was excitingly different. Unlike many models in which the motor is housed in an awkward handle with the thickness of a baseball bat, the Hamilton Beach knife is styled with a slim, graceful grip with the motor unit counter-balanced below the hand. It is better looking than its competitors and easier to use. Even though it was not yet in production, the Hamilton Beach knife was clearly a hot item.

It is customary among many companies in the small-appliance industry to advertise an entire line during the gift-buying seasons. New products are introduced gradually into omnibus ads while their potential is estimated.

Consumer campaigns for Christmas selling often start in mid-October and build up through November to help the retailer clear his shelves. Many manufacturers also set aside large budgets for local co-operative advertising. Why did Hamilton Beach defy tradition?

The daring new strategy was the decision of Edward P. Reavey Jr., newly appointed Hamilton Beach marketing director. He reported on the job during the July Housewares Show and took a good hard look at competition. Then he decided: 1. Hamilton Beach would go all-out on the electric knife, canceling all other product promotions. 2. It would aim at dominating every market it entered. 3. When the holiday buying season ended, Hamilton Beach must be the leader in the electric knife field. 4. The electric knife must pull the entire Hamilton Beach line behind it, boosting sales of other items.

Beating the Clock ■ These were bold decisions, especially since Hamilton Beach had not yet begun production. Only hand-made models existed. Also,

time was running out.

These decisions were announced to our agency account group at Clinton E. Frank Inc. the first week in August. A complete marketing plan had to be ready for a September 4 sales meeting, less than a month for a job that normally takes three. How were these goals met?

Spot studies by our research department showed high acceptance of the Hamilton Beach knife. The distinctive styling and easy handling made a hit with everyone who saw and tried it.

Our creative people also recognized the sales appeal of the styling and the basic copy theme, "the knife with the hole in the handle," was developed. Here was a case of identifying a product and telling it simply and well.

Then the advertising approach was further refined with emphasis on a single competitive feature of a single item in a broad product line. This was a startling approach because electric knives were not yet an established product category, having been available in limited distribution for less than a year.

Role of TV ■ There was no doubt from the start that television would be the workhorse. TV gives immediate consumer impact, demonstration and the broadest reach of prospects in our key markets.

Saturation campaigns were set for each of the top 22 market areas in the nation (based on appliance sales) and a single 60-second commercial was used throughout. It showed the man of the house making a botch of his turkey carving chore and then it relieved his embarrassment and awkwardness by providing him the electric knife with the hole in the handle. We used a double strength schedule during the first and second weeks of the five-week effort.

A small budget also provided four-

color printed materials as merchandising tools. But television provided the main thrust in terms of both dollars and total exposure. The campaign was controlled by the manufacturer and its agency; thus the Hamilton Beach name never got lost in dealer ads which often include competitive lines.

Despite a peak effort at the factories (remember, the knife did not go into production until September), it was a complete sell-out across the board. At the outset, salesmen lacked demonstration knives and sold from photographs.

But the plans for consumer advertising in each market convinced dealers to order all the merchandise they could get, even though their normal Christmas buying had been completed two months earlier. In one major market the entire distributor allocation was gone in two hours. Within 10 days the entire planned production was sold.

The campaign broke the week before Thanksgiving and by December 19 it was over. We were confident we had a tiger by the tail, but the results astonished us all. The dealers could have sold double their allocations.

TV Sells 'Futures' too ■ Christmas shoppers actually refused competitive models and put their names on waiting lists for the knife with the hole in the handle. Gift certificates for Hamilton Beach knives for future delivery were rushed out and sold by thousands. The factory even ran out of invoice forms.

This high impact program helped sales of all items in the Hamilton Beach line. Heavy television exposure created new awareness of the Hamilton Beach name which traditionally has been best known for mixers and blenders. It opened new distribution through dealers who recognize the power of TV.

There's no doubt: television means "action" to Hamilton Beach.



Richard K. Montgomery, who has been vice president of Clinton E. Frank Inc., Chicago, since 1961, was elected to the executive committee of the agency last summer. Prior to joining Frank, Mr. Montgomery for 18 years worked in the Chicago and New York offices of Compton Advertising. He was made a vice president of that agency in 1955. His experience also includes several years of assignments with United Press International, including foreign news editor of UPI radio news.



**EXCLUSIVE
IN BALTIMORE TV
... LATE EVENING
MOVIES ON CHANNEL 2
7 NIGHTS A WEEK!**

Night after night—movie lovers stay with Channel 2. They know there's always a good show featured—including many First Runs—selected from Baltimore's finest film library. Choose a night—or nights—as the perfect showcase for most any product or service!

**BIG PROMOTION!
BIG AUDIENCES!**

Heavy multi-media schedules plus on-air promotion build Channel 2 movie audiences throughout the nation's 12th largest market.

**BIG HITS! BIG STARS!
FIRST RUNS!**

"THE KEY"

Sophia Loren, William Holden

"JUBAL"

Glenn Ford, Ernest Borgnine

"TOP SECRET AFFAIR"

Kirk Douglas, Susan Hayward

"FROM HERE TO ETERNITY"

Frank Sinatra, Burt Lancaster

"DAMN YANKEES"

Tab Hunter, Gwen Verdon

"BELL, BOOK AND CANDLE"

James Stewart, Kim Novak

"THE BAD SEED"

Patty McCormack, Nancy Kelly

"NO TIME FOR SERGEANTS"

Andy Griffith

**PLUS . . . over 700 more
titles from the top film packages—
7 Arts, Screen Gems, 20th Century and others.**

NEW! JUST ADDED!

**SCREEN GEMS
COLUMBIA POST '50
GROUP 2**

"PICNIC"

William Holden, Kim Novak

"PAL JOEY"

Rita Hayworth, Frank Sinatra

"THE GODDESS"

Kim Stanley, Lloyd Bridges

"THE MOUSE THAT ROARED"

Peter Sellers, Jean Seberg

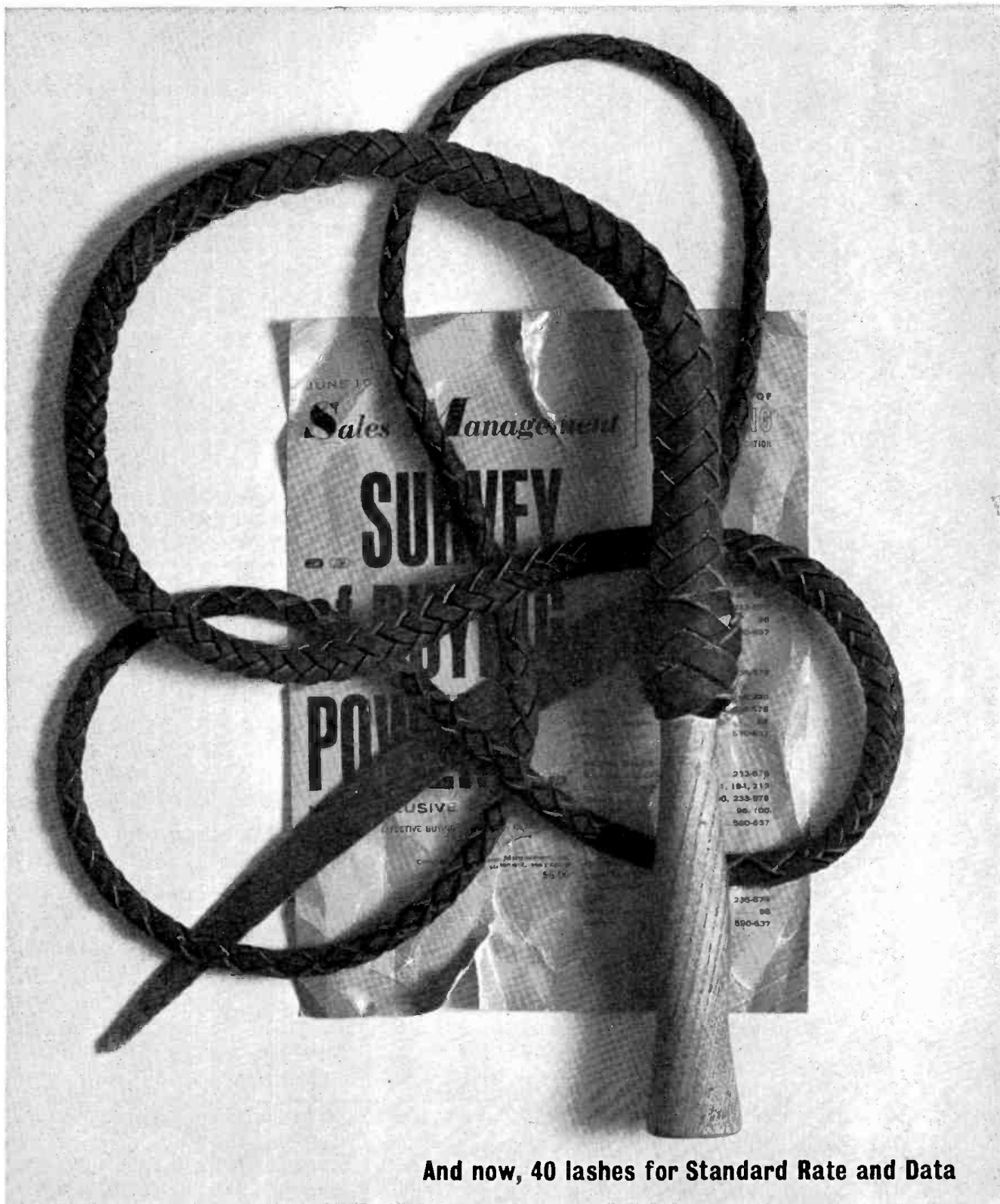
"IT HAPPENED TO JANE"

Doris Day, Jack Lemmon

In Maryland Most People Watch Movies on

WMAR-TV 

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



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.P.

How soon will color dominate TV?

Majority of agency opinion gives it good chance
to take over leadership from black and white
in two or three years; many see '64 as pivotal

The top-billing agencies in U. S. television are stepping up their clients' investments in color TV at a moderate but consistent rate that holds out promise for color to overtake black-and-white as the dominant advertising form in two to three years.

This optimistic but measured view of color TV prospects emerged from a sampling by BROADCASTING of executives at the leading television advertising agencies in the country, whose aggregate billing in the medium is approximately \$1 billion.

As the industry swings into 1965, with more than a decade of color experience behind it, authorities could point back to 1964 as a pivotal year. It was a million-plus set sales year, far outstripping other sales peaks and calculated to generate considerable new momentum for this year, they pointed out. They added that some national advertisers who have shied away from color are considering the medium for the first time in earnest and many local advertisers are planning to participate in a growing number of community color promotion projects.

Time Table ■ Though agency executives held the unanimous opinion that color TV advertising will grow, as it has been doing for the past few years, there was less agreement on how rapid the rate of expansion will be and how long it will take color to draw even with or out-distance black-and-white TV advertising.

The strong majority view, however, was that within two to three years at least half of the commercials in television would be in color. These adherents felt there would be a continuous growth in set circulation over this period and a corresponding expansion in color programming, which on a network basis is presented predominantly by NBC-TV. They voiced the opinion that both ABC-TV and CBS-TV would enlarge their color outputs as set ownership rose and

more and more advertisers expressed interest in color.

A smaller segment of agency officials were reluctant to pinpoint the future course of color TV. They agreed the medium would grow, but declined to be specific, insisting it was too risky to prognosticate. Some contended there never would be a "breakthrough," but a gradual, modest expansion pattern.

Among those officials who ventured an opinion, the prevailing view was that color TV would become compellingly attractive to advertisers when set ownership reached the 25% level. There were a few who mentioned that a 10% set ownership would be sufficient to attract sponsor support.

Color Interest ■ Agencies with clients in color on a consistent basis appear to be primarily those with clients in the automotive, cigarette and institutional fields, though there are others in additional categories. Those advertisers with heavy schedules on NBC-TV were

more likely to be in color than those whose investments were concentrated on CBS-TV and ABC-TV, which offer limited color exposure.

Advertisers active in color today often recognize that it is not altogether a strictly economical buy, some agency officials observed. Often they will use color commercials for sales meetings and sometimes it can be justified for purely competitive reasons, they pointed out. It is only in certain special situations, they added, that color can be a rationale for a media purchase.

Several factors have limited the growth of color TV advertising, it was pointed out. The perennial roadblock has been the comparatively small number of color receivers, and subsidiary considerations have been the extra cost of producing color commercials and programs and the lengthier production schedules. The key, however, is sufficient set circulation.

More Commercials ■ Despite the

Color TV receivers total nearly 3 million

Color receivers in use in the United States stood at 2,860,000 on Jan. 1, 1965, NBC reported today (Jan. 18) in its first quarterly report on color set circulation.

Hugh M. Beville Jr., NBC's vice president in charge of planning, said this total represents an increase of 1,240,000 color sets in one year's time, or a 77% gain over the estimated 1,620,000 color sets in circulation at the beginning of 1964. Mr. Beville also forecast a rise in U.S. color set circulation to nearly 5 million sets by the end of this year, or a growth of approximately 2 million in 1965.

Brigadier General David Sarnoff, board chairman of RCA, said last week more than 2 million color TV sets would be sold in 1965.

NBC said its figures were developed from a "variety of industry sources" and from results of "periodic special NBC surveys." Mr. Beville explained that the estimates take into account such factors as color set production; factory, distributor and retail inventory, and also scrappage. He said that as a result the total color circulation represents a "realistic estimate" of the number of color sets actually in use throughout the country.

HOW SOON WILL COLOR DOMINATE TV? continued

roadblocks, it was agreed that the production of color TV commercials is on the upswing. Several commercial production companies reported that for 1965 their color schedule will rise by 15 to 20% over 1964.

Perhaps the most authoritative estimate in this area came from the Film Producers Association of New York, whose members account for a large majority of the film commercials produced in the U. S. A spokesman for FPA said last week that in 1964, approximately 18% of the commercials produced by its members were in color, as compared with 15% in 1963. He added that in the first half of 1965, there are strong indications that this figure will rise to at least 20%.

Agency officials indicated they attempt to "sell" clients on the use of color when they consider it desirable from a marketing standpoint, but they observed there had to be compelling reasons to support the added costs of color.

The cost factor in producing color commercials points up the complexity of the subject. There were variations in estimates of costs of commercials—sometimes wide ones—as against comparable black and white ones. Estimates of color's extra cost ranged from a low of 10% to a high of 40%, with most of the estimates in the 10 to 20% range.

Some explanations were offered for the range in color commercial production estimates. Authorities noted that in the change-over from black-and-white to color, so-called "typical" commercials can add substantial costs if sets are elaborate, special lighting is needed, costuming is required. In addition, a client with scant experience in color who produces only a few commercials of this type is less likely to achieve economies in cost than the color-active advertiser.

Color Costs ■ A detailed analysis of the costs of "going to color" was explored in a recent newsletter issued by the Eastman Kodak Co. It stressed that a "typical" black-and-white commercial can be produced in color for an additional 10% on the average. (This figure was challenged by several agency executives, who claimed it was "too low" on the whole, and noted that the source was not a disinterested one since it was a major supplier of color raw stock.)

The Kodak newsletter quoted David S. Parlour, senior producer of J. Walter Thompson Co., as saying that "color adds costs only in certain areas," such as in color raw stock, optical negatives, costuming and sets, but not in talent, music, location rental and recording costs.

Color TV advertising at present appears to be concentrated on network TV

for the most part, though agencies reported that there was some spot TV spending, depending upon the requirements of their clients. Several mentioned that from time to time purely local advertisers have used color advertising for special campaigns and that this type of promotion is expected to increase in 1965 as color-conscious stations step up their activities.

Here are highlight comments from BROADCASTING's sampling:

Big Percentage ■ Byron McKinney, director of commercial production for J. Walter Thompson Co., estimated that 30-35% of its commercials are in color. It is acknowledged by most authorities that JWT, the largest agency in the world, is the number one producer of color commercials, for such clients as Ford Motor Co., Eastman Kodak and RCA on a regular basis and Scott Paper and Champion Spark Plugs occasionally.

Mr. McKinney felt it was difficult to predict when most of the agency's commercials will be in color, pointing out that some of its large clients are still remaining with black and white. He added: "It could be, say, in five years, but who really knows how fast color TV will grow?"

Lee Currin, vice president in charge of programing at Benton & Bowles, New York, predicted color would become a major factor in TV advertising in another "two or three years." He said that once color homes reach 10% saturation, or some 5 million homes can receive TV in color, the advertiser will take serious cognizance of the medium. Current estimates place color penetration at 5%.

Mr. Currin saw no drawbacks in color compared to black-and-white, other than "lack of penetration or circulation." He said there's no shortage of color programing, NBC-TV having programed "heavily in color in the nighttime for some time" and that CBS-TV and ABC-TV could be expected to col-orcast more of their programs once circulation increased.

No Regular Color ■ Benton & Bowles, which handled an estimated \$97 million in TV billings last year, has no clients using color in their commercials on a regular basis. Three top B&B clients, Procter & Gamble, General Foods and Philip Morris, are not color TV users, and the percentage of both total commercials and clients' programing in color is negligible. There has been some irregular use of color by a few clients of the agency.

Mr. Currin noted that it has taken 10 years to come up to about two million color sets in use, but that in one year the increase has been nearly another

million. This acceleration can be expected to continue with all major set manufacturers now in color. A price breakthrough may soon be realized, he said.

Color charges, wherein a network doesn't absorb the extra cost over black and white, are nominal, Mr. Currin said, and thus do not appear to be a drawback in the use of tinted TV.

An official of Young & Rubicam said that a consensus of the agency's media and commercial production departments was that in about two years, more than half of the commercials produced at Y&R will be in color.

15 Clients ■ Currently, approximately 5 to 10% of Y&R commercials are in color, produced for 15 clients. The cost of "going to color" adds from 15 to



Mr. Pinkham
Ted Bates & Co.



Mr. Michel
SSC&B

20% to a commercial's budget, Y&R stated.

"The main objection to using color at this time," the spokesman said, "is the added expense of color without a sufficient number of sets to warrant the investment."

Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago, offered the observation that as more and more UHF stations become operational, marketing factors may emerge that will support additional color programs and commercials. Intensified competition, he indicated, may well spur an expansion in color at both UHF and VHF stations to meet the development of fragmented audiences.

He said the big push to color may be expected when set ownership exceeds the 25% level. Approximately 4% of Burnett's commercial production currently is in color with its list of color clients totaling 10. They include Kellogg, Pillsbury, Philip Morris, Motorola, Star-Kist, Green Giant, Sunkist Lemons, Commonwealth Edison and Santa Fe Railroad (the last two are local adver-

tisers).

Mr. Matthews said that color commercial production adds from 10 to 30% to the cost, depending on the complexity of the commercial. He listed the limited number of sets, extra production costs and longer production schedules as impediments to the growth of color TV advertising.

Five major N. W. Ayer clients are consistent users of color commercials, according to Samuel Zurich, vice president, radio-TV commercial department. Plymouth and American Telephone & Telegraph—two of the agency's largest accounts—are especially committed to color. Three other substantial accounts use color occasionally, according to Mr. Zurich.

One-Fourth ■ Mr. Zurich observed

enough color homes at this point, he feels, for the agency to promote the use of color to its clients. When color penetration reaches one-quarter to one-third of television homes he indicated Bates might begin actively pushing the use of commercials and suggesting color show purchases.

In 1964 Ted Bates ordered 92,600 commercial prints, of which 700 were in color—less than 1%. Four Bates clients have color commercials but one of these is not currently using them.

Four for Color ■ The agency has these four color-conscious clients participating in five daytime and seven nighttime color shows but none qualifies as a "sponsor" of any of these programs.

Only one of Bates' color users places spot TV color commercials.

color program buying but estimates production expenses for commercials themselves add 25% to the cost of black-and-white production.

Mr. Owen expressed concern that producers of color programs may, in some instances, be concentrating on color production techniques to the neglect of the black-and-white audience which far outnumbers its color counterpart.

He cited uses of color in which full understanding of a program's story line depended on audience recognition of color and suggested that in such cases color is getting ahead of itself.

One-Fifth Color ■ Richard Needham, executive vice president of Needham, Harper & Steers, Chicago, said six clients now use commercials in color, rep-



Mr. Owen
FC&B



Mr. Matthews
Leo Burnett Co.



Mr. Zurich
N. W. Ayer & Son



Mr. Needham
NH&S



Mr. Wolf
Lennen & Newell



Mr. Currlin
Benton & Bowles

that approximately 25% of Ayer's commercials are now produced in color, with some clients insisting on only color commercials in color shows.

"We don't pay extra for color commercials on color programs," Mr. Zurich said, "but we do if we run color in programs normally produced in black and white. Counting production costs and any additional network and station charges, the average color commercial is 10-20% more expensive than its black-and-white counterpart."

The main drawback in the current color picture, in Mr. Zurich's opinion, is CBS-TV's seeming reluctance to program more color shows. However, he saw this situation as likely to change because of advertiser pressure on the network.

Mr. Zurich estimated that by as early as 1966, half of the commercials produced at Ayer would be in color.

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., estimated color could be in three million homes by the end of 1965. There simply aren't

Mr. Pinkham said, as did officials at other agencies, that color commercial prints are not fully suited to black-and-white presentation: that they tend to give a slightly fuzzier picture when shown in black-and-white. This, several agency men noted, is one reason color commercial production has not grown more rapidly.

John L. (Jack) Owen, vice president and director of broadcast, Foote, Cone & Belding, New York, advised: "Don't look for a breakthrough" in color TV. He felt "breakthrough" is misapplied in a situation where "a steady continuing growth is the apparent pattern."

He was highly optimistic about color's future and estimated within three years FC&B will be producing half its commercials in color. At present four of the agency's clients are using color in "an important and regular way" in both commercials and programing. Color commercials amount to approximately 20% of FC&B's total commercial output.

The agency reports no extra charges for placing color announcements or

resenting some 20% of NH&S's total commercials. A total of 24 clients have been using color programs and they also use color commercials in the shows if they have them.

Mr. Needham said "client marketing conditions" determine the question of whether the agency would "sell" an advertiser on use of color TV. Depending on "marketing requirements," he sees the percentage of color commercials increasing at the agency.

NH&S, which handles an estimated \$41.1 million in TV based on the 1964 billings of the two merged agencies, Needham, Louis & Brorby and Doherty, Clifford, Steers & Shenfield, will use network color commercials in spot also wherever "appropriate," Mr. Needham said, depending on market conditions (color set circulation and amount of color programing). Added costs in production because of color range from 10 to 30%, Mr. Needham said. The drawbacks to use of color for some advertisers, he said, are "increased expense and reduced exposure."

An official reported that Grey Adver-

Color television families bigger, richer and view more

A slide presentation on color TV's status, entitled "Close-Up on Color Television," is kept up-to-date by NBC-TV for potential color TV advertisers and their agencies. It summarizes moves by manufacturers in color TV set production, details the number of stations equipped for color and concentrates in the main on color TV as an advertising medium.

The presentation asserts that, among other "dimensions" of color TV advertising, the color factor already has an effect on ratings, and because NBC colorcast charges are the same to the advertiser as in black-and-white programs, the subsequent cost-per-thousand is lower.

Chart above is based on studies by R. H. Bruskin Associates for NBC, indicating that on the average, color TV homes tend to be those with larger families and higher family income than black-and-white TV homes (BROADCASTING, Nov. 16, 1964). They show color homes view more than non-color homes.

Also released to BROADCASTING was a full compilation of network advertisers regularly using color commercials during 1964. Some of these advertisers were listed in the presentation. They included also some color commercials which may have been carried on other networks. In the list:

Automotive advertisers including General Motors (Buick, Chevrolet, Pontiac), Chrysler Corp., Firestone, Ford, Humble Oil-Esso, Zerex; several major tobacco companies including Reynolds Tobacco (Camels,

Color Owners vs. B/W

	B/W	COLOR
Family Size 5+	26.6	28.3
Family Income \$10,000+	15%	30%
Avg. Family Income	\$6,468	\$8,305
No. Min/Day Watching TV	139	159

Source: AIM, JAN. 1964

Winston and Salem), American Tobacco (Carlton, Montclair, Lucky Strike and Pall Mall), Consolidated Cigar, P. Lorillard (Kent, Newport), General Cigar (White Owl), and Liggett & Myers (L & M), and a corporate group made up of Alcoa, ATT, Walt Disney, Georgia Pacific, Hallmark, Insurance Co. of North America, Kaiser Aluminum, Mutual of Omaha, Reynolds Metals, Savings & Loan, Shell Oil, Sperry-Hutchinson, Union Central and Xerox.

A longer list in the food and household products area: Allen Products (Alpo), Anheuser-Busch (Budweiser), Campbell Soup, Carnation, Columbian Coffee, Florida Citrus, Frito-Lay (Fritos), General Mills (Green Giant), Dow Chemical Co. (Handi-wrap), Hawaiian Punch, Heinz, Kleenex, Kraft, Libby, McNeill & Libby, Listerine, Miles Laboratories, Miller Brewing, Ocean

Spray, Pepsi-Cola, Derby Foods (Peter Pan peanut butter), American Cyanamid (Pine sol), Scott paper, Star Kist, Sunkist growers.

Still other advertisers include: Borg-Warner, Bruce Wax, Celanese, Chemstrand, Corning, DuPont, Encyclopedia Britannica, F & F throat lozenges, General Electric Appliances, Gillette, Hasenfeld Brothers (Hasbro Toys), Hertz, General Electric Hotpoint, Jaymar, Eastman Kodak, Masonite Corp., Mattel, Mohawk Carpets, Polaroid, RCA, Revere cameras, Sergeant's spray, Singer, U. S. Time Corp. (Timex), United Airlines, Upjohn, Westclox, Wolverine shoes and Zenith.

Of these advertisers, 26 use color commercials in daytime programs, more than 60 are in nighttime shows and about 17 of the total use color commercials in shows telecast in black and white.

tising currently is conducting an analysis and examination of the entire issue of color and believes the turning point is being reached. There is a growing conviction, he said, that the time is approaching for Grey clients to take a more active role in color.

Though the agency's activity in color currently is minimal with Ideal, Block, Bristol-Myers and Lorillard participating on a limited basis, Grey believes that within two years, at least half of the commercials produced for its clients could be in color.

Added Costs ■ The official estimated that color adds 15 to 25% to the cost of commercials, but noted that this added expense is amortized through constant use of the spot.

The federal government's recent concern with cigarette advertising is ex-

pected to have a temporary adverse effect on color TV commercial output at Sullivan, Stauffer, Colwell & Bayles, according to Werner Michel, VP, radio-television department.

Pall Mall was one of two SSC&B clients using color TV last year, Mr. Michel said, "but right now they're doing everything in less expensive black-and-white, until they find out what the government is going to do." The other 1964 SSC&B color client, S&H Green Stamps, has no color plans this year.

Mr. Michel saw no drawbacks to color, except that he felt some programming men delude themselves about its added effectiveness. "A bad program doesn't become good just because it's in color," he said.

George Wolf, senior vice president and TV commercial production head of

Lennen & Newell, said his agency does not attempt to sell color to its clients in an aggressive way because they are aware of color's values. Color itself has no drawbacks, he said, but limited set circulation has impeded its growth.

Approximately 20% of L&N's commercials currently are in color, he said, paced by those from Lorillard and Consolidated Cigar. He estimated that color adds from 15 to 20% to the production cost of a commercial.

The William Esty Co. reports only one client making commercials in color but this color business accounts for 10% of Esty's total commercial output.

The agency estimates that color commercial production adds 30 to 40% to costs. Color print reproductions, it says, cost 200 to 300% more than black-and-white prints.



The spot for spot

If you sell 'em with sports, you come out a winner with WSOC. Television and radio of this station team up for the strongest local and regional sports programming in the Carolinas. Basketball fans see Davidson's top games on WSOC-TV; among them, live action from the Palestra in Philadelphia, Madison Square Garden in New York. WSOC Radio is originator for the Tar Heel Sports Network. It is one of the nation's largest, broadcasting over 60 Atlantic Coast Conference games with sixty-plus stations participating. For spot buying, your better buys are on Charlotte's WSOC stations. Ask us or H-R for avails.

Charlotte's WSOC TV • RADIO

Channel 9/NBC-ABC 930 kc/NBC

Represented by H-R



CCX 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; WHIC, Pittsburgh.

Color: now on 79% of stations

Network color programs can be transmitted by 454 commercial TV stations; 162 can offer color film; 153 slides, but only 63 can produce own live color

Over three-fourths of the commercial television stations on the air at the end of 1964 have facilities to carry colorcasts. Questionnaires from stations for the 1965 BROADCASTING YEARBOOK show that of the 588 stations on the air as of Dec. 31, 1964, 467 or 79% can transmit color.

Of the 588 stations, 454 (77%) are equipped to carry network color programs. Color-equipped affiliates of the networks: ABC, 70; CBS, 161, and NBC, 211. (Several independent stations are also equipped to transmit network, or line-fed color programs.)

Of all TV stations, 162 (28%) are equipped for color film; 153 (26%) can show color slides; 63 (11%) can produce live color, and 54 (9%) can show color tapes.

The following table shows the type of colorcasts stations can carry (N-network, S-slides, L-live, F-film, T-tape).

ALABAMA		
WAPI-TV Birmingham	N	
WBRC-TV Birmingham	N	
WMSL-TV Decatur	N	
WTVY Dothan	N	
WOWL-TV Florence	N	
WAAY-TV Huntsville	N	
WHNT-TV Huntsville	N	
WALA-TV Mobile	N	
WKRQ-TV Mobile	N	
WCOV-TV Montgomery	N	
WSFA-TV Montgomery	N	
WSLA Selma	N	
ALASKA		
ARIZONA		
KOOL-TV Phoenix	N	
KTAR-TV Phoenix-Mesa	N	
KTVM Phoenix	N	
KGUN-TV Tucson	N	S
KOLD-TV Tucson	N	S
KVOA-TV Tucson	N	S
KBLU-TV Yuma	N	
KIVA Yuma	N	
ARKANSAS		
KTVE El Dorado	N	
KSFA-TV Ft. Smith	N	
KARK-TV Little Rock	N	
KTHV Little Rock	N	
CALIFORNIA		
KBAK-TV Bakersfield	N	
KERO-TV Bakersfield	N	
KLYD-TV Bakersfield	N	
KHSL-TV Chico	N	
KJEM-TV Eureka	N	
KVIQ-TV Eureka	N	
KFRE-TV Fresno	N	S
KJEO Fresno	N	
KMJ-TV Fresno	N	S
KABC-TV Los Angeles	N	S
KCOP Los Angeles	N	S
KHJ-TV Los Angeles	N	S
KNBC Los Angeles	N	S
KNXT Los Angeles	N	S
KTLA Los Angeles	N	S
KTTV Los Angeles	N	S
KRCR-TV Redding	N	
KCRA-TV Sacramento	N	S
KOVR Sacramento-Stockton	N	S
KXTV Sacramento	N	S

KSBW-TV Salinas-Monterey	N	
KFMB-TV San Diego	N	
KOGO-TV San Diego	N	S
XETV San Diego-Tijuana, Mexico	N	
KGO-TV San Francisco	N	
KPIX San Francisco	N	S
KRON-TV San Francisco	N	S
KTVU San Francisco-Oakland	N	S
KNTV San Jose	N	
KSBY-TV San Luis Obispo	N	
KEYT Santa Barbara	N	
KCOY-TV Santa Maria	N	

COLORADO

KKTV Colorado Springs-Pueblo	N	
KRDO Colorado Springs	N	
KBT Denver	N	S
KLZ-TV Denver	N	S
KOA-TV Denver	N	S

Added impact of color

Color impact for advertisers, especially for food products, is an old story for stations specializing in color programs. Typical is KMTV(TV) Omaha where regional advertisers like its added selling power.

Interstate Bakeries switched its "Bring home the Butternut bread, Fred" campaign to color after two years of black and white. "We were certain there were enough color sets in the market to make the effort worthwhile," said Charles Kelley, Interstate advertising manager.

"We are convinced that color adds to the selling power," said H. H. Van Fleet, merchandising manager of Wilson & Co., Omaha meat packer. The company has used color commercials on KMTV's *Conversations* program for four years.

"Naturally we use color commercials on KMTV to sell not only RCA color sets but other RCA products as well," said Robert Gregory, advertising manager Sidles Co., RCA distributor for Nebraska-Iowa. "Our most recent campaign using color spots was for RCA Victor week. We used color film commercials with Vaughn Monroe who came to Omaha for additional live color appearances. We have found that a lot of people who don't yet own a color set manage to see our commercials in color."

KREX-TV Grand Junction	N	
KREY-TV Montrose	N	
KOAA-TV Pueblo	N	
KTVS Sterling	N	

CONNECTICUT

WHNB-TV Hartford-New Britain	N	
WNHC-TV Hartford-New Haven	N	S
WTIC-TV Hartford	N	S

DELAWARE

DISTRICT OF COLUMBIA

WMAL-TV Washington	N	
WRC-TV Washington	N	S
WTOP-TV Washington	N	S
WTG	N	

FLORIDA

WFGA-TV Jacksonville	N	S
WJXT Jacksonville	N	S
WCKT Miami	N	S
WLBW-TV Miami	N	
WTVJ Miami	N	S
WDBO-TV Orlando	N	
WESH-TV Orlando-Daytona Beach	N	S
WJHG-TV Panama City	N	
WCTV Tallahassee-Thomasville, Ga.	N	
WFLA-TV Tampa-St. Petersburg	N	S
WTVT Tampa-St. Petersburg	N	S
WEAT-TV West Palm Beach	N	S
WPTV West Palm Beach	N	

GEORGIA

WALB-TV Albany	N	
WAGA-TV Atlanta	N	S
WATL-TV Atlanta	N	S
WSB-TV Atlanta	N	S
WJBF Augusta	N	
WRDW-TV Augusta	N	
WRBL-TV Columbus	N	
WTVM Columbus	N	
WMAZ-TV Macon	N	S
WSAV-TV Savannah	N	
WTOG-TV Savannah	N	

HAWAII

KGMB-TV Honolulu	S	F
KHVV-TV Honolulu	S	F
KONA Honolulu		T

IDAHO

KBOI-TV Boise	N	L
KTVM Boise	N	
KID-TV Idaho Falls	N	
KIFI-TV Idaho Falls	N	
KLEW-TV Lewiston	N	
KMVT Twin Falls	N	

ILLINOIS

WCHU Champaign	N	
WCIA Champaign	N	
WBBM-TV Chicago	N	
WBKB Chicago	N	S
WCIU Chicago	N	
WGN-TV Chicago	N	S
WMAQ-TV Chicago	N	S
WTVP Decatur	N	
WQAD-TV Moline	N	S
WEEK-TV Peoria	N	
WMBD-TV Peoria	N	
WTVH Peoria	N	
WGEM-TV Quincy	N	S
WREX-TV Rockford	N	S
WTVO Rockford	N	
WHBF-TV Rock Island	N	
WICS Springfield	N	

INDIANA

WEHT Evansville	N	
WFIE-TV Evansville	N	
WTVW Evansville	N	S
WANE-TV Ft. Wayne	N	
WKJG-TV Ft. Wayne	N	

For heads-up news coverage **LEN DEIBERT** wins hands down

WMAL audiences get immediate, complete and accurate coverage of metropolitan area news. Faced with the necessity of staying on top of news stories breaking in nearby Maryland and Virginia, as well as the District of Columbia, News Director Deibert puts in a busy day, assigning reporters, deploying mobile units and scheduling a helicopter. His alertness, thoroughness and dogged digging account for many exclusive news stories—and he's equally adept at delivering the news, whether it's before a WMAL-radio mike or a WMAL-TV camera.

A key member of our 25-man staff of news and public affairs specialists, Len Deibert provides the kind of heads-up local news direction that helps make WMAL-Radio and WMAL-TV the news authority in the Nation's Capital.



News 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.

WPTA Ft. Wayne-Roanoke N
 WFBM-TV Indianapolis N S L F T
 WISH-TV Indianapolis N S L F
 WLWI Indianapolis N S L F
 WLBC-TV Muncie N
 WNDU-TV South Bend N
 WSBT-TV South Bend N
 WSJV South Bend-Elkhart N
 WTHI-TV Terre Haute N

IOWA

KCRG-TV Cedar Rapids N
 KWWL-TV Cedar Rapids-Waterloo N
 WMT-TV Cedar Rapids-Waterloo N
 WOC-TV Davenport N S F T
 KRNT-TV Des Moines N
 WHO-TV Des Moines N S F T
 WOI-TV Des Moines-Ames N
 KQTV Ft. Dodge N
 KGLO-TV Mason City N
 KTVI Sioux City N
 KVTV Sioux City N

KANSAS

KCKT Great Bend N
 KAYS-TV Hays N
 KOAM-TV Pittsburg N
 WIBW-TV Topeka N
 KARD-TV Wichita N S L F T
 KTVH Wichita-Hutchinson N

KENTUCKY

WLTW Bowling Green N
 WLEX-TV Lexington N S L F T
 WAVE-TV Louisville N S L F
 WHAS-TV Louisville N S F
 WPSD-TV Paducah N

LOUISIANA

KALB-TV Alexandria N
 WAFF-TV Baton Rouge N
 WBRZ Baton Rouge N
 KATC Lafayette N
 KLFY-TV Lafayette N
 KPLC-TV Lake Charles N
 KNOE-TV Monroe-West Monroe N
 WDSU-TV New Orleans N S L F
 WVUE New Orleans N
 WWL-TV New Orleans N S L F T
 KSLA-TV Shreveport N S F
 KTAL-TV Shreveport-Texarkana, Tex. N
 KTBS-TV Shreveport N

MAINE

WABI-TV Bangor N
 WLBB-TV Bangor N
 WCSH-TV Portland N
 WGAN-TV Portland N
 WMTW-TV Portland-Poland Spring N S F

MARYLAND

WBAL-TV Baltimore N S L F
 WJZ-TV Baltimore N
 WMAR-TV Baltimore N S F
 WBOC-TV Salisbury N

MASSACHUSETTS

WBZ-TV Boston N
 WHDH-TV Boston N S L F T
 WNAC-TV Boston N
 WRLP Greenfield-Keene, N.H.-Brattleboro, Vt. N
 WHYN-TV Springfield N
 WWLP Springfield N S F
 WJZB-TV Worcester N

MICHIGAN

WWTV Cadillac-Traverse City N
 WTOM-TV Cheboygan N
 WJBK-TV Detroit N S L F
 WWJ-TV Detroit N S L F
 WKYZ-TV Detroit N F
 WJRT Flint N
 WKNX-TV Flint-Saginaw N
 WNEM-TV Flint-Bay City-Saginaw N S F
 WKZO-TV Grand Rapids-Kalamazoo N S F
 WOOD-TV Grand Rapids N
 WZZM-TV Grand Rapids N
 WJIM-TV Lansing N
 WILX-TV Onondaga N
 WPBN-TV Traverse City N

MINNESOTA

KCMT Alexandria N
 KDAL-TV Duluth N
 WDSM-TV Duluth-Superior, Wis. N S L F
 KEYC-TV Mankato N
 KMSP-TV Minneapolis-St. Paul N S F
 WCCO-TV Minneapolis-St. Paul N S L F
 KSTP-TV St. Paul-Minneapolis N S L F T
 KROC-TV Rochester N F
 KNMT Walker N

MISSISSIPPI

WLOX-TV Biloxi N
 WABG-TV Greenwood N
 WDAM-TV Hattiesburg-Laurel N
 WJTV Jackson N
 WLBT Jackson N
 WTOK-TV Meridian N
 WTUV Tupelo N

MISSOURI

KFVS-TV Cape Girardeau N
 KOMU-TV Columbia N
 KHQA-TV Hannibal N
 KODE-TV Joplin N
 KCMO-TV Kansas City N S L F
 KMBC-TV Kansas City N
 WDAF-TV Kansas City N S F
 KTVO Kirksville-Ottumwa, Iowa N
 KMOX-TV St. Louis N
 KPLR-TV St. Louis N S F
 KSD-TV St. Louis N S F
 KTVI St. Louis N
 KMOS-TV Sedalia N
 KTTS-TV Springfield N
 KYTV Springfield N

MONTANA

KULR-TV Billings N
 KRTV Great Falls N
 KBLT-TV Helena N
 KMSO-TV Missoula N

NEBRASKA

KHAS-TV Hastings N
 KHOL-TV Kearney-Holdrege N
 KOLN-TV Lincoln N
 KNOP-TV North Platte N L F
 KETV Omaha N
 KMTV Omaha N S L F T
 WOW-TV Omaha N
 KSTF Scottsbluff-Gering N

NEVADA

KLAS-TV Las Vegas N
 KORK-TV Las Vegas N S F T
 KCRL Reno N S F
 KOLO-TV Reno N

NEW HAMPSHIRE

WMUR-TV Manchester N

NEW JERSEY

NEW MEXICO

KGGM-TV Albuquerque N
 KOAT-TV Albuquerque N
 KOB-TV Albuquerque N T
 KAVE-TV Carlsbad N
 KFDW-TV Clovis N
 KSWB-TV Roswell N

NEW YORK

WAST Albany N S F
 WRGB Albany-Schenectady N S F
 WTEW Albany-Vail Mills N
 WBJA-TV Binghamton N F
 WINR-TV Binghamton N
 WNEF-TV Binghamton N L
 WBNF-TV Buffalo N S L F
 WGR-TV Buffalo N
 WKBW-TV Buffalo N
 WABC-TV New York N F T
 WCBW-TV New York N S L F T
 WNBC-TV New York N S L F T
 WNEW-TV New York N S F
 WOR-TV New York N L F
 WPIX New York N S L F T
 WPTZ Plattsburgh-North Pole N
 WHEC-TV Rochester N S L F T
 WOKR Rochester N
 WROC-TV Rochester N
 WHEN-TV Syracuse N S F
 WNYW-TV Syracuse N S F
 WSYR-TV Syracuse N S F
 WKTV Utica N

NORTH CAROLINA

WBTV Charlotte N S L F T
 WCCB-TV Charlotte N
 WSOC-TV Charlotte N S F
 WTVB Durham N S F T
 WFMV-TV Greensboro N
 WITN-TV Greenville-Washington N
 WNCT-TV Greenville N
 WGHP-TV High Point N
 WRAL-TV Raleigh N S F
 WECT Wilmington N
 WWAY Wilmington N
 WSJS-TV Winston-Salem N

NORTH DAKOTA

KFYR-TV Bismarck N
 KXMB-TV Bismarck N
 KDIX-TV Dickinson N S L F
 KTHI-TV Fargo-Grand Forks N
 KXJB-TV Fargo-Valley City N S F
 WDAY-TV Fargo N
 KMOT Minot N

KCND-TV Pembina N

OHIO

WCPO-TV Cincinnati N
 WKRC-TV Cincinnati N
 WLWT Cincinnati N S L F T
 KYW-TV Cleveland N
 WEWS-TV Cleveland N
 WJW-TV Cleveland N S L F T
 WBNS-TV Columbus N S F
 WLWC-TV Columbus N S F
 WTVN-TV Columbus N
 WHIO-TV Dayton N
 WKEF-TV Dayton N
 WLWD-TV Dayton N S F T
 WIMA-TV Lima N
 WSTV-TV Steubenville-Wheeling, W. Va. N
 WSPD-TV Toledo N S F
 WTOL-TV Toledo N S F
 WFMJ-TV Youngstown N
 WKBN-TV Youngstown N
 WHIZ-TV Zanesville N

OKLAHOMA

KTEN Ada N
 KXII Ardmore-Sherman-Denison, Tex. N
 KSWB-TV Elk City N S L F
 KSWO-TV Lawton N
 KOCO-TV Oklahoma City N
 KWTU-TV Oklahoma City N S L F
 WKY-TV Oklahoma City N S L F T
 KOTV Tulsa N S F
 KVOO-TV Tulsa N S L F T

OREGON

KCBY Coos Bay N
 KEZI-TV Eugene N
 KVAL-TV Eugene N
 KOTI Klamath Falls N
 KMED-TV Medford N
 KTMV Medford N
 KATU Portland N
 KGW-TV Portland N S L F
 KOIN-TV Portland N S F
 KPTV Portland N S F
 KPIC Roseburg N

PENNSYLVANIA

WFBG-TV Altoona N S F
 WICU-TV Erie N
 WSEE-TV Erie N
 WHP-TV Harrisburg N
 WTPA Harrisburg-York-Lebanon N
 WJAC-TV Johnstown N S L F T
 WGLH-TV Lancaster N S L F T
 WLYB-TV Lancaster-Lebanon N
 WCAU-TV Philadelphia N
 WFIL-TV Philadelphia N S L F
 WRCV-TV Philadelphia N S L F T
 KDKA-TV Pittsburgh N
 WIIC-TV Pittsburgh N
 WTAE-TV Pittsburgh N S F
 WDAU-TV Scranton-Wilkes-Barre N
 WNEP-TV Scranton-Wilkes-Barre N
 WBRE-TV Wilkes-Barre-Scranton N S L F T

RHODE ISLAND

WJAR-TV Providence N
 WPRO-TV Providence N
 WTEV Providence-New Bedford, Mass. N

SOUTH CAROLINA

WCIV Charleston N
 WCSC-TV Charleston N
 WUSN-TV Charleston N
 WIS-TV Columbia N
 WNOK-TV Columbia N
 WBTW Florence N
 WFBC-TV Greenville N
 WLOS-TV Greenville-Asheville, N. C. N
 WSPA-TV Greenville-Spartanburg N S L F

SOUTH DAKOTA

KXAB-TV Aberdeen N S F
 KORN-TV Mitchell N
 KRSD-TV Rapid City N
 KELO-TV Sioux City N
 KSOO-TV Sioux City N

TENNESSEE

WDEF-TV Chattanooga N
 WRCB-TV Chattanooga N
 WTVC Chattanooga N
 WDXI-TV Jackson N
 WATE-TV Knoxville N
 WBIR-TV Knoxville N
 WTVK Knoxville N
 WMCT Memphis N
 WREC-TV Memphis N
 WLAC-TV Nashville N S F
 WSIX-TV Nashville N S F
 WSM-TV Nashville N S F

1,000 VOICES

The holiday telecast of 1,000 VOICES is presented yearly as a community project of WPTV, Palm Beach.

This unique presentation, which features a massed chorus of over 1,000 persons from 14 schools, is produced, both musically and technically, by the the staff of WPTV and is telecast by all the television stations of the Scripps-Howard Broadcasting Company.



SCRIPPS-HOWARD BROADCASTING COMPANY

WCPO-TV-AM-FM CINCINNATI • WMC-AM-FM-WMCT MEMPHIS
WEWS-(TV) CLEVELAND • WPTV PALM BEACH • WNOX KNOXVILLE

TEXAS			KRGV-TV Weslaco			WEST VIRGINIA		
KPAR-TV Abilene-Sweetwater	N		KAUZ-TV Wichita Falls	N		WHIS-TV Bluefield	N	
KRBC-TV Abilene	N		KFDX-TV Wichita Falls	N	S F T	WCHS-TV Charleston	N	
KFDA-TV Amarillo	N					WBOY-TV Clarksburg	N	
KGNC-TV Amarillo	N	S F				WHTN-TV Huntington	N	S L F T
KVII-TV Amarillo	N					WSAZ-TV Huntington	N	S F
KTBC-TV Austin	N		KCPX-TV Salt Lake City	N		WTAP-TV Parkersburg-		
KBMT-TV Beaumont	N		KSL-TV Salt Lake City	N	S L F T	Marietta, Ohio	N	
KFDM-TV Beaumont	N		KUTV-TV Salt Lake City	N	S F T	WDTV-TV Weston	N	
KPAC-TV Beaumont-						WTRF-TV Wheeling-		
Port Arthur	N					Steubenville, Ohio	N	
KWAB-TV Big Spring	N							
KRIS-TV Corpus Christi	N							
KZTV-TV Corpus Christi	N							
KRLD-TV Dallas-Fort Worth	N	S L F						
WFAA-TV Dallas-Fort Worth	N	S L F						
KELP-TV El Paso	N							
KROD-TV El Paso	N							
KTSM-TV El Paso	N							
KTVT-TV Fort Worth-Dallas	N	S F T						
WBAP-TV Fort Worth-Dallas	N	S L F T						
KHOU-TV Houston	N							
KPRC-TV Houston	N	S F						
KTRK-TV Houston	N	S F						
KGNS-TV Laredo	N							
KCBD-TV Lubbock	N							
KLBK-TV Lubbock	N	S F						
KTRE-TV Lufkin	N							
KMID-TV Midland-Odessa	N							
KOSA-TV Odessa-Midland	N	S F						
KCTV-TV San Angelo	N							
KENS-TV San Antonio	N	S F						
KONO-TV San Antonio	N	S F						
WOAI-TV San Antonio	N	S L F						
KCEN-TV Temple-Waco	N							
KLTV-TV Tyler	N							
KWTX-TV Waco	N							

BROADCAST ADVERTISING

The elite customers of radio: auto makers

RAB spot report in first half of 1964 supplements
earlier network findings, puts GM and Ford at top

Spot radio's top 75 advertisers in the first half of 1964 invested \$83,748,000 in the medium, the Radio Advertising Bureau estimates in a report being made public today (Jan. 18).

Ford Motor Co. with \$6,502,000 led the spot radio list, followed by Chrysler with \$6,111,000 and General Motors with \$5,270,000.

The report followed by a few weeks a similar RAB study covering the top 75 network radio advertisers in the same six-month period. That report placed the network radio investments of the top 75 network radio users at \$29,355,000 (BROADCASTING, Dec. 7, 1964).

Thus the top 75 spot customers and the top 75 network users—who are not necessarily the same—together invested \$113,103,000 in radio during the six-month period.

As indicated by RAB's preliminary estimates in December, General Motors emerged as radio's No. 1 customer in the first half of 1964, spending an estimated \$5,270,000 in spot and \$2,842,000 in network for a total of \$8,112,000. Ford, with \$7,254,000 in network

and spot, placed second as predicted.

Chrysler, which had been tentatively tabbed for fourth place in the all-radio list, edged into third when final estimates raised its combined spot-network spending to \$6,747,000. Reynolds Tobacco, which had been expected to take third, actually was fourth with \$4,933,000 in combined spending.

American Tobacco placed fifth on the combined list with \$3,941,000, followed by Coca-Cola with \$2,786,000; Anheuser-Busch with \$2,630,000; American Telephone & Telegraph, \$2,358,000; American Oil, \$2,072,000 and Nestle, \$2,067,000.

All figures in the RAB list are estimates of gross spending, before discounts and agency commissions.

Edmund C. Bunker, RAB president, praised the stations and station-representation firms that "cooperated so completely in 1964" to make the estimates possible.

Mr. Bunker said additional spot and network reports would be issued regularly and would come out more quickly as the collecting procedures become es-

tablished. The compilations are prepared for RAB by Peat, Marwick, Mitchell & Co., New York accountants.

Miles David, RAB administrative vice president, said quarterly spot and network estimates released several months ago were being used "effectively" as a major radio sales tool. The new report, covering a longer period of time, should have even greater sales effect, he said.

Following is RAB's ranking of spot radio's top 75 spenders for the first half of 1964, with gross dollar estimates for each:

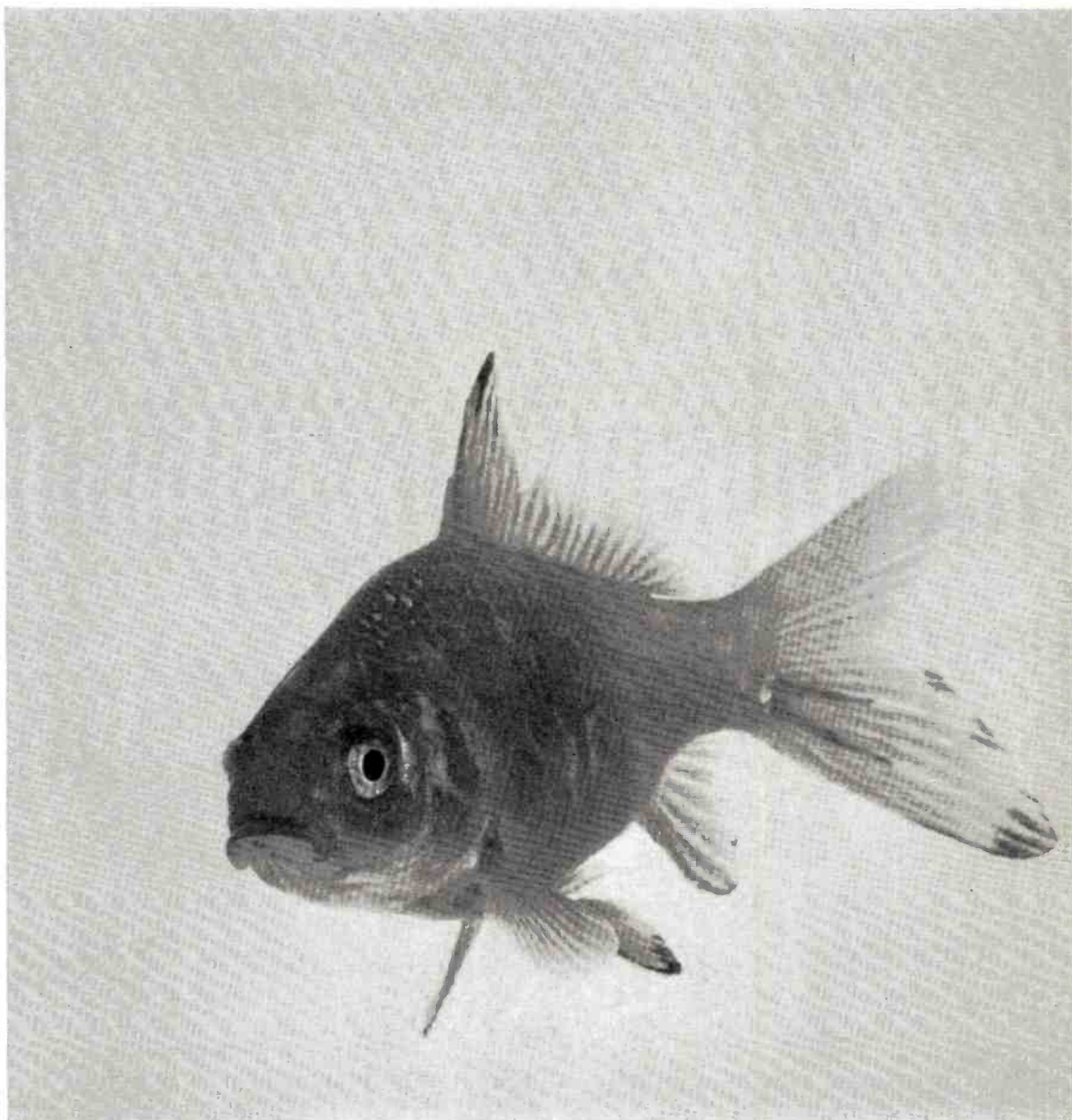
Rank	Company	Estimated expenditure (\$000)
1	Ford Motor	\$6,502
2	Chrysler	6,111
3	General Motors	5,270
4	R. J. Reynolds Tobacco	3,992
5	American Tobacco	3,941
6	Anheuser-Busch	2,630
7	Coca-Cola	2,590
8	American Telephone & Telegraph	2,200
9	American Oil	2,072
10	P. Lorillard	1,789
11	Carling Brewing	1,432
12	The Nestle Co.	1,345
13	American Motors	1,285
14	Falstaff Brewing	1,265
15	P. Ballantine Sons	1,240
16	National Dairy Products	1,237
17	Pepsi-Cola	1,221
18	Delta Airlines	1,201
19	American Home Products	1,165
20	Int'l Mineral & Chemical (Ac'cent)	1,161
21	F & M Schaefer Brewing	1,115
22	Humble Oil	1,051
23	Kellogg	1,023
24	Equitable Life Assurance Soc.	1,007
25	Seven-Up	987
26	Household Finance	962
27	Beneficial Finance	958
28	Trans World Airlines	952
29	Colgate-Palmolive	904
30	Campbell Soup	878
31	Liebman Breweries	875
32	Texaco	873

**Yvette
helps Humble
keep our rivers clean**

Yvette, a goldfish, is a full-time employee at Humble's Baton Rouge Refinery. Her job is to swim around in the waste water from the refinery, before it goes into the Mississippi River, to make sure it won't harm the fish that live in the river.

For more than 35 years, Humble has been developing new and more efficient methods to solve one of industry's most critical problems — preserving the purity of our air and water. Yvette is one of the least sophisticated and least expensive parts of our six-million-dollars-a-year program to prevent pollution.

To Humble, this investment in clear air and water is another opportunity to fulfill the responsibility of leadership.



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

BROADCASTING, January 18, 1965

33	National Biscuit	850
34	B. C. Remedy	848
35	Plough	840
36	Alberto-Culver	825
37	Wm. Wrigley Jr.	788
38	Northwest Orient Airlines	766
39	Duffy-Mott Co.	762
40	American Airlines	735
41	Time Inc.	706
41	United Air Lines	706
43	Armour & Co.	694
44	Corn Products Co.	620
45	Pan American World Airways	588
46	American Express	585
47	Quaker Oats	581
48	Monarch Wine	563
49	Mars	561
50	Firestone Tire & Rubber	559
51	Jos. Schlitz Brewing	557
52	Sterling Drug	554
53	Liggett & Meyers	519
54	Noxzema Chemical	489
55	Standard Brands	486
56	International Nickel	434
57	Theo. Hamm Brewing	418
58	Standard Oil Co. of Calif.	416
59	Bristol-Myers	415
60	Midas Inc.	397
61	Eastern Air Lines	396
62	Continental Baking	388
63	General Electric	384
64	Pabst Brewing	371
65	Wm. Underwood Co.	369
66	Lehn & Fink Products	358
67	Robert Hall Clothes	356
68	American Cyanamid	348
69	Chemical Compounds	
	Div. of Studebaker	341
70	Union Oil Co. of Calif.	340
71	The Borden Co.	334
72	World of Tomorrow	328
73	Pure Oil	326
74	General Cigar	310
75	Top Value Enterprises	303

Dismissal sought in cold-remedy cases

The staff of the Federal Trade Commission last week asked the commission to dismiss, without prejudice, several three-year-old complaints against cold remedies.

The request was made in a reply to a Bristol-Myers motion to dismiss the complaints, issued in March 1961, with prejudice. This would bar the FTC staff from ever again bringing charges against the analgesic makers.

Both Bristol-Myers and the FTC staff agreed that the complaint should be dropped because in 1962 the FTC ordered an industry-wide investigation of advertising practices for analgesics.

Since then, the commission has placed the complaints in its suspended action file, pending the outcome of the industry investigation.

The FTC's complaints, announced in 1961, charged American Home Products Corp. (Anacin), Bristol-Myers Co. (Bufferin and Excedrin), Plough Inc. (St. Joseph's Aspirin) and Sterling Drug Inc. (Bayer Aspirin and Bayer Aspirin for Children) with false and misleading advertising claims for "fast, fast, fast pain relief" by analgesics, primarily made on radio and TV.

Broadcasters warned: face facts

M-E's Johnson says radio-TV should reappraise itself; points out that competitive media are getting sharper

Smaller audiences of heavy-user prospects—targeted through more specialized programing—could mean much more to sponsors than merely big ratings as advertising costs go up, a Chicago agency executive pointed out last week.

"Broadcasters, and television in particular, are going to have to face the fact sooner or later that the size of an advertiser's audience and rating points are not the entire answer," M. Carl Johnson Jr., executive vice president for the central region of McCann-Erickson, told the Broadcast Advertising Club of Chicago Tuesday (Jan. 12).

"We still need to know a great deal more about the broadcast audience other than just how many hours a day the television set is turned on in the average household," he said, explaining, "What we also want to know is who really watches television, why do they watch, what do they really see, feel and hear?"

Mr. Johnson pointed out that the explosions of population and knowledge now underway mean "bigger markets with dramatically changing age patterns and better-educated people with higher-income levels."

Matched with this, however, he noted, is a communication explosion

in which "the American public is being bombarded literally by thousands and thousands of advertising messages each week as new products and services are introduced." He estimated in Chicago alone there are 20,000 radio-TV commercials weekly.

Improvement Urgent ■ The ultimate problem for the sponsor, according to Mr. Johnson, "is that the most pressing demand in meeting the challenge of growth and change is through increasing advertising efficiency."

He felt that competition outside of broadcasting will affect broadcasters too in their battle for a share of advertising billings. Mr. Johnson said more and more magazines will offer the flexibility and efficiency of regional editions while new technology in newspaper color printing, combined with cost reductions, "will open up new opportunities for advertisers." He also thought newspapers "will begin offering small space, spot-type advertisements at great quantity discounts."

Agencies and advertisers realize it is going to be no easy task for broadcasters to come up with answers to the needs for deeper audience measurement, Mr. Johnson admitted, "but the challenge is clear. If this is too much of a load for the individual broadcaster, why not consider pooling resources with fellow broadcasters as other media are doing?"

Revlon picks radio for Wonder Line push

In its first large-scale radio advertising campaign since 1956, Revlon Inc., New York, will promote its Natural Wonder line of medicated makeup and skin care products through a spot effort in more than 50 markets.

The campaign will take the form of a "sweepstakes" in which listeners will be asked to obtain entry blanks at drug or department stores carrying the products. Prizes will include a three-day weekend in London for two, portable TV sets, stereo record players, transistor radios and electric hair dryers.

A Revlon spokesman said last week that the campaign will start in late winter but could not reveal the length of the radio promotion at this time. Agency for Revlon is Grey Advertising, New York.



M-E's Johnson
Need for watchful eye



WCIA-TV WMBD-TV

CHAMPAIGN, SPRINGFIELD, DECATUR,
DANVILLE, BLOOMINGTON

PEORIA

These outstanding stations, selling the Greater Illinois Market
are now proudly represented by

EDWARD PETRY & COMPANY, INC.

WMBD RADIO

PEORIA



Ban called for on cigarette ads

Foote tells anniversary conference such an action should be a voluntary one by the tobacco companies

Emerson Foote, chairman of the National Interagency Council on Smoking and Health, called for suspension of all cigarette advertising at a council news conference last Monday (Jan. 11), anniversary of the surgeon general's report on smoking and health. The conference had been awaited like the Ghost of Christmas Future by the tobacco industry, which takes in \$10 billion a year, and the advertising and broadcasting industries which get, respectively, \$200 million and \$193 million worth of business from the tobacco industry. In terms of new evidence in the continuing controversy, they had little reason for apprehension. By the close of business that night, cigarette stocks, depressed the preceeding Friday in anticipation of the conference, showed strong gains.

Mr. Foote, who resigned as chairman of McCann-Erickson Nov. 30, 1964, said that it would be in the American tradition for the tobacco companies to voluntarily suspend cigarette advertising (CLOSED CIRCUIT, Jan. 4). Such action, he continued, would "improve their short term profit position—during which time conversion to other activities could be undertaken." No one on the council, a voluntary association of 17 public and private health and youth-oriented organizations, wants legislation to ban cigarettes or cigarette advertising, Mr. Foote said, but if a private ban is not instituted, then steps must be taken to require "a clearly worded warning message to appear in all cigarette advertisements and at the end of all cigarette commercials on television and radio."

"Cigarette smoking is today responsible for at least 125,000 deaths each year in the United States . . . ; maybe responsible for as many as 300,000 deaths per year in this country," he continued.

New Studies ■ Dr. Luther L. Terry, surgeon general of the U. S. Public health service, was on hand to reveal some new studies of the habit. The studies, however, were concerned with effects of last year's report and did not divulge new evidence supporting a causal-relationship theory, as the industry had feared they might.

Dr. Terry cited a PHS survey of last fall, based on 3,500 households, that indicated a decline in the number of male Americans smoking cigarettes from 59% in 1955 to 52% in 1964. Smoking among women has dropped two to three percentage points. He added that if "smoking habits had continued at the level of three years ago, there would be

about 3.5 million more smokers than there actually are today."

The survey also showed that 69% of those polled cited cigarette smoking as something "a person might do that could cause lung cancer;" 70% agreed that it is "enough of a health hazard for something to be done about it;" 90% said they favored more public education on the health hazards of smoking; 80% opposed the practice of featuring athletes and celebrities in cigarette advertising (a practice now forbidden, in part, by the voluntary industry code); 80% believed a statement of tar and nicotine content should be required on



Mr. Allen



Dr. Terry



Mr. Cooper



Mr. Foote

each package (also forbidden by the industry code), and about 66% favored a compulsory warning on package labels and in advertising.

Another study of 10,000 senior medical, dental and osteopathic students showed that they had less tendency to take up, and greater tendency to give up cigarette smoking than the general male population of comparable age.

Dr. Terry attributed the decline in smoking to education through the mass communications media. "I doubt that any health message has ever reached so many in so short a time," he said.

The surgeon general reported "encouragement from a number of members of Congress" to renew the PHS request for \$1.9 million to establish a national clearinghouse on smoking and health, deferred by Congress last sum-

mer, and stated his intention to do so "in the weeks ahead."

Pessimistic ■ Senator Maurine B. Neuberger (D-Ore.) was less optimistic. She told the group that "nothing is more clear than that Congress will again avert its glance from the stark and inescapable conclusions of the surgeon general's report . . . unless it is made to feel that the American people are deeply concerned about such default of responsibility."

Since the delivery of the report, she said, "Congress has provided no funds for smoking education, no regulations to warn the smoker or potential smoker of the hazards of smoking, no laws to inhibit cigarette advertising campaigns, nothing, in short, but a directive to the Federal Trade Commission to undo the steps which it had forcefully taken to fulfill its mandate to protect the consuming public" (a reference to FTC rules requiring warnings on labels and in advertising, institution of which has been postponed until July 1, 1965, at congressional request).

She said she "welcomed" the industry's Cigarette Advertising Code, but termed its prohibition of tar and nicotine claims a "giant step backwards."

The anti-cigarette forces tried to create new interest largely with old evidence and their opposition in industry countered mainly with old arguments. It was, in many respects, not only an anniversary observance, but also an anniversary re-enactment.

The Rebuttal ■ On Tuesday (Jan. 12), George V. Allen, president of The Tobacco Institute Inc., commented that "no new scientific data came out of yesterday's conference of the National Interagency Council on Smoking and Health. A number of questionable assumptions were made as the basis for some sensational headline statements by laymen participating in the conference." He promised the industry would "continue forcefully its support of responsible research efforts to establish the true facts."

The Advertising Federation of America reiterated its feeling that "it is an infringement of the advertiser's right under the First Amendment to the Constitution for a regulatory agency of the government to promulgate substantive rules having the full force of law, and invoking the penalties."

Mark F. Cooper, federation president, said: "Apparently these most recent recommendations voiced by Mr. Foote and others concerning cigarette advertising are being made because latest figures show that smoking of cigarettes is again on the upswing. Certainly it cannot be said that this is because the American public has not been sufficiently warned about the alleged dangers. All media—newspapers, radio, television, magazines and others—have

gone all out to broadcast and emphasize warnings of the surgeon general's office, even though they are the very people who will suffer most in dollars and cents if cigarette advertising is curtailed or eliminated."

He continued: "To make advertising the scapegoat in the controversy over lung cancer and cigarettes as the culprit is once more an effort to cure the result and not the cause. If the use of tobacco and particularly cigarettes is definitely and finally determined to be a serious menace and drastic action is deemed the only solution, then the manufacture of cigarettes should be prohibited. If, however, the right to manufacture cigarettes is granted, then certainly the right to advertise them in true competitive fashion must also be enjoyed."

Agency appointments . . .

■ Chock Full O' Nuts Corp., New York, which billed approximately \$2 million last year (estimated \$1.2 million in broadcast), last week appointed Monroe Greenthal Inc., New York, to succeed Garfield Advertising, that city, as its agency, effective immediately. Chock Full O' Nuts coffee is marketed in 18 states.

■ Bubble Up Corp., Peoria, Ill., appoints Lennen & Newell, Los Angeles, to handle advertising for its lemon-lime soft drink.

■ The B. Manischewitz Co., Newark, N. J., last week announced Kane & Light Inc., New York, has been chosen to succeed Al Paul Lefton as agency on its food products line. Manischewitz, which bills approximately \$250,000, will reportedly include radio in future plans.

■ W. P. Fuller Paint Co., Fullerton, Calif., appoints The Wyman Co. Inc., San Francisco, to handle advertising for the corporation generally and its Technical Coatings division, in addition to other portions of the account placed last August.

■ Northrup King & Co., Minneapolis, names Cooper, Strock & Scannell, Milwaukee, to handle its farm products advertising. Billing is over \$400,000. BBDO, Minneapolis, continues to handle seed firm's consumer products advertising.

■ G. Leblanc Corp., Kenosha, Wisc. and Nogales, Ariz. last week appointed Young & Rubicam as its advertising agency. The firm manufactures and distributes musical instruments.

■ Hollywood Brands Inc., Centralia, Ill., candy manufacturer, names Krupnick & Associates, St. Louis, to handle its national account estimated to bill about \$3 million. It formerly was with Grubb Associates, Champaign, Ill. Radio-TV are its principal media.

Smoking bill introduced

Magnuson would require tar and nicotine content on pack, no restrictions on ads

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, proposed legislation last week that would require health warnings on the labels of cigarette packages.

Labels also would have to list tar and nicotine content. Violations could be penalized by fines up to \$100,000.

For the most part, Senator Magnuson's bill represents what the tobacco manufacturers expected they'd have to accept in order to get the federal government into the smoking regulation area and generally preempt the regulatory field from state and local governments. This bill would largely do that, but its tar and nicotine requirements aren't what the tobacco manufacturers want, and they're expected to fight them.



Senator Magnuson

The Magnuson bill requires this wording on labels: "Warning—continual cigarette smoking may be hazardous to your health."

It specifies that tar and nicotine content is to be determined by what is commonly called the Cambridge method, a technique that has been accepted by the Federal Trade Commission.

Pre-emption of the regulative field for the federal government is specified with this language: "No other warning requirements shall be imposed on cigarette labels or packages by federal, state or local authority."

Because of its provision for criminal penalties, the legislation would be enforced by the Department of Justice.

Some observers believe the Magnuson bill represents just about as much regulation of the tobacco business as the Congress is likely to enact. Nonetheless, Senator Maurine B. Neuberger (D-Ore.), a leader of the "antibacs," re-introduced legislation she offered last year that requires health warnings in advertising and on labels. She has just been assigned to the Commerce Committee, the panel likely to conduct hearings in the Senate on the tobacco issue.

Representative Oren Harris, chairman of the House Commerce Committee, has pledged that his panel will hold hearings early this year on this question. It already has before it Representative Walter Rogers's (D-Tex.) bill that would require label warnings—and only label warnings. Last week, Representative Rogers said he thought he'd introduce a bill similar to Senator Magnuson's—that is, label warnings and criminal penalties for violations—but he would not require tar and nicotine content on the label.

Also last week Representative Morris K. Udall (D-Ariz.) introduced HR 2248, to bring smoking products under the Food & Drug Act and require that packages be labeled to show the product therein contains a hazardous substance.

TVB supports figures on network billings

The Television Bureau of Advertising last week supported the position of LNA-BAR that the October 1964 gross time billings for the TV networks contained no "error."

The report released two weeks ago showed NBC-TV ahead of CBS-TV as the top billing network for October 1964, the first time NBC-TV had been reported leading CBS-TV in years. The report showed NBC-TV with \$32.5 million in October, as against CBS's \$31.2 million. It also brought an immediate challenge from CBS (BROADCASTING, Jan. 11).

Spokesmen for the Leading National Advertisers and Broadcast Advertisers Reports (LNA-BAR) had indicated they were making an analysis of the report but that no error had been made.

Harvey Spiegel, TVB's vice president and research director, said "the October report contains no errors and the figures were reported by the bureau as compiled by LNA-BAR." He noted also that the three networks a year ago had

agreed that "TVB would not release net time and production figures by individual network."

CBS officials at the time of their challenge on the October gross time billings reported by LNA-BAR made available net time and program billing figures for all three TV networks, January-September, and a separate compilation for October. They said last week that CBS would not release additional figures at this time.

Blue spots get red light

Movie commercials

suffer heavy casualties

at hands of NAB code

Movies may be better than ever, but the code authority of the National Association of Broadcasters is finding that radio and TV commercials of movies are more trouble than ever.

In the January issue of *TV Code News*, Howard H. Bell, code director, notes that the code is becoming "increasingly concerned over the acceptability" of some of these commercials (CLOSED CIRCUIT, Jan. 11).

In its most recent decisions, the code examined 12 commercials for "Sex and the Single Girl" and found scenes in 10 of them to be unacceptable; found six commercials for "Goldfinger" acceptable with deletion of a character reference, and said spots for "Kiss Me, Stupid" were acceptable, but should not be placed near children's shows.

Mr. Bell said subscriber inquiries on movie commercials "have increased considerably in recent months" and the code position on the three films had "been requested by a large number of subscribers."

Increased Business ■ A spokesman said last week that the code had examined commercials for as many movies in 1963 and '64 as had been examined in all previous years. He added that there had been "a corresponding increase in subscriber inquiries."

Of the dozen spots examined for Warner Bros.' "Sex and the Single Girl," Mr. Bell said only a 10-second and a 20-second commercial were found acceptable en toto. The other 10 contained one or more of four scenes or audio that were considered objectionable under code standards of good taste:

- "A girl being kissed as she is lying

on a sofa, with her skirt well above the knee exposing the inner thigh."

- "Male and female performer seated together on a sofa in robes, with reference to the fact that they have 'no clothes on underneath'."

- "A voice-over conversation in which a boyfriend's anticipation that 'tonight's the night' is frustrated by his girl friend's desire to see the movie first."

- "Quick-cut sequences containing a series of double meanings taken out of context, including a reference to a '23-year-old virgin'."

Although some stations questioned use of the title, "Sex and the Single Girl," Mr. Bell, in a memo to subscribers, said there was "no code problem here" and suggested each subscriber make his own decision.

In the spots for "Goldfinger," a United Artists release, the code found three 60 and three 20-second spots acceptable with the deletion of a reference to "Pussy Galore," a character in the film.

One 60-second spot for "Kiss Me, Stupid," released by Lopert, a United Artists subsidiary, was judged acceptable, but the code recommended that as in the case for all "so-called 'adult movies' . . . special care should be exercised in scheduling" so as not to be in or near programs for children.

Closer Ties ■ Noting that Warner Bros. had cooperated with the code in supplying its commercials, Mr. Bell said he hoped "a working liaison" between his office and the code office of the Motion Picture Association of America could be established "to solve clearance problems under radio and television code standards at an early stage, if not prior to actual distribution."

A similar agreement on feature film packages being offered to TV is also being sought, he said.

A Warner Bros. spokesman said last week that normally all commercials for new movies are prepared on the West Coast and cleared through the NAB code office there before release, and are released only when approved. He said they are usually cut or edited to fit code objections.

However, the code spokesman in Washington indicated that in the majority of cases the only way his office gets to see the commercials is when a subscribing station has a question and offers the print to the code office for judgment.

The spokesman said that code clearance prior to release was what his office was seeking. At one time, he said, one of the networks had tried to act as a clearing house for movie commercials, but it had failed for lack of cooperation.

Medical-dental taboos stronger

Added language to code

spells out specifics

for ads even further

After 18 months of judging commercials under the "man-in-white" rule, the television code of the National Association of Broadcasters has come up with a clarification of the rule to help solve problems created by "imaginative copy and video techniques."

The new language, published in the January edition of *TV Code News*, amplifies the code section on medical claims. It states:

"All references to physicians, dentists, nurses, hospitals or professional offices in the copy of commercials shall be supported by bona fide research, surveys, tests or claims that can be backed by medical or dental documentation. Third-person representations of professional advice or treatment are unacceptable. These restrictions do not prohibit advertising from advising the consumer to seek proper guidance and care."

Advertisers and agencies were urged by the code "not to depend on references to physicians, dentists and nurses to promote their products to the television public. This basic approach . . . is the key to effective implementation" of the rule.

The "man-in-white" rule went into effect July 1, 1963, and eliminated appearance of doctors, dentists and nurses and related professionals—or actors depicting them—in advertising of health products. The rule also eliminated hospitals, medical offices, prescription pads and similar professional settings and props.

Removes Misconceptions ■ Designed to "protect the consumer public in the area of health from encouragement towards excessive self-diagnosis and self-medication," the rule "was intended to help counter creating the impression in commercials that products or services enjoyed widespread medical endorsement when such was not the case."

New Approach ■ The ruling, according to the code, "stands today as a working example of effective industry self-regulation." However, the new problems that have been created "continuously have to be met and resolved if the intent and thrust . . . are to be preserved."

Under the clarified section the code's unacceptable phrase list now includes:



You know you belong in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Because WSJS Television's Golden Triangle comprises 3 metro city-33 county Grade A coverage that's the No. 1 market in the No. 12 state, being No. 1 in population, households and retail sales in North Carolina.

WSJS **NBC**
TELEVISION **12**

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

Question:

WHAT DOES AN AFFILIATION WITH CALIFORNIA OREGON TV MEAN?

Answer:

FIRST POSITION* IN THE MARKET

K T V M 5M MEDFORD

First Again and First Always Since 1953

K I E M 3E EUREKA

First Again and First Always Since 1953

K R C R 7R REDDING

First For the First Time Since 1956

(KOTI 2k Klamath Falls is first again as always even against strong cable competition)

**ASK ADAM YOUNG TO HELP YOU
TAKE ADVANTAGE OF THESE FIRSTS!**

*Nov. 1964 ARB 7:30-11 p.m.

"two out of three doctors recommend . . .", "many doctors prefer . . .", "tested in leading hospitals . . ." and "medically proved"; third-person approaches: "my doctor told me . . ." or "your dentist will tell you," and endorsement by association: "doctors will be interested in this message . . ." or "doctors know about product X."

The code has no objection to a spot advising the consumer "to seek proper medical guidance and care," if a phrase is mentioned only once in a spot and two or more phrases are not tied in to create a misleading endorsement, such as using "ask your doctor about well-balanced meals" and "ask your doctor about product X." Separate, they are permissible. Together, they are unacceptable.

In addition, the code says, these statements "should be removed from any performance/efficacy claims about the product . . . to avoid creating the impression that the product would be recommended by individual professionals. . . ." If such phrase separation is not possible, the "ask your doctor" copy should not be used.

Although the code's bans on medical props and settings remains intact, there is no objection to laboratory settings "representative of actual tests" or props like a thermometer that is common in home use and shown only as an "incidental device."

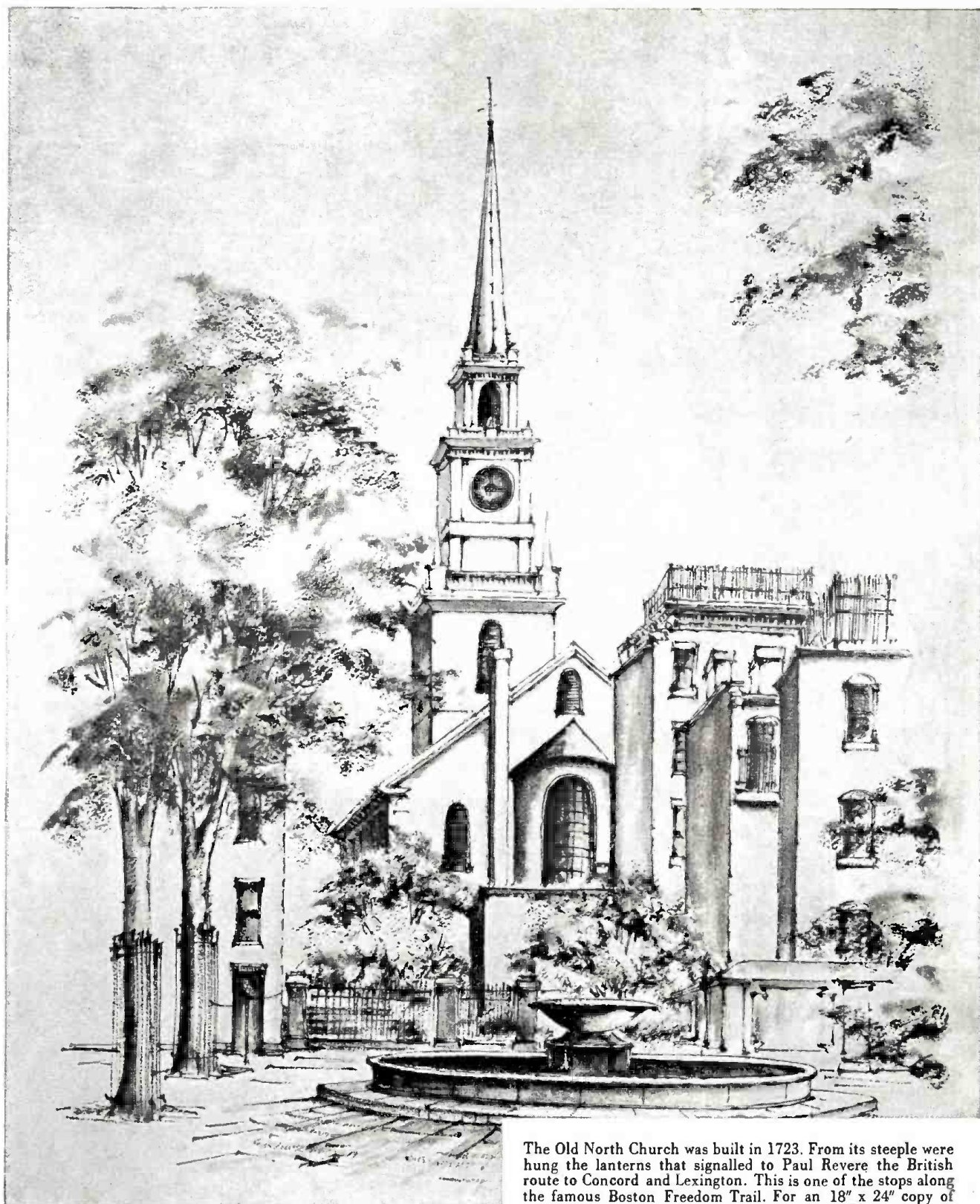
Other conventions of "man-in-white" pointed up by the code include phrases such as "professional dosage," "prescription formula," "medical plan" and "medically approved." These phrases, the code says, "tend to equate over-the-counter products with prescription drugs."

And, the code adds, if such words as "doctor" or "dentist" are unsupportable by copy, the use of "medical" or "professional" in their stead is just another attempt at getting around the ruling.

Newspapers gain as TV's 'glamour' dips

Newspaper advertising revenues gained about \$4.1 billion in 1964, and the newspaper sales bureau's activities are being "expanded greatly" to push the total even higher, Charles T. Lipscomb, Jr., president of the Bureau of Advertising, American Newspaper Publishers Association, said last week.

Mr. Lipscomb told the annual convention of the Newspaper Advertising Executives Association meeting in New Orleans that in 1964 newspapers' national advertising revenues gained 10% to reach \$840 million while local sales

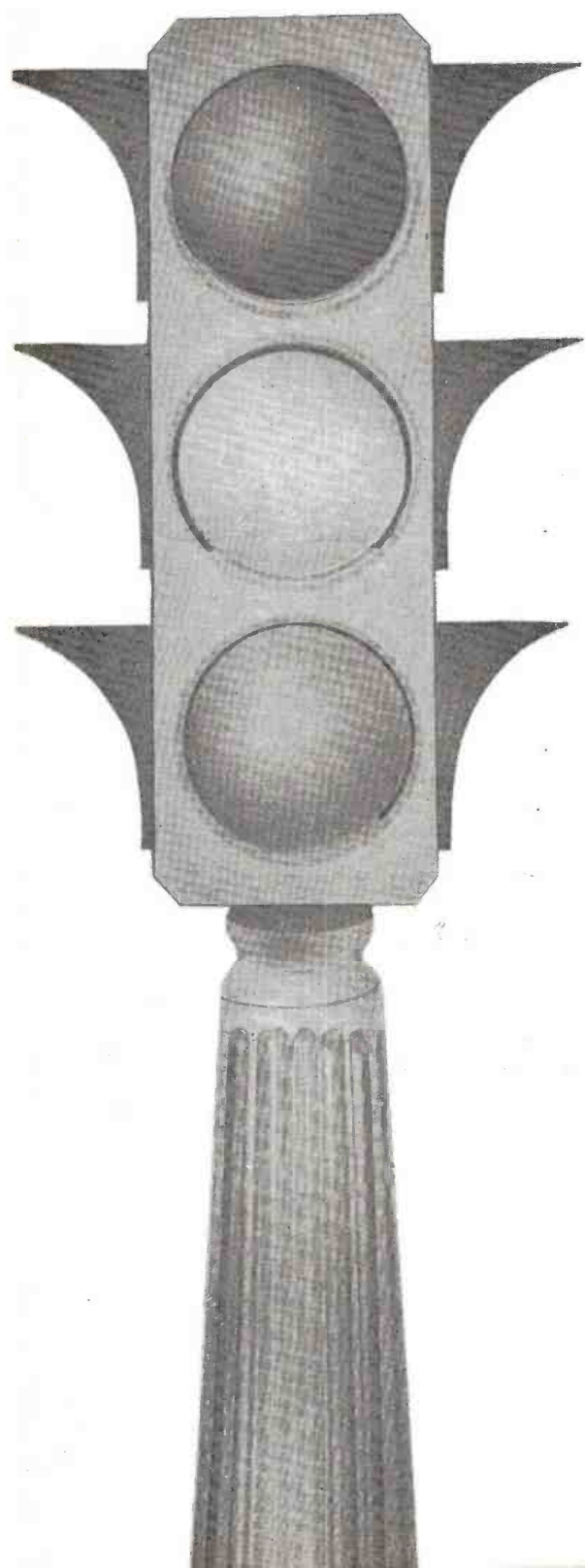


The Old North Church was built in 1723. From its steeple were hung the lanterns that signalled to Paul Revere the British route to Concord and Lexington. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  * RADIO: AM 850 KC 50,000 WATTS * FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO 

BROADCASTING, January 18, 1965



RED..
YELLOW..
GREEN?

How do the signals read for 1965? Will it be another full-speed-forward year for the broadcasting business? Are there danger signs showing — and where — that call for caution?

What lies ahead for television? And for radio? What were the developments last year which have greatest likelihood of affecting their progress—favorably or adversely — during this year? What do leaders in broadcasting think about the prospects?

What's the outlook for broadcast advertising, overall — and for the individual healths of network, spot and local business in TV and in radio? How about trends in programming, ratings, rates, commercials, agency buying methods, CATV? What kinds of new regulatory action are in sight that might affect broadcasting? What's the climate in selling and buying of stations?

These are only some of the many questions that a special issue of BROADCASTING — aptly called **"Perspective '65"** — will encompass when it appears on February 22. Its many pages of carefully-assembled reports will not only evaluate 1964's accomplishments but also project the trends forward into the rest of 1965. Its contents will represent months of hard-work research by the largest, most competent editorial staff in the TV-radio business publication field.

"Perspective '65", in short, is an authoritative round-up of everything vital to those who must see ahead — and plan ahead — to a year more successful than the last one. **"Perspective '65"** will find a prominent place on the desks of advertisers, their agencies, and station management — not just during the week of February 22, but for many months of active reference thereafter.

This extra bonus of attentive readership and re-readership, plus extensive pass-along circulation — **at no increase over BROADCASTING's regular rates** — makes **"Perspective '65"** your most attractive advertising buy of the year.

Don't let the opportunity slip by. Time is short (with final-final deadline for plates on February 15). So reserve your space **now**. Wire or phone us collect — **today** — to make sure you'll be represented in **"Perspective '65"** with a prominent position.



1735 DeSales Street, N. W., Washington 6, D. C.

advanced 7%, to \$3.26 billion.

He said newspapers are becoming stronger, particularly against television. For advertisers, he said, "The glamour of television is wearing off. It takes a lot more effort and a lot more money to use television effectively these days. More and more companies are reassessing their investment in television and, at the same time, re-evaluating newspapers. We have a big opportunity to hammer home our competitive advantages."

The newspaper executives also were told that the bureau, working with A. C. Nielsen Co., had compiled case histories showing how 10 advertisers could profit by substituting newspapers for part of their television and magazine advertising.

Robert Alander, of the *Charlotte* (N. C.) *Observer*, who was also elected president of the association at last week's meeting, said that the Nielsen survey shows 43% of those spending the most time watching television live in households earning less than \$5,000 a year.

"By comparison," Mr. Alander said, "newspapers reach 96% of households earning between \$8,000 and \$10,000 a year . . . even so, newspapers still reach 77% of the homes below \$5,000-a-year incomes."

Rep. appointments . . .

■ **WAOK** Atlanta; **WWOK** Charlotte, N. C.; **WFBL** Syracuse, N. Y., and **WRMA** Montgomery, Ala: McGavren-Guild Co., New York.

■ **WPIX**(TV) New York and **WVMT** Burlington, Vt.: Bill Creed Associates, Boston, for New England.

■ **CKXL** Calgary, Alberta: The Devney Organization, New York, as U. S. representative.

NET head hits WNDT(TV)-Shell

White says identification is 'a commercial plug', calls for an American broadcasters union

A sharp criticism of WNDT(TV) New York, noncommercial station, for presenting a series of five-minute news programs underwritten by a public service grant from the Shell Oil Co. was voiced by John F. White, president of the National Educational Television network.

Mr. White made the criticism in a question-and-answer period, following a luncheon speech Jan. 13 at the Overseas Press Club in New York, in which he had proposed the formation of a North American broadcasting union.

In his attack on WNDT, Mr. White termed the courtesy identification which Shell receives at the beginning and end of each of two nightly news programs as "a commercial plug."

"I just don't think educational television has any right to read news headlines," Mr. White said. "It is not an educational television service. It is the same thing every commercial station does. It will get educational television in trouble."

Later, Mr. White commented that he thought it interesting that WNDT "began its five-minute news programs only when it got a grant."

John W. Kiermaier, president of WNDT, indicated puzzlement and surprise at Mr. White's criticism, but declined to comment.

International Group ■ Mr. White in earlier remarks termed as "just nonsense" the idea that American broadcasters cannot get together in an organization such as the European Broad-

casting Union to speak as a single voice in international affairs.

Under the present circumstances, the network president said, "the image of American broadcasting around the world is largely the image of the American film salesman—and it's too low."

He also charged that the networks do not want an American equivalent to the EBU, and, as a consequence, "we're letting down the American image abroad."

Spokesmen for the international divisions of both ABC and NBC, in answering Mr. White's charges, insisted they would support a move to form a North American broadcaster's union to include Canada and Mexico. A CBS official said he felt the Inter-American Association of Broadcasters, which he said now represents the whole Western Hemisphere, serves this purpose.

Business briefly . . .

Quaker Oats Co., Chicago, plans a radio spot drive on southern and southwestern market stations starting in February for two new corn products, Quaker Golden Grits and Quaker Quick Golden Grits. The drive will run for an indefinite period. It was placed through new Chicago office of Glenn Advertising, Dallas.

Monarch Division of Consolidated Foods Inc., through W. B. Doner & Co., Chicago, is using radio in a three-market test for a major food product promotion centering on a "Mad Mad Diet," a theme in which menus involved are gourmet in style but low in calories. Cities involved are Pittsburgh; Grand Rapids, Mich., and Houston. Newspapers also are being used but the emphasis is in radio.

Frigidaire Division of General Motors, Dayton, Ohio, through Dancer-Fitzgerald-Sample, New York, will participate in the following ABC-TV programs during the second and third quarters of 1965: *Wendy & Me*, *Shindig*, *King Family*, *Jimmy Dean Show*, *Voyage to the Bottom of the Sea*, *The Fugitive*, *Twelve O'Clock High*, *Hollywood Palace*, *Peyton Place*, *Combat* and *Broadside*.

United States Rubber Co., through Doyle Dane Bernbach, both New York, will participate in NBC-TV's *NBC Sports in Action*, Sundays (4-5 p.m. EST).

Union Oil Co. of California, through Smock, Debnam & Waddell, Los An-

Spot TV to help introduce Lucky filters

The American Tobacco Co. will begin national distribution this month of a filter version of its Lucky Strike cigarette.

Spot television in more than 125 markets, in addition to continuing network television will be used in the advertising campaign for the new product.

Regular nonfilter Lucky Strikes will continue to be sold.

The filter cigarette will be in complete national distribution by March, according to American Tobacco Co. A multimillion-dollar advertising effort will continue throughout the year.

Lucky Strike filters were test mark-

eted in six cities last summer in three filter variations. The company announced last August that it would introduce a charcoal-filtered Lucky Strike in a red package.

The new cigarette is king-size and will sell at popular filter prices.

The advertising will concentrate on the theme of "taste," with copy saying "New Lucky Strike filters put back the taste others take away." The LS/MFT used on Lucky packages will stand for "Lucky Strike Means Flavor Tip," in addition to the traditional claim that "Lucky Strike Means Fine Tobacco."

BBDO is the agency for the new filter cigarette.

WWDC ^{radio} salutes Washington's finest

In November 1928, when Clarence E. Kefauver joined the Columbia Building Association, now Columbia Federal Savings and Loan Association, assets were \$1,900,000. Today, the Association's assets are over \$123,000,000. Kefauver, who has served as Secretary and then Executive Vice President, has been President of Columbia Federal for over 16 years. One of the reasons for the successful growth of the Association, according to Kefauver, is its continuous policy of conservatism, which has built up for it the strong confidence of thousands and thousands of savers. To these savers, Columbia Federal is known as Washington's "first insured savings association" by virtue of the fact that, in 1935, it received the first insurance certificate of accounts issued in the metropolitan Washington area by the Federal Savings and Loan Insurance Corporation. WWDC thanks Columbia Federal and its advertising agency, Robert M. Gamble, Jr., Inc., which has represented the Association for the past 12 years, for the privilege of sharing in this success story.



Represented nationally by Blair Radio

WWDC RADIO WASHINGTON, D.C.



ges, is starting a weekday traffic time campaign on ABC Radio West today (Jan. 18), sponsoring participations in Don Allen's morning newscasts at 8-8:10 a.m. and in Frank Hemingway's *News Sound* at 5:30-5:45 p.m. PST on more than 50 stations in California, Oregon, Washington, Nevada and Arizona. Union Oil will use five participations a week, three on one program, two on the other, alternating from week to week.

Newly signed participating advertisers on NBC-TV during the current and second quarters of 1965: **Sunbeam Corp.**, Chicago, through Foote, Cone & Belding, New York, in 10 nighttime programs; **Coca-Cola**, Atlanta, through McCann-Erickson, New York, in *Karen* and *Hullabaloo*; **General Foods Corp.**, White Plains, N. Y., through Benton & Bowles, New York, in nine nighttime shows; **Gerber Products**, Fremont, Mich., through D'Arcy Advertising, New York, in *Flipper*, *Mr. Novak*, and *Karen* and **S. C. Johnson & Sons**, Racine, Wis., through Benton & Bowles, New York, in *Hullabaloo*, *The Man from U.N.C.L.E.*, *The Virginian*, *Daniel Boone*, *Dr. Kildare* and *International Showtime*.

The Jell-O Division of General Foods

Corp., White Plains, N. Y., through Ogilvy, Benson & Mather, New York, is running a spot TV campaign in Connecticut, Ohio, Arizona and Oregon, introducing its new line of four-minute pasta products.

Parker Brothers Inc., Salem, Mass., through Badger & Browning & Parcher, Boston, started a Chicago-area spot radio and TV campaign last week for its Probe word game, and a spot TV campaign in nine southern states for its Rook card game. Both campaigns will run until mid-February.

Penick & Ford Ltd., through Grant Advertising, both New York, will start an intensive spot radio campaign this year in eastern seaboard states for its three new My-T-Fine puddings, continental French cherry vanilla, continental Swiss chocolate and continental Danish moca, beginning Feb. 1.

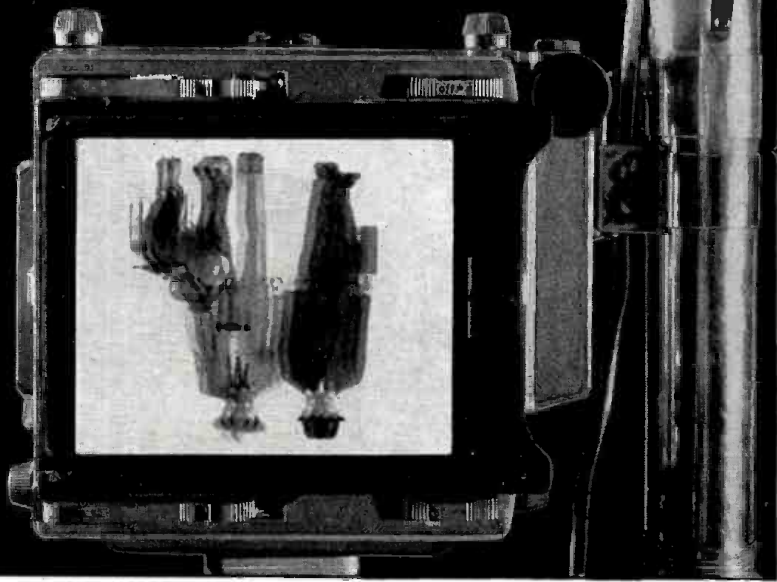
The American Express Co., through Ogilvy, Benson & Mather, both New York, for its Travelers Cheques, will participate in CBS Radio's 7 p.m. *News with Douglas Edwards* for 30 weeks beginning today (Jan. 18). American Express will also participate, during the same period, in various CBS Radio Saturday news broadcasts.

S&W Fine Foods Inc., through Foote, Cone & Belding, San Francisco, is sponsoring five spots a week on Frank Hemingway's 7-7:15 a.m. newscast on 57 ABC Radio West stations in California, Oregon, Washington, Idaho, Nevada and Arizona in a 50-week campaign which started the first of the year. The broadcasts will promote the full line of S&W products, with heavy emphasis on S&W coffee. The company sponsored the Hemingway news on ABC Radio West last summer.

Tidewater Oil Co., (Flying A gasoline), New York, has signed as a co-sponsor of the 1965 TV and radio coverage of the New York Yankees' baseball games on WPIX(TV) and WCBs-AM-FM, all New York. Agency is Grey Advertising, New York. Other sponsors of the Yankee games are P. Ballantine & Sons, Newark, N. J., and R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Sea and Ski Co., Reno, Nev., through Foote, Cone & Belding, San Francisco, will run a summer advertising campaign on ABC-TV, with participations in *Shindig*, *The Sunday Night Movie*, *Voyage to the Bottom of the Sea*, *The Addams Family*, *Hollywood Palace*, *Ben Casey* and *Les Crane Show*.

the Quality touch Brings Th



NBC net sales hit \$435 million

Figure, made public for first time, said to be its highest with all divisions contributing to increase

NBC's sales and profits in 1964 were the highest in the company's 38-year history, officials said in a report being released today (Jan. 18).

NBC net sales were placed at more than \$435 million, an increase of more than \$33 million over 1963.

The figures were contained in NBC's annual review as reported by Robert W. Sarnoff, chairman of the board, and Robert E. Kintner, president. According to NBC sources, this was the first time that the company has made public its annual net sales figures.

The company reported that all operating divisions contributed to the increased profits and sales. NBC-TV enjoyed record profits during all four quarters of the year, extending to 13 the network's string of consecutive record quarters. The network also listed more national advertisers than any other

network for the 16th straight year, the report asserted.

NBC Radio attained its highest sales figure since 1958. The NBC-Owned Stations Division increased profits for the seventh consecutive year. NBC Enterprises, operating division, had record operating profits and increased to 80 the number of countries to which it supplies television programing and services.

Color Record ■ The company logged approximately 2,200 hours of color television programing during 1964, and added 30 national advertisers using color commercials. A total of 197 network affiliates, many of which originate color programs in their local areas, carried NBC color programing. Approximately 70% of the nighttime broadcasting schedule was in color, and a record of 80 major advertisers broad-

cast color commercials on a continuing basis.

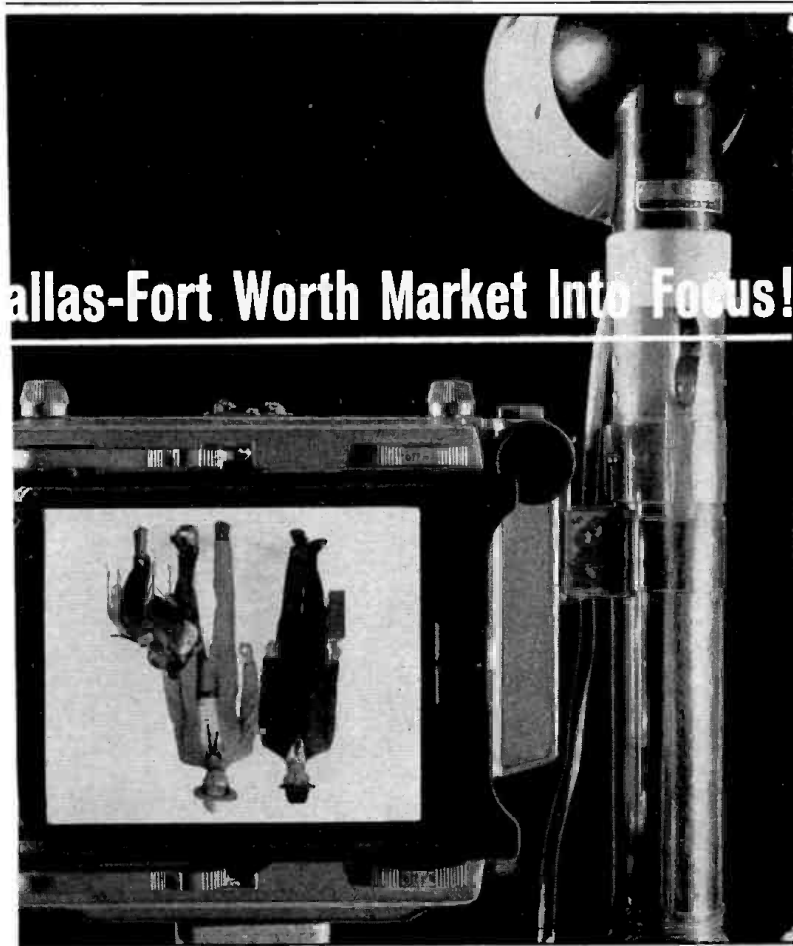
NBC estimated that more than 2,860,000 color television sets are in use in the U. S. (see color stories, pp 36). According to the company, this figure is "the first in a series of quarterly estimates which NBC will release on a regular basis to supply broadcasters, advertisers, advertising agencies, rating organizations and other interested parties with authoritative and uniform figures on national color set growth."

A highlight of the company's year in the color field was the broadcasting in color of NCAA college football games. Colorcasting of comedy and variety shows was also increased.

NBC-TV reported 283 national advertisers combined to set new sales records for the 17-year-old network. Advertiser participation broke the previous record set in 1963.

Included in the roster of advertisers were 25 of the 27 product classifications using network television last year. NBC-TV said it was the leader in 15 categories.

Most Auto Ads ■ Automobile Advertising on NBC-TV was said to be al-



Dallas-Fort Worth Market Into Focus!

Quality television, like quality photography, demands the combination of countless technical tools and professional skills to create a clear, crisp, sharp picture — a depth of field that includes:

- A greatly enlarged market that has boomed from 14th to 12th in the nation — largest in the South or Southwest...
- 363,000 additional people and \$710 million MORE buying power (DCSS report) than reflected in standard research sources...
- Proper equipment such as our two mobile cruisers and vast array of Marconi cameras, VideoTape recorders, etc....
- Highly trained, talented television craftsmen

All these have been brought into sharp focus and perspective by a station with that infinite Quality Touch. Call your Petryman to get in our Dallas-Fort Worth picture.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.

most double that of ABC-TV and CBS-TV combined. NBC-TV also claimed more than 50% of total television network sales in the following product categories: household equipment and supplies; industrial materials; jewelry, optical equipment and cameras; radios, television sets and phonographs; gasoline and other fuels; publishing; travel; consumer services; agriculture, and horticulture.

Kraft and the Gillette Co., charter sponsors on NBC-TV, entered their 18th NBC advertising season.

Advertisers on network television for the first time during 1964 included Allen Products Co., Book Enterprises, Chicago Musical Instrument Co., Holiday Inns of America, Manco Watch Strap Co. and The Washington Post Co.

NBC-TV's participating sales programs, *Today* and *Tonight*, were said to have achieved their greatest single billing year. *Today* is 13 years old and *Tonight* is 11. A total of 85 advertisers participated in the programs.

The NBC Radio network completed its 38th year of operation during 1964.

As of Dec. 31, 198 stations were included in the radio network. News and informational programming were increased "substantially," according to NBC. An estimated 75% of the schedule was devoted to news, sports and public affairs.

NBC Radio's best sales year since 1958 also included the highest fourth quarter profits since 1950, officials said.

The department consisting of the five NBC-owned television stations also reported record sales and earnings. National spot television billings on NBC stations were reported up almost 20%. National radio spot sales also were up during the fourth quarter.

Both the international and domestic activities of NBC Enterprises expanded last year, helping the enterprises division to its best year. Gross revenue and operating profits were described as at an all-time high.

International Activity ■ Under what was said to be the largest single overseas activity undertaken by an American broadcasting organization, NBC International signed with the government of Saudi Arabia to build and provide management services for a 13-station television network in that middle eastern nation. The first two stations are nearing completion, and broadcasting is expected to begin in April. NBC technicians are training Saudi Arabians in network operations.

Under a similar project in Nigeria, plans were completed for the construction in Ibadan of a second station of the Nigerian television service.

NBC continued to provide management services for television stations in

Barbados, Jamaica, Kenya, Nigeria and Sierra Leone.

Program distribution reached a new high as NBC International provided syndication of 101 film series and services for 300 stations in 80 countries, the report indicated.

NBC Films, a department of NBC Domestic Enterprises, increased to 40 its supply of series for syndicated distribution in this country.

NBC Merchandising, also a division of Domestic Enterprises, gave the Encyclopaedia Britannica an option to use selected NBC News specials for non-theatrical film distribution.

CBS-TV Stations Div. up 13% in '64

The CBS Television Stations Division in 1964 had its most successful year with a 13% increase in net sales, Merle S. Jones, division president, announced last week. The division, consisting of the five CBS-owned television stations, CBS Television Stations National Sales, CBS Films Inc. and CBS's international television investments, is responsible for all non-network television activities of CBS-TV.

The five stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. They reported a combined increase in net sales of 12% over 1963.

National Sales, rep firm for the CBS-owned TV stations, reported a 17% increase in net sales. CBS Films raised net sales by 14%.

More than 11,000 programs and 40,000 announcements in the community service category were broadcast last year by the five stations, the report said. This was described as representing more than \$23 million in broadcasting time and facility costs.

More than 415 editorials were presented during 1964, with equal time offered for opposing points of view.

The CBS stations' Washington news bureau expanded its activities during the year, providing more than 800 filmed reports from Washington on news events of special local interest.

The stations continued to provide television reading service lists designed to supplement television viewing. The lists were sent to 2,425 schools and libraries in the markets served by the five stations. The list service now covers 1.5 million students, CBS officials said.

The stations division also reported that CBS had interests or affiliation agreements in 18 communities outside the United States.

RCA plans record capital spending

RCA plans to spend a record \$90-95 million on capital expenditures in 1965, the corporation announced last week. During 1964, approximately \$83 million was spent on capital expansion and modernization.

The 1964 capital spending was \$13 million higher than original estimates, reflecting "stepped up capital spending in the areas of color television, computers and worldwide communications," according to Brigadier General David Sarnoff, chairman of the board of RCA.

General Sarnoff said that "color television, the fastest growing industry in America today," will account for the largest single share of the projected capital expenditures. "This year's record capital spending is an expression of our confidence in the strength of the national economy and its growth prospects in the years ahead," General Sarnoff said.

RCA plans to increase production of 25-inch, 90-degree rectangular tubes and to introduce commercially 19-inch rectangular color tubes. Production of 21-inch, 70 degree round color television tubes will be continued.

"We now anticipate that more than 2 million color television sets will be sold in 1965 and that the industry volume of color sales may exceed the volume in black-and-white sets for the first time in history," General Sarnoff asserted.

ITC may go public; reports '65 releases

Independent Television Corp., New York, a subsidiary of Associated Television in Britain, is considering a move to offer stock in ITC to the public.

Michael Nidorf, ITC president-board chairman, said last week that for several months, "Wall Street has shown strong interest in underwriting the company and this is currently under consideration."

Mr. Nidorf noted for the first six months of the current fiscal year (through Oct. 31, 1964), net profit of ITC amounted to more than \$500,000. He said it was possible that total net profit through the year ending April 30, 1965 would exceed last year's record-breaking \$1,480,000.

He reported that in 1965 ITC intends to release in the U. S. five series, a group of one-hour specials and three separate packages of feature films. The

ON THE LOCAL SCENE . . . A South Bend Television Market Report by WSBT-TV



Presbyterian Players Yule Show On WSBT-TV

The music for "Prince", performed off Broadway last season, was written by a former South Bend resident. This musical was thus a natural for the local theater group to perform for the South Bend market television audience. Played before a full house, the entire show was taped by WSBT-TV, and telecast a few days before Christmas. The show was deemed highly successful, and well worth the efforts of many people.

And so was the effort put forth by the South Bend Community in 1964. Some mighty high hurdles were cleared last year with the results that 1965 has a bright, shining look.

There are five new industries in town . . . construction is at an all-time high . . . spendable income for 1965 is forecast at \$702,552,000*! Take another look at South Bend, and when getting into this market get with WSBT-TV . . . the station with the local appeal for local selling.

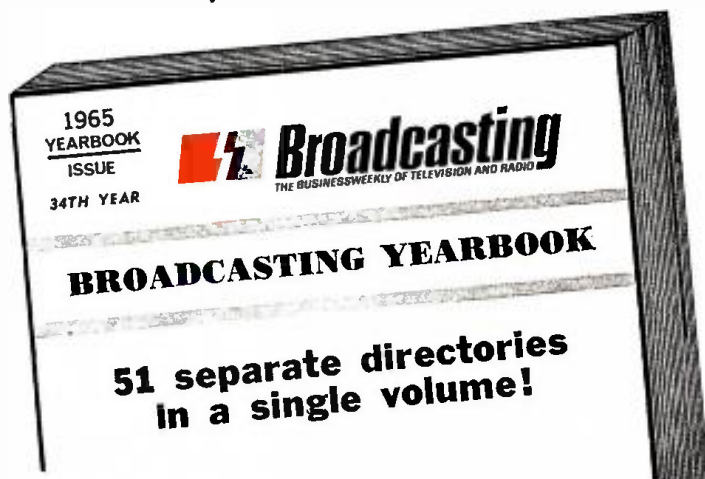
*Sales Management, Nov. 1964.



just off the press*

1965 BROADCASTING Yearbook

"the one-book library of television and radio information"



Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1965 BROADCASTING YEARBOOK:

- | | | |
|-------------------------------------|---------------------------------|----------------------------------|
| 1. TV Station Directory | 20. Canadian TV Channels | 34. Canadian Board of Governors |
| 2. TV Call Letters | 21. Experimental TV Stations | 35. International Radio Stations |
| 3. TV Channels | 22. Community Antenna TV | 36. Frequency Measuring |
| 4. TV Allocations | 23. TV Applications Pending | 37. Station Applications |
| 5. Advertising Agencies | 24. Transfers of TV Ownership | 38. FCC Rules & Regulations |
| 6. AM & FM Radio Directory | 25. Newspaper Ownership of TV | 39. Major Awards, Citations |
| 7. AM Station Call Letters | 26. Group TV Ownership | 40. RCA Executives |
| 8. AM Radio by Frequencies | 27. FM Commercial Call Letters | 41. Special FCC Services |
| 9. Equipment Directory | 28. FM Educational Call Letters | 42. Radio-TV News Services |
| 10. Broadcast Product Guide | 29. FM Frequencies, Channels | 43. Foreign Language Programs |
| 11. NAB Television Code | 30. Caribbean, Mexican Stations | 44. Country & Western Stations |
| 12. NAB Radio Code | 31. Canadian AM by Frequency | 45. Negro Programming |
| 13. Program Producers, Distributors | 32. Canadian FM by Frequency | 46. Associations, Societies |
| 14. Talent Agents, Managers | 33. College Radio Stations | 47. Government Agencies |
| 15. Radio & TV Representatives | | 48. Radio-TV Attorneys |
| 16. Network Executives | | 49. Consulting Engineers |
| 17. Regional TV Networks | | 50. Farm Directors |
| 18. Regional Radio Networks | | 51. Major Trends, Events |

* subscription copies and advance orders being mailed during week of January 18

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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☐ 52 issues and '65 Yearbook \$13.50

☐ 1965 Yearbook \$5.00

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Company _____

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☐ Home

☐ Payment enclosed

☐ Bill me

City _____ State _____ Zip _____

new ITC programing, in the U. S., which has been shown previously in the United Kingdom, includes *Secret Agent*, 32 one-hour segments; *Gideon's Way*, 32 one-hour detective-adventure episodes; *Mr. Piper*, 39 half-hour color programs for children; *Stingray*, 39 half-hour programs in color and *The Saint*, 32 hour programs, representing the second-year production of a series sold in 72 U. S. markets during its first-year cycle.

ITC also will release to the U. S. *International Circus*, three one-hour circus spectaculars with David Wayne as narrator. In the planning stages are four to six one-hour musical specials featuring Jo Stafford. In the past year ITC has sold a series of nine Jo Stafford specials in the U. S.

Mr. Nidorf added that ITC shortly will offer these groups of first-run feature films: "8 For Action," a group of eight sea dramas and Indian adventures; "Intrigue 10," ten action-adventure films and "International Showcase," described as "a group of outstanding blockbuster foreign films in color with big American star names."

He also said ITC has completed the pilot of a half-hour situation comedy series titled *Home Sweet Home*.

Time Inc. revenues increase 15% in '64

Time Inc. board chairman Andrew Heiskell and James A. Linen, president, said last week that the corporation's 1964 revenues will be approximately 15% greater than revenues in 1963. The estimate was presented at a meeting of the New York Society of Security Analysts.

The two corporation officers said that, allowing for a variation of about 10 cents a share either way, earnings in 1964 were expected to be about \$4 a share compared with the \$2.18 registered in 1963.

Mr. Heiskell and Mr. Linen also presented the following estimate of the corporation's financial standing: During the 10 years 1955 through 1964, Time Inc. has increased its long-term debt from \$8 million to \$60 million, net current assets from \$50 million to \$105 million, net property and equipment from \$10 million to \$110 million, deferred income—mostly prepaid subscriptions—from \$37 million to \$65 million, and stockholders' equity from \$45 million to \$135 million.

Time Inc.'s Broadcast properties are KLZ-AM-FM-TV Denver; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.; WFBM-AM-FM-TV Indianapolis, and WOOD-AM-FM-TV Grand Rapids, Mich. Time Inc. also has holdings in TV production companies abroad.

KM&G reports '64 billing up 15%

Ketchum, MacLeod & Grove Inc., Pittsburgh, billed \$52 million for 1964, up 15% from 1963. The figure is reportedly the best in the history of the agency, which ranked 29th in billing nationally in 1963.

The firm's New York office will move from 733 Third Avenue to 90 Park Avenue in April, an expansion made necessary by a three-fold increase in business over the last four years.

Edward T. Parrack, president, attributed the growth to "the increased demand for total communications services."

Taft reports big jump in profits

Taft Broadcasting Co. last week reported a doubling of earnings and declared a quarterly cash dividend of 15 cents a share, payable March 15, to stockholders of record Feb. 15.

The board of directors voted to recommend a two-for-one common stock split, to be voted on by stockholders at the annual meeting in July. The split would increase authorized shares to 5 million.

For the nine months ended Dec. 31, 1964, profit before federal taxes on income was \$6,768,860, up from \$3,436,382 for the prior year's first nine months. Earnings per share for the same period were \$2.04 vs. 99 cents and net income after federal taxes on income rose to \$3,346,386 from \$1,618,016, up 107%.

Quarter ended Dec. 31, 1964:

	1964	1963
Earned per share*	\$0.88	\$0.43
Revenue	7,147,526	3,538,863
Profit before federal income taxes	2,877,718	1,446,555
Net income after federal taxes	1,444,621	704,203

*Based on 1,640,685 shares outstanding Dec. 31, 1964.

Financial notes . . .

■ Metromedia Inc. announced completion on Jan. 12 of the acquisition of the Packard outdoor advertising companies, which operate chiefly in Ohio. Purchase price was in excess of \$10 million.

■ Directors of Storer Broadcasting Co. have declared a quarterly dividend of 50 cents a share on common stock, payable March 9 to stockholders of record Feb. 19. It marks the 45th consecutive quarterly dividend paid on the stock since it went public in November 1953. The board also declared a quarterly dividend of 25 cents a share on class "B" common stock, not listed.



In the early hours of the Southern California morning, some 7½ million Angelenos prepare for the busy day ahead.

Chances are, their companion in these morning hours is radio.

And chances are, most listeners who are affluent, responsive adults tune to the always beautiful music and stimulating news analysis of KPOL AM/FM.

If you use Pulse, and/or your own good judgement, you'll note that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any of Los Angeles' good music stations.

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

KPOL

Distinguished Radio — Los Angeles
Represented nationally by Paul H. Raymer Co.

In Detroit call
ROBERT B. RAINS
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1

United Press International news produces!

Now it's every man for himself

NAB's Future of Television experts can't agree on CATV regulation; they'll present individual — and conflicting — pitches to NAB television board

The National Association of Broadcasters' Future of Television in America Committee decided last week to hand off its crystal ball.

In a two-day meeting in New York the committee was unable to agree on recommendations for regulation to control the operation and development of community antenna television systems. A statement issued afterward by the Future of Television in America chairman, Dwight D. Martin, WDSU-TV New Orleans, as much as said that the committee was turning the problem over to the NAB's television board.

None of the committee members, not even Mr. Martin, was supposed to say anything about the discussions that took place during the closed sessions at New York's Park Lane hotel last Wednesday and Thursday (Jan. 13-14), but it was authoritatively learned that opinions varied irreconcilably on the question of how much federal regulation of CATV the NAB ought to propose. How many conflicting positions were presented during the meetings? "As many as there were people there," one member of the Future of Television in America Committee said afterward. All but one of the seven members of the committee

took part in last week's meetings.

The Splits ■ The official statement that was issued by Mr. Martin after the meeting tended to confirm that divisions of opinion were sharp and immutable. "The members [of the Future of Television in America Committee] personally will express their individual viewpoints pursuant to an invitation extended by the chairman of the TV board to each member of the committee to be present at the Palm Springs meeting," the official statement said.

As arranged earlier, Mike Shapiro, WFAA-TV Dallas, chairman of the NAB's television board, has called a special meeting of that board for Jan. 24 in the California resort community. A regular meeting of the NAB's television and radio boards was scheduled some time ago to be held in Palm Springs Jan. 25-29. Mr. Shapiro summoned the TV board to the Jan. 24 special session after subcommittees of the NAB's Future of Television in America Committee and of the National Community Antenna Association had attempted to reach an accord on a regulatory program to be presented jointly by the broadcaster and CATV asso-

ciations (BROADCASTING, Jan. 11).

Long ago influential members of Congress let it be known that they hoped that the FCC, the community antenna operators and the broadcasters could agree on proposals for federal regulation of the CATV business. Although the FCC has begun its own study of the problem, it has also invited the broadcasters and community antenna operators to come in with joint suggestions for regulation that they could commonly support.

Earlier Deal ■ Subcommittees of the NCTA and the NAB's Future of Television in America Committee came to what they thought was an accommodation last month. During a meeting in New York they agreed to support regulation that would prevent CATV's from duplicating the program services of local stations in their areas of operation and from originating programming and advertising (BROADCASTING, Dec. 14, 1964).

At a later meeting of the full Future of Television in America Committee of the NAB (at which only four of the seven members were present), the work of the subcommittee was rejected. Some members of the main committee insisted that the NAB propose regulations that would prevent CATV's from importing distant signals that leapfrogged stations closer to the CATV base of operations (BROADCASTING, Dec. 21, 1964).

On Jan. 5 the same subcommittees of the broadcaster and community antenna

Bill Daniels' challenge: proof of degraded signal worth \$10,000

Broadcasters who claim community antenna television systems purposely degrade their or any other station's signals may collect \$10,000 if they can prove it.



Mr. Daniels

caster that can prove that any CATV

operator has purposely degraded any TV station's signal receivable at the master antenna site of said system."

"Any intelligent broadcaster should readily understand that it would be sheer nonsense and utter foolishness to degrade a broadcaster's picture, whether it be a local station or a far distant one, when a clear, good, concise picture—and the very best obtainable—is what the CATV operator is selling!" Mr. Daniels said.

The money is being deposited in an escrow account at the Morgan Guaranty Bank, New York, he said. A panel of three engineers would judge whether purposeful degrada-

tion exists. One would be named by the National Association of Broadcasters, another by the National Community Television Association and the third by the broadcasters claiming the reward.

"The same reward will be applied to altering a program," Mr. Daniels continued, "as I frankly am at a loss to know how a CATV operator, in its present state of the art, can alter a broadcaster's program. The same will apply to advertising that a local CATV operator would 'take off the air,'" he said. Mr. Daniels said he realized the offer "is a bit dramatic," but he is serious about it.

organizations met again, that time in Dallas. The CATV representatives were said to have retreated to some degree from their former opposition to all limitations on the importation of distant signals and to have agreed to what was described as an "interlocked formula" establishing various conditions under which CATV's could reach out for stations remote from their areas, depending on the number of program services available at closer range (BROADCASTING, Jan. 11).

Differences ■ The details of the understanding reached at Dallas on Jan. 5 have never been publicly disclosed. Whatever they were, they met strong resistance from the members of the NAB's Future of Television in America Committee last week. As Mr. Martin's statement reported:

"The subcommittee presented to the full committee a statement of basic understandings reached between them and a committee of the NCTA board concerning matters of legislation and regulation which, in conjunction with the FCC, might ultimately be proposed to the Congress.

"These proposals were the subject of discussion by the full committee for a period of two days. Members of the committee expressed various opinions with respect to these proposals as well as the advisability of this particular approach."

When asked what he meant by "this particular approach," Mr. Martin said, "No comment."

Broad Field ■ Others who were at the meeting said that there was a wide range of opinions on the severity of regulation to be sought to control the extent of protection for local stations and the number and distance of remote signals that CATV's could import. Informed sources also suggested that opinions might vary as widely among members of the NAB's television board, to which the responsibility for forming an association policy will fall on Jan. 24.

Some qualified sources went so far as to suggest that the NAB might find it impossible to present a united front on CATV regulation, as it has failed to unite on other matters where the self interests of members came into conflict.

In addition to Mr. Martin, the members of the Future of Television in America Committee present at last week's meetings were Clair McColough, Steinman Stations; William C. Grove, KFBC-TV Cheyenne, Wyo.; G. Richard Shafto, Broadcasting Co. of the South; Willard E. Walbridge, KTRK-TV Houston, and John T. Murphy, Crosley Broadcasting Corp. C. Howard Lane, KOIN-TV Portland, Ore., was absent.

Battle for N. Y. CATV gets even hotter

NCTA's Ford questions city limitations;

UA's Nizer hits again on program payments

Wrangling over copyright questions, federal-vs.-local regulation and local government responsibility marked the opening of hearings last Thursday on six applications for franchises to operate community antenna television systems in New York City.

The hearings, still under way late Thursday night, were to encompass applications of Sterling Information Services, Teleprompter Corp., CATV Enterprises, RKO General, Teleglobe Cosmotronics Corp. and Comtel Corp. The applications of two others, Skiatron and Cosmos Industries, who were late in filing, have been referred to the city's franchise bureau for study and will be heard later.

The New York hearing marked the first public appearance of Frederick W. Ford as president of the National Community Television Association. Mr. Ford's resignation as an FCC commissioner, though tendered and accepted, had not yet been announced by the White House late last week.

His remarks before the board of estimate indicated disagreement with the city's limitation on present CATV applicants, proscribing their operation to service for signals already delivered over the air—a provision which the present applicants apparently are willing to accept.

Mr. Ford declined to comment on what NCTA's eventual position would be on protection of existing TV signals within a market to be served by CATV.

Answers After Dallas ■ Asked what chances there are for accord between the National Association of Broadcasters and NCTA on a joint proposal for legislative control of CATV (see page 90), Mr. Ford again declined comment. But he suggested a further explanation of NCTA's plans might be available following a meeting planned by the association's board of directors Jan. 25 in Dallas.

In his presentation Mr. Ford called it "a little disturbing" that the city would hold system operators to only those signals already available. He ac-

knowledgeed the imminence of federal regulation but said he believed existing systems would be "grandfathered" into any legislative pattern that might be conceived and that therefore arguments against proceeding with franchise grants on grounds that federal intent is not yet known are without substance.

Where is the competition with broadcasters, he asked, if CATV permits more of the public to see what a station intends it to see?

Also appearing at the New York hearing was Robert D. L'Heureux, NCTA general counsel.

Mr. L'Heureux charged that the United Artists memorandum filed a week earlier, raising a question of the city's liability for copyright infringement under franchise grants it proposed (BROADCASTING, Jan. 11), was a "scare" argument.

A brief filed by NCTA with the board of estimate asserted "there is no authority or precedent that the granting of a franchise with a tax measured by gross receipts has been held to make a city a joint venturer with the franchise business or that any city has been held liable as a joint tortfeasor under these circumstances."

Such a precedent, NCTA held, "would make the city a partner of every business in New York."

The NCTA brief said the posting of a bond to cover the "fantastic sums which United Artists has conjured up" would be a burden on the CATV system. The cost would be passed on to the subscriber and it "could result only in stunting the development of CATV service in New York, if it did not kill it in its cradle."

The NCTA arguments were accompanied by an affidavit by Ira Kamen, an electronics engineer, asserting there is no philosophical distinction between master antenna systems and community antenna systems. This reasoning is denied by those seeking to prove copyright law is applicable to CATV operators. Mr. Kamen is a principal in CATV Enterprises, one of the New

York applicants.

Louis Nizer, appearing as attorney for United Artists, said he was also present in behalf of the Motion Picture Association and presented another brief in support of his copyright argument under the association's direction, though not as its counsel.

Someone Else's Nickel ■ Mr. Nizer said "no wonder so many people are dashing in here" with applications. It's a profitable business, he argued, "because they aren't paying for the product they're selling."

"This is leading to a pay-TV system," he added.

Mr. Nizer said "responsible elements" in the CATV industry have indicated to him they are aware that they will eventually have to pay for the programs they carry. Members and counsel of the NCTA, he continued, have approached him with this attitude and a desire to negotiate the question.

NCTA counsel, Mr. L'Heureux, asserted that the association had never sought to compromise its position on the copyright question and had never authorized any of its members to negotiate the question.

The Television Accessory Manufacturers Institute (TAME) appeared in opposition to immediate franchise grants and its key officials were there. TAME's acting national chairman, Morton Leslie, and counsel, Benedict Cottone, said they were not protesting CATV per se, rather the construction of CATV systems in New York before it is "properly ascertained" that there is a need for such service.

Mr. Cottone advised the board "before you permit this tremendous investment you must establish whether this is really CATV that is proposed or a decoy for some other motive."

Mr. Leslie said he was asking for the tabling of the New York CATV applications for 12 months to let the federal government make its position clear.

Distortion Charged ■ A TAME brief accused New York CATV proponents of using the examples of other communities where antenna systems are established and flourishing, "to foist upon our city officials the inapplicable presumptions that present off-the-air reception in New York City is inadequate or poor. . ."

TAME proposed the formation of a committee representing "all the conflicting interests involved" to undertake a fact-finding investigation of the problem.

Rollins Broadcasting disclosed last week that it has joined Teleglobe Cosmotronics Corp.—one of eight petitioners for a community antenna franchise in New York City—as a 50% partner in Cosmotronic's operations.

Under the agreement Rollins acquires

50% of Teleglobe Cosmotronic stock.

The New York CATV application of the company came before the board of estimate hearing.

Rollins owns WAMS Wilmington, Del.; WCHS-AM-TV Huntington-Charleston, W. Va.; WEAR-TV Pensacola, Fla.; WPTZ(TV) Plattsburgh, N. Y.; WNJR Newark, N. J.; KDAY Santa Monica, Calif.; WBEE Harvey, Ill. and WGEE Indianapolis. It also owns Rollins Outdoor Advertising with plants on the East Coast and in Texas and Mexico.

Last year it branched into extensive nonmedia operations with acquisition of Satin Soft Cosmetics, a Negro-oriented cosmetics company, and the Orkin Exterminating Co., the latter a \$62.4 million investment.

A capsule look at the week in CATV

Activity reported in the community antenna television field last week included grants of franchises in six communities and applications made in six others. There was one denial of a request reported and two systems were reported sold.

In addition, a hearing resumed on proposals for what could be the nation's largest CATV—the eight applications on file with New York City's board of estimate.

Activity reported last week:

Rockford, Ill.—National Trans-Video Inc., Dallas; Rockford Community Antenna Television Inc. (WREX-TV Rockford), and CATV of Rockford, all applicants have been told the city council will put off a decision until city elections are held in April.

West Frankfort, Ill.—Egyptian Cablevision Corp., owned by Gregg Cablevision Corp., Nashville, has been given tentative approval for a 25-year franchise that would pay the city \$500 in the first year of operation, 4% of gross income during the second and third years and 5% thereafter. Monthly charges would not exceed \$5.95 and installation \$15, with the reductions for the latter based on the total number of subscribers. Stations to be fed to subscribers are KMOX-TV, KPLR-TV, KSD-TV and KTVI(TV), all St. Louis; KFVS-TV Cape Girardeau, Mo.; non-commercial WSIU-TV Carbondale, Ill.; WSIU-TV Harrisburg, Ill.; WTVW(TV) Evansville, Ind., and WPSD-TV Paducah, Ky. Gregg Cablevision is a subsidiary of LIN Broadcasting Corp, Nashville.

Columbus, Ind. — Fair Enterprises Inc. (WIBC-AM-FM Indianapolis), Indianapolis, has proposed a 25-year franchise to provide 12-channel service at rates not to exceed \$6 monthly and

\$18 for installation.

Lafayette, Ind. — Jerrold Electronics Corp., Philadelphia, constructing a CATV, has been given until March 1 to complete work. Its franchise was granted Feb. 19, 1963, and deadlines have been moved up from November to January and now until March.

Pittsburg, Kan.—KSEK Broadcasting Inc. (KSEK Pittsburg) has been awarded a franchise. The firm, owned by Stauffer Publications Inc., a group station owner, agreed to pay the city 3% of the CATV's annual gross. Other applicants were Trans-Video Corp., El Cajon, Calif., and Mid-Continent Telecasting Inc. (KOAM-AM-TV Pittsburg-Joplin, Mo.), but Mid-Continent withdrew before the award was made. O. S. Stauffer is president of the new cable firm. Thad M. Sandstrom, vice president, and Gerald Holley, general manager.

Bangor, Me.—A franchise petition of Telstar State Enterprises has been turned down by the city council because of concern over lack of CATV regulation.

Rockland, Me.—Telstar-State Enterprises Inc., Madison, Mass., and Young's Community Television Corp., operating a CATV in Springfield, Vt., both applicants, have been informed city action is awaiting a presentation by Knox Broadcasting (WRKD Rockland).

Greenfield, Mass.—James R. Crowe and William Dwight Jr., of Holyoke, Bernard M. Crosby of West Springfield and Charles N. DeRose of Northampton, all Massachusetts, have purchased an interest in Pioneer Valley Cablevision Inc., which operates systems in Shelburn Falls and Millers Falls, both Massachusetts.

Traverse City, Mich.—Midwestern Cablevision Corp. has been awarded a nonexclusive, 15-year franchise to provide at least five TV and three FM channels by July 1. The city will be paid 2% of gross receipts until subscriptions reach 1,500; the payment will be 3% if there are more subscribers. Midwestern has agreed to pay \$2.50 for each pole attachment and \$2.50 annual rental per pole. Installation will be \$10 and the monthly fee \$5. Midwestern said it would carry signals of area stations without duplication and refrain from selling advertising without city commission permission.

Goshen, N. Y.—A CATV proposal has been made by Better TV for Orange County Inc., Monroe, N. Y.

Jamestown, N. Y.—The city has appointed a five-man committee to represent it in negotiations with Jamestown Cablevision Inc. The firm is headed by Simon Goldman, president and general manager, WJTN-AM-FM Jamestown.

New York City—The board of estimate began taking testimony on six of eight pending applications last Thursday (Jan. 14). The National Commun-

Come swing along with "The Energetics." You're going to have twice as much zip!

There's a wonderful kind of energy that doesn't fade as you get older—electric energy. And compared with people in other countries, you and your family are already using so much of it that you could truly be called "The Energetics" of the world.

But you'll be using *much more* electric service in the years right ahead—for work, for fun, for everything. And having said that, we'll smash our crystal ball. For no one can really predict all the ways in

which this abundant and low-priced energy will be used.

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way that benefits everyone. Plenty of dependable, low-priced electric service—provided for in a way that helps keep our economy healthy and free—that's the promise.

And it is a promise you can depend on, with more than 300 business-managed, investor-owned electric light and power companies serving America.

You've got good things going for you with service by

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Light and Power Companies***

*Names of sponsoring companies available to you through this magazine.



Watch for **ELECTRIC SHOWCASE**—a new series of TV special attractions, starring Gordon and Sheila MacRae. "Aqua Varieties," featuring the Mitchell Trio and spectacular aquatic acts, Sunday, February 7, 7:30 P.M., E.S.T., **ABC-TV**.

ity Television Association and the Television Accessory Manufacturers Institute (TAME) were among groups heard in addition to the applicants (see page 61).

Onondaga County, N. Y.—Robert S. Becker, county planning commissioner, has written town supervisors in the county, urging them to delay granting CATV franchises until his department can make recommendations on a uniform approach, conceivably resulting in the county itself making grants. The county includes Syracuse and its outlying areas and recently has been the center of vigorous CATV application activity.

Oswego, N. Y.—The city has authorized its attorney and clerk to negotiate with CATV applicants who have until February to offer proposals. Indicating an interest so far are Unicable Inc., Newhouse Broadcasting Corp., Oswego Valley Electronics Enterprises Inc. and the Oswego County Video Corp.

Galion, Ohio—The city council has passed on first reading an ordinance that would award a 20-year franchise to Multi-Channel Cable Co. of Galion, an arm of Multi-Channel Cable Co., Portsmouth, Ohio. The council refused to override the mayor's veto of an earlier action awarding the franchise and will vote again on the new ordi-

nance Feb. 2. Multi-Channel has offered the city \$400 for its first year of operation and \$600 annually thereafter. It will provide eight channels. Thomas P. Moore, owner of WBCO Bucyrus, Ohio, has asked council to delay final action until it considers a proposal of his firm, Galion Cablevision Inc.

Lisbon, Ohio—Neptune Broadcasting Corp. (Rust Craft Broadcasting), Steubenville, Ohio, has requested a 10-year franchise in return for \$300 at the end of the second year of operation, \$500 for the third-fifth years and \$750 annually thereafter. Installation would cost between \$125,000 and \$200,000, said Les C. Rau, Neptune general manager.

Massillon, Ohio—Richard Gesner (Massillon Cable Co.), Rome, N. Y., has reported that a study of the area shows about 20% of persons interviewed were willing to subscribe to CATV. Up to 1,500 subscribers may be signed within the first year, Mr. Gesner estimated. Massillon would pay the city up to 2.5% of gross income for the first eight years and 3% annually during the balance of the franchise period, he said. Multi-Channel Cable Co. of Portsmouth, Ohio, also is an applicant.

Nelsonville, Ohio—Nelsonville TV Cable Service Inc. has purchased a

CATV from Melvin and Blackburn, also of Nelsonville.

Delaware County, Pa.—Jerrold Electronics Corp., Philadelphia, has announced it is applying for franchises in the county's 49 municipalities and would provide New York City and Philadelphia area television and FM signals (see Upper Darby, Pa.).

Hanover Township, Pa.—Township commissioners delayed action on a request by Universal Television Cable System Co., Mahanoy City, Pa., to provide CATV service. The action followed a request by representatives of a local TV station.

Hughestown, Pa.—A 50-year franchise for CATV operation has been awarded to Universal Television Cable System Inc., Mahanoy, Pa. Representatives of WNEP-TV Scranton-Wilkes-Barre, Pa., and WBRE-TV Wilkes-Barre-Scranton, suggested ordinances require the system to carry local TV signals and not duplicate their signals.

Lawrence Township, Pa.—John Beaty and James Brush of Jefferson TV Cable Co., Reynoldsville, Pa., propose a CATV to carry seven TV signals. There would be no installation charge and the monthly fee would be \$4.

Throop, Pa.—City council has received a request for a CATV franchise from Universal Television Cable Systems Inc., Mahanoy City, Pa., and a formal application from Semit Cable TV Co. (WEJL Scranton, Pa.).

Upper Darby, Pa.—Jerrold Corp., Philadelphia, has been awarded a franchise, the firm announced last Tuesday (Jan. 12). Jerrold says its system will eventually be capable of serving 28,000-30,000 homes in Upper Darby. The new system will be the nucleus of CATV systems "to serve many additional areas in the Delaware Valley," Jerrold said. Jerrold plans to begin operations by the fall and will offer Philadelphia area stations plus WOR-TV, WNEW-TV, WPIX(TV) and WNDT(TV), all New York City, and a time-weather-background music channel.

Changing hands

ANNOUNCED ■ The following sale of station interests was reported last week subject to FCC approval. (For FCC actions see FOR THE RECORD, page 90):

■ Wwco Waterbury, Conn.: Sold by Herbert Bloomberg, to Northeast Broadcasting Inc., whose principal stockholder is TV personality Merv Griffin, for \$300,000. Wwco operates on 1240 kc, with 1 kw day and 250 w night. Broker: Edwin Tornberg & Co.

New TV stations

As of Jan. 14 there were 105 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 58 were

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commercial UHF's, 5 were educational VHF's and 23 were educational UHF's. New station going on the air last week: **WKBD(TV) (ch. 50) Detroit.** Kaiser Broadcasting Co. licensee, went on the air Jan. 6 (see story this page). Address is Box 50, Detroit 48231. Studios and transmitter are in Southfield, Detroit suburb. Station has 347 kw visual, 69 kw aural; antenna height is 970 feet above average terrain, 1,049 feet above ground.

Information received regarding plans of another holder of a CP includes:

WIBF-TV (ch. 29), Benson-East/Jenkintown, Pa. (suburban Philadelphia) is scheduled to go on the air April 15, 1965 as an independent. Vic Piano Associates will be national representatives. William L. Fox is president and general manager; William H. Kline, program manager; Jack Rensel, sales director. Station will operate from 11 a.m. to 1 a.m. seven days a week. It will be equipped with four 16 mm film projectors, two slide projectors, three solid-state vidicon cameras and video tape facilities. There are three studios and an auditorium. Basic one-time rates include \$1,200 per hour for AAA time, \$300 per hour for class C time. Minute spots range from \$300 for class AAA time to \$100 for class C time.

WKBD(TV) goes on, hears praise for UHF

Advertisers, agencies and an FCC commissioner expressed optimism in UHF television last Monday (Jan. 11), the day after Detroit's first commercial U, Kaiser Broadcasting Corp.'s WKBD-TV (ch. 50) went on the air.

Roy Erickson, assistant advertising manager, J. L. Hudson Co., said the UHF's allow retail outlets to explore television, which many have been hesitant to do because of the high price for time. He said it also affords them an opportunity to sponsor shows and for the first time retailers have a chance to clear time they want on a station. The Hudson Co. is sponsoring the *Gary Stevens Show*, a disk jockey-participation program on WKBD, 5:30-6 p.m. daily.

Another advertiser who looks to UHF as a medium where time can be cleared, is Stroh Brewery Co. Walter Selover, advertising director of Stroh, noted that the brewery had sponsored Detroit Red Wings hockey games on radio for 12 years, but had been unable to get clearances on the VHF stations in the city for the past three years. Stroh, he said, has gone on WKBD as full sponsor of the Red Wings road games this season.

Don Graves, executive vice presi-



At WKBD(TV) luncheon (l-r): Dan Burke, general manager, WJR Detroit; FCC Commissioner Robert E. Lee; Richard C. Block, vice president and general manager, Kaiser Broadcasting Corp.

dent of Zimmer, Keller & Calvert, Detroit, saw in UHF, for "the first time since the conception of TV, a great place for technical and programing experimentation." He felt most VHF's, tied to network affiliations, no longer have the time to push new concepts.

Newcomers ■ At a Monday luncheon FCC Commissioner Robert E. Lee, the champion of UHF on the commission, predicted that about 35 UHF's would

go the air in 1965 and that figure may "more than double in 1966."

He predicted that UHF sets would be in 35-40% of major-market TV homes and 25% overall in the country by the end of this year.

Mr. Lee also said that there would be 11.5 million TV sets sold this year, 3 million of them color receivers. The commissioner said that because of the way manufacturers have been pushing all-channel sets he had revised his thinking on how soon these sets would cover the nation. Originally he had estimated all-channel sets would be in 90-95% of TV homes within 5-7 years. He now feels it will be reached in 2-4 years.

Mr. Lee also said he would like to "see multiple ownership rules amended to attract venture capital." The commissioner has been in favor of more liberalization in the number of UHF's allowed under single ownership. The current rules allow ownership of seven TV stations. Only five can be VHF's, but all can be U's.

Image Improvement ■ Also attending the luncheon were representatives of collegiate and high school athletic programs who feel TV exposure will help the image of amateur athletes, boost attendance at games and help college and high school sports get back a share of the spotlight, which professionals have taken over. They added favorable com-

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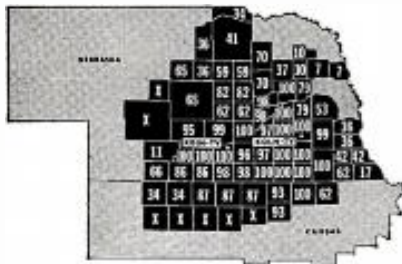
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X denotes counties where circulation is established, but where not enough dials were placed for penetration figures.

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.

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ments on WKBD's scheduling various high school events; some live, others taped in the afternoon and played back that night.

WKBD, which is the first of Kaiser's four UHF stations to go on the air is programming daily 3:30-11:30 p.m., with sports being carried from 6 p.m. to sign-off. The station expects January billing of \$80,000-100,000.

Based on a mid-1964 survey, WKBD said 320,000 would be a conservative estimate of area homes able to receive the station, and it expects about 450,000 homes will be equipped for UHF by the end of the year.

Kaiser expects its next station, WKBP-TV (ch. 41) Burlington, N.J.-Philadelphia, to go on the air in September. The firm also holds construction permits for KICB-TV (ch. 52) Corona, Calif., and KHJK-TV (ch. 44) San Francisco.

Hosts for the breakfast and luncheon were John Serrao, WKBD general manager and Richard C. Block, vice president and general manager, Kaiser Broadcasting Corp.

Court denies FCC motion, will hear RKO appeal

A federal court in Washington last week denied an FCC motion seeking dismissal of the appeal by RKO General against the commission's action in the Philadelphia channel 3 case.

Three U. S. court of appeals judges, in a per curiam decision, denied the motion without prejudice. They said the motion can be taken up again during argument on the merits of the case.

The FCC had claimed that RKO General had no standing and that the case was moot.

In its appeal, RKO General, which originally had an agreement with NBC to exchange stations (the network's Philadelphia stations for RKO General's Boston stations) charged that the FCC solution to the Philadelphia case introduced a new issue not part of the hearing proceedings and also imposed a "buyer" on NBC in contravention of the Communications Act provision prohibiting this very thing.

The FCC order last July told NBC to reswap its Philadelphia stations (WRCV - AM - TV) for Westinghouse's Cleveland outlets (KYW - AM - FM - TV). The commission in 1955 had approved the NBC-Westinghouse swap, despite informal allegations that NBC had forced Westinghouse to agree by threatening to withhold network affiliations.

In the next year, the Department of Justice filed an antitrust suit against NBC alleging pressure on Westinghouse through threats to cancel affiliations, and

also concentration in the top markets. NBC signed a consent decree in the antitrust case, agreeing to dispose of the Philadelphia stations.

Before it could move along these lines, however, Philco Corp. filed a competing application for the Philadelphia channel 3 which tied up in hearing the license renewal of the NBC Philadelphia stations. The hearing concluded with the hearing examiner approving the NBC-RKO General agreement and denying Philco's bid.

The FCC, however, ordered a return to the situation as it existed in Philadelphia before 1955.

At the moment NBC has until Jan. 31 to move out of Philadelphia (the court has extended the deadline for disposal several times), and both NBC and Westinghouse have filed applications with the FCC asking approval to exchange their properties.

Largo TV petitions are denied by FCC

The FCC has denied two petitions by Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc. for reconsideration of the grant to WTSP-TV Inc. of a construction permit for a new TV station on channel 10 at Largo (Tampa-St. Petersburg), Fla.

The action, adopted last week by Commissioners E. William Henry (chairman), Rosel H. Hyde, Robert E. Lee and Lee Loevinger, upheld a November 1964 decision which affirmed the initial grant in 1962 to WTSP (BROADCASTING, Nov. 9, 1964 et seq.).

Still pending, however, is an appeal by Florida Gulfcoast Broadcasters Inc. with the U. S. Court of Appeals for the District of Columbia. The company last month asked the court to set aside, for reason of misrepresentation, the FCC's original decision and remand the case to the commission for further consideration (BROADCASTING, Dec. 14, 1964).

The two other losing applicants for the Largo channel, who have not sought further appeal since the commission's affirmative action last November, are Bay Area Telecasting Corp. and the City of St. Petersburg, Fla.

The latter applicant owns WSUN-TV (ch. 38) St. Petersburg. Early last month, however, the St. Petersburg city council, at the urging of City Manager Lynn Andrews, authorized the sale of WSUN-AM-TV (BROADCASTING, Dec. 7, 1964).

WTSP-TV Inc. is owned by Sam G., N. Joe and Farris E. Rahall. The family also owns WKAP Allentown and WNAR Norristown, both Pennsylvania; WWRN Beckley, W. Va., and WLCY St. Petersburg.

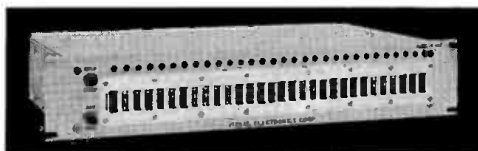
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Want ratings to be 60% higher?

Metromedia-Bruskin pilot radio study indicates audience is that much bigger than what the conventional ratings services have found in past

Metromedia Inc. said last week that its new concept of radio audience measurement indicates the level to be approximately 60% higher than what's been reported by conventional rating services.

Metromedia released full tabulations of its study, conducted in the New York metropolitan area by R. H. Bruskin Associates, New Brunswick, N. J. Preliminary results were first reported in this publication last spring (BROADCASTING, May 11, 1964).

Officials of the group station owner (WNEW in New York) asserted that the technique used in the Metromedia-Bruskin study, measuring radio listening in a 17-county area that covers metropolitan New York, also shows substantially higher listening levels than the Detroit pilot diary measurement conducted by

the American Research Bureau in cooperation with RKO General Broadcasting.

ARB made two surveys in Detroit, both of them in diary form, one radio-only and the other multi-media.

Mary L. McKenna, vice president in charge of research and sales development at Metromedia, who developed the concept and supervised the Bruskin study, noted differences in the techniques used in Detroit compared to Metromedia's pilot in New York.

She noted that in both of ARB's studies the diaries were "open end," were placed by mail after only telephone contact and were returned weekly rather

National Association of Broadcasters.

The Metromedia-Bruskin study, Mrs. McKenna disclosed, piled up greater levels of radio listening in every three-hour period on the weekday, starting at 6 a.m. and ending at midnight, in comparison to the ARB-Detroit survey.

In this period, the average sets in use showed unduplicated percent of homes at 23.8 in New York as against 13.9 in Detroit for the 6-9 a.m. period, or a level for the Bruskin study that was 71% higher than the Detroit pilot. In the 6-9 p.m. period, the additional percentage was more impressive, 89% higher in New York.

As shown in the Metromedia study:

Monday-Friday—Quarter-hour radio listening Individuals

	ARB Detroit February, 1964	New York Bruskin October- November 1963	Additional per Bruskin
6-9 a.m.	13.9%	23.8%	+71%
9-12 noon	10.2	15.7	+54
12-3 p.m.	7.9	11.3	+43
3-6	10.5	13.8	+31
6-9	6.6	12.5	+89
9-12 midnight	4.0	5.8	+45
6 a.m.-12 midnight	8.9	13.8	+55

than on a daily basis.

Individual Diaries ■ In the Bruskin study, family members were contacted personally and agreed individually to keep radio listening diaries, which through a self-mailing design—reverse side of the diary being an envelope already bearing a postal permit—encouraged daily returns.

The use of a postal permit gave Bruskin its control check on whether or not dairies were actually mailed each day. S&H green stamps were used for incentive.

Mrs. McKenna, who also is chairman of the All Radio Methodology Study (ARMS), technical subcommittee, said the Metromedia-Bruskin technique would be entered along with seven other radio measuring procedures, including ARB's, in ARMS' forthcoming methodology tests.

Those tests, which have been delayed since last November, are now expected to start before March 15. They will be conducted in Philadelphia by Audits and Surveys Inc., an independent research firm retained by ARMS, a project of the Radio Advertising Bureau and the

Metromedia said the validity of such a comparison had been proved by other studies showing a close correlation market-by-market in degrees or levels of listenership. Past surveys have indicated no substantial differences in the three-hour periods. For example:

Comparison in-home-sets-in-use Hooper—Detroit vs. New York

	New York	Detroit
October-November 1963		
7 a.m.-12 noon	17.6	15.3
12-6 p.m.	9.5	12.8
7 a.m.-6 p.m.	13.2	13.9
(Differences N.Y. to Detroit: —5%)		
February-March 1964		
7 a.m.-12 noon	17.3	17.3
12-6 p.m.	10.5	13.8
7 a.m.-6 p.m.	13.6	15.4
(Differences N.Y. to Detroit: —12%)		

Mrs. McKenna noted that the Metromedia-Bruskin technique which measured radio listening activity of the 1,628 people over seven consecutive days, pro-

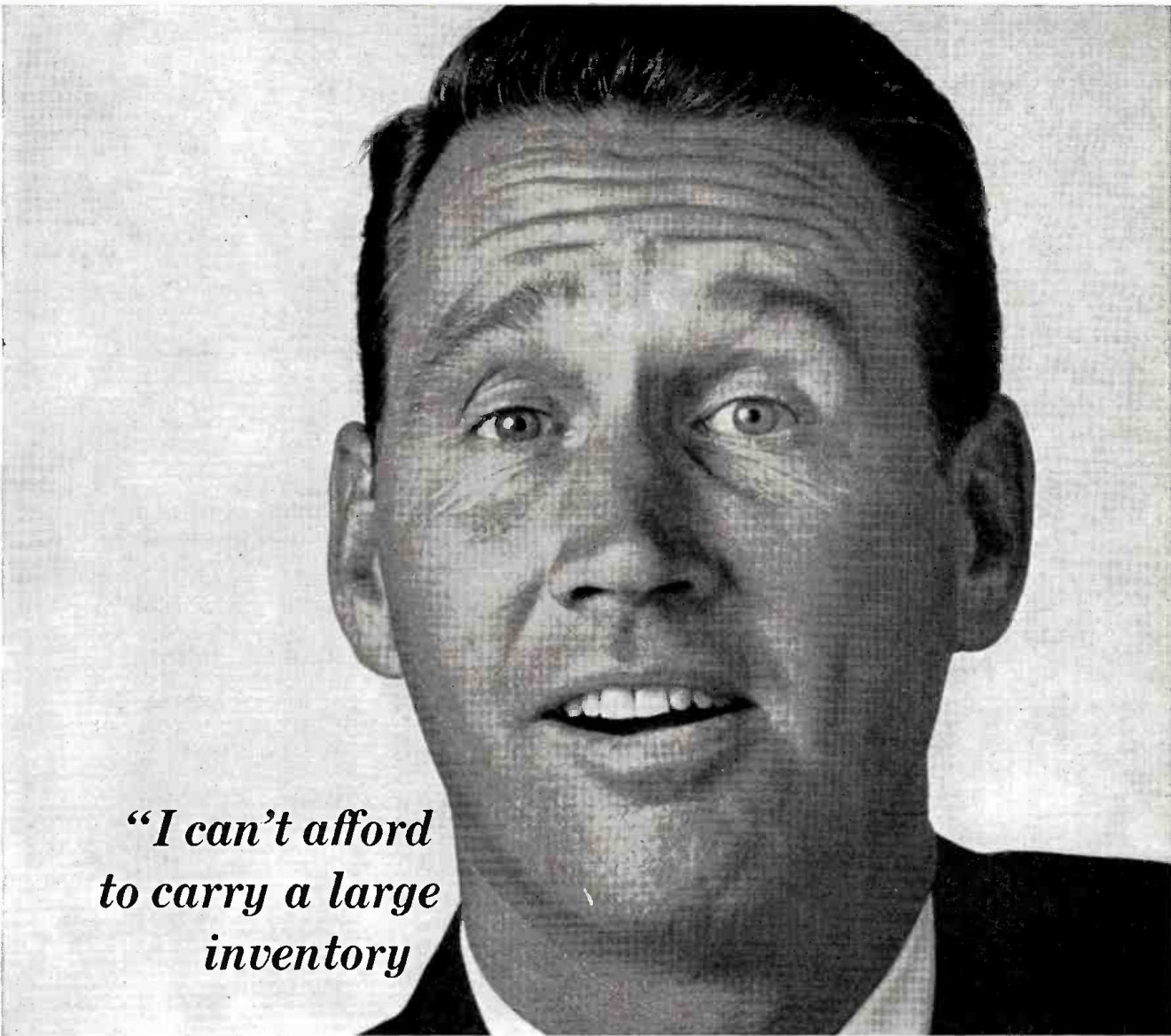
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For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs. 0 min.	\$1.40	\$1.55	\$1.85
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CHICAGO— MILWAUKEE	15	1 hr. 50 min.	1.35	1.55	1.80
ATLANTA— BIRMINGHAM	10	3 hrs. 45 min.	1.65	1.85	2.10

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vides unduplicated measurements of reach and frequency on the basis of homes or individuals for one or more stations in either selected time blocks or over the entire seven-day period. It also covers reach and frequency of spot schedules made up of selected quarter-hours on single stations or combinations of stations.

John V. B. Sullivan, president of Metropolitan Broadcasting Radio and formerly vice president and manager of WNEW, who joined Mrs. McKenna in discussing details of Metromedia's study at a Jan. 14 news conference in New York, disclosed:

- Metromedia has been "seriously considering" a drive to "sell" the industry on the research as a technique, starting with Metromedia's owned radio stations.

- But Metromedia would prefer stations adopt the technique on a share-the-cost basis in each market. He said the company's objective was to receive industry-wide acceptance, particularly from such accredited groups as ARMS.

In an introduction to the formal report, WNEW's research department noted the large-size sample and said the findings were believed significant statistically "and for the first time delineate the true size of the radio audience which has been substantially understated by current measurement techniques."

Mr. Sullivan asserted that radio has been "improperly and inadequately" measured by the services and that Metromedia had engaged in this research as a means of benefiting all radio. Mrs. McKenna, he said, was responsible for the concept of the study.

It was explained that the Metromedia-Bruskin survey is costly in comparison to other measurement techniques. The New York study cost \$53,000, of which some \$13,000 went for pilot tests.

Mrs. McKenna estimated that similar studies could be held in other metropolitan areas at about \$40,000 for each market surveyed and with stations taking part sharing its cost. She suggested surveys could be taken twice a year with reports in the interval bringing data up to date.

It was noted that costs probably could be reduced if enough surveys were taken and with frequency, and that the tab would probably be lower in smaller markets.

Talk and Effort ■ In her prepared statement, Mrs. McKenna noted that "1964 has been a year which has produced much talk and many efforts to find an improved method of measuring the radio audience, admittedly a difficult task since radio comes to listeners in so many different packages (transistors, car radios, clock radios, etc.). Further, listening occurs in conjunction with other activities (driving, cooking, shaving, etc.).

"Most extant methods," she con-

tinued, "have built radio measurements upon a household coverage concept based upon listening data obtained by contact with one or several members of the family. Consequently, listenership by family members not contacted in the course of the survey would count as zero listening simply because it could not be measured."

As reported last May, the Metromedia-Bruskin study was conducted during the week of Oct. 28 to Nov. 3, 1963. Bruskin was commissioned to place diaries in 950 homes by means of personal interviews. Of this number, 842 or 89% of the homes agreed to keep the diaries and of these 640 or 76% returned them. This translated to 10,316 diaries from 1,628 people (12 years of age or older) and from 640 households representing 91% family member cooperation.

Released publicly the first time last week was data previously disclosed to BROADCASTING (BROADCASTING, May 11, 1964), showing the higher levels of listenership in the Metromedia-Bruskin study compared to current measurement by Pulse, in the three-hour periods tabulated for Monday-Friday, Saturday and Sunday.

Also released were figures representing the entire tabulation that had been run through IBM machines showing in unduplicated measurements and for various time blocks the percentage of individuals listening to the radio over a seven-day period by age, sex and income; the matching number of quarter-hours, or frequency, of listening represented by the various unduplicated percentages, and frequency distribution of quarter-hours by quintiles ranging from the lowest first quintile to the highest or fifth quintile.

Still another related report detailed the study's background and outlined procedures employed in setting up the original panel sample, the initial recruitment interview and the methods used in executing the second phase for the radio diary.

ETV system for Maryland

Maryland's board of education asked the state's general assembly last week for \$900,000 to begin construction of a statewide educational television system.

The request includes \$135,000 for building a transmitting station and \$752,000 in operating funds. Plans call for the station to be interconnected with educational institutions within the state and with WETA(TV), Washington's educational outlet.

Zenith plans more pay TV

Intends to ask FCC for permission to expand on-air Phonevision

Zenith Radio Corp. will soon file applications with the FCC for expansion of its Phonevision system of pay television to other cities in the U.S. now that its test via RKO General's WHCT(TV) Hartford, Conn., has proven successful, it was indicated last week by Peter E. Van Beek, president of Teco Inc., a firm first licensed by Zenith in 1949 to commercially develop Phonevision. He did not disclose when or where.

No final decision on such plans has been made by Zenith executives, however, it was pointed out by Zenith sources which explained that Mr. Van Beek affirmed only what Zenith President Joseph Wright reported last fall in a talk before the Security Analysts Society of New York (BROADCASTING, Sept. 14, 1964). At that time Mr. Wright said the Hartford test was a success and as a result Zenith is "discussing ways and means of broadening the service to other areas."

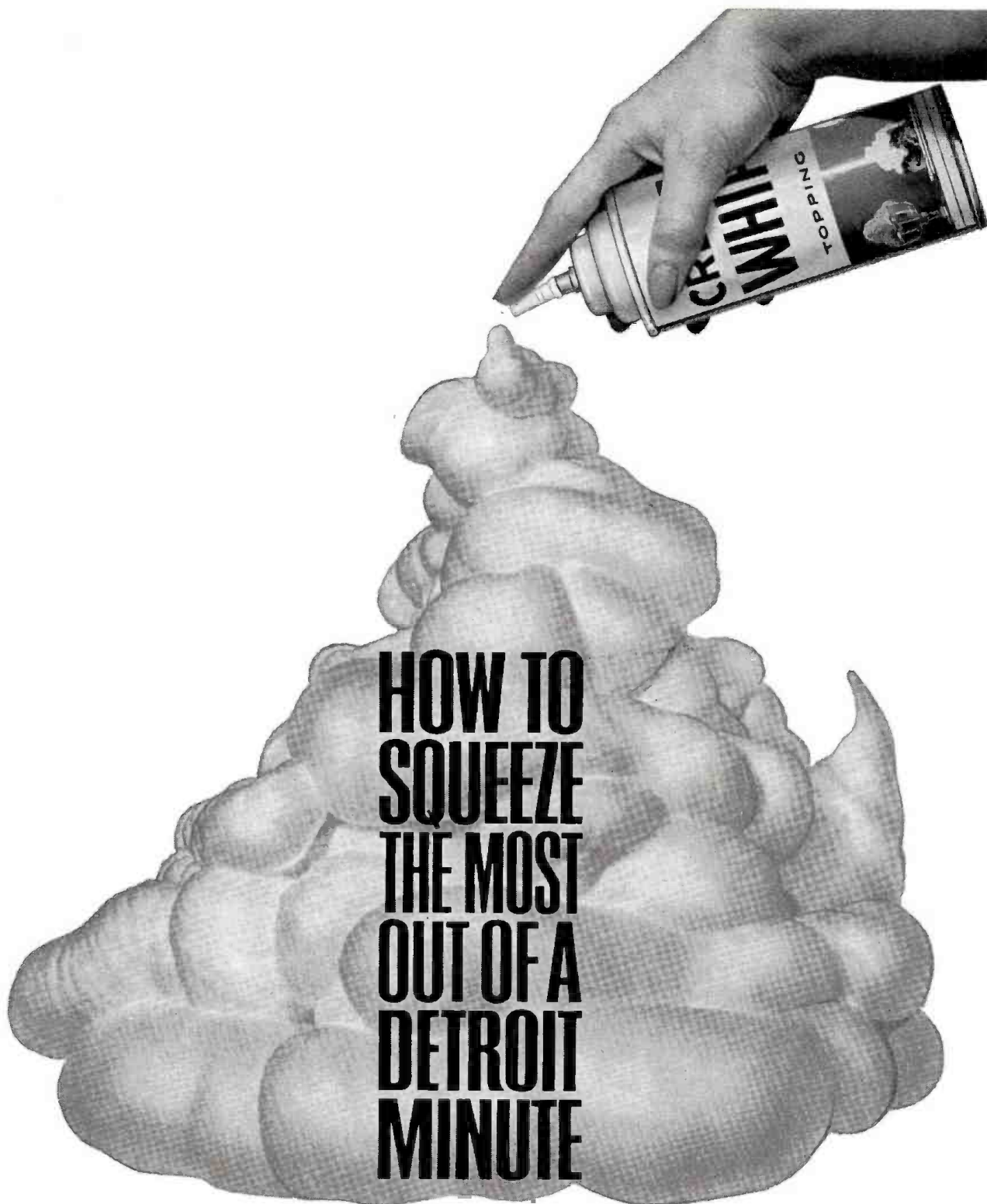
Mr. Van Beek said negotiations with interested groups in various parts of the country are being held. The WHCT pay-TV experiment is nearing the end of its three-year trial authorization by the FCC and both Mr. Wright and Mr. Van Beek have said that Zenith can be expected to ask the commission for "broader authorization."

Zenith's Phonevision system is all on-the-air and requires no use of cables.

Zenith has explained that the Hartford experiment is being conducted by RKO General with Zenith providing "technical and other assistance." Zenith has been manufacturing and selling to RKO General the Phonevision decoders needed in the operation. Zenith said the encoding equipment also was made available to Teco Inc.

Teco in turn licensed RKO General and agreed to make the encoding apparatus available for the Hartford experiment and to aid RKO General in obtaining special programming for the pay-TV test. Zenith said eventually it would share in Teco's future revenues or profits derived from franchises such as Hartford.

Zenith's system differs from the ill-fated California pay-TV venture of Subscription TV Inc. STV used a cable system.



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BROADCASTING, January 18, 1965

Will there be a new look in committees?

Groups that made big news in former Congress may not be reconstituted during this session

Democrats and Republicans concluded almost all but the formalities in assigning members to congressional legislative committees last week.

But while the Congress readied itself for a gay week of inaugural festivity, doubts were being raised on Capitol Hill about the futures of three subcommittees that have figured sensationally in broadcasting controversies over the past several years.

In addition, there was a persistent rumor that an effort would be made to

leave the committees in the shuffle were Senators Yarborough and Strom Thurmond (R-S. C.), who received other assignments (BROADCASTING, Jan. 11), and Representative Albert C. Watson (D-S. C.).

Chairmanships of two of the House Commerce Committee's four standing subcommittees are vacant, and for various reasons it is thought Representative Harris is in a ticklish position in regard to filling the vacancies.

A rumor that has persisted for more

stripping seniority from a good friend of his (Representative John Bell Williams [D-Miss.] was second ranking Democrat on the full committee but was penalized for supporting Senator Goldwater's candidacy for President), Representative Harris, might name no subcommittees at all.

Instead, the story goes, he would assign ad hoc subcommittees, picking a chairman and naming a subcommittee for individual bills as he wished. This would give Mr. Harris almost dictatorial control of the committee, and, if he tried it, would certainly be resisted by some of its members. Some have said as much.

No Discussions ■ But while Mr. Harris has given no indication that this is his intention, he also has refused to dispell the rumor. Questioned Tuesday, he said he has not discussed organization of the committee with anyone yet and has made no decisions on this.

However, asked whether he would like to dispell the rumor about no standing subcommittees being named,



Rep. Farnsley



Rep. Gilligan



Rep. Huot



Rep. Mackay



Rep. Murphy



Rep. Ronan



Rep. Satterfield

New Democrats on House Commerce Committee

run the House Commerce Committee without its standing subcommittees.

It seemed unlikely that either the Senate Freedom of Communications (Watchdog) Subcommittee formerly headed by Senator Ralph Yarborough (D-Tex.), and known for its studies of political broadcasting, or the House Special Subcommittee on Investigations, Representative Oren Harris (D-Ark.), chairman, that has probed everything from payola to broadcast ratings, would be reconstituted in this new session of Congress.

Further, Senator Thomas J. Dodd's (D-Conn.) Senate Juvenile Delinquency Subcommittee, while not threatened with extinction, was having its troubles with an economy-minded senior senator who complained staff salaries on the delinquency panel—in his opinion, on a great many Senate subcommittees—were too high.

New Line-Up ■ The tentative committee assignments as of Thursday (Jan. 14) added seven Democrats to the House Commerce Committee (Republican action was to come later), two Democrats to the Senate Commerce Committee and two Republican senators to that panel. The only persons to

than a week on Capitol Hill has it that to retain control over all legislation, to avoid making chairmen of members he would rather not be chairman (and who are in line for chairs because of their seniority) and to possibly retaliate at the Democratic caucus for

Mr. Harris said, "Why should I? I'm not responsible for it."

Pointing up Mr. Harris's displeasure at the disciplining of Representative Williams was his comment in a newsletter mailed to constituents last week: "Though I believe in party loyalty under a strong two-party system, it seems to me that forgiveness would be the better part of wisdom than revenge."

There is precedent for this rumored course of action. Representative Charles A. Wolverton (R-N. J.), the last Republican chairman of the committee, operated without standing subcommittees in the 83rd Congress (1953-54).

The Senate Watchdog Subcommittee appears to have reached the end of its work. Organized in 1960 largely to keep an eye on the temporary suspension of Section 315's equal-time requirements that permitted the Kennedy-Nixon joint broadcast appearances, it has produced a six-volume study of that and a host of recommendations for regulation of political broadcasting problems. Following were studies of FCC reports on political broadcasting and a watch on the 1962 campaigns. Now it is nearly through with a seven-



Sen. Bass



Sen. Dominick



Sen. Neuberger



Sen. Pearson

New on Senate group

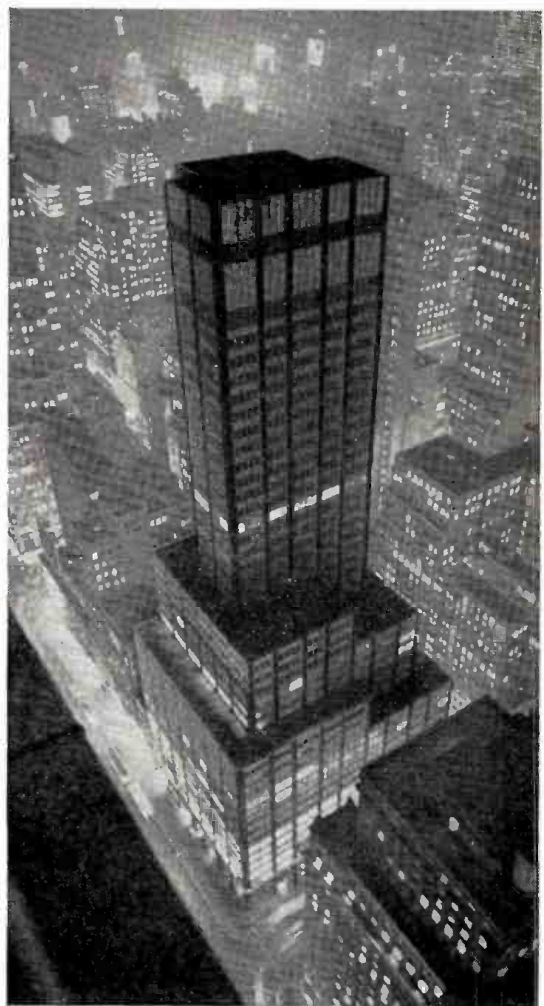
How to find the new Sperry and Hutchinson Building when you're in New York:



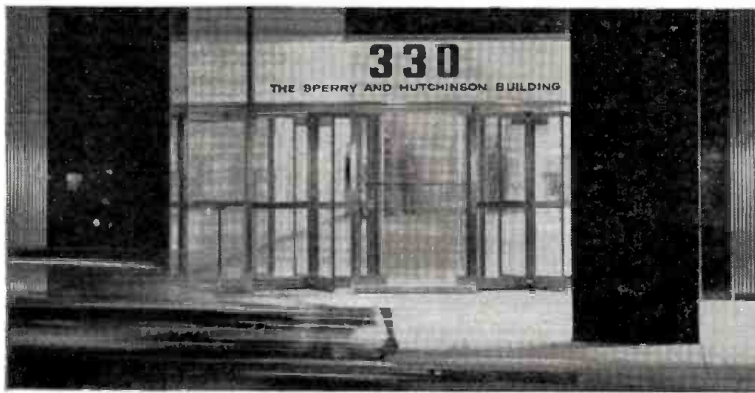
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From the corner



From the air



From your taxi

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volume work on the 1964 campaigns.

Because of this, and since its mentor, Senator Yarborough, has left the Commerce Committee for a seat on the Appropriations Committee—in addition to rumblings by some senators that the special subcommittee was unnecessary altogether—the best thinking is that the panel won't be reconstituted when its money runs out Jan. 31. There'll be some editing work to be done on the present study for perhaps two or three months after that, but it's a good bet that the watchdog group will be uttering its last growls when it files its report.

As for the House investigations panel, its future is more murky. Only five persons remain on its staff, three of whom are secretaries. Representative Harris, chairman of the subcommittee and its parent, the Commerce Committee, hasn't said what his plans are for the panel, although he advised the staff earlier this winter that the House might not authorize funds for the subcommittee and if it did, he wasn't sure what its scope might be (BROADCASTING, Dec. 28, 1964). Some have taken the hint and found other jobs.

The investigations subcommittee is the heir to the Oversight Committee formed by Representative Harris during the Eisenhower Administration at the urging of the late Speaker of the House Sam Rayburn. At one time it had a staff of 33 investigators and investigated payola, plugola, rigged quiz shows, ex parte contacts with regulatory agency commissioners and the generosity of Bernard Goldfine, a Massachusetts industrialist. In 1963 and 1964, however, the panel's activity had been mostly in broadcast ratings, and the bulk of that was in 1963. For the last year it has been keeping an eye on what broadcasters have been doing about ratings and evaluating its enormous record of testimony and documents in preparation for a report to the Congress.

Delinquency's Debt ■ Senator Dodd's delinquency subcommittee is one of several subcommittees singled out for criticism last Tuesday (Jan. 13) by Senator Allen J. Ellender (D-La.), a member of the Judiciary Committee which is parent to most of those groups he attacked.

Citing a pay raise for Capitol Hill employes, (that also jumped salaries of senators and representatives), Senator Ellender said many committee chairmen gave employes the full amount of the increase allowed by the law—"most of them received an increase of from 14% on up to 20%."

The senator said the delinquency subcommittee ("that group supposedly studying juvenile delinquency") has 16 persons on its payroll, headed by Carl L. Perian, staff director, drawing \$20,410.18 annually. Eugene W. Gleason, editorial director, was listed at \$19,-

036.06; Edward M. Glick, special assistant, \$15,035.58; Milton H. Wernstrom, clerk, \$13,462.23; three other persons at between \$10,200 and \$10,900 each, and nine more, classified as clerks or secretaries, between \$5,600 and \$8,300 each.

The antitrust and monopoly subcommittee, Senator Ellender said, employs 41 persons, and is even larger than the full Commerce Committee which employs 30.

The senator lost his fight when the Senate approved resolutions that gave the delinquency panel \$23,000 to pay for the increases (it received \$188,000 last year) and gave the antitrust unit an extra \$49,000. "There is no doubt in my mind that the work necessary to keep the Senate going could be done at a lesser cost with fewer employes," Senator Ellender said.

Senate Committee Members ■ The Republicans have recommended that Senators Peter H. Dominick (R-Colo.) and James B. Pearson (R-Kan.) be added to the Commerce Committee. They would replace Senators Thurmond, who switched to the Banking and Currency Committee, and J. Glenn Beall (R-Md.), defeated last November.

Democrats already have tapped Senators Maurine B. Neuberger (D-Ore.) and Ross Bass (D-Tenn.) to fill vacancies left by Senators Yarborough and Thurmond (he switched from the Democratic party last September).

On the House side, seven Democrats have been added to Commerce.

The seventh Democrat vacancy occurred last Thursday (Jan. 14) when Representative Albert C. Watson (S. C.), who, like Representative Williams, lost his party seniority for supporting Senator Goldwater, declared he had become a Republican. He was a member of the Commerce Committee and automatically lost his assignment when he switched parties. He intends to resign his seat and run for it as a Republican in a special election. Meanwhile, he wants to get back on commerce as a Republican.

All but Representative John M. Murphy (D-N. Y.) are new to the Congress: Representatives David E. Satterfield III (D-Va.), Daniel J. Ronan (D-Ill.), J. Oliva Huot (D-N. H.), James A. Mackay (D-Ga.), John J. Gilligan (D-Ohio) and Charles B. Farnsley (D-Ky.).

Two Republican vacancies were available, but as of last Thursday assignments hadn't been made. However, it was known that the following were interested in the seats: Representatives Joe Skubitz (R-Kan.), Chester L. Mize (R-Kan.), Jack Edwards (R-Ala), Albert C. Watson (R-S. C.) and Frank Horton (R-N. Y.). Messrs. Skubitz, Watson and Horton served in the preceding Congress and would have an edge over the new congressmen.

State presidents to hear Henry, Koop

An informal talk by FCC Chairman E. William Henry and a luncheon address by Theodore F. Koop, vice president, CBS, Washington, will be highlights of the National Association of Broadcasters Conference of State Association Presidents in the Shoreham hotel, Washington, Feb. 4-5.

Mr. Koop will speak at the Thursday luncheon and Mr. Henry's talk, followed by a question-and-answer session will be held at the closing session Friday morning, according to Alvin M. King, NAB state association liaison director.

The day-and-a-half agenda also includes a Thursday morning session, "NAB Reports: The National Scene," moderated by William Carlisle, vice president for station services. Presentations will be made by Paul V. Comstock, vice president for government affairs; Douglas A. Anello, general counsel, and Howard H. Bell, code authority director.

Court asked to deny appeal by losers

L. B. Wilson Inc. and the FCC urged the U. S. Court of Appeals last week to uphold the commission's decision renewing Wilson's license for WLBW-TV on channel 10 in Miami.

That decision has been appealed by South Florida Television Corp. and Miami Television Corp., two of three losing applicants for the channel. The fourth applicant, Civic Television Inc., has moved to dismiss its appeal.

The arguments in the proceeding revolve in part around the question of whether Wilson should or should not be considered a renewal applicant, and reflect the unusual background of the case.

Wilson received a four-month license in 1960 when it was found to be the only one of four original applicants untarnished by charges of ex parte activities. The proceeding began in 1953, and the original grant had gone to Public Service Television Corp.

Only Temporary ■ Under these circumstances, South Florida and Miami said, the commission erred in giving any weight to Wilson's operation of channel 10. They contended that Wilson was only a temporary operator.

Both the FCC and Wilson, in their separate briefs, disputed this argument. The commission said that the initial four-month authorization issued Wilson

was "unconditional, except as to its short term, and reflected the intent of the commission to bestow upon Wilson the status of a licensee."

In any event, Wilson said, the question of its status was not a decisive factor in the commission's decision. Wilson said the commission had found it "comparatively superior without even considering its outstanding record of operation."

The commission held that Wilson was superior on the grounds of integration of ownership with management, broadcast experience, and area familiarity.

Principals of Wilson, which also owns WCKY Cincinnati, are C. H. Topmiller and Thomas A. Welstead. South Florida is owned principally by William B. MacDonald Jr., a financier with interests in real estate, a race track and other enterprises. Miami and Civic are owned by large groups of local businessmen.

At last, WDKD case is brought to end

The long, drawn-out proceeding involving WDKD Kingstree, S. C., owned by E. G. Robinson Jr., finally ended last week after nearly four years of litigation, when the FCC granted the application of Santee Broadcasting Co. to operate the station on 1310 kc with 5 kw, daytime.

Mr. Robinson, who has been ordered to cease operations by Jan. 31, was denied license renewal in 1962 because of broadcasts by the station's disk jockey,

Rather switch than fight

Exchange of CBS and ABC radio affiliations in Augusta, Ga., was reported in the works last week. CBS Radio announced that WGAC, now an ABC outlet, would become its affiliate "on or before April 9." WRDW, now the CBS outlet, was reported in negotiations for the ABC affiliation.

WGAC, on 580 kc with 5 kw day and 1 kw night, is owned by Twin States Broadcasting Co. President and general manager is A. D. (Jess) Willard Jr., former executive with two CBS-owned stations and later executive vice president of the National Association of Broadcasters. WRDW, on 1480 kc with 5 kw fulltime, is owned by Radio Augusta Inc., Cliff Bowers is executive vice president and general manager.

Charlie Walker. According to the commission the broadcasts were, "coarse, vulgar, suggestive and of indecent double meaning" (BROADCASTING, July 30, 1962).

While granting Santee's application, the commission, meeting en banc, also approved an agreement between the company and Collins Corp. of Georgia whereby Santee will reimburse Collins \$3,032 for out-of-pocket expenses. In return Collins will withdraw its application.

The action was adopted by Commissioners E. William Henry (chairman), Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loevinger.

Santee Broadcasting, which applied for the WDKD facility last October, was formed by nine Kingstree residents, all owning an equal share of the company.

The company has reportedly paid Mr. Robinson \$118,869 for all assets of the station, including broadcast equipment, real estate, tower, office furniture, automobiles etc. The appraisal was made by Blackburn & Co., a Washington-based station broker.

Denial sought on KRLA applicant request

Pasadena Broadcasting Co. has asked the FCC to deny a request by Goodson-Todman Broadcasting Inc. to amend its application for 1110 kc (KRLA) at Pasadena, Calif., to add veteran broadcasters Giraud Chester as a director and 4% stockholder. He would succeed Harold M. Austin, who resigned last month.

Pasadena, in opposing the request last week, contended that the substitution of Mr. Chester at this late date would

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"significantly enhance" the position of Goodson-Todman on the comparative criterion of broadcast experience at the expense of the other 15 applicants in the proceeding (BROADCASTING, Jan. 11).

Mr. Chester, who last week was elected executive vice president in charge of the East Coast division of Goodson-Todman Productions (see page 85), was previously second in command of NBC-TV network's program department as vice president-program administration.

Earlier he served as vice president in charge of daytime programming at ABC-TV, and had been associated with WNYC-TV New York and WHA and WIBA, both Madison, Wis.

Mr. Chester joined Goodson-Todman last February as vice president in charge of program administration in New York. He also succeeds Mr. Austin as executive vice president of the production company.

Houston dropout gets board approval

The agreement between Tvue Associates Inc. and United Artists Broadcasting Inc., TV applicants for channel 23 at Houston, has been approved by the FCC's review board.

The agreement, initially rejected by the board, provides for the reimbursement by United Artists of \$27,500 for out-of-pocket expenses incurred by Tvue in processing its application (BROADCASTING, Nov. 2, 1964).

The board last week also dismissed

Tvue's application for the Houston channel, also a provision of the pact, and retained United Artists' application in hearing status.

The commission maintains that a hearing is still necessary on United Artists' application in order to resolve issues pertaining to citizenship qualifications and antitrust suits by the parent United Artists Corp.

The company's pending applications for channels 25 Boston and 31 Lorain, Ohio, as well as 23 Houston, have been consolidated into a single series of hearings which began Jan. 11.

Tvue Associates previously had announced its intention to apply for channel 17 at Rosenberg, Tex. (BROADCASTING, Dec. 7, 1964).

Approval recommended in Springfield-Midwest pact

The FCC's Broadcast Bureau recommended approval last week of the agreement between Springfield Television Co. and Midwest Television Inc., applicants for channel 26 at Springfield, Ill. (BROADCASTING, Jan. 4).

The agreement calls for the dismissal, with prejudice, of Springfield's application and the reimbursement by Midwest of \$29,950 for expenses incurred by Springfield since 1960 in processing its application.

The dismissal of an application with prejudice means that the company will not be permitted to apply for a similar facility in the same area for one year.

Agreement would settle WZZM-TV ownership

West Michigan Telecasters Inc., whose application for channel 13 Grand Rapids, Mich., was granted last April and reaffirmed by the FCC last month, has found it necessary to enter into an agreement with the three losing applicants so it can assume control of the television station and eliminate further litigation.

Channel 13, as WZZM-TV, has been operated on an interim basis since November 1962 by the four mutually exclusive applicants—Grand Broadcasting Co., MKO Broadcasting Corp., Peninsular Broadcasting Co., and West Michigan (BROADCASTING, Dec. 21, 1964).

Last week, however, West Michigan, which has been trying to assume sole control of the interim operation, offered the three losing parties \$120,000 each, to be paid within six months, for their 75% stock interest, or in the alternative, \$130,000 each, one-half to be paid after the commission approves the agreement and the balance to be paid over a five-year term.

Either part of the agreement would require commission approval.

In return, the three parties would agree to dismiss their appeals currently pending before the U. S. Court of Appeals for the District of Columbia, remove themselves from the interim operation and sever all other claims to the station.

PROGRAMMING

Henry against Sec. 315 repeal

Has plan of his own which would require
broadcasters to give major party candidates
free time equal to amount they purchase

FCC Chairman E. William Henry has enlisted in the fight against any campaign for outright repeal of the equal-time law. Reform, not repeal, is the answer to the problems stemming from the law, he said Friday (Jan. 15) in a speech in San Francisco.

The reform he offered is aimed as much at reducing the soaring costs of political campaigning—about which he expressed considerable concern—as at giving broadcasters greater freedom in covering political races.

The chairman asserted it would be unwise to grant any group of men the

kind of awesome power he believes would flow from repeal of the equal-time law.

Instead he would eliminate splinter party candidates from the protection of the equal-time law as it applies to free time. And he would impose a new obligation on broadcasters by requiring them to grant major party candidates free time equal to the time they buy. The latter proposal is an old one which he first suggested shortly after he became chairman in June 1963.

He didn't specify the campaigns to which the proposed reform would ap-

ply. But he made it clear it should apply to virtually all political contests, not only the presidential and other major races.

Repeal Not Likely ■ There does not appear to be much interest thus far in Congress for either repealing or amending the political broadcasting law, Section 315 of the Communications Act. But Chairman Henry expects broadcasters this year to work for repeal. He noted that the operating heads of CBS and NBC, Frank Stanton and Robert W. Sarnoff, said in separate speeches last month that Section 315 denies broadcasters the freedom to perform a true journalistic function (BROADCASTING, Dec. 14, 1964).

It was to this argument that Chairman Henry addressed himself in his speech, billed by aides as an "important" address, before the Commonwealth Club of California. His alternative to repeal

consists of four points:

- Leave Section 315 intact as it applies to paid political broadcasts. In the case of paid political broadcasts, the provisions requiring "equal opportunities," prohibiting censorship of candidates by broadcasters and limiting time charges to the amount paid by advertisers, he said, serve "useful" purposes.

- Where free time is involved, require that the "equal opportunities" section apply only to candidates whose parties polled more than a specified minimum percentage of the vote—for instance, 5%—in the preceding election or who qualify through a petition procedure. This, coupled with the kinds of political news broadcasts already exempt from the equal-time law, would "to a large extent," resolve the problem of fringe candidates, the chairman said.

- Insure some free time for minority parties and their candidates. The chairman expressed the view that most broadcasters would give some, if not equal, free time to minority party candidates. But if they didn't, he said, the commission could assure that time was made available under the fairness doctrine, which is a part of Section 315.

- Require broadcasters to grant free time to major candidates—in an amount equal to the time sold—for use as the candidates see fit. The chairman noted that the problems of campaign costs are not limited to the Presidency. "In many respects," he said, "it is deeper—and its effects more to be feared—in campaigns for lesser offices."

The plan would work this way: A and B are major party candidates for the same office but Candidate C, who is also in the race, does not meet the 5% test. Candidate A buys one-half hour of time from a broadcaster. The broadcaster would then be required to offer one-half hour to the major candidates—that is, 15 minutes each to A and B, who could use the time as they saw fit.

Tax Break ■ The chairman said he recognized that his proposal would affect stations' earnings—particularly smaller ones—and suggested that broadcasters be given some tax concession for making free time available. He said such a concession should apply to a portion of the lost profits as well as to the out-of-pocket expenses, which are already deductible.

Chairman Henry emphasized throughout his speech his concern with the mounting costs of campaigning. He noted that estimates place the total spent on political broadcasting last year at \$40 million, half at the national level.

He recalled the fate of former Representative Carl Elliott (D-Ala.), who incurred a \$20,000 debt in his race for re-election last year—a race he lost. Case histories of that sort, he said, discourage able persons from entering politics and lead people to believe that

"only a rich man can hold our highest elective office."

"We simply cannot afford a result so fundamentally at odds with all this country stands for," he said. "I believe, therefore, that this nation should reduce the cost of political broadcasting—the cost to candidates in terms of money, and the cost to the public in terms of prostituted patronage."

Opposed to Repeal ■ The chairman acknowledged that repeal of Section 315 would enable broadcasters to give free time to major party candidates and thus reduce the costs of campaigning. But he added that those who seek repeal are asking "for a great deal more than the freedom to disregard frivolous candidates. In dealing with major candidates, they want the right to pick and choose, to broadcast some of their words but not all of them. They want the right to censor, and to treat candidates *unequally*," he said.

The chairman said there was nothing "sinister" in this—that the advocates of repeal were merely seeking "journalism in the classic sense." But he said broadcasters should not be given that kind of power.

He added, "My doubts about the wisdom of the repeal of Section 315 do not stem from a low estimate of the fairness and objectivity of broadcasters. They arise much more out of questions concerning the wisdom of placing that power in the hands of any single group of men."

The chairman said that three quarters of all television homes are located in 50 markets that are served by 171 stations owned by 75 separate owners. And nine companies, he said, own three quarters of the stations reaching 40% of America's television homes.

"Repeal Section 315," he said, "let these nine agree to support one presidential candidate, and that candidate is half way home."

Seven Arts get rights to 23 post-50 films

The acquisition by Seven Arts Associated Corp. of 23 additional post-1950 feature films for use in the U. S. was announced last week by Eliot Hyman, president. Seven Arts currently has more than 800 features in television release, including films from Warner Bros., 20th Century-Fox and Universal.

The new group of features, which were released in England theatrically by Paramount, Metro-Goldwyn-Mayer and Columbia Pictures, are mainly mystery, suspense and action-adventure films. Titles include "Return Of a Stranger," "Web of Suspicion," "The Court Martial of Major Keller," "The Silent Invasion," "Highway to Battle" and "The Pursuers."

ABC-TV to use FBI to fight Ed Sullivan

The Federal Bureau of Investigation will cooperate with ABC-TV in a series to be programed by the network next season, it was announced last week.

FBI investigation of crime and subversive activity will provide the story lines for the one-hour programs to be produced by Warner Bros. Pictures in association with Quinn Martin Productions.

The network said it would place the program in its Sunday night schedule (8-9 p.m. EST) beginning Sept. 19.

ABC Radio plans James Bond dramas

ABC Radio has an option for worldwide distribution rights to a proposed radio series based on James Bond adventures, it was announced last week by Robert R. Pauley, president of ABC Radio.

Mr. Pauley said that ABC Radio will pay "the highest price for a radio series in the recent history of the industry." Network sources declined to be more specific.

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Broadcasters ready to give record-breaking coverage to inauguration of President Johnson

An army of broadcasters with all the accoutrements of modern day communications is poised to cover the inauguration of President Lyndon B. Johnson Wednesday (Jan. 20).

The record-breaking coverage of the 45th inauguration in the nation's history is expected to reach new heights for the number of correspondents, program and production people, and technicians to be deployed, and for the amount of money to be spent in this coverage—estimated at over \$2 million, including TV and radio, networks and independents—all for the benefit of an estimated 66 million television viewers and untold millions of radio listeners.

For television alone, the networks

and equipment will be in action. The breakdown:

- NBC—22 TV and 8 radio correspondents, 203 engineers and administrative personnel, and 35 cameras, including five color cameras. Chet Hagan, producer of news specials, will be in charge.

- CBS—11 TV and eight radio correspondents, 125 technicians, in a total force of more than 200, 35 cameras and 15 mobile units. Robert Wussler, chief of CBS New's special unit, will be in charge.

- ABC—29 TV and five radio correspondents, a total of more than 300 personnel, more than triple the number used for the 1961 inauguration; and 35

(Foote, Cone & Belding, New York); Mutual, Curtis Publishing Co., New York.

TV pool coverage is limited at this inaugural. Two pool cameras will be in the corridors of the Capitol building, handled by CBS; two cameras will be at the portico of the White House, and another camera on the White House grounds behind the reviewing stand to let viewers see the parade units as they appear to the President. Both of these stations will be handled by CBS. A third pool arrangement, to be handled by ABC, will use two cameras at the National Christian Church during special interfaith services.

Pool coverage is under the direction of John F. Lynch, manager of ABC News, Washington.

Other highlights of inaugural planning:

- AT&T said last week that a 15-minute time period on Telstar will be made available Wednesday to the European Broadcasting Union for satellite transmission to Europe of the inaugu-



NBC's Chet Hagan



ABC's Robert Sammon



CBS's Robert Wussler

will have 740 men in all categories, and 102 cameras.

Most of the broadcast activities will begin at 10 a.m. when the President leaves the White House, and will continue generally until the last parade unit prances past the President, expected to be well after 5 p.m.

Throughout the day, the President's comings and goings will be televised live throughout the nation. Coverage will begin with an interfaith church service, and continue with the President's trip to the Capitol, the swearing-in ceremony, the President's inaugural address, his trip up Pennsylvania Avenue to the White House the parade past the special reviewing stand built in front of the White House, grounds on Pennsylvania Avenue and coverage of the evening inaugural balls (to be held at four locations).

Record-breaking numbers of person-

cameras at 22 locations. Robert Sammon, ABC producer, will lead that network's forces.

- Mutual—more than 200 people, with reporters at 20 locations and four mobile units, will provide coverage. Stephen J. McCormick, Mutual vice president in charge of news, will direct the coverage.

The Westinghouse Broadcasting Co.'s radio stations will be provided coverage by the five members of WBC's Washington bureau.

Sponsorship of the coverage: ABC-TV, Purex Corp., Lakewood, Calif., (through Edward H. Weiss & Co., Chicago); CBS-TV, The Savings & Loan Foundation, Washington (daytime coverage), (McCann-Erickson, New York); NBC-TV, Eastern Air Lines, New York (daytime coverage and 30-minute special), (Young & Rubicam, New York), Bristol-Myers (inaugural ball coverage),

ration.

Transmission over the satellite, an AT&T spokesman said, will be possible during a 15-minute interval between 12:30 p.m. and 1 p.m. The satellite is not in proper orbital position at this time for longer, noise-free use, it was explained.

It is not known whether EBU plans to transmit live coverage or use tape.

- Live voice coverage of President's Johnson's inauguration will be supplied by Radio Press International to its subscribing radio stations in various nations. Washington Bureau Chief Herb Brubaker and RPI reporters Don Fulson and Steve Nevas will start their inaugural feed at 11:35 a.m., EST.

- Radio New York Worldwide has formed a network of Spanish-language radio stations in the United States to carry a live Spanish broadcast of the inauguration ceremonies Wednesday. Ten

Washington is looped—with permanent coax installations

Every four years since 1949 when Harry Truman was inaugurated for his second term as President, the Chesapeake & Potomac Telephone Co., Washington, a Bell system affiliate, has been inundated with requests from the TV networks for coaxial cable and microwave facilities for coverage of the inaugural ceremonies.

This time, the C&P anticipated the requests and decided to do something permanent about the situation. Early last year, the telephone company began installing a wide-band coaxial cable in a wide loop around the inner conclave of the capital city encompassing most of the major government agencies. It then erected "pedestal" facilities at various major intersections.

These iron tombstones (see above) are spliced into the coaxial cable. They permit any TV mobile unit to



The permanent pedestal

be plugged into the cable, and thus to C&P master exchange for program feeds to network headquarters in New York.

There are now 10 such pedestals in place, primarily along famed Pennsylvania Avenue, but also at the White House, across the street in Lafayette Park, on the Ellipse, and at the Capitol grounds. The installation of the 35,000 feet of cable was completed last month; the pedestals, in time for the inaugural parade. C&P officials could not at this time estimate the cost of this loop.

For broadcasting coverage of the inauguration, the parade and attendant festivities, C&P has erected 30 microwave units and 200 video amplifiers for 125 television circuits at 30 locations throughout the capital. Also ready for use are 300 loops for audio transmissions.

U. S. stations, covering more than 90% of this country's Spanish-speaking audience, will be linked in the temporary network.

The one-hour ceremonies will also be carried live and under sponsorship to Puerto Rico and Spain, starting at 11:30 a.m. EST. Simultaneous translations of the speeches during the ceremonies will be broadcast.

State inaugurations also get TV coverage

The interest in inaugurations this year is not confined to presidential galas in Washington. On Jan. 5, Florida's new governor officially took office and on Jan. 11, Illinois and Kansas inaugurated their new chief executives.

In each state the events were broadcast live. However, in Pennsylvania a last-minute move by the legislature blocked live broadcast of the General Assembly's opening session (see page 80).

The inauguration of Haydon Burns as governor of Florida was originated from noon-1 p.m. by WFGA-TV Jacksonville and fed to seven stations: WJCT (TV) Jacksonville, WKCT (TV) Miami, WESH-TV Daytona Beach - Orlando, WFLA-TV Tampa, WPTV (TV) West Palm Beach, and noncommercial outlets, WFSU-TV Tallahassee and WUFT (TV) Gainesville.

WFGA-TV repeated highlights of the inauguration at 10 p.m. and carried live

portions of the inaugural ball.

In Illinois, WICS (TV) Springfield picked up the inauguration of Governor Otto Kerner from noon-1 p.m. and fed it to WCHU (TV) Champaign and WICD (TV) Danville, all Plains Television stations. The stations also carried the inaugural ball from 9-10 p.m., and an inauguration recap from 10:30-11 p.m. The WICS broadcasts were fed to a pool for Chicago TV stations.

WIBW-AM-FM-TV Topeka handled the live pickup of the Kansas inauguration of Governor William H. Avery and fed it to the 13 television stations in the state, plus two in Kansas City, Mo., and 23 Kansas radio stations.

More time given for newswire comments

The FCC, at the urging of the Georgia Association of Broadcasters, has extended to Feb. 12 the deadline for filing comments on its notice of inquiry and proposed rulemaking relating to newswire service contracts held by broadcast licensees. Replies are now due Feb. 26.

The former deadlines were Jan. 25 and Feb. 10.

The inquiry was prompted by an increasing number of complaints to the commission by station owners who are required to sign five-year contracts with the AP and UPI when seeking their services (BROADCASTING, Dec. 7, 1964).

Film sales . . .

The Big World of Little Adam (Banner Films): WFGA-TV Jacksonville, Fla.; KARD-TV Wichita, Kan. and WALA-TV Mobile, Ala.

The Debbie Drake Show (Banner Films): KHOL-TV Kearney-Holdrege, Neb.

Tarzan Features (Banner Films): WTMJ-TV Milwaukee; WKRC-TV Cincinnati and WREC-TV Memphis.

Bold Journey (Banner Films): WTVJ (TV) Miami and WBAP-TV Fort Worth-Dallas.

First Eleven (Triangle) Feature films: sold to WABC-TV New York and KBMT (TV) Beaumont, Tex.

Dodo—The Kid from Outer Space (Embassy): KTVI (TV) Fort Worth-Dallas; KOIN-TV Portland, Ore., and KCPX-TV Salt Lake City. Now in eight markets.

Radio series sales . . .

Audio Program Service (Triangle): WMRO-FM Aurora, Ill. and KOPR-FM Great Falls, Mont.

Northwestern Reviewing Stand (Northwestern University): WEOK Poughkeepsie, N.Y.; KMA Shenandoah, Iowa; KHJ Los Angeles, and KYMN Portland, Ore.

Boating Tips (Alan Sands): WILZ St. Petersburg Beach and WNOG Naples, both Florida.

Game shows in Filmways' future

Those, plus documentaries and dramatic shows, are in company's plan for diversified production

The appointment of Harold (Bud) Austin as executive vice president of Filmways Inc., New York (see page 85), is expected to introduce Filmways as a new contender in the production of TV game shows.

Mr. Austin, who for the past nine years was heavily involved in game show development at Goodson-Todman, said he would operate in a similar capacity for Filmways, in addition to working on development and sales of various other Filmways properties.

At a news conference in New York last week he indicated that Filmways had tentative plans to produce a limited number of game shows initially. "It takes time to develop a good workable game show—one or two good new ones a season is about the best anyone can do," he said.

Mr. Austin also indicated that Filmways hoped to add two to three new programs to its current list of network prime-time shows for next season, one of which for CBS would star actor-comedian Peter Falk.

Filmways currently produces CBS-

TV's *Beverly Hillbillies*, *Petticoat Junction* and *Mr. Ed*, and ABC-TV's *The Addams Family*.

Variety ■ In discussing overall future plans for Filmways, Mr. Austin said his company was interested in a wide variety of programing ideas, including non-news documentaries and prime-time dramatic programs. He also saw a trend toward more sponsor-produced programs.

Filmways, he said, is exploring the eventual possibility of off-network syndication of those programs to which it holds rights but that the company had no plans for making films directly for syndication, noting "the costs are too great for the possible return and, in addition, the domestic syndication scene is already cluttered with a tremendous amount of film."

Filmways officials said the firm currently derived most of its revenue from TV, but was also heavily involved in the production of motion pictures.

Tightening the noose on news

Attacks focused on Pa. broadcasters, Koop heads media coordinating group

Pennsylvania broadcasters are at the center of three defences of news gathering, and they are beginning to close ranks with other news elements.

First, they're still fighting the Philadelphia Bar Association's adoption of so-called "guidelines" which, in essence, would prohibit newsmen from getting any information about a criminal except when it is introduced as evidence in a trial.

Second, they found themselves in the middle of a politically inspired ban on coverage of the opening sessions of the state legislature when a number of TV camera crews planning live coverage of the governor's address were evicted from the state capitol.

Third, they learned that the state's highest courts have ordered a strict enforcement of Canon 35 of the American Bar Association which bars cameras and broadcast gear from the courtroom.

The week also saw the all-media steering committee constitute itself into

a coordinating committee (at its meeting in Washington last week it elected Theodore F. Koop, CBS Washington vice president, as chairman) and the pros and cons of TV and radio access to court rooms during trials were debated in *America*, the weekly Jesuit magazine, in its Jan. 16 issue.

Meeting Scheduled ■ Philadelphia newsmen, up in arms at the action of the city's bar association in imposing a gag on criminal news, are scheduled to sit down with local bar leaders today to discuss the controversial guidelines adopted last month (BROADCASTING, Jan. 4).

The meeting, called by Marvin Comisky, newly elected chancellor of the PBA, takes place today (Jan. 18) at the Barclay hotel. Mr. Comisky has invited all area radio-TV stations and newspapers to send representatives to the meeting. He plans also to have about a dozen PBA members there. The object is, he explained last week, to discuss the guidelines, and attempt to establish a joint bar-media committee which will be authorized to work out an acceptable method of activating the recommendations.

Democrats vs. Scranton ■ The feud in the state capital between the Democratic-controlled House of Representatives and Republican Governor William W. Scranton came to a head Jan. 5, when TV and radio newsmen were barred from covering the governor's "state of the state" address to the new legislature.

Why Help GOP? ■ The only explanation received from House of Representatives spokesmen was that the opening of the new state session belonged to the legislators and they did not want to share it with the governor. Privately, broadcasters were given to understand that the Democratic leadership in Harrisburg did not want to give Governor Scranton the benefit of statewide TV exposure.

But the governor had taped his presentation for showing over statewide TV network and it was shown as a special report by most stations the same evening.

A formal protest by the Pennsylvania Association of Broadcasters was filed on Jan. 7 with Joshua Eilberg, majority leader of the lower chamber. The letter called the eviction of the TV cameramen from the Capitol during the joint session "unqualified discriminatory action."

Facing the Pennsylvania broadcasters also is a recent rule ordered by that state's highest courts—the Supreme Court and the Superior Court—ordering strict and inflexible adherence to Canon 35 of the ABA. Adopted late last year, the ruling became effective Jan. 1 and applies to all state courts,

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including magistrates and justices of the peace.

The rule was adopted following a report recommending adoption by a committee of judges headed by Judge Joseph Sloan, Common Pleas Court.

The PAB has protested the court's regulation. It also asked that the rule be postponed to permit news media representatives to essay a change of heart on the judges. This request was denied by the courts.

All-Media Unit ■ Mr. Koop, CBS vice president in Washington, was chosen permanent chairman of an all-media coordinating committee at the second meeting of the group Jan. 9 in Washington.

Mr. Koop, former president of Sigma Delta Chi, professional journalism society, will direct the activities of the steering committee originally chosen last October following the Warren Commission's report on the assassination of President Kennedy.

The five-man coordinating committee represents that many news groups.

At the meeting two weeks ago, the group agreed to draw up guidelines for pool coverage of events that attract mass media coverage and distribute this report to judges, police officers, government officials and others at municipal, state and federal levels.

The committee also agreed to maintain liaison with various bar and government groups which are active in courtroom and government proceedings coverage problems. One of the first groups the committee hopes to see is the Judicial Conference of the United States, headed by Chief Justice Earl Warren.

The Judicial Conference recently called for a continued ban on cameras and broadcast facilities in federal criminal trials.

Agreement was also reached that the all-media unit will not usurp any of the functions of its constituent members who may want to take positions on various problems of news coverage.

Outdated Canon ■ The ABA's Canon 35 is archaic and arguments to continue the ban are anachronistic.

This is the view of John McLaughlin, director of communications, Fairfield University, in the current *America*.

In the same issue Professor Robert F. Drinan, dean of Boston College Law School, expresses an opposing view.

Canon 35 was born, Mr. McLaughlin states, in 1937 when information media equipment was primitive and "obstructive." Today's equipment can be operated through a small aperture in the wall, he notes, and requires no special light.

Professor Drinan, upholding the present ban on TV in the courtroom fears mostly the "distortion" of justice which such coverage would provide.

CBS wants to play Santa Claus

Offers at least \$200,000 per team for Atlanta

bowl to an NCAA that has some misgivings about TV

CBS-TV, which in recent years has seen its roster of major college football games dwindle to a single contest, moved to rectify the trend last week.

The network, through its sports vice president, William MacPhail, and business manager, Bertrand Landhner, asked the National Collegiate Athletic Association to sanction the Santa Claus Bowl beginning Christmas Day 1966 in Atlanta. CBS would have all TV rights to the game.

The proposal to own and stage the Atlanta game comes within five months of CBS Inc.'s purchase of 80% of the New York Yankees. (BROADCASTING, Aug. 11, 1964). The Yankees are now the only baseball team under contract to the network for weekend games.

Chain of Command ■ CBS made the proposal to the NCAA's extra events committee, which will pass it on to the NCAA council for action in April and then the membership will vote at its meeting next January in Washington. The first game could not be played until this processing pattern is completed.

It was reported that the game would offer a guarantee of \$200,000 to each participating school and major schools, such as those in the other televised bowls, would be sought.

The day following the CBS move, another promoter, Henry J. Kieronski, applied to the committee for permission to stage the Santa Claus Bowl.

The Senate Antitrust and Monopoly Subcommittee, which took note of CBS's acquisition of the Yankees last fall (BROADCASTING, Oct. 5, 1964 et seq), hasn't lost interest. And the Santa

Claus Bowl is being examined carefully, too.

Subcommittee sources indicate that the matter will be reviewed early this year when the panel takes another look at legislation worked on last year. It would give professional team sports new freedoms under the antitrust laws while bringing baseball under them.

Longer Contract ■ In its advance prepared report submitted last week, the NCAA television committee proposed a two-year extension of the restricted TV plan (BROADCASTING, Jan. 11). During the meeting, though, the two-year limit was expanded to permit consideration of a two-to-four year plan starting in 1966 when the current \$13 million contract with NBC runs out.

The amendment cited that "member institutions of the NCAA desire to continue a reasonable television program for the preservation of the game of football with its manifest advantages for the participating colleges."

PGA gets 'World Series'

Chicago packager-producer Walter Schwimmer Inc. has turned over its annual *World Series of Golf* to the Professional Golfers Association as its "official world series," according to Warren Cantrell, PGA president. Schwimmer continues as producer under a long-term agreement. NBC-TV will again carry the program this fall. It is in color.

PGA will run the golf world series via the TV show every year the first weekend after Labor Day, matching the winners of the four top golf tournaments of the year.



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BROADCAST ADVERTISING

Arnold H. Katinsky, with Metromedia Inc. for past five years, named director of advertising and promotion for Metromedia's WNEW - AM - FM New York.



Mr. Katinsky

Richard C. Pickett, formerly VP and associate media director of Foote, Cone & Belding, New York, joins Post-Keyes-Gardner, Chicago, as VP and media director.

Jack A. Swedish, advertising manager of Miller Brewing Co., Milwaukee, appointed acting director of advertising replacing Clyde E. McDannald, who resigned.

Lee Ruggles, with McCann-Erickson, San Francisco, named executive art director, succeeding **Al Camille**, who retires after 29 years there. **Frank Regalado**, media director, moves to account service department. **Mike Roche**, formerly of Allied Arts Ltd., Hamilton, Ont., named merchandising account executive replacing **Don Reynolds**, who retires after 37 years with agency.

Irwin B. Siegel, formerly with CBS in a sales capacity, and **Jon Ruby**, formerly salesman with The Katz Agency, have been appointed television and radio sales executives, respectively, in Chicago office of RKO General Broadcasting-National Sales.

Edward D. Loud joins Guild, Bascom & Bonfigli, Los Angeles, as assistant account executive for Van Camp Sea Food. He had been with Dancer-Fitzgerald-Sample, New York, as media planner for Procter & Gamble.

Robert L. Urban, account executive with Guild, Bascom & Bonfigli, San Francisco, named account supervisor on Foremost Dairies account. **Geoffrey C. Bennett**, in market planning and research for consumer products at Crown Zellerbach Corp., San Francisco, joins GB&B as account executive for Foremost's new dry milk product, "Milkman."

Roscoe Sturges elected VP of Cunningham & Walsh, New York. He joined agency year ago as account supervisor, and before that was with Donahue & Coe, (now merged into West, Weir & Bartell), New York, in similar post.

Paul R. Jordan resigns as executive VP of Hixson & Jorgensen, Los Angeles, to go into agency and management consulting field. His first client is

Hixson & Jorgensen. Before joining agency in 1956, Mr. Jordan had, for more than 10 years, been head of his own Los Angeles agency, The Jordan Co.

C. Burt Oliver, partner in The Melvin Co., Las Vegas, for past two years, and previously for 32 years with Foote, Cone & Belding, Los Angeles, Toronto and New York, joins Bunlap Corp., Los Angeles, maker of Touch 'n Clean, as VP and treasurer.

Emmett C. McGaughey, who joined Hixson & Jorgensen, Los Angeles, last year as senior VP in charge of client services, named executive VP. He was executive VP, western division, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, for 12 years.

John D. Burke, **John H. A. Cross**, **Larry Dunham Jr.**, and **C. Stuart Mitchell Jr.**, senior VP's and management supervisors, elected to Compton Advertising board of directors, New York. Mr. Burke also named director of all creative services in New York.

Henry I. Alcouloumre, advertising and news bureau supervisor for The Marquardt Corp., Van Nuys, Calif., joins Grant Advertising, Hollywood, as account executive.

Ted Conway, account executive at KCBS San Francisco, named to newly created post of assistant general sales manager.

Calvin H. Druxman, national sales manager at KAUZ-TV Wichita Falls, Tex., promoted to general sales manager.

Irving Sonn, VP and creative group head at Ogilvy, Benson & Mather, New York, joins Needham, Harper & Steers

as VP-creative director of New York division.

Bill Garr, account executive, promoted to sales manager of KDAY Santa Monica, Calif.

Ross Lindsay, manager of Campbell-Ewald's Chevrolet merchandising department in Detroit; **Owen A. Brady**, account supervisor, Detroit, and **Warren Rebell**, account supervisor, New York, elected VP's at Campbell-Ewald. Mr. Lindsay has been with C-E for 10 years. Messrs. Brady and Rebell joined agency last year.

Herb Welch, with WBNS-AM-FM Columbus, Ohio, named sales director replacing **W. I. Orr**, who retires after 34 years with station.



Mr. Schuyler

William H. Schuyler, account executive at KTVU(TV) Oakland-San Francisco, promoted to local sales manager, succeeding **Glenn W. Maehl**, named national sales manager (BROADCASTING, Jan. 11). Before joining KTVU in 1960 Mr. Schuyler was sales manager at KHJ-TV Los Angeles.

James G. Strathern joins Chirurg & Cairns, Boston, as assistant to president. He was with Curtis Publishing Co. in various management posts in that firm's Boston, Detroit, Cleveland and Chicago offices.

Michael Blatt and **Martin Lipsitt**, VP's at Delehanty, Kurnit & Geller, New York agency, join McCann-Erickson, that city, as art group heads.

John B. Stack joins Erwin Wasey, Philadelphia, as manager. He was VP and account supervisor at Dancer-Fitzgerald-Sample, New York.

Donald L. Herrick Jr. joins KSTP-TV St. Paul-Minneapolis as account executive.

Irving C. Haag resigns as VP of Tobias & Olendorf, Chicago, to open agency specializing in radio-TV. Earlier he was with W. B. Doner & Co., there.

Joe B. Foster, formerly local sales manager of KTAL-TV Shreveport, La., and southern manager for Hanna-Barbera Productions, appointed sales director of KHFI-TV Austin, Tex., which is scheduled to go into operation later this year on ch. 67.

Frank Barnes, VP and general manager of MarCar Advertising, subsidiary

Fennimore promoted



Mr. Fennimore

Robert T. Fennimore, for past two years New York sales representative, promoted to eastern sales manager of BROADCASTING, continuing to headquarters in New York. Before joining BROADCASTING, he had been on sales staff of TELEVISION Magazine in New York and prior to that was media buyer with Dancer-Fitzgerald-Sample, New York.

of Mary Carter Paint Co., Tampa, Fla., named VP in charge of advertising, public relations and market research of Mary Carter Paint Division.

John R. Whittaker, account executive at KFVB Los Angeles, joins KABC-AM-FM, that city, as account executive.



Ro Grignon, assistant to general sales manager for WDAF-TV Kansas City, Mo., promoted to general sales manager. He joined station in 1958.

Arthur J. Underwood Jr., formerly with The Katz Agency, Detroit, named Detroit representative of WJRT-TV Flint, Mich.

George Hamilton, project director at Facts Consolidated, Los Angeles research firm, joins McCann-Erickson, that city, as associate media director.

Marilyn Johnson, in charge of commercial scheduling unit of ABC-TV's network programming department, Hollywood, named director of commercial scheduling in departmental realignment. **Tom Bazile** becomes assistant director and **Edith Moss** assumes responsibility for commercial coordination relating to network daytime programming. Both have been with unit since 1962.

James T. Hite, formerly area manager (Georgia-South Carolina) of duPont Film Sales, joins WJBF-TV Augusta, Ga., as sales development manager.

Robert J. Humes, national advertising manager for Norristown (Pa.) *Times Herald*, joins sales department of WFIL-TV Philadelphia.

Richard N. Hughes, director of promotion and advertising at WXYZ-TV Detroit, named promotion and merchandising director. He replaces **Harold S. Christian**, VP of Wxyz Inc., who retires after 32 years with company.

Carl R. Cunningham III, previously with WCSC-TV Charleston, S. C. and WBAL-TV Baltimore, joins KPLR-TV St. Louis in TV promotion and advertising.

Jane V. B. Hickey, copy chief and client relations consultant of Joseph Smith Advertising, Burlington, Vt., appointed copy director of Impact Advertising, Washington.

William E. Bass, regional sales manager of WITN-TV Washington, N. C., named VP-regional sales.

Robert L. Cornish, VP, named executive VP, and **Carleton A. Smith**, formerly director of corporate long-range planning for Richardson-Merrell Inc., named VP at Morse International Inc.,

New York, R-M's agency. Mr. Cornish joined Morse in 1962 as account supervisor in account management group.

Jack Katz, program director of KMA Shenandoah, Iowa, named sales manager and **Kenneth Horrigan**, salesman, promoted to regional sales manager.

Robert Dolph, local sales manager at KEWB Oakland, Calif., joins H-R Radio, San Francisco, as salesman.

Carl V. Brammer and **Robert T. Mills**, account executives, promoted to advertising account supervisors at Ketchum, MacLeod & Grove Inc., Pittsburgh.

Sam Brownstein, elected president and continues as general manager of Prestige Representation Organization Inc., New York.

Selma Berger, director of special projects for WCTC New Brunswick, N. J., and **Jules Labert**, sales manager at WMMM Westport, Conn., appointed director of continuity department and account executive at WJRZ Newark, N. J., respectively.

Mark von Zech, art director at Bauer, Tripp, Foley, Philadelphia, named executive art director and graphics supervisor at T. L. Reimel Advertising, that city.



Alan J. Bell, director of promotion, advertising and research for Advertising Time Sales Inc., New York, for past three years, joins Metro Radio Sales, that city, as director of advertising and promotion. Before joining ATS, he had been with Peters, Griffin, Woodward.

James Reece, account executive at Reinhardt Advertising, Oakland, joins Chapin-Damm Advertising, Sacramento, both California, in similar capacity.

Arnold Winer, sales promotion super-

visor for Browne-Vintners Co., import affiliate of House of Seagram, New York, appointed account executive for Chirug & Cairns, that city.

Larry S. Faler, account executive, promoted to newly created position of assistant sales manager for KFDD-TV Amarillo, Tex.

Byron McCall, for 22 years at KYCA Prescott, Ariz., named sales manager of KNOT, that city.



Philip C. Capice joins Gardner Advertising, New York, in newly created position of director of television programs. Mr. Capice, with Benton & Bowles, New York, for 12 years, will help coordinate agency's expanded television activities.

Bill Lydle, national sales manager at KENS-TV San Antonio, Tex., appointed assistant manager in charge of sales.

James M. Loughran, account supervisor at Doyle Dane Bernbach, Los Angeles, promoted to VP.

Oscar C. Gorenflo, national advertising manager and general manager of institutional sales for Sunshine Biscuits, Long Island City, N. Y., named director of institutional sales and advertising. **Alfred E. Byra**, assistant in advertising department, promoted to advertising manager.

William Cullingford, formerly with George F. Pierrot Productions, Detroit, rejoins broadcast timebuying staff of D. P. Brother & Co., there, after year's absence. **Charles Crane**, with Jim Handy Organization, joins Brother merchandising department.

Fred W. Dickson, VP of Coca-Cola Co., Atlanta, named director of advertising and sales promotion, replacing **E. Delony Sledge**, who retires. Mr. Dick-

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"A gem!"—*Cue Magazine*

The League of Gentlemen

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Connor approved

John T. Connor, former president of Merck & Co., Rahway, N. J., nominated by President Johnson to be secretary of commerce, was approved by Senate Commerce Committee Tuesday (Jan. 12) following public hearing. His name was referred to full Senate for confirmation.

Mr. Connor, explaining plan to place all his holdings in Merck, major drug firm, into irrevocable trust (during his term as secretary), revealed he had been issued first share of stock in Communications Satellite Corp. when he was one of 12 incorporators named by late President Kennedy. Share, purchased for \$100, will be retained as "family heirloom," Mr. Connor said.

son previously was VP and advertising manager and later assumed sales promotion activities for company.

Jim Randolph, with WNUS Chicago as account executive, moves to sales department of KGFJ Hollywood.

Robert J. Noel, VP and associate creative director of Leo Burnett Co., Chi-

cago, named creative director. He joined Burnett in 1956 as TV copy supervisor.

Bill Garr, radio salesman formerly with KGBS and KWKW Pasadena, named sales manager of KDAY Santa Monica, all California.

Whitney Downs resigns as salesman for KFWB Los Angeles after more than 30 years with station. Two new salesmen have joined station: Larry Buskett, general sales manager of KFRC San Francisco, and W. Clark Graves, West Coast manager of American Heritage Publishing Co.

Robert G. Bickel, with BBDO, has joined Compton Advertising, New York, as account executive on Atlas Supply Co. account.

THE MEDIA



Mr. Johnston



Mr. Weigand

Sam T. Johnston and Robert C. Weigand elected VP's of Taft Broadcasting, Cincinnati. Mr. Johnston, who joined Taft in 1954, has been manager of WKRC-TV Cincinnati since 1960. Mr. Weigand, named general manager of WTVN-TV Columbus, Ohio, in 1960, was sales manager and assistant general manager of WTVN-TV from 1953 to 1957, and general manager of WKYT-TV Lexington, Ky., until being appointed to present position. In addition to WKRC-AM-FM-TV, WTVN-AM-FM-TV, and WKYT-TV, Taft stations include: WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa.



Mr. Watson

Arthur A. Watson, station manager of WRCV-TV Philadelphia, promoted to general manager of WRCV-AM-FM-TV. He joined NBC, owner of stations, in 1956 as operations analyst, later named senior operations analyst, and transferred to WRCV in 1959 as business manager.

Norman Williams, production manager of KMTV-TV Omaha, Neb., named station manager for KMA Shenandoah, Iowa, both May Broadcasting Co. stations. He succeeds Anthony J. Koelker, who resigns to work on other business interests.

William E. Hobbs, VP and general manager, elected president of Mid-Texas

Broadcasting Corp., licensee of KAUZ-TV Wichita Falls, Tex., succeeding Paul F. Harron, named chairman of board.



Mr. Campbell



Mr. Cochrane

Donald P. Campbell named general manager and Robert B. Cochrane appointed assistant general manager of WMAR-TV Baltimore. Mr. Campbell joined WMAR-TV seven years ago from Storer Broadcasting Co., where he had been national sales manager. Mr. Cochrane, who continues as director of programming, has been with station since it began in 1947.

Don Bailey, assistant manager of WFGW and WMIT(FM) Black Mountain, N. C., named general manager of stations succeeding Loren F. Bridges, who retires.

Gene Wagner, news director of KMO Tacoma, Wash., named general manager.



Mr. Van Horn



Mr. Tait

Robert Van Horn, corporate secretary of Fetzer Broadcasting Co., Kalamazoo, Mich., appointed to newly created post of secretary-treasurer succeeding Ellsworth L. Tait, treasurer, who retires. Mr. Van Horn joined Fetzer in 1958, was elected secretary in 1959 and director in 1960. Mr. Tait had been with Fetzer since 1946.



Mr. Jenkins

New York.

George Etkin, assistant general counsel, promoted to associate general counsel of Metromedia Inc., New York. He joined legal department of Metromedia in 1960.

H. Downey Hewey Jr., sales and promotion manager of WSOY-AM-FM Decatur, Ill., named general manager. He

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replaces **Robert B. King**, who leaves station to join Citizens National Bank of Decatur.

D. K. (Rad) Hartwell, sales manager of KHOT Madera, named general manager of station operations and local sales of KWIP Merced, both California.

Van Bueren W. DeVries, general manager of WGR-TV Buffalo, N. Y., elected president of group of Buffalo businessmen who recently bought majority interest of Buffalo Bison baseball club stock from Sportservice Inc.

Ves R. Box, VP and assistant general manager of KRLD-TV Dallas, named VP



Mr. Box



Mr. Flynn



Mr. Baker



Mr. Selah

and general manager. He joined KRLD in 1940, was named program director for KRLD-TV in 1952, and appointed to present position in 1959. **Roy M. Flynn**, VP and general manager, named VP and administrative assistant to president of stations. **I. W. (Bill) Baker**, local sales manager, named assistant general manager, and **C. W. (Bill) Selah**, promoted to local sales manager of KRLD.

Robert G. Young, formerly with KORD Pasco, Wash., named manager of KEED-AM-FM Springfield-Eugene, Ore., and national and regional advertising coordinator for Stadler Stations Inc. In addition to KEED, Stadler stations are KGAL Lebanon and KGAY Salem, both Oregon.

Myles Foland, WCPO-AM-TV Cincinnati disk jockey, joins WJRL Rockford, Ill., as assistant manager, promotion manager and disk jockey.

PROGRAMING

George Amy, post-production coordinator and editorial supervisor at CBS-TV, joins executive staff of 20th Century-Fox Television, New York, as assistant to William Self, executive VP, in post-production area.

Frederick M. Hertz named to newly created post of VP, director of creative services at Gotham Recording Corp.,

New York. He has been VP in charge of production for past seven years.



Mr. Chester



Mr. Austin

Giraud Chester appointed VP-East Coast of Goodson-Todman Productions, New York, replacing **Harold M. Austin**, who resigned to become executive VP of Filmways Inc., that city. Mr. Austin will supervise creation, development and sales of new TV programs. Prior to joining Goodson-Todman last year, Mr. Chester had been VP, program administration for NBC-TV, and before that VP in charge of daytime programming at ABC-TV (see story, page 75).

Edward J. Kabelac, business manager of Plautus Productions, joins Bonded TV Film Service, division of Novo Industrial Corp., New York, as business manager of firm's agency services division.

Laymond Robinson, reporter for *New York Times*, appointed editorial director of WABC-AM-FM-TV New York.

Arthur E. Pickens Jr., with Walter Schwimmer Inc., Chicago, for 16 years and associate producer on several TV programs, appointed executive VP.

Harry J. Wiest Jr., production manager and director at KETC-TV St. Louis, noncommercial, joins WNAC-TV Boston as production manager.



Mr. Hergen

James G. Hergen, director, daytime sales for NBC-TV, appointed director, special program, sports and daytime sales for NBC-TV, New York. He joined NBC-TV sales department in 1954, was named sales supervisor of participating programs in 1955, and director of NBC-TV participating program sales in 1959.

Brian Brolly, England; **Franz Elemendorf**, Germany; **Richard Miyamoto**, Japan; **Ron Brown**, Australia; **Francisco Padilla**, Mexico, and **Robert Bramson**, Universal City, Calif., have been named VP's by MCA TV and its overseas sales arm, MCA TV Ltd. Messrs. Brolly, Elemendorf, Miyamoto, Brown and Padilla were promoted from sales branches in their respective countries; Mr. Bramson previously served with MCA TV's legal department in Chicago.

Lewis Freedman, producer for *Pont Show of the Week* (NBC-TV),

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NAB names Allen for Engineering award



Mr. Allen

Edward W. Allen Jr., FCC chief engineer since 1951, named recipient of National Association of Broadcasters Engineering Achievement Award. Presentation will be made

March 24 at final luncheon of 1965 Broadcast Engineering Conference to be held in Washington as part of NAB's 43d annual convention.

Mr. Allen, with FCC for 32 years, was chosen for "distinguished career" in engineering and "advancements in the art of broadcasting and his leadership in both domestic and international broadcasting affairs."

appointed director of programming at WNDT(TV) Newark, N. J.-New York, noncommercial.

Marilou Thibault, night announcer for KBON Omaha, joins WOW-TV, that city, as hostess on morning show.

Robert W. Fox, instructional coordinator for KLRN-TV San Antonio, Tex., non-commercial, appointed TV curriculum director for Delaware state educational TV network.

William D. Corder, program manager at WJIM-TV Lansing, appointed to similar post at WJRT(TV) Flint, both Michigan.

Jay Courtney, air personality with WCFL Chicago, joins KNOW Denver as disk jockey on night show.

Kenneth H. Jenn, after an 18-month leave of absence, returns to KTBC-TV Austin as weather consultant.

James G. Backlin, with KFVR Bismarck, N. D., joins WDAY-FM Fargo, N. D., as staff announcer. WDAY-FM plans to begin broadcasting in February.

Jack Reynolds, air personality at KUPD Tempe, Ariz., joins KOOL Phoenix, as disk jockey on night show.

Leith Stevens will compose and conduct musical score for MGM-TV's hour-long dramatic series, *The Mayor*, whose pilot is now in preparation. Mr. Stevens is writer-conductor of music on another MGM-TV series, *Mr. Novak*.

Dick Whittington, formerly with KLAC Los Angeles, joins KGIL San Gabriel-Los Angeles on daily 3-7 p.m. show.

George Hoag, program director at WDHA-FM Dover, N. J., named director of music for WRFM(FM) New York.

Tim Scott, program supervisor on West Coast for Young & Rubicam, Hollywood, becomes partner with **Fred Brogger** in Qualis Productions, independent TV company there.

Chuck Deel, announcer at WLEE Richmond, Va., moves to WDAE Tampa,

Fla., as chief announcer and music director.

Jim Everts, air personality at WOMP Wheeling, W. Va., joins WPGC Morning-side, Md.-Washington, as program director and air personality.

Judd Kinberg and **John Kohn**, writers and producers in England, signed by Screen Gems to develop two half-hour situation comedy series for 1966-67 season.

Sid Noel, Detroit broadcaster, joins WXYZ-TV, there, with his creation of "Morgus," to introduce mystery and horror films.

Mark Miller and **Patricia Crowley** signed to star in *Please Don't Eat the Daisies*, half-hour series by MGM-TV for NBC for 1965-66 season.

NEWS

Martin Agronsky named CBS News Paris correspondent effective Feb. 15. Prior to joining CBS News Washington in April last year, he held various overseas correspondent posts with NBC News.

Rod MacLeish, European news bureau chief for Westinghouse Broadcasting Co., elected president of Association of American Correspondents in London, succeeding **Sheward Hagerty**, London correspondent for *Newsweek*.

John Rolfson, ABC News correspondent in Washington, named bureau chief in Paris, replacing **Lou Cioffi**, who becomes bureau chief in Tokyo, effective Jan. 15 and Feb. 15 respectively.

Jim Baugh, newscaster at WOW-AM-FM-TV Omaha retires after 30 years service there.

Clay Johnson, with KMO Tacoma, Wash., named news director succeeding **Gene Wagner**, promoted to general manager (see page 84).

Tom Dunn, anchorman on WCBS-TV's *Channel 2 News* at 7 p.m. Saturdays, also named to handle 11 p.m. Saturday news. Mr. Dunn joined New York sta-

tion last June after serving in Washington as administrative assistant to Representative Edward Gurney (R-Fla.).

Ken Hunter, news director for KATE Albert Lea, Minn., named news director for WWNV and WCNY-TV Watertown-Carthage, N. Y.

Richard Zappe, newsman with WCIA (TV) Champaign, Ill., joins WKBD(TV) Detroit as staff announcer and newsman.

Jack Parris, director at KMTV(TV) Omaha, named production manager succeeding **Norman Williams**, named station manager for KMA Shenandoah, Iowa (see page 84).

Barry Rohde, formerly news and sports director of WIOU Kokomo, Ind., joins KNX Los Angeles.

Robert E. Henley, with WGN Chicago since 1959, appointed administrative assistant to WGN Inc. Manager of News, **Bruce Dennis**. Mr. Henley also will serve as editorial supervisor. **Dick Jones**, with WGN since 1956, named production supervisor in WGN's radio program department.

Arthur J. Lagios, assistant news director of WOTW-AM-FM Nashua, N. H., promoted to news director.

William Martin, news cameraman at WGAL-TV Lancaster, Pa., joins Harrisburg, Pa., news bureau of Westinghouse Broadcasting Co.

Edgar H. Needham, with ABC-TV News, New York, named assignment editor.

Stephen R. Roper, with Armed Forces Network in Europe, joins news staff of WDCY Minneapolis-St. Paul.

EQUIPMENT & ENGINEERING



Mr. Saxon

Raymond W. Saxon elected VP and general manager of RCA Victor Home Instruments Division, Indianapolis, and continues as vice chairman of RCA Sales Corp. He joined RCA in 1940, was appointed assistant to VP, Consumer Products in 1950, elected VP and general manager of former RCA Victor Radio and "Victrola" Division in 1958, and VP, marketing, RCA Sales Corp., in 1960.

George B. Flenner named division VP, international marketing, RCA International Division, Clark, N. J. He had been manager, electronic components marketing, in International Division.

Thomas R. Shepherd named business manager of Commercial Electronics Di-

ARB shuffles executive desks

American Research Bureau, Beltsville, Md. (Washington), last week named two new vice presidents and eight others to new positions created in wake of management reorganization (BROADCASTING, Nov. 23, 1964).

Rupert R. Ridgeway, director of production, becomes vice president of operations. **Maurice J. McCarthy**, director of administration, becomes vice president of administration. New staff positions of controller and director of communications will be filled, respectively, by **William Rankin**, formerly division controller, and **Gene Thompson**, formerly promotion manager.

Six product managers named to head ARB's basic administrative divisions (former titles in parentheses): **Dr. John R. Thayer**, (assistant product manager) for local market television services; **David Ross** (marketing director for network, agency, film company and advertisers services and assistant product manager of overnight surveys) for national syndicated television services; **George Corey**, (station account representative) for special studies: **Joseph N.**



Mr. Ridgeway



Mr. McCarthy



Mr. Rankin



Mr. Thompson

Poulin, (technical director of special tabulations) for special tabulations; **William McClenaghan**, (product verification manager) for local market radio service, and **Howard Bass**, (technical director of Arbitron measurement system in New York) for Arbitron.

vision of Sylvania Electric Products, New York. Mr. Shepherd was formerly personnel manager of central operations at Sylvania Electronic Systems, Williams, N. Y.



Mr. Anger

will market color television.

Norman Morong, technical director at ABC, Hollywood, promoted to technical assistant to Ted Grenier, chief engineer, ABC western division. He succeeds **Ralph Denechaud**, who retired.

William Narramore, named chief engineer for WHLI-AM-FM Hempstead, N. Y.

FANFARE

Arthur Ross, VP and creative director for TV and radio at Ketchum, MacLeod & Grove, New York, awarded Golden Scissors award from Hollywood Film Co., for outstanding sound editing

in "Closures," Alcoa TV commercial produced by KM&G.

Brigadier General David Sarnoff, chairman of board of RCA, to receive Jewish Theological Seminary of America's Herbert H. Lehman medal during convocation at Temple Emanuel, Miami Beach, Feb. 25. Citation stressing General's "long years of service to the nation and civilization" will be awarded with Lehman medal.

Richard L. Sinclair, formerly advertising and promotion manager for KCOP (TV) and KHJ-TV, both Los Angeles, named promotion manager of KABC-AM-FM Los Angeles.

Richard E. Butler, account executive at Fuller & Smith & Ross, Los Angeles, appointed director of information services for KNX Los Angeles and CBS Radio Pacific Network. He succeeds **John Hukum**, promoted to program director of station.

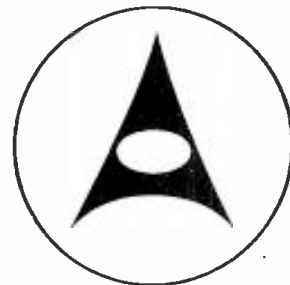
Paul Raikes, promotion assistant for WFBM-AM-FM Indianapolis, appointed sales promotion and merchandising manager for WFBM-AM-FM-TV. **Charles Rogers**, promotion manager for WLWI (TV) Indianapolis, named assistant promotion manager at WFBM stations.

Howard S. Johnson joins Grey Public Relations, New York, as account

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supervisor and VP. He was promotion director for New York World's Fair and senior VP of Deegan Co., New York.

Sheldon Golub, advertising manager of Lampl Fashions Inc., Cleveland, named publicity manager of *The Mike Douglas Show*, produced by Westinghouse Broadcasting Co. (for national syndication), at KYW-TV Cleveland.

ALLIED FIELDS

Gene A. Bechtel, **Arthur L. Content** and **Earl M. Colson**, attorneys, join Arent, Fox, Kintner, Plotkin & Kahn, Washington law firm.

Donald A. Kennedy, formerly with P. J. McCarthy & Associates, Chicago, as account executive for Catholic Charities of Chicago, joins American Bar Association there as head of newly formed TV-radio division in department of public relations. He will coordinate public information activities of ABA and assist state and local bar groups in development of public service programming.

C. H. Logan, Milwaukee, educational television specialist, named to direct educational broadcasting at North Dakota State University, Fargo.

INTERNATIONAL

Kevin Corrigan named to newly created post of manager of ABC Worldwide Network, division of ABC International Inc. He joined ABC International in 1960 as account executive. Mr. Corrigan continues on board of directors of Central American Television Network, regional division of Worldvision.

Walter Elliott, president, named board chairman of Elliott Research Corp., Toronto, new firm created by reorganization of Elliott-Haynes Ltd., 28-year old market research firm. **Myles Leckie**, VP of Elliott-Haynes, named president of Elliott Research. **Ernest Comte** remains as manager of Montreal office. **George Shields** is VP of special client surveys, and **Robert Ogden**, VP of advertising expenditures services.

Jack Stanley joins Benton & Bowles Ltd., London, as creative director and member of board. He was formerly VP and creative director at Fuller & Smith & Ross, New York.

Leon Feldun, general manager of United Artists Television Inc. in Germany, appointed Latin American sales supervisor for UA in Mexico City.

Basil Neil MacLarty, engineer consultant to The Marconi Co., Chelmsford, Essex, England, retires. He first joined Marconi in 1921 designing broadcasting and communications transmitters. In 1926 he transferred to BBC research

FCC names two

James O. Juntilla, assistant chief of FCC Broadcast Bureau since April 1962, has been promoted to deputy chief. Mr. Juntilla, first joined commission as attorney in 1949. He left to enter private practice in 1952, but returned in 1961 as assistant to chief of Broadcast Bureau.

Arthur B. Goodkind, FCC attorney in litigation division of office of general counsel, appointed legal assistant to Chairman E. William Henry. Mr. Goodkind, who succeeds **Leonidas P. B. Emerson**, recently named chief of commission's office of opinions and review (BROADCASTING, Dec. 28, 1964), has been with FCC since 1960.

department. He returned to Marconi in 1947 and in 1954 was appointed engineer-in-chief.

William F. Wineberg, sales representative in Chicago office of MGM-TV, named sales manager for MGM-TV, Canada, in Toronto.

Dr. Stephanie Potoski, Yorkton, Sask., named director of Canadian Broadcasting Corp., Ottawa, Ont., along with **Andre Raynauld**, Montreal, and **E. B. Osler**, Winnipeg, Man. They fill three vacancies on CBC board.

W. K. Moyer, chief film buyer of Canadian Broadcasting Corp., Toronto, becomes Canadian sales director for television of Seven Arts Productions Ltd., Toronto.

Don Gauthier, program director of CHIC Brampton, Ont., named daytime news editor of CHWO Oakville, Ont. **Robert T. Bowman**, manager of CFBC Saint John, N. B., joins CHWO as night news editor.

Ron Laidlaw, news director of CFPL-TV London, Ont., elected president of Canadian division, Radio-Television News Directors' Association. Elected VP's: **Don Watson**, CHFI Toronto, and **Les Edwards**, CFQC-TV Saskatoon, Sask. **John Strong**, CKNX Wingham, Ont., named secretary, and **Charles Edwards**, manager of Broadcast News Ltd., Toronto, treasurer.

Ray Morgan, media director at Benton & Bowles Ltd., London, appointed to board. **Michael Fredman**, TV production supervisor, appointed associate director of B&B.

Keith Studd appointed account group head with Greenlys Ltd., London. He was formerly with Erwin Wasey, Ruth-

rauff & Ryan Ltd., Crane Advertising, and Norman Craig and Kummel Ltd., all that city.

Birger Jenson appointed associate director of Hobson Bates and Partners (International) Ltd., London.

DEATHS

Herman Starr, 66, VP of Warner Bros. Pictures, and president of The Music Publishers Holding Corp., died Jan. 8 in Mount Sinai hospital, New York. He was one of the architects of American Society of Authors, Composers & Publishers policy on performance rights. Mr. Starr joined Warner Bros. in 1920 and was a director of Decca Records Co. until 1942. He was elected president of MPHC in 1939 and at same time elected director of ASCAP.

John Patrick Smith, 52, former assistant to general manager of WCPO-AM-FM-TV Cincinnati, died Dec. 30 at his home there. He joined WCPO in 1937 as salesman and was named assistant to general manager in 1953. Among survivors are his widow, Jane, and two sons.

Owen Harries, 58, British researcher, died Jan. 9 in Hamilton, Bermuda. He had worked on developments in color television and as electronic and mathematical advisor for British and American firms.

George H. Rogers Sr., broadcasting pioneer, died Dec. 28 at Jewish hospital, Cincinnati. Mr. Rogers started in broadcasting in 1924 and worked in various New England stations until 1936 when he was named vocal director and assistant musical director at WLW and WSAI, both Cincinnati. Among survivors are his widow, Alice; two sons, **George H. Rogers Jr.**, regional sales manager for WKRC-TV Cincinnati, and **Charles A. Rogers**, with NBC News, New York, and daughter, Mrs. Thomas Uhl.

John Larkin, 63, writer-producer, died Jan. 6 of heart disease in his home in Burbank, Calif. He was producer of TV series *Fabian of Scotland Yard*, *M Squad* and *Riverboat*. Among survivors are his widow, Eunice, and two daughters.

Joseph P. Wilkins Jr., 28, former assistant manager of KFBB-AM-FM-TV Great Falls, Mont., died Jan. 2, in Phoenix, of leukemia. Mr. Wilkins began in broadcasting when he was 13. He is survived by his widow, Willow Jeane, two daughters and one son.

Maurice Rapkin, 63, former announcer of CKEY Toronto, and pioneer producer of singing commercials for radio stations, died at Toronto on Dec. 20 after heart attack.

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As compiled by BROADCASTING, Jan. 7 through Jan. 13 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: 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

APPLICATIONS

*San Diego—San Diego State College. VHF channel 15 (476-482 mc); ERP 884 kw vis., 442 kw aur. Ant. height above average terrain 1,912 feet, above ground 168 feet. P.O. address San Diego State College, San Diego. Estimated construction cost \$328,442; first year operating cost \$283,298. Studio location San Diego, trans. location 13 miles east of San Diego center on Mt. San Miguel. Geographic coordinates 32° 41' 48" north latitude, 116° 58' 10" west longitude. Type trans. GE TT-56A, type ant. GE TY-95C. Legal counsel Norman Epstein, Inglewood, Calif., consulting engineer John C. Merino, San Diego. Principal: board of trustees. State of California for San Diego College is licensee of *KEBS(FM) San Diego. Ann. Dec. 31.

Raleigh, N. C. — Springfield Television Broadcasting Corp. UHF channel 28 (554-560 mc); ERP 850 kw vis., 85 kw aur. Ant. height above average terrain 1,056 feet, above ground 1,050 feet. P.O. address Box 2210, Springfield. Estimated construction cost \$487,415; first year operating cost \$364,063; revenue \$184,445. Studio and trans. locations both Garner, N. C. Geographic coordinates 35° 39' 37" north latitude, 78° 32' 36" west longitude. Type trans. Townsend TA-50A, type ant. CO-EL CO-25SW. Legal counsel Martin E. Firestone, Washington; consulting engineers Townsend Associates, Springfield. Principals: Joseph J. Deliso Jr. (6.85%), Roger L. Putnam (23.65%), William L. Putnam (4.98%) and others. Springfield Television owns WWLP(TV) Springfield; WJZB(TV) Worcester; WRLE(TV) Greenfield, all Massachusetts, and WKEF-TV Dayton, Ohio. Company also has application pending for channel 20 at Albemarle, N. C. Ann. Jan. 7.

Existing TV stations

ACTION BY FCC

KTVO(TV) Kirksville, Mo.—Granted waiver of Sec. 73.652(a) of rules to permit identification as Kirksville (Mo.)—Ottumwa (Iowa).

New AM stations

ACTION BY FCC

Monticello, Fla.—Radio Monticello. Granted CP for new AM on 1090 kc, ERP 1 kw, daytime. P.O. address c/o WCNH Quincy, Fla. Estimated construction cost \$14,283; first year operating cost \$45,000; revenue \$60,000. Principal: William S. Dodson (100%). Mr. Dodson is owner of Big Bend Broadcasting Corp.; Quincy, Fla., licensee of WCNH Quincy and WBSC Bennettsville, S. C. Action Jan. 8.

APPLICATIONS

Sparta, N. C.—H. Sid Comer. 1060 kc, 250 w, D. P.O. address Box 213, Dodson, N. C. Estimated construction cost \$14,394; first year operating cost \$30,000; revenue \$35,000. Mr. Comer owns used car firm in Dodson, and has 24% interest in WKSK West Jefferson, N. C. Ann. Jan. 5.

Martinsburg, Pa. — Beacon Broadcasting Concern. 1110 kc, 5 kw, D. P.O. address R.D. 2, Martinsburg. Estimated construction cost \$24,650; first year operating cost \$24,000; revenue \$30,000. Principal: Kenneth W. Ferry (100%). Mr. Ferry is permittee of WJSM(FM) Martinsburg. Ann. Jan. 7.

Colonial Heights, Tenn.—Ogram Broadcasting Corp. 1090 kc, 1 kw, D. P.O. address RFD 2, Johnson City, Tenn. Estimated construction cost \$11,900; first year operating cost \$36,000; revenue \$48,000. Principals: William R. Livesay (66%) and Joe L. Kuhn (33%). Ogram Broadcasting is licensee of WAKI McMinnville, Tenn. Ann. Jan. 8.

Chatham, Va.—George G. Beasley. 1080 kc, 1 kw, D. P.O. address Route 2, Benson, N. C. Estimated construction cost \$17,459; first year operating cost \$30,000; revenue \$42,000. Mr. Beasley is licensee of WPYB Benson. Ann. Dec. 23.

Existing AM stations

ACTION BY FCC

KAFY Bakersfield, Calif.—Granted change from DA-1 to DA-N, continued operation on 550 kc, 1 kw, unl.; conditions include no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Commissioner Cox abstained from voting. Action Jan. 13.

New FM stations

ACTIONS BY FCC

Redding, Calif.—Charles J. and Elma A. Reed. Granted CP for new FM on 92.9 mc, channel 225, 25 kw. Ant. height above average terrain 53.5 feet. P.O. address c/o Charles J. Reed, 889 Apricot Avenue, Campbell, Calif. Estimated construction cost \$27,100; first year operating cost \$25,000; revenue \$36,000. Principals: Charles J. and Elma A. Reed (each 50%). Action Jan. 11.

Salinas, Calif.—Roy A. Eaton. Granted CP for new FM on 103.9 mc, channel 280A, ERP 3 kw. Ant. height above average terrain minus 15 feet. P.O. address Box 1812, Salinas. Estimated construction cost \$12,800; first year operating cost \$19,200; revenue \$18,500. Principal: Roy A. Eaton (100%). Mr. Eaton is local tradesman. Action Jan. 12.

Panama City, Fla. — Dixie Radio Inc. Granted CP for new FM on 92.5 mc, channel 223, 38.85 kw. Ant. height above average terrain 269.7 feet. P.O. address Box 519, Panama City. Estimated construction cost

\$23,395; first year operating cost \$5,000; revenue \$7,500. Principal: Denver T. Brannen (100%). Dixie is licensee of WDLF Panama City. Action Jan. 11.

Rome, Ga. — Rome Broadcasting Corp. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 40 feet. P.O. address c/o Mather M. Payne, 501 Broad Street, Rome. Estimated construction cost \$11,250; first year operating cost \$18,000; revenue \$17,000. Applicant is licensee of WRGA Rome. Action Jan. 13.

APPLICATIONS

Ukiah, Calif.—Daniel S. Cubberly. 93.5 mc, channel 228A, 2.99 kw. Ant. height above average terrain minus 731 feet. P.O. address Box 638, Ukiah. Estimated construction cost \$10,217; first year operating cost \$10,000; revenue \$8,000. Mr. Cubberly owns KUKI Ukiah. Ann. Jan. 8.

Michigan City, Ind.—Howard W. Dennewitz. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 230 feet. P.O. address 3401 Ionia Avenue, Olympia Fields, Ill. Estimated construction cost \$11,627; first year operating cost \$14,846; revenue \$18,616. Mr. Dennewitz is technician at WBBM-TV Chicago, and is owner of Forest Recording, Park Forest, Ill., educational and religious custom recording firm. Ann. Jan. 6.

Monticello, Ky.—Fred A. Staples. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 68 feet. P.O. address Box 35, Monticello. Estimated construction cost \$5,900; first year operating cost \$4,160; revenue \$5,000. Mr. Staples owns WFLW Monticello. Ann. Dec. 28.

*Trenton, N. J.—Trenton State College Radio System. 89.7 mc, channel 209, 10 w. Ant. height above average terrain 113 feet. P.O. address c/o Bernard G. Peltz, assistant professor of Industrial Arts, Box 940, Pennington Road, Trenton. Estimated construction cost \$4,066; first year operating cost \$3,000. Principal: Student Cooperative Association. Ann. Dec. 28.

Wilmington, N. C.—New Hanover Broadcasting Co. 97.3 mc, channel 247, 25 kw. Ant. height above average terrain 150 feet. P.O. address Box 869, Wilmington. Estimated construction cost \$23,745; first year operating cost \$6,000; revenue \$6,000. Principals: Julius Brody (53.6%), Charlotte Brody (17.9%), Leo Brody (9.3%), Marilyn Brody Baydush (7.1%), Edmund D. Baydush (6.4% as trustee for Hynda Jean Brody) and Marsha Brody Shiff (5.7%). Mr. Leo Brody has interest in WGNI Wilmington, and WECT-TV Wilmington. Mr. Julius Brody is stockholder in WECT-TV. Marsha Shiff, Marilyn Brody Baydush and Edmund D. Baydush have interest in WLPM Suffolk, Va. Ann. Jan. 6.

Odessa, Tex. — Mid-Cities Broadcasting Corp. 97.9 mc, channel 250, 34 kw. Ant. height above average terrain 100 feet. P.O. address 4000 Rasco Avenue, Odessa. First year operating cost \$10,000; revenue \$15,000. Principals: Edward L. Roskelley (75%) and Lowell J. Roskelley (25%). Mid-Cities is licensee of KOYL Odessa. Ann. Dec. 28.

Richland Center, Wis.—Richland Broadcasting Corp. 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 241 feet. P.O. address 2111 Bohman Drive, Richland Center. Estimated construction cost \$16,100; first year operating cost \$1,000; revenue \$1,000. Principal: Hala D. Peebles (100%). Richland Broadcasting is licensee of WRCO Richland Center. Ann. Jan. 11.

Ownership changes

ACTIONS BY FCC

KHOS Tucson, Ariz.—Granted transfer of control of licensee corporation, Grabert Inc., from Fred L. Vance (66% before, none after), to William C. Scott (none before, 66% after). Consideration \$20,000. Richard D. Grand retains his 33% interest. Mr. Scott is attorney and has nonbroadcast interests in Arizona and California. Granted Dec. 31.

WSMJ(FM) Greenfield, Ind.—Granted assignment of license and SCA from John C. Byrne to Radio Station WPFB Inc., owned by Paul F. Braden (100%). Consideration \$42,500. Mr. Braden owns 100% of WPFB-AM-FM Middletown, and WPAV-AM-FM Portsmouth, both Ohio. Action Jan. 8.

WIRV Irving, Ky.—Granted assignment of license from Irvenna Broadcasting Co., owned by James M. Gaskin (100%), to Irvenna Broadcasting Inc., owned by James M. Gaskin (41%), Sue Gaskin (10%) and Dr. S. G. Marcum (49%). Consideration \$15,000 for Dr. Marcum's 49%. Action Jan. 8.

WDXR Paducah, Ky.—Granted assignment of license from E. Weeks McKenney-Smith,

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to WDXR Inc., owned by E. Weak's McKenney-Smith (100%). No financial consideration; transaction of incorporation. Action Jan. 6.

KAPY Port Angeles, Wash. — Granted transfer of control of licensee corporation, Port Angeles Radio Inc., from John W. Mowbray (55.5% before, none after), to John H. Thatcher (none before, 55.5% after). Consideration \$6,050. Action Jan. 8.

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), to Mike Gary (50% after). Consideration \$80,000. Mr. Gary is district manager for Massey-Ferguson Farm Equipment. Leon and Lucyle McAuliffe retain their 50% interest in KAMO. Ann. Jan. 6.

KLAC-FM Los Angeles—Seeks assignment of license from Metromedia Inc., to Minneapolis Basketball Corp., owned by Robert E. Short (79.2%), Francis T. Ryan (19.8%) and Dr. Milton Seifert (1%). Consideration \$125,000. Minneapolis Basketball owns Los Angeles Lakers basketball team. Mr. Short owns Minneapolis trucking firm; Mr. Ryan is attorney and Dr. Milton is physician. See application below. Metromedia owns WNEW-AM-FM-TV New York; WTTG-TV Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH-TV Peoria; WTPV-TV Decatur, both Illinois; KLAC-AM-FM and KTTV-TV Los Angeles; KMBC-AM-FM-TV Kansas City, Mo., and WCBM-AM-FM Baltimore. John W. Kluge is major individual owner of Metromedia with 14.35% interest. Ann. Jan. 6.

KRHM Los Angeles—Seeks assignment of license from Harry Maizlish tr/s KRHM Broadcasting Co., to Metromedia Inc. Consideration \$53,750 plus 10,000 shares of Metromedia stock. Contingent on grant of assignment of KLAC-FM Los Angeles, from Metromedia to Minneapolis Basketball Corp. Ann. Jan. 5.

WMAI-FM Panama City, Fla.—Seeks relinquishment of positive control of licensee corporation, Mus-Air Inc., from John T. and Jimmy T. Patronis (51.02% jointly before, 50% jointly after), to Bay County Broadcasting Co. (48.98% before, 50% after). Consideration \$600. Ann. Jan. 8.

WDBF Delray Beach, Fla.—Seeks assignment of license from Sunshine Broadcasting Co., owned by Roscoe R. Miller (100%), to Profit Research Inc., owned by Sidney Walton (47.5%), Marjorie Walton (47.5%), Jonathan R. Walton (0.5%), Mark Walton (1.5%), Judith M. Smith (0.5%) and Seymour D. Uslan (2.5%). Consideration \$180,000. Mr. Miller will be paid \$10,000 for consultation services plus \$20,000 for covenant not to compete. Profit Research, through subsidiary Information Radio of Connecticut Inc., owns WINF Manchester, Conn. Ann. Jan. 5.

WSMA Smyrna, Ga.—Seeks assignment of license from Don Mitchell's WLAQ Inc., owned by Mitchell Melof (100%), to Jonquil Broadcasting Co., owned by Walter E. Baker Jr., Mrs. Jane M. Grant, Victor W. Aderhold and R. J. Lenihan (each 25%). Consideration \$25,000. Mr. Lenihan is manager of WSMA and Mr. Aderhold is salesman and announcer at WSMA. Ann. Dec. 31.

WSDR Sterling, Ill.—Seeks transfer of control of licensee corporation, Blackhawk Broadcasting Co., from Sam Bartlett (50.1% before), to Sam and Lillian Bartlett (50.1% jointly, after). No financial consideration. Ann. Jan. 6.

WLOB-AM-FM Portland, Me.—Seeks assignment of license from Casco Broadcasters Corp., owned by Melvin L. Stone (100%), to Portland Broadcasting Corp., owned by Atlantic States Industries Inc., which is owned by Robert Price (33%), Theodore R. Kupferman (19%), Frank Meehan (3%) and others. Consideration \$263,000. Atlantic States owns 99% of WTSA Brattleboro, Vt., and through subsidiary Pensacola Broadcasting Corp., is seeking approval of purchase of WNVY Pensacola. Ann. Dec. 29.

WTHH Port Huron, Mich.—Seeks transfer of control of licensee corporation, Times Herald Co., from Well Family Group (70.76% before), to F. Granger Weil (1.84% himself) and Louis A. Weil Jr. (1.84% himself) 59.71% as trustees. No financial consideration. Ann. Jan. 8.

KLIN Lincoln, Neb.—Seeks assignment of license from Fletcher-Mitchell Corp., owned by James I. Mitchell (89.99%) and Jack L. Callaway (10.01%), to Shurtleff-Schorr Broadcasting Corp., owned by Paul C. Schorr and Donald C. Shurtleff (each 50%). Consideration \$415,000. Mr. Schorr has extensive interests in electrical contracting firms in Colorado, Minnesota, Nebraska and Indiana. Mr. Shurtleff has interest in Nebraska real estate and insurance firms. Ann. Dec. 31.

WGSM Huntington, N. Y.—Seeks assign-

ment of license from Fifth Market Broadcasting Inc., owned by Edward J. Fitzgerald (100%), to WGSM Radio Inc., owned by Metro Area Communications Inc., which is owned by Peter A. Bordes and Joseph L. Rosenmiller Jr. (each 50%). Mr. Rosenmiller has 69.33% interest in Raritan Valley Broadcasting Co., licensee of WCTC-AM-FM New Brunswick, N. J.; has 58% interest in WESO Broadcasting Corp., licensee of WESO Southbridge, Mass., and has 40% interest in Sentinel Publishing Co., East Brunswick, N. J., publisher of weekly newspapers. Mr. Bordes has 30.67% interest in Raritan Valley Broadcasting; has 17% interest in WESO Broadcasting, and has 40% interest in Sentinel Publishing. Messrs. Rosenmiller and Bordes are partners in management services firm. Ann. Dec. 23.

WHZN Hazleton, Pa.—Seeks assignment of license from Radio 13 Inc., owned by Louis Adelman (100%), to John R. Dorsey. Consideration \$75,000. Mr. Dorsey has 50% interest in WSMD(FM) Waldorf, Md., and is applicant for new AM facility there. Ann. Jan. 8.

KDHN Dimmitt, Tex.—Seeks relinquishment of negative control of licensee corporation, High Plains Broadcasting Co., by Jay Taylor (50% before, 15% after) and Steve Taylor (50% before, 40% after), through sale of stock to J. B. Linn (20% after), Andrew J. Taylor (3.33% after), Stephen Y. Taylor Jr. (3.33% after) and Amy E. Taylor (3.33% after). Consideration \$1,200 for Mr. Linn's 20%. Remaining transfers were gifts within Taylor family. Ann. Dec. 31.

KNTD Wichita Falls, Tex.—Seeks acquisition of positive control of licensee corporation, Radio Wichita Falls Inc., by Steve Gose (85% after), Bill Thacker (5% after) and Jerry Wilder (10% after), through purchase of stock from David Kimbrell (58.6% before, none after), Robert Lipscomb (34.2% before, none after) and Robert B. Pardue (7.2% before, none after). Consideration assumption of corporate liabilities. Ann. Jan. 8.

Hearing cases

INITIAL DECISION

Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Ottawa Broadcasting Corp. for change of operation of WJBL Holland, Mich., from daytime only to unlicensed, with 1 kw-N, and change from DA to DA-2, continued operation on 1260 kc, 5 kw-LS. Action Jan. 7.

OTHER ACTIONS

By memorandum opinion and order, commission denied request by William L. Fox for waiver of Sec. 74.732(e)(1) of rules, and dismissed for failure to show compliance with rules application for new VHF-TV translator on channel 8 to serve Atlantic City and Ventnor-Margate, N. J., by rebroadcasting programs of WIBF-TV (ch. 29), Philadelphia; dismissed as moot opposing petition by Francis J. Matrangola (WCMC-TV, ch. 40), Wildwood, N. J., and related pleadings. Action Jan. 13.

By memorandum opinion and order, commission (1) accepted for filing re-tendered application of Lake Broadcasters Inc. for new AM on 940 kc, 1 kw, D, in St. Ignace, Mich., and (2) denied opposition by Mighty-Mac Broadcasting Co., applicant for new AM on same frequency with 5 kw, D, in St. Ignace. Action Jan. 13.

By order, commission (1) granted joint request by Collins Corp. of Georgia and Santee Broadcasting Inc. (applicants for facilities to be vacated by Palmetto Broadcasting Co. [WDKD], Kingstree, S. C., on Jan. 31), for approval of agreement whereby Collins will be reimbursed \$3,032 by Santee for out-of-pocket expenses incurred in connection with application in return for withdrawal; (2) dismissed Collins application; and (3) granted Santee's application for new AM on 1310 kc, 5 kw, D, in Kingstree. Commissioner Cox abstained from voting. Action Jan. 13.

By order, commission dismissed application by International Panama TV Inc. for review of Dec. 7, 1964 memorandum opinion and order of review board which enlarged issues in proceeding on International's application for new TV on ch. 40 in Fontana, Calif. Commissioner Lee absent; Commissioner Cox concurred in result. Action Jan. 13.

Commission rescheduled oral argument from Feb. 1 to March 1 in proceeding on application of WGUN Inc. for modification of license to change identification of WGUN from Decatur to Atlanta, and move main studio to trans. site. Action Jan. 13.

By memorandum opinion and order, commission denied petitions by Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc. for reconsideration of Nov. 6, 1964 decision which affirmed Jan. 19, 1962 grant of CP to WTSP-TV Inc. for new TV on channel 10 in Largo, Fla., and which denied competing applications of Florida Gulfcoast Broadcasters Inc., City of St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc. and Bay Area Telecasting Corp. Action Jan. 13.

By order commission modified Dec. 18, 1964 order to specify Jan. 25, in lieu of Jan. 18, as effective transition date for termination of program test authority previously granted to channel 13 of Grand Rapids Inc. for interim operation of WZZM-TV on channel 13 in Grand Rapids, Mich., and commencement of program test by West Michigan Telecasters Inc., successful applicant in comparative hearing in Doc. 14407 et al. Appeal from commission's decision in proceeding, together with request for stay, filed by MKO Broadcasting Corp. is pending in U. S. Court of Appeals, and Jan. 25 date will provide reasonable period of time during which stay may be heard and decided prior to changeover. Action Jan. 8.

Routine roundup

ACTIONS BY REVIEW BOARD

In proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's in Cocoa, Fla., in Doc. 15476-7, granted motion to extend time to Jan. 13 to file reply to Broadcast Bureau's opposition to pending joint request for approval of dismissal of WKKO-FM application and grant of WEZY-FM application. Action Jan. 11.

Granted petition by Broadcast Bureau to extend time to Feb. 8 to file exceptions to initial decision in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, Fla., in Doc. 14909-10. Action Jan. 8.

Granted joint motion by Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. to extend time to Jan. 15 to file reply briefs to exceptions

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to initial decision in proceeding on applications for new TV's on channel 19 in Cleveland. Action Jan. 8.

■ Scheduled oral argument for Feb. 2 in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N.C. Action Jan. 6.

ACTIONS ON MOTIONS

By Commission

■ Commission granted request by Value Radio Corp. (WOSH), Oshkosh, Wis., to extend time to February 5 to file reply comments in Doc. 15716 with specific respect to proposal contained in RM-671 concerning proposed assignment of channel 296A to Oshkosh. Action Jan. 5.

■ Commission granted request by Georgia Association of Broadcasters Inc. to extend time from Jan. 25 to Feb. 12 to file comments and from Feb. 10 to Feb. 26 for replies in matter of notice of inquiry and notice of proposed rulemaking with respect to contracts of broadcast licensees with newswire services. Action Jan. 8.

By Chief Hearing Examiner

James D. Cunningham

■ On own motion, and with agreement of all parties, ordered that initial session of hearings in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif., shall be convened in Washington on Jan. 25, in lieu of Los Angeles, for sole purpose of receiving testimony of Alexander G. Golomb; and that all subsequent hearing sessions shall be held in Los Angeles, commencing on date to be specified by order of presiding examiner. Action Jan. 12.

■ Designated Examiner Thomas H. Donahue to serve as presiding officer in proceeding on applications of Television San Francisco and Jall Broadcasting Inc. for new TV's on channel 26 in San Francisco, scheduled prehearing conference for Feb. 3 and hearing for March 8. Action Jan. 11.

■ Designated Examiner Basil P. Cooper to serve as presiding officer in proceeding on applications of Princess Anne Broadcasting Corp. and South Norfolk Broadcasting Co. for new AM's in Virginia Beach and Chesapeake, Va., respectively; scheduled prehearing conference for Feb. 9 and hearing for March 4. Action Jan. 11.

By Hearing Examiner Basil P. Cooper

■ Pursuant to ruling at conclusion of Jan. 4 evidentiary hearing in proceeding on application of Camellia City Telecasters for new TV on channel 40 in Sacramento, Calif., received in evidence Broadcast Bureau exhibit number 1 and closed record; specified Jan. 27 for filing of proposed findings. Action Jan. 6.

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM's in Prattville, Ala., granted Broadcast Bureau petition to continue hearing scheduled for Jan. 13 in Prattville to Feb. 16 in that city. Action Jan. 6.

By Hearing Examiner Charles J. Frederick

■ On own motion, with consent of all parties, identified and received in evidence exhibit 20 of Ubiquitous Frequency Modulation Inc. and ordered that findings now due to be filed on Feb. 1 and replies on Feb. 15 shall, respectively, be due on Feb. 5 and 19, and closed record in proceeding on applications of Ubiquitous Frequency Modulation Inc. and Nelson Broadcasting Co. for new FM's in Hyde Park and Kingston, N. Y., respectively. Action Jan. 8.

■ In proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc., for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., on own motion, rescheduled Jan. 18 hearing for Jan. 8. Action Jan. 6.

By Hearing Examiner Walther W. Guenther

■ Pursuant to oral request of Broadcast Bureau and with consent of applicant, scheduled further prehearing conference for Jan. 7 in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif. Action Jan. 6.

By Hearing Examiner Isadore A. Honig

■ Pending action on joint request for approval of agreement filed by applicants in Blue Island-Elmwood Park, Ill., FM proceeding, and directed to review board, on own motion, postponed Jan. 11 date for commencement of hearing after remand to later date to be fixed by further order of examiner. Action Jan. 6.

■ On own motion, closed record in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev., and specified Feb. 6 for filing of proposed findings and Feb. 23 for reply pleadings. Action Jan. 6.

By Hearing Examiner H. Gifford Irion

■ Granted requests by Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash., to continue Jan. 12 hearing to Feb. 26 in proceeding on FM applications. Action Jan. 11.

■ In Henderson-Boulder City, Nev., TV channel 4 proceeding in Doc. 15705 et al., granted Boulder City Television Inc. petition for leave to amend application to reflect current financial and other data. Action Jan. 8.

■ In Henderson-Boulder City, Nev., TV channel 4 proceeding in Doc. 15705 et al., granted petition by Sovereign Television Corp. to extent of dismissing, but with prejudice, its application. Action Jan. 6.

■ Cancelled Jan. 8 further hearing conference in proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSR-TV Ponce, P. R., and to increase power of WKBM-TV Caguas, P. R. Action Jan. 6.

By Hearing Examiner David I. Kraushaar

■ Rescheduled further hearing for June 7 in proceeding on applications of Spanish International Television Inc., Bartell Broadcasters Inc., and Trans-Tel Corp. for new UHF-TV's in Paterson, N. J. Applicants have filed joint petition for approval of agreement, etc., which, if acted upon favorably by commission, will result in termination of proceeding. Action Jan. 6.

■ Denied motion by respondent Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., to extend time to Jan. 18 to file opposition to petition by Marion Moore for leave to amend application for new AM in Joshua Tree, Calif. Action Jan. 5.

By Hearing Examiner Sol Schildhouse

■ In proceedings on applications for new UHF-TV's in Houston, Boston, and Lorain, Ohio, denied Broadcast Bureau motion for continuance of Jan. 11 hearing date and other relief. Action Jan. 6.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM's in Cozad, Neb., in Doc. 15679-80, granted unopposed motion by Tri-Cities to extend time from Jan. 6 to Jan. 11 to file opposition to Dawson County's petition for leave to amend. Action Jan. 7.

By Hearing Examiner Elizabeth C. Smith

■ In Cleveland, TV channel 65 proceeding in Doc. 15249-50, granted request by Superior Broadcasting Corp. to continue from Jan. 27 to Jan. 28 prehearing conference. Action Jan. 11.

■ Granted petition by Conant Broadcasting Inc. (WHIL), Medford, Mass., to extent of dismissing, but with prejudice, AM application and terminated proceeding. Action Jan. 6.

By office of opinions and review

■ Granted petition by Broadcast Bureau for extension of time to Jan. 22 to file response to application by Kate F. Fite (WERH), Hamilton, Ala., for review of Nov. 24, 1964 decision of review board in proceeding on application of John Self for new AM in Winfield, Ala.; extended time for replies to Feb. 5. Action Jan. 11.

■ Granted petition by Quality Broadcasting Corp. and Radio Americas Corp. to extend time to Feb. 26 to file exceptions to initial decision in matter of revocation of licenses of Quality Broadcasting for WKYN and WFQM(FM) San Juan, and Radio Americas Corp. for WORA-FM Mayaguez, P. R. Action Jan. 8.

■ Granted petition by Broadcast Bureau to extend time to Jan. 13 to file application for review of review board's memorandum opinion and order in proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc., for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla. Action Jan. 7.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Jan. 12

WGOG Walhalla, S. C.—Granted CP to change facilities of daytime AM, from 1460

kc, 500 w to 1000 kc, 1 kw; install new trans., and make changes in ant. system; condition.

■ Granted renewal of licenses of following main and co-pending auxiliaries: WAEL Mayaguez, P. R.; WDBC Escanaba, Mich.; WFRX West Frankfort, Ill.; WKRS Waukegan, Ill.; WSRW Hillsboro, Ohio; WCOW-FM Sparta, Wis.; WDOR Sturgeon Bay, Wis.; WKBT(TV) La Crosse, Wis.; WMIX-AM-FM Mt. Vernon, Ill., and WTRU Muskegon, Mich.

WROB West Point, Miss.—Granted license covering increase in daytime power and installation of new trans.

WTIX New Orleans—Granted license covering changes in DA-N pattern.

*WFIU(FM) Bloomington, Ind.—Granted license covering installation of new trans.

WCTA(FM) Andalusia, Ala.—Granted license covering installation of new trans. and new ant., and changes in ERP and ant. height; specify ant. height as 215 feet.

WSIP-FM Paintsville, Ky.—Granted mod. of CP to change type ant.

K74CO, K76BZ Ottumwa, Iowa—Granted mod. of CP's to make changes in ant. systems of UHF-TV translators; without prejudice to whatever action commission may consider appropriate as a result of consideration of pending "petition for reconsideration" of grant of original CP's.

■ Granted licenses for following AM's and specify type trans.: WRKL New City, N. Y.; WVCB Shalotte, N. C., and specify main studio location.

■ Granted licenses for following FM's: WBRN-FM Big Rapids, Mich.; WDBL-FM Springfield, Tenn.; WCHK-FM Canton, Ga.; WDEC-FM Americus, Ga.

WDXY Sumter, S. C.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

■ Granted renewal of licenses for following main and co-pending auxiliaries: KCCV Independence, Mo.; KCMO Kansas City, Mo.; KDLS Perry, Iowa; KICD Spencer, Iowa; KJFJ Webster City, Iowa; KMAQ Maquoketa, Iowa; KNEM Nevada, Mo.; KOEL Oelwein, Iowa; KSIB Creston, Iowa; WDBQ Dubuque, Iowa; *KCMW-FM Warrensburg, Mo.; *KETC(TV) St. Louis; KCLN Clinton, Iowa; KDEX Dexter, Mo.; KESM El Dorado Springs, Mo.; KJAN Atlantic, Iowa; KJPW Waynesville, Mo.; KMCD Fairfield, Iowa; KODE Joplin, Mo.; KRCB Council Bluffs, Iowa; WDAF-AM-FM Kansas City, Mo.; WRB Kansas City, Mo.; *KDPS-TV Des Moines, Iowa; KQTV(TV) Fort Dodge, Iowa, and KYTV(TV) Springfield, Mo.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WWOM-FM New Orleans and WNFM Naples, Fla.

WCAI Fort Myers, Fla.—Granted license for AM, and specify type trans.

WASA Havre de Grace, Md.—Granted license covering increase in power and installation of new trans.

KBCA(FM) Los Angeles—Granted license covering changes in ant. and transmitting systems.

WRBL-FM Columbus, Ga.—Granted license covering increase in ERP, and installation of new trans.

KMLA(FM) Los Angeles—Waived Sec. 73.210(a) and granted mod. of license to extent of permitting relocation of main studio and remote control point beyond corporate limits of Los Angeles (at Long Beach).

WDDS-FM Syracuse, N. Y.—Granted mod. of SCA to add sub-carrier frequency of 42 kc.

WDEC Americus, Ga.—Granted mod. of CP to increase maximum expected operating value.

KANO Anoka, Minn.—Granted mod. of CP to delete condition regarding limitation of radiation and submission of field intensity data.

WLBB-FM Carrollton, Ga.—Approved engineering technical data submitted, pursuant to commission's July 24, 1964 order in Doc. 15501, to modify CP of WLBB-FM and specify operation on channel 221A (92.1 mc); ERP 3 kw; ant. height 105 feet.

■ Remote control permitted for following: WEEF Highland Park, Ill.; KTYM Inglewood, Calif. while using DA-D; conditions on both.

WFOR-FM Hattiesburg, Miss.—Granted CP to replace expired permit for new FM.

■ Granted licenses for following FM's: WDEE-FM Hamden, Conn.; WAGR-FM Lumberton, N. C.; WDNS-FM Lynchburg, Va., and specify type ant.

■ Granted licenses for following noncommercial educational FM's: WSHU Fairfield, Conn.; WUWM Milwaukee; KTCU-FM Fort

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
 - DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. 26 X rate—\$22.50, 52 X rate—\$20.00 (Display only).
 - All other classifications, 35¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- APPLICANTS: If tapes, films or packages larger than No 10 envelope submitted, \$1.00 charge for mailing (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Major Southern City opportunity. Experienced account executive with proven record in broadcast sales to advance himself to sales manager and executive managerial responsibility. Salary in 5 figures. Write giving enough details to warrant personal interview. Box A-101, BROADCASTING.

California single market profitable established AM-FM. Five figures plus for solid versatile community-minded manager. Box A-216, BROADCASTING.

Dynamic, self-starter combination sales and station manager wanted for outstanding outlet in excellent Middle Atlantic states market of 50,000. Seek man with strong market local sales background. Resume, recent earnings, photo, to Box A 223, BROADCASTING.

WLK, Memphis, has increased its ratings 50% and billing 35% in the 8 short months since increasing operation to 24 hours daily. We need a strong, aggressive, hungry, hard working man as sales manager—assistant manager to capitalize on the tremendous potential in the market. We want a man with proven record of personal sales plus ability to sales manage people. Believe us we are excited about what is happening in Memphis and we are willing to pay top money for right man. Salary is open. If you've got the proven record to back you and your asking price is realistic you can just about call your deal. We will pay you a good guarantee and expense account and override on local billing, and year-end bonus based on your performance. Stanley W. Ray, The OK Group, 505 Barrone St., New Orleans.

Commercial manager for station in suburban Atlanta's fastest growing and highest income county, WOMN in Decatur. Will consider young man on way up with proven sales record and sound sales management ideas. Compensation open with opportunity to advance. WOMN Inc., Suite 426, Decatur Federal Bldg., Decatur, Georgia.

Sales

Unique sales position in New England Metro market. Excellent opportunity for advancement. College degree is a requisite. Replies held confidential. Box A-3, BROADCASTING.

Experienced continuity writer who wishes to enter sales field. Good opportunity at fulltime Pittsburgh area station. Box A-8, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box A-67, BROADCASTING.

Southern California \$150 per week plus percentage . . . "Self Starter" salesman who can sell in a tough market. Ready or managing now. Multiple group. Box A-68, BROADCASTING.

Attention salesmen! Small or medium markets. Have opening on our sales staff of a highly successful suburban station in one of the top ten markets. Our salesmen earn as high as \$18,000 a year. Expanding chain operation. Must have proven record of sales in small market. Send complete details to Box A-80, BROADCASTING.

Sales—(Cont'd)

Profitable Midwest radio station metropolitan area 65,000 needs experienced salesman or sales manager. Good basic salary plus commission to qualified man. Box A-117, BROADCASTING.

Salesman-announcer for South Carolina daytimer in small market. Excellent opportunity with good working conditions. Write Box A-152, BROADCASTING.

New Mexico C&W 1 kw seeks full-time salesman who is capable of moving into manager position shortly. Send resume to Box A-169, BROADCASTING.

Top 30 radio station Eastern seaboard. . . coast to coast group operated. . . badly needs aggressive time salesman. Rated #1 Pulse for past 3 years in half million market. Established active account list. Small sales staff. \$10,000 is probability, not possibility. Position has recently been vacated by promotion if you're not a pro, don't waste our time and yours. Box A-173, BROADCASTING.

Salesman wanted for Florida Negro format station, good accounts, good opportunities. Excellent climate. Box A-200, BROADCASTING.

One of our salesmen leaving after 9 years. Need experienced man. Good salary plus commission. Send resume to Leo Jylha, WBCM, Bay City, Michigan.

Sales manager. Small market. Country music station. Salary, commission. Opportunity for good man in good radio market. Right man will be promoted to manager within six months and have opportunity to buy in. Send resume to G. M. Allen, WFMX, Statesville, North Carolina.

Major midwest 7 station chain operation has immediate opening for trained aggressive salesman. Protected active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization and insurance program, retirement plan as fringe benefits. Send complete resume and photo to WGEE, 4800 E. Raymond St., Indianapolis, Indiana.

Salesman or saleswoman for local station in suburban Atlanta area. This is WOMN, Decatur, in DeKalb county—the 2nd largest population in Georgia (next only to Atlanta's home county of Fulton) and highest per capita income of any county in the Southeast. If you have a clean record, willing and anxious to improve your situation, write giving us a brief resume of your experience. WOMN, Inc., Suite 426, Decatur Federal Bldg., Decatur, Georgia.

Announcers

Morning man. New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

Western Pennsylvania opportunity for mature announcer. Popular format, must be good on production. Box A-7, BROADCASTING.

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Top market—Top 40 station needs moving dj with first phone license for all night show. Tape and resume to Box A-73, BROADCASTING.

Wanted: Staff announcer with strong sports background needed by network affiliate in major Midwest market. Send letter, resume and tape to Box A-95, BROADCASTING.

Announcers—(Cont'd)

Prestige Southeastern station in major market, good music and heavy in news has opening for experienced young news-music board man. Must have good professional voice capable of cutting top commercials. If you want a future and a solid, firm job, send picture, tape and resume to Box A-100, BROADCASTING for fast reply.

Mature-voiced, straight announcers; tight board, Top 40 experience; within 100 mile radius of New York. Send resume, photo and tape. Box A-109, BROADCASTING.

Southeastern TV-radio operation interested in developing a piano-playing-singing announcer into local personality. Send audition tape and resume. Box A-115, BROADCASTING.

Michigan AM has immediate opening for first phone announcer emphasis announcing. Opportunity for right man to work into sales. Mail tape and resume or Phone Mr. Kay at 517-388-9649 after 8 p.m. weekdays. Box A-138, BROADCASTING.

Need clever top 40 night time jocks. Send non returnable, flawless night time audition tapes to Box A-159, BROADCASTING.

Two rare openings at #1 format station within 100 miles of Pittsburgh. One for newsman/jock to gather and report news and handle personality show. One jock for top audience appeal. Experience and 3rd ticket required. Tape and resume. Box A-168, BROADCASTING.

Suburban station in 10th market needs announcers with good music background. Community service type station. Must have strong production background. Top salary in growing chain. Real opportunity for presently employed program director or production manager in small or medium market. Send tape and full particulars. Box A-175, BROADCASTING.

Wanted announcer/salesman for a Western Louisiana country-Gospel format in small market. . . good references only. . . future bright if you're willing to work. Box A-180, BROADCASTING.

Announcer/copywriter—mature voice for Northeast, good music, 5 kw in major metropolitan market. Salary based on ability. Box A-206, BROADCASTING.

Michigan station needs play-by-play and news assist. Send tape and resume. Box A-208, BROADCASTING.

Immediate opening for morning man. P. D. if qualified. AM-FM serving good community. Paid vacation. Hospitalization, other benefits. Box A-219, BROADCASTING.

Need two "Nashville sound" announcers—first tickets. New area station. Audition, etc., KDKO, 1728 Sherman, Denver, Colorado.

Need two men—newsman and staff announcer immediately for expanding AM-FM operation. Floaters need not apply. One man must have sports play-by-play experience. Station is located in prosperous, growing community and offers challenging opportunities to the right man. Personal interview required. State experience, education and wage needs in first reply. Tim Spencer, KJCK, Junction City, Kansas 66441.

Experienced announcer wanted immediately. Must be experienced all round man. No drifters please. Must have good references. Salary open, many other benefits. Send tape, picture and resume to Norm Perry, KNOE, Monroe, La.

Announcers—(Cont'd)

Announcer combo, 3rd ticket with endorsement. No drifters or floaters. Steady 5 AM shift and other inside work, with adult FM news, good pop music operation. Send resume, tape, references and starting salary to KSHE, St. Louis, Missouri 63126.

KSYL, Alexandria, Louisiana, has opening for night shift announcer with first phone. NBC affiliate. Adult programming. Start at \$85.00 weekly. Send tape, employment record and personal resume.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume. WDDY, Gloucester, Virginia.

Immediate opening for first phone announcer/engineer capable of versatile and personable air work, some production tapes, and routine maintenance with five thousand watt daytime. Send non returnable resume, photo and air check to WDSL, Radio, P.O. Box 404, Mocksville, North Carolina.

WIRK, West Palm Beach, Florida has immediate opening for Top rated 40 swinger. Send aircheck and resume today.

Quality, big coverage station requires top notch all around announcer who knows and likes good popular music of the non rock type. \$120 for 40 hour week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine. Studio fire destroyed all tapes and correspondence from previous applicants. We do not know who applied. If you mailed previous application just send letter. Position still open.

Up tempo middle-of-the-road sound looking for good man. No screamers. Send tape, resume and salary requirement to Program Director, WLTH, Gary, Indiana.

We're looking for an experienced announcer with first phone, no maintenance. If you can accept responsibility, do the job, and grow with a young station, we offer a good present and prosperous future in our medium market station. Drifters need not apply. /WVHL, Route 5, Frederick, Md. 21701.

Modern sound operation needs happy type 3rd phone swinger for top forty slot in Mid Wisconsin's largest market. Rush tape and resume to Duke Wright, WRIG AM/FM Wausau, Wisconsin.

Announcer for Florida adult radio station, small hard working congenial staff. References will be checked. Send tape, complete resume and snapshot. No phone calls. Art Ross, Program Director, WTMG, Ocala, Florida.

Announcer with versatility for conservatively programed daytime. News experience desired. Tape and experience resume with first reply, WVSC, Somerset, Pa.

Announcer South-central Ohio. Call 614-773-2244.

1 announcer, 2 announcer-sales combination . . . salary plus commission. Immediate opening. . . HE 6-0123. . . No collect calls. Manager . . . Albany, Ga.

Midwest daytime and full time FM needs combination announcer salesman and possibly sports play-by-play. Present employee earning over \$700 monthly. First phone preferred. Phone 317-864-7396.

Technical

Engineer-Richmond, Virginia 10 kw maintenance background required—announcing experience helpful—Call Mr. Brink—703-266-8787 or Box A-164, BROADCASTING.

1st class engineer-announcer. Please send resume and tape to WBEX, Chillicothe, Ohio.

1st phone transmitter engineer for 5 kw directional. No announcing. 40 hour week, beginners considered. WFMD, Frederick, Md.

Engineer-announcer needed. Excellent opportunity greater St. Louis area. Send particulars to Chuck Norman, WGNU, Granite City, Illinois.

Immediate opening for first phone engineer announcer 1000 watt daytime—601-843-5352.

Technical—(Cont'd)

Engineer-announcer for two year old daytime station in Shenandoah, Penna. Must be able to maintain equipment with some announcing duties. Send references, experience and requirements to P.O. Box 1530 now.

Production—Programming, Others

Combination program director and local news editor. Must have good journalism background for middle-of-road Western Pennsylvania fulltime. Mature experienced man. Box A-6, BROADCASTING.

Major market station, one of nation's largest chains, needs responsible, authoritative afternoon newsmen. Send resume, tape and references immediately to Box A-156, BROADCASTING.

PD rock background, air experience for Negro station. Large Midwestern market. Rush resume, and tape. Box A-218, BROADCASTING.

News director. Single station market. Gather and write local news. UPI audio. Progressive growing community. College man preferred. Midwest. Box A-220, BROADCASTING.

Are you an idea man? Can you gimmick up a station with audience getting promotion? Can you produce selling spots using station talent and sound libraries? Can you increase station ratings with one hard hitting promotion after another? If you can, then you're our man! We want an ambitious young man seeking to establish himself but we want evidence of your past successes. The station is WLOK, Memphis. Programming to the Negro market, but we don't require Negro station experience, but ideas, imagination and enthusiasm. Hard rock and Top 40 experience would be helpful. Salary is open with sizable bonus if you produce ratings. WLOK ratings up 50% and billing up 35% since increase to 24 hour fulltime operation last summer. Send detailed resume including past earnings and photo to Stanley W. Ray, OK Group, 505 Barrone St., New Orleans.

NBC Midwest radio affiliate seeking competitive professional newsmen to cover South Bend, Ind. Some TV airwork, learn to shoot film. Send tape, resume and photo to Bob Werly WTRC, Elkhart, Indiana.

Progressive AM-FM station has immediate opening. Good voice, production ability and knowledge of pop-adult format helpful. Send tape, resume and requirements to Bruce Nelson, Box 67, Binghamton, New York.

Situations Wanted—Management

Young, successful sales manager has earned opportunity to manage in small to medium market. Currently earning \$12,000. College grad., veteran, married. Box A-127, BROADCASTING.

How much would you pay to increase your sales 25% in 1965? Successful aggressive sales manager with outstanding record for upgrading stations to highest income and profit. Strong on personal selling, sales management, promotion, programming and administration. Seeking management or Sales management with growing chain. Best references. Call evenings or weekends 703-359-1693, or write Box A-129, BROADCASTING.

Experienced AM/FM manager available. Ten in radio, last three as manager. Thirty and married. Good record in medium market. Expert sales and organization. Want Kentucky or South. Box A-155, BROADCASTING.

Experienced manager with 17 years successful background in broadcasting; station and corporate management with wide administrative background. Interested in management or highly administrative and corporate affairs positions. Settled family man. Top references. Box A-170, BROADCASTING.

Management—(Cont'd)

Now employed, one of country's top radio markets, general manager 15 years experience, looking for new challenge. \$18,000.00. Heavy sales as well as programming experience. Box A-186, BROADCASTING.

Highly qualified broadcaster with 13 years general management experience wants relocation in Midwest or Southwest. All worthwhile offers considered. Box A-189, BROADCASTING.

Mature small market general manager, years of experience, excellent references. Midwest preferred—will consider all. Could make small investment. Box A-190, BROADCASTING.

Northeast—Seeking aggressive, mature leader—want results—not excuses—need an overhaul, I offer hard work—honest effort—ability—experience—air production—sales—management—Let's talk! Box A-197, BROADCASTING.

Dynamic, young manager ready for greater financial opportunity. Presently in large major market, Box A-198, BROADCASTING.

One of the nation's top managers soon available. Only leading multiple station operators need reply. Box A-199, BROADCASTING.

Looking for energetic, hard working money making manager, family man with finest references \$15,000 plus—available February 1st. Box A-213, BROADCASTING.

Salesman—Heavy road experience, have car, will travel for right deal. Box A-214, BROADCASTING.

General manager, experienced, capable, strong on sales and programming. Available for immediate interview—John Karr, 699-9286—Peoria, Ill.

Sales

Experienced radio-TV salesman, eight years managerial experience, no high pressure selling intelligently. Sober, reliable. Know promotion and station relations. Box A-81, BROADCASTING.

Missouri, Arkansas and border states. . . announcer for 5 years wants sales. Good character, progressive, family, employed. Box A-168, BROADCASTING.

Hello radio Chicago. . . Cincinnati. . . Detroit . . . Turn up your volume now! One of Broadcasting's strongest sales personalities is on the move. . . Reputation built on integrity, ability and sound knowledge of modern radio. Currently assistant sales manager in Top-25 market with earnings in five figures. . . experienced in local, regional national sales. . . contact immediately and move with him toward Bigger Profits! Write Box A-172, BROADCASTING.

Situations Wanted

Announcers

Experienced dj/announcer. Mature voice and attitude. Authoritative newscaster and air salesman. Married. 3rd phone endorsed. Box A-88, BROADCASTING.

Disc jockey, experienced, not a prima donna, married, authoritative newscaster, lively sound, steady, will relocate. 3rd Class. Box A-139, BROADCASTING.

Disc jockey—experienced bright sound—authoritative newscaster, family man, not a prima donna. Steady—3rd class. Will relocate. Box A-140, BROADCASTING.

DJ, available now, solid commercials, news tight board. Box A-146, BROADCASTING.

DJ-newscaster, bright, mature sound, experienced, willing to travel, 3rd class. Box A-147, BROADCASTING.

They laughed when I sat before a microphone, and they haven't stopped laughing since. One of America's funniest personalities will be available March 1. You'll howl when you hear him, you'll scream when you see him, you'll gasp when you hear what he wants to be paid. Very strong on the air production. Write now, right now. . . All replies confidential. Box A-148, BROADCASTING.

Announcers—(Cont'd)

Summer replacement. 1st phone. No maintenance. College student. 5 years experience. Will work June through first week in September. Must attend national guard camp in August. Salary open. Box A-150, BROADCASTING.

Up and coming two man radio team seeks morning or late night show on top forty station. Number one potential, college men, radio experience, third class licensed. Polished, progressive and willing to work. Have own gimmicks, situation comedy and characters. Tape available. Box A-154, BROADCASTING.

DJ-wants to swing. Two years middle of road experience. Prefers Northeast. Single. Box A-160, BROADCASTING.

Experienced all phases. . 1st phone-dj/announcer, dependable. Broadcasting School graduate, presently employed, will relocate. Box A-163, BROADCASTING.

Nine years on the air; zany, literate, college graduate. First phone, married, 30 years old, currently selling own business to return to the right job. Proven morning-builder with bright, humorous appeal to America's "Young Marrieds." Lots of writing and production background, plus agency, and network scripts. Tape, resume, picture. Box A-167, BROADCASTING.

Experienced announcer with first ticket seeking permanent position in major market—either pop or middle of the road format. Box A-174, BROADCASTING.

1st phone, top 40 only. crisp clear sound, draft free, dependable, permanent. Box A-176, BROADCASTING.

1st phone dj with smooth rockin' sound. 6 years experience. 3 years at present station. Prefer South or Southwest. Married. Write Box A-181, BROADCASTING.

Announcer dj, married, tight board, personable, not a floater or prima donna. . Box A-185, BROADCASTING.

Experienced and dependable announcer looking for position with good music station in the Houston area. Box A-188, BROADCASTING.

Personality jock, first phone, program director, college, talk show, no rock, theatrical background. Will welcome television opportunity. Box A-194, BROADCASTING.

Country dj—ready for a good station. 3rd, 2 years experience. Box A-195, BROADCASTING.

Hard working top 40 personality looking for permanent position in a good full-time top forty operation. Prefer Midwest, West or Southwest location. Presently employed. Air check and resume on request. Box A-196, BROADCASTING.

For lease with option to buy. .Midwestern top 40 swinger looking for slot after completing date with Uncle Sam. Have top ratings and 1st phone. Available Feb. 8th. Box A-205, BROADCASTING.

Top 40 air personality in top 10 market wishes to relocate. Creative productions. 3rd phone. Box A-211, BROADCASTING.

Major market—Top 40 air personality would like to move up. Box A-212, BROADCASTING.

First phone announcer, experienced, no maintenance, authoritative news, good commercials, tight production. Prefer good music station. Excellent references. Box A-215, BROADCASTING or call 203-753-7880.

Negro—1st phone, married, young, dependable. Swinging R&R, R&B. Good selling voice. Box A-222, BROADCASTING.

Split personality! Want a rock jock or good music announcer? Indicate which tape you want to hear (or both). 8 years experience, 1st phone, reference from present employers. Family. Minimum \$135! Box A-225, BROADCASTING.

Broadcast graduate; 1st phone; single, 33, 3 yrs. college; Dale Carnegie graduate; veteran, board news, commercials, copy. Keith Daitch, 312-525-1788.

Top forty deejay available. South only. 39 Watson Drive, Hazelhurst, Mississippi.

Announcers—(Cont'd)

First phone, three years experience. John Bowles, 502-447-2779.

Announcer—1st phone, tight board, hard worker, young, sober. Some experience. Box 3, Oakland Mills, Pa.

Broadcasting school graduate, licensed, young, single, ambitious, co-operative, versatile. Unfortunately no experience, Let's talk it over. Tape available. Write Kelly McGuire, Box 133, Mason, Ohio.

Thirteen years experience in commercial broadcasting, from copy to assistant manager. Five years experience as Chief engineer AM radio. Prefer announcing and news work. Radio or TV. Reply F. C. Morgan, Jr., 811 First, Garden City, Kansas. Phone; Area code 316 BRidge 6-3430.

Balance sheet "Shitck"—Assets: 1. Tight board. 2. Copywriter. 3. Sportscenter. 4. Promotion "idea man." 5. Former WHN station-promotion man (NYC). 6. College grad—interested in part-time sales. 7. Extensive knowledge of pop & modern jazz music. 8. Witty (not concieted)—literate—honest—Korean vet—sober. Liabilities: 1. Limited "on air" experience. Please write Ernie Favaro, c/o Elliott's, 3 Morton Street, Malone, N.Y., or phone 518-483-6514.

3rd phone, pop or R&R, 4 years, tight, mono on. R. Douglass, 429 Taylor Topeka, Kansas. 913-CE 2-1814.

Technical

Engineering Executive: Experienced all phases of administration, including labor negotiations, operation, installation, remote control, automatic logging and taming of wayward directional systems. Box A-34, BROADCASTING.

Engineer/announcer, experience, maintenance, single, draft exempt, any format. Box A-161, BROADCASTING.

15 years total electronic experience. 10 years as engineer announcer, AM-FM, AM directional, mobile radio, TV repair. 35 years old, family man, excellent references. \$150.00 minimum. Midwest only. Box A-226, BROADCASTING.

Technical—(Cont'd)

One, two, three, testing. Grantham instructors say their graduates with 1st phones who are not working, don't want to. I am, I have, I want to. Over. Box A-179, BROADCASTING.

First phone: Excellent maintenance, good directional experience; can do combo shift. Box A-193, BROADCASTING.

Broadcast technician with first phone experienced in maintenance and operations will be available as of Feb. 1, will relocate. Box A-221, BROADCASTING.

Situation Wanted: First phone engineer. Three years experience in non-commercial broadcast and closed circuit television. Resume's on request. Contact: Joseph A. Maggion, Box C-7986, Lowry A.F.B., Colorado. 80230

Chief engineer, 1st phone. 12 years AM and 5 years FM experience, covering all phases including installation and maintenance, also Tower inspections and maintenance. Married, family man, interested in permanent position. Call 436-4413, Hazard, Kentucky or write P.O. Box 235.

Production—Programing, Others

Major markets—radio or TV—looking for another Jack Paar, or Gary Moore. I'm looking for the ideal situation. Send for tape and fact sheet on my past successes. Box A-149, BROADCASTING.

Young newsman seeks steady air-work, New England area. Recent college graduate. Major market experience as editor, legman. Two years college air-work in radio-TV news, sports, special events. Married, good potential, willing to work. Box A-153, BROADCASTING.

Operations manager. Wealth of experience, creativity and cost-conscious supervision. Excellent references. Box A-191, BROADCASTING.

Experienced play-by-play seeks sports director position. Formerly top rated sports personality now finishing military obligation. Radio-TV college graduate. Box A-192, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATES(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted— 25¢ per word—\$2.00 minimum (PAYMENTS IN ADVANCE)

☐ Help Wanted—30¢ per word—\$2.00 minimum

☐ Display ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications 35¢ per word—\$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV

HELP WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED

- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed \$

☐ Radio

☐ TV

FOR SALE

☐ equipment ☐ stations

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

1-18-65

Production—Programing, Others

Continued

Copywriter/announcer. Quality copy. Deep voice best suited to news, commercials and better music. Currently employed. Box A-204, BROADCASTING.

Sports director who pays his freight. Excellent sales record supplements professional play-by-play, telephone talk programing, and "name" interviews. Will incorporate sales with sports—or sports only. Presently employed, college graduate. Markets over 150,000 only. Box A-209, BROADCASTING.

Assistant program director of college station desires radio position. Training in radio, TV, copy and drama. Third phone, endorsed. Prefer New England area. Call Dutch Heiser, FAirview 5-4111, West Main Street, Hillsdale, New York.

TELEVISION

Help Wanted—Sales

Account executive. Two immediate openings in Ohio for experienced television time salesmen. Major group owner with top compensation plan, excellent fringe benefits and excellent opportunities to progress into management. An Equal Opportunity Employer. Send confidential resume of age, education, marital status and sales record to Box A-183, BROADCASTING.

Announcers

Radio-TV announcer. Excellent salary scale and talent fees. Union shop. Many benefits. Send tape, picture and resume to, Director of Operations, WCNY-TV, Watertown, New York.

Technical

Chief engineer. experience necessary, UHF preferred; also first class engineer, experience preferred, for board work and light maintenance. Chance to advance with fast-growing UHF operation and promotions within Midwest group operation. Call or write R. W. Long, WFAM-TV, Channel 18, McCarty Lane, Lafayette, Indiana.

Exceptional opportunity — Nation's oldest community educational television station has rare opening for exceptional television engineer. Station is leader in ETV. Extensive work in VHF, UHF, VTR. First-class license essential. Salary open. Write: Director of Engineering Services, WQED, 4337 5th Ave., Pittsburgh, Pa. 15213.

Production—Programing, Others

Midwest TV station needs reporter/writer; photographic experience helpful; will work closely under winning news director; congenial staff; good working conditions. Box A-84, BROADCASTING.

Experienced on air newsman for station in top 50 market. Send tape and resume to Box A-135, BROADCASTING.

Experienced on the air newsman for station in top 50 market. Send tape and resume. A-162, BROADCASTING.

News director—for Capital city radio-TV station. Must have background. Send photo, references and salary requirements with resume to Box A-165, BROADCASTING.

Promotion director—Immediate opportunity for college graduate with three to five years experience in television publicity, press relations, advertising and sales promotion. Indiana station affiliated with top group. Starting salary \$9,000-\$11,000 commensurate with experience. Excellent fringe benefits and opportunity for growth in responsibility. An Equal Opportunity Employer. Send confidential resume of age, education, experience and salary record to Box A-184, BROADCASTING.

Controller—Must be thoroughly experienced in television business affairs and supervision, including budgeting, analyses, personnel relations and office management. WCKT, P.O.B. 1118, Miami, Florida. Att: General manager.

TELEVISION

Situations Wanted—Management

Aggressive, 39 year old sales manager in medium size market wishes Gen. manager opportunity. Proven track record of 11 years with same station. If profit is really your desire and you are willing to pay for it am your man. Box M-91, BROADCASTING.

CATV marketing executive desires challenge. College, middle 30's, present earnings middle 5 figures. Please provide complete details. Box A-202, BROADCASTING.

Announcers

Three years experience in AM and FM: extensive preparation for television staff announcing and talent. Will consider news as well. Write Box 100, East Lansing, Michigan. Phone 517-332-1920.

Technical

First phone engineer with supervisory experience, with nine years experience in installation, maintenance and operation of studio, transmitters, remotes and VTR. Box A-158, BROADCASTING.

Production—Programing, Others

News editor/reporter: For major market good budget TV news operation. 14 years experience reporting writing for broadcast, wire service and newspaper. Veteran, 29, married, college. Box A-86, BROADCASTING.

News director; experienced 14 years broadcast, wire service, newspaper reporting. 5 years TV. College, married, age 29. Excellent references. Available on adequate notice. Box A-87, BROADCASTING.

News director. Excellent on the air delivery. Extensive news background includes White House coverage, Cape shots, Birmingham riots. Major market experience in editorial and public affairs programing. Box A-89, BROADCASTING.

News-caster-seeking reportorial experience. Object—to become a complete newsmen. Box A-97, BROADCASTING.

Producer-director. Commercial—ETV experience. College graduate. Negro. Resume available. Box A-118, BROADCASTING.

Young married midwest newscaster five years TV-newspaper background seeking small or medium market. Box A-227, BROADCASTING.

Versatile artist desiring employment after February 7th. ETV experience. Marrión E. Thompson, WMFE TV, 2908 West Oak Ridge Road, Orlando, Florida. 32809

July availability. Editor-camerman: military, industrial, color TV film. M.A.-cinema, B.A. telecommunications. Resume. Box 95119, L.A. 90045

WANTED TO BUY

Equipment

Need used 10 or 11 kw transmitter for Channels 7-13, twelve-bay antenna, 500-foot tower and transmission line. Write stating location, condition and price on components you have. Box A-27, BROADCASTING.

Wanted — FM transmitters — Broadcasting equipment. SOS, 270 Northcrest, Chattanooga, Tennessee. 998-3346.

500 or 1,000 watt AM transmitter in good condition. Write to Lyle Dean, WWGM, Box 987, Nashville, Tennessee.

TVM-1 RCA Microwave system including multiplexer and cables. KBTX TV, Bryan, Texas. VI 6-7777.

College radio station needs equipment; especially audio console. WEMO, Emory University, Atlanta, Ga.

Wanted 5 kw FM transmitter in good operating condition. WSLM Salem, Indiana.

WANTED TO BUY

Equipment—(Cont'd)

Used self-supporting or guyed tower approximately 450' for superturnstile. Box A-207, BROADCASTING.

Swap: Swan single-sideband 40/80 meter Ham transceiver (800 volt A. C. supply; 800 volt mobile supply; PTT microphone; 40/80 mobile antenna). Want: used broadcast console, Ampex 600/601 or Seeburg 45 RPM 100 record unit. Weird Productions, Box 5215, San Diego, Calif.

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.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available about January 1, 1965, KCOM Comanche, Texas.

Special on Tape-A-Thon repeater model tape transports. Sony-Revere and Wollensack tape recorders. All new, unused. U. S. Recording Co., 1347 S. Capitol St., Washington, D. C. 20003. Phone 202-543-2705.

If you need broadcast equipment or have equipment to sell . . . contact Broadcast Equipment and Supply Co., Bristol, Tenn.

Schaefer automation, model 1200GMA. Three years old, excellent condition. Original cost \$22,255.00. Best offer over \$12,500.00 Box A-76, BROADCASTING.

W. E. 304-A 1 kw transmitter. Operating condition. Presently on 1240 Kc. Many spares. Contact R. L. Roberts, 1470 Pine St., San Francisco, Calif. 95109.

Presto 6n, disc rec., IC head, 5 feedscrews \$395. Jim Gainsley, 801 Hennepin, Minneapolis. Minn.

RCA, BTF-10B, 10 kw, FM transmitter. Excellent condition. Best offer over \$6,000. KNXR. Box 832, Rochester, Minn.

For Sale—Professional type Crown tape recorder model GCP. Excellent condition. New price was \$600. Now asking \$300. Contact Luverne Sawyer, 1505 N. Madison St., Fremont, Neb. Phone 721-1276.

1-Ampex model 601—7½ F.T., with microphone and a few accessories. New condition . . . \$450.00. Contact Mr. Cook, Shrader Sound, Inc., 2803 M St. Nw. Washington, D.C. 20007. Phone: 202-965-1300.

Heliac coaxial cable. HJ5-50 type, new 85½ ft. FOB. E.E.E.E., P.O. Box 2025, La Mesa, Calif.

Ampex 601 motor 6239, \$70.00. Gates M5304A preamplifier, \$40.00. New replacements no longer needed. Box A-178, BROADCASTING.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2231, Steiner St., San Francisco.

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.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229.

Original comedy material. Fresh. Hilariously funny listings. 10¢. Don Frankel, P.O.B. 983, Chicago, 60690.

MISCELLANEOUS—(Cont'd)

Introductory offer. . . . Three production spots. . . your client. \$5.00. Production copy good 50 spots \$2.50. Vocal Image Productions, 15 Folsom Court, East Grand Forks, Minnesota.

"The Weekly Prompter" Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

Gotta drive-time deejay shift? You need the "Walt Johnson mobiel report". Personalized/hilarious! Everyone will be talking about the "strange" traffic reporter your station hired. Tie up your market quick! Free sample tape. Weird Production, Box 5215, San Diego, Calif.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-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, 2603 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 March 10, June 16, August 18 & October 20. 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 Feb. 9-March 16-April 20-May 25 & June 29. 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.

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.

INSTRUCTIONS—(Cont'd)

Announcing. Learn from network quality announcers from Nation's largest correspondence institution teaching announcing. Extensive recorded lessons and texts. Free descriptive recording. Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco.

Doors Opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO

Help Wanted—Technical

OPPORTUNITY OVERSEAS

Engineer needed by international consulting firm to work in S. E. Africa. No U. S. income tax. Housing furnished. Must have recognized training, studio, transmitter experience in commercial or educational radio and TV. Teaching experience desired. Send qualifications to:

Box A-52, BROADCASTING

Help Wanted

Production—Programing, Others

FOREIGN ASSIGNMENTS

Opportunities in developing countries for broadcasting specialists with commercial experience, including sales, advertising and general management in radio and TV; also radio and TV programers and technical instructors. Don't apply unless you are ready for new challenges on minimum two-year assignments. Send full details on education, employment and language experience to:

Box A-151, BROADCASTING

Radio writer-producer

opportunity at 50 kw., clear channel station still doing live musical programs. Send full background and salary needs in first letter.

Box A-157, BROADCASTING

NEWS DIRECTOR

Midwest metropolitan market. all facilities including network and mobile equipment available. We want impressive news in format operation. Must have experience and news background. Good salary, send tape and details.

Box A-182, BROADCASTING

PRODUCTION DIRECTOR

Major New York Radio station needs an imaginative production director with superior writing skill. Great oppoty for a grooving swinger with a good sense of production. Must have pop music station exp. Send resume, and tape of sample spots. Box GM. 817, 125 W. 41st St., N. Y. 36, N. Y.

Production—Programing, Continued

RADIO NEWS DIRECTOR

For more than a year, we've been hunting for a man to take direction of our five-man news staff so that our present director can devote himself full time to public affairs projects. The man we seek writes with verve and color. He has a flair for editing. He wants to guide others in the pursuit of enterprise stories. He automatically sees local angles in national stories. He believes that his first responsibility is to provide the public with the information it most eagerly demands; stories that excite the public interest are stories to which he gives his primary attention. But he believes also that he must give the public information which the public does not seek—information on subjects related to city, state, and federal government, for example. You can see that we're looking for a man who's at last as much of a newsmen as he is a radioman. Does all this fit you? Then send us a letter, a resume, and writing sample. (No tapes for now, than you.) We're in no hurry; you'll probably continue to see this ad for quite some time.

Roy Wetzel, Radio Station WBBF,
850 Midtown Tower, Rochester,
New York 14604

Station Rep. Public Relations

Major station representative has opening in New York for top man to handle corporate promotion, advertising, industry relations. Applicants will be judged on initiative, writing ability, press contacts. Salary open.

Box A-224, BROADCASTING

NEWS DIRECTOR WANTED

Major market East Coast station seeks top News Man to develop and direct five-man department. Hard worker, a voice that booms with authority and administrative ability a must. Pip-squeaks need not apply. Five-figure salary for right man. Send tape, pics and complete resume to:

Box A-203, BROADCASTING

Situations Wanted

Production—Programing, Others

I'M LOOKING

for the right position. A professional currently employed in Eastern metropolitan market doing afternoon drive time show plus production and programing. Now ready for "the step up" . . . To a musically middle of the road station in one of the Top 25 markets.

Box A-210, BROADCASTING

Situations Wanted—Management

Radio Salesman for Florida

Available February 1st. If your market has unmined profit capabilities I will dig it out for both of us. Top industry references, top producer, family man desiring solid organization. Don't need pension, just opportunity to earn money. Rouse, Area code 918-Riverside 7-4891.

Situations Wanted

Management—(Cont'd)

EXPERIENCED MANAGER AVAILABLE

Nationally known executive with a substantial record in all phases of broadcast management available. Well known and highly regarded in industry, having served actively on numerous executive committees. Salary commensurate with responsibility. Top industry references.

Box A-69, BROADCASTING

TELEVISION—Help Wanted

Announcers

RADIO-TV FARM REPORTER

Immediate opening. 1 to 3 years experience in farm radio or farm television preferred, but will consider newscaster with farm background. Apply in person or send detailed resume to:

Personnel Department
McClatchy Broadcasting Company
21st & Q Streets
Sacramento, California

BUSINESS OPPORTUNITY

COLUMBIA SCHOOL OF BROADCASTING

NOW FRANCHISING

EXCLUSIVE AREAS

Columbia, the nation's largest correspondence institution teaching radio announcing, will license qualified individuals to operate licensed sales offices only within their franchised area. (No experience necessary!!)

Columbia completely sets you up in a going business. We hire and train your sales personnel, install all bookkeeping and office systems. Our advertising program assures Franchisee ample leads. Our sales system turns 50% of these leads into sales. Courses are taught by "name" professional talent, through extensive long-playing records; each record lesson accompanied by text book materials. Records and text cover: Announcing, Disc Jockey, Newscasting, Interviewing, Pronunciation and Voice Improvement.

\$6,000.00 cash—Balance financed. Entire investment secured. Write to:

Marketing Director
Associated Marketing, Inc.
1373 Post Street
San Francisco, Calif.

EMPLOYMENT SERVICE

BY BROADCASTERS—FOR BROADCASTERS The AMOS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes were applicable to:

The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881

Serving the West from California
BY BROADCASTERS—FOR BROADCASTERS

WANTED TO BUY—Equipment

WANTED:

500-foot tower capable of supporting 3-bay Channel 6 TV antenna and associated equipment.

Box A-187, BROADCASTING

MISCELLANEOUS

THE MOST UNIQUE PROGRAMING AID EVER OFFERED TO RADIO STATIONS!

TED RANDAL
ENTERPRISES'

1965 PLANNING GUIDE

- Helps you plan your promotions for the entire year.
- Includes every holiday, every important date.
- AP.D. must

Only \$3.00
(plus tax)

Order Today from
TED RANDAL ENTERPRISES
1606 Argyle, Suite 204
Hollywood 28, Calif.
Phone HO 4-8268

PUBLIC RELATIONS

RADIO, TELEVISION EXPERIENCE IMPORTANT

but secondary to ability to write well. Opening on team handling broad-based public relations programs of century-old statewide professional organization. All PR skills helpful. Opportunity for unlimited creativity. Excellent working conditions, employee benefits. Write giving qualifications and experience to:

Post Office Box 3611, Harrisburg, Pa

WANTED TO BUY—Stations

Two experienced

radio men looking for small market radio station with potential. Send all details in first reply to:

Box A-177, BROADCASTING

WANTED TO BUY

Stations (Cont'd)

Individual

Experienced broadcaster wishes radio and/or television property in medium or small market. Must be showing profit. Prefer West, will consider group buy. All correspondence held in strict confidence. Write to:

Box 945, LaJolla, California

WILL PAY CASH FOR CATV*

in South, Southeast, Southwest, Midwest or Mountain States

*Above 500 Customers

TELECOM CABLE COMPANY
DR 6-4238 P.O. Box 2009 Amarillo

Professional Broadcast Pioneer

Will buy Midwest (or near) radio facility with some opportunity for improvement. Top 800 markets preferred—not required. We are adequately financed—deal confidentially with principals—cash or terms. Expect immediate reply—you probably know us.

Box A-119, BROADCASTING

SUCCESSFUL

YOUNG MANAGER-SALESMAN

with personal cash wants to buy 51%-100% of a \$100,000-\$200,000 property. All replies confidential.

Box A-228, BROADCASTING

FOR SALE—Stations

LOS ANGELES AM

Substantial principals only.

Box A-171, BROADCASTING

SOUTHWEST U.S.A.

Substantial fulltime station in a year round warm and sunny agricultural area. Excellent history of sales and earnings. Price including real estate—\$250,000 with 29% down and terms open.

Box A-201, BROADCASTING

SOUTH CALIFORNIA \$236,250—Terms.
PACIFIC NORTHWEST—5 kw—\$262,500—Terms.

OREGON \$40,000—F. P.—Terms.

Charles Cowling & Associates
Confidential Station Negotiations
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

NEED HELP?

LOOKING FOR A JOB? SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A Classified AD

in

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE

Stations (Cont'd)

TAMPA, FLORIDA

10,000 Watts—Non-Directional Day—1550 KC. All new equipment—furnishings—studio. Includes transmitter, property with new building. Ideal opportunity to enter Florida's largest industrial market. Low down payment—very attractive terms to good operator securing paper. Call or write John McLendon—601-948-1617 Jackson, Miss., P. O. Box 197.

WEST: Resort Area

Grossing \$85,000.00 yearly. Low overhead results in excellent profits. Fulltime. Valuable land. \$150,000.00.

La Rue & Associates Inc.

Media Brokers

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NEW YORK CITY

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To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Fla.	medium	daytime	\$ 80M	terms
N. Y.	single	fulltime	100M	29%
Fla.	metro	fulltime	115M	SOLD
Tenn.	metro	fulltime	275M	29%
S. E.	TOP 50	daytime	237M	terms

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

SOUTHWEST. Top rated major market station. Priced at \$275,000. 29% down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 92

Worth; ant. height 114.5 feet.

Actions of Jan. 8

WNCN(FM) New York—Granted change in remote control authority.

WKXV Knoxville, Tenn.—Remote control permitted.

K78AZ, K80BD, K83AQ Matador and Roaring Springs, Tex.—Granted assignment of licenses of UHF-TV translators to Matador Translator TV Station.

WWBC Cocoa, Fla.—Granted license for AM; specify main studio location and remote control point.

KNEV(FM) Reno—Granted license covering changes in ERP, ant. height, trans. location and ant. system, remote control operation, and installation of new trans. and new ant.

KNOF(FM) St. Paul—Granted license covering change in ERP, and installation of new trans.; specify type trans.

W72AE Asheville, N. C.—Granted license for UHF-TV translator.

KTYM Inglewood, Calif.—Granted CP to change operation of auxiliary trans. from directional to non-directional.

WMAR-TV Baltimore—Granted CP to install auxiliary transmitters and auxiliary ant. system at main trans. and ant. location.

WBAP-TV Fort Worth—Granted CP to install old main trans. as alternate main trans. at main trans. and ant. location.

■ Granted licenses for following FM's: **WASK-FM** Lafayette, Ind.; **KBRO-FM** Bremerton, Wash.; **WDXE-FM** Lawrenceburg, Tenn.; **KREP** Santa Clara, Calif., and specify type trans.; **WBCO-FM** Bucyrus, Ohio, and specify ERP as 7.3 kw, and ant. height as 136 feet; **WDAO** Dayton, Ohio.

K70BD, K74AO, K80AN Fillmore, Utah—Granted CP's to change type trans. for UHF-TV translator.

K10CE Glenham, S. D.—Granted CP to change principal community to Mobridge, S. D., primary TV to KPLO (ch. 6) Reliance, S. D., and make changes in ant. system for VHF-TV translator.

WKJB-FM Mayaguez, P. R.—Granted mod. of CP to decrease ERP to 5.6 kw, and make changes in ant. system.

W12AI Kalamazoo and Comstock, Mich.—Granted mod. of CP to make changes in ant. system for VHF-TV translator.

■ Granted licenses for following VHF-TV translators: **K09FY**, town of Rock River, Rock River, Wyo.; **W05AE**, Skyway Broadcasting Co., Sylva, N. C.

■ Following was granted extension of completion date as shown: **WCRS-FM** Greenwood, S. C., to July 21.

Actions of Jan. 7

KBRO Bremerton, Wash.—Granted license covering change in ant.-trans. and studio locations, and remote control operation.

WBRN Big Rapids, Mich.—Granted license covering changes in ant. system.

WAZL Hazleton, Pa.—Granted license covering use of old main trans. as auxiliary daytime and alternate main nighttime trans. at main trans. site.

KFNBFM Oklahoma City—Granted license covering installation of new ant. and trans., changes in ERP, ant.-trans. location, and type ant.; specify type trans.; remote control permitted.

WWOL-FM Buffalo, N. Y.—Granted license covering increase in ERP and ant. height, and installation of new trans. and new ant.; specify type trans., studio location and remote control point, and ant. height as 235 feet.

WSJS-FM Winston-Salem, N. C.—Granted license covering installation of new ant.

KSET-FM El Paso, Tex.—Granted license covering changes in transmitting equipment.

■ Granted licenses for following FM's: **WLOC-FM** Munfordville, Ky., and specify type trans., main studio location and remote control point; **KWGN-FM** Abernathy, Tex.; **WJMK** Plainfield, Ind.; **WVLR(FM)** Sauk City, Wis.; **WMAI-FM** Panama City, Fla., and specify type trans.

KMOX-AM-FM St. Louis—Granted renewal of licenses; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in Report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to Columbia Broadcasting System Inc. and (4) with respect to application of Sec. 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by Columbia Broadcasting System Inc.

■ Granted renewal of licenses for following main and co-pending auxiliaries: **KTIV** (TV) Sioux City, Iowa; **KPLR-TV** St. Louis; **KGLO-TV** Mason City, Iowa; **KOMU-TV**

Columbia, Mo.; **WMT-TV** Cedar Rapids, Iowa; **KAYL-FM** Storm Lake, Iowa; **KBOE-AM-FM** Skalscoosa, Iowa; **KBUR** Burlington, Iowa; **KCHI** Chillicothe, Mo.; **KCRG** Cedar Rapids, Iowa; **KDEC** Decorah, Iowa; **KDPS** (FM) and **SCA** Des Moines, Iowa; **KFAL** Fulton, Mo.; **KFJB** Marshalltown, Iowa; **KFVS** Cape Girardeau, Mo.; **KGLO** Mason City, Iowa; **KODE-TV** Joplin, Mo.; **KCRG-TV** Cedar Rapids, Iowa; **KHQA-TV** Hannibal, Mo.; **KWWL-TV** Waterloo, Iowa; **WOI-TV** Ames, Iowa; **KBLR** Bolivar, Mo.; **KBTN** Neosho, Mo.; **KCGM** Columbia, Mo.; **KCIM** Carroll, Iowa; **KCUR(FM)** Kansas City, Mo.; **KDMO** Carthage, Mo.; **KDRO** Sedalia, Mo.; **KDSN** Denison, Iowa; **KFGQ-AM-FM** Boone, Iowa; **KFRU** Columbia, Mo.; **KGHM** Brookfield, Mo.; **KIRX** Kirksville, Mo.; **KIWA** Sheldon, Iowa; **KLEX** Lexington, Mo.; **KLWW** Cedar Rapids, Iowa; **WMT-AM-FM** Cedar Rapids, Iowa; **KNNS** Sioux City, Iowa; **KNWS** Waterloo, Iowa; **KOUR** Independence, Iowa; **KREI** Farmington, Mo.; **KROS** Clinton, Iowa; **KSLH(FM)** St. Louis; **KSTT** Davenport, Iowa; **KSYN(FM)** Joplin, Mo.; **KTRI** Sioux City, Iowa; **KTTN** Trenton, Mo.; **KWLC** Decorah, Iowa; **KWPM-AM-FM** West Plains, Mo.; **KWVY** Waverly, Iowa; **WHO** Des Moines, Iowa; **WOC-FM** Davenport, Iowa; **WSUI** Iowa City, Iowa; **KFSB** Joplin, Mo.; **KCHE** Cherokee, Iowa; **KNIM** Maryville, Mo.; **KLEM** Le Mars, Iowa; **KLRS** Mountain Grove, Mo.; **KMA** Shenandoah, Iowa; **KMBC-AM-FM** Kansas City, Mo.; **KMSM(FM)** Rolla, Mo.; **KOKO** Warrensburg, Mo.; **KQYX** Joplin, Mo.; **KRMS** Osage Beach, Mo.; **KSD** St. Louis; **KSTL-AM-FM** St. Louis; **KSWM** Aurora, Mo.; **KTCF(FM)** Cedar Falls, Iowa; **KTSR(FM)** Kansas City, Mo.; **KUKU** Willow Springs, Mo.; **KWPC-AM-FM** Muscatine, Iowa; **KWTO** Springfield, Mo.; **KXGI** Port Madison, Iowa; **WMBH** Joplin, Mo.; **WOI-AM** and ***FM** Ames, Iowa; **KDKD** Clinton, Mo.; **KTTR** Rolla, Mo.; **KHMO** Hannibal, Mo.; **KWMT** Fort Dodge, Iowa, and **WHO-FM** Des Moines, Iowa.

Actions of Jan. 6

WWTC Minneapolis—Remote control permitted while using non-DA only.

KCLB(FM) Carlsbad, Calif.—Granted mod. of CP to increase ERP to 3 kw, and ant. height to 94 feet; change ant.-trans. and studio locations; specify remote control point; change type trans. and type ant., and make other engineering changes.

***KCU(FM)** Pella, Iowa—Granted license covering installation of new ant.

WDEC Americus, Ga.—Granted CP to replace expired permit to make changes in ant. system.

WILM Wilmington, Del.—Granted CP to change ant.-trans. location.

KLUB-FM Salt Lake City—Granted CP to change transmitting system.

WIFN(FM) Franklin, Ind.—Granted CP to increase ERP to 3 kw and install new trans.

WOR-TV New York—Granted mod. of CP to increase ERP to 155 kw vis., and 31 kw aur.; and change type trans.; condition.

WNOR Norfolk, Va.—Granted request to cancel CP to make changes in ground system and change method of exciting ant.

■ Following were granted extensions of completion dates as shown: **WCAS(FM)** Knoxville, Tenn., to June 1; **KOCI-FM** Denver, to June 20.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **Reno**—Arthur W. Brothers. Requests formulation of rules to allow translators to originate local programming for advertising purposes. Received Dec. 15.

■ **Oceanside, Calif.**—Theodore L. Vallas. Requests assignment of TV channel 49 or 55 to Oceanside. Received Dec. 30.

■ **KTRM** Beaumont, Tex.—KTRM Inc. Requests assignment of FM channel 299 to Beaumont and delete channel from Port Arthur, Tex. Received Jan. 4.

■ **San Mateo, Calif.**—William H. Hagerty. Requests institution of rulemaking proceedings to make following changes in TV table of channel assignments: (all cities in California) San Mateo: add 72; Hayward: assign 78; Concord: assign 23; Cotati: assign *16; Vallejo: assign 57; Modesto: make 17 educational and delete 58, assign 59; San Jose: delete 11, assign 82; San Francisco: add 67; Visalia: delete 43, make 49 educational; Salinas: assign 35 to that city only; Madera: delete 59, assign 58; Merced: assign *76; Sacramento: assign *19 and 28; Stockton: delete 13; Santa Rosa: assign *74; Fresno: assign 63, and Monterey: assign *15 to that city only. Received Jan. 4.

■ **KLEB** Golden Meadow, La.—John A. Eggle tr/as Little Eagle Broadcasting. Requests amendment of FM table of alloca-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 13

	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	Lic. 3,991	55	CP's 72	386	
FM	1,204	77	220	281	
TV	548 ¹	40	93	189	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 13

	VHF	UHF	TV
Commercial	510 ²	163	673
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30, 1964

	AM	FM	TV
Licensed (all on air)	3,950	1,174	555
CP's on air (new stations)	50	70	31
CP's not on air (new stations)	76	211	84
Total authorized stations	4,076	1,455	670
Applications for new stations (not in hearing)	187	198	66
Applications for new stations (in hearing)	69	54	63
Total applications for new stations	256	252	129
Applications for major changes (not in hearing)	194	67	35
Applications for major changes (in hearing)	34	4	10
Total applications for major changes	228	71	45
Licenses deleted	0	1	0
CP's deleted	1	0	4

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

tions to add channel 232A to Golden Meadow. Received Jan. 5.

Processing line

■ Applications listed below are mutually exclusive with application, File No. BR-1072, of KAAB Hot Springs, Ark., for renewal of license. Accordingly, and since KZNG and KCAT applications meet requirements of rules governing acceptance of applications, we have accepted them for comparative consideration with KAAB application. Similarly, we will accept other applications for consolidation which are in serious conflict with KAAB application provided they meet requirements of rules and are timely filed. KZNG Hot Springs, Ark.—George T. Herreich. Has: 1470 kc, 1 kw, D, class III; Requests: 1340 kc, 250 w, unl., class IV. KCAT Pine Bluff, Ark.—James J. B. Scanlon. Has: 1530 kc, 250 w, D, class II; Requests: 1340 kc, 250 w, unl., class IV. Accordingly, notice is hereby given that above applications are accepted for filing and that on Feb. 16 applications will be considered as ready and available for processing, and pursuant to Sec. 1.227(b) (1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with applications, or with any other application on file by close of business on Feb. 15 which involves conflict necessitating hearing with applications must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Feb. 15 or (b) earlier effective cut-off date which application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above applications pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Action Jan. 6.

■ Application listed below is mutually exclusive with application, File No. BR-2937, of licensee of KBMI Henderson, Nev., for renewal of license. Proposal is for identical facilities of this class IV station except that increase in daytime power is proposed. Since data submitted indicates compliance with note to Sec. 1.571 of rules we have accepted application for filing. Similarly, we will accept any other applications for consolidation which meet re-

quirements of rules which govern acceptance of applications. Henderson, Nev.—Joseph Julian Marandola. Requests: 1400 kc, 250 w, 1 kw-LS, Unl. Accordingly, notice is hereby given that above application is accepted for filing and that on Feb. 16 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b) (1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on Feb. 15 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Feb. 15; or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Action Jan. 6.

■ Notice is hereby given, pursuant to Sec. 1.571(c) of commission rules, that on Feb. 16 standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.227(b) (1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Feb. 15 which involves conflict necessitating hearing with application on list, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Feb. 15 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Action Jan. 6.

Coeur D'Alene, Idaho—Gerald W. Dunn. Requests: 1480 kc, 1 kw, D.

Holly Springs, Miss.—Skyline Broadcasting Co. Requests: 1500 kc, 250 w, D.
WVDS Everett, Pa.—Dennis A. Sleigher and Willard D. Sleigher. Has: 1050 kc, 250 w, D; Requests: 1110 kc, 5 kw, 1 kw (CH), D.

WMNC Morganton, N. C.—Nathan J. Cooper. Has: 1430 kc, 5 kw, D; Requests: 1430 kc, 1 kw, 5 kw-LS, DA-N, unl.
Jacksonville, N. C.—L. & S Broadcasting Co. Requests: 1070 kc, 1 kw, D.
WFTB Eastman, Ga.—Farnell O'Quinn. Has: 1580 kc, 500 w, D; Requests: 710 kc, 1 kw, D.

KFMO Flat River, Mo.—Lead Belt Broadcasting Co. Has: 1240 kc, 250 w, unl.; Requests: 1240 kc, 250 w, 1 kw-LS, unl.
Edna, Tex.—Cosmopolitan Enterprises Inc. Requests: 1130 kc, 10 kw, DA, D.

WCLW Mansfield, Ohio—Mansfield Broadcasting Co. Has: 1570 kc, 1 kw, DA, D; Requests: 1140 kc, 500 w, DA, D.

KWIC Salt Lake City—Sugarhouse Broadcasting Inc. Has: 1570 kc, 500 w, D; Requests: 1550 kc, 10 kw, D.

KALL Salt Lake City—Salt Lake City Broadcasting Co. Has: 910 kc, 1 kw, 5 kw-LS, DA-2, unl.; Requests: 910 kc, 1 kw, 5 kw-LS, DA-N, unl.

McCall, Idaho—Valley County Broadcasting. Requests: 1240 kc, 250 w, 500 w-LS, unl.

WNSM Valparaiso-Niceville, Fla.—Okaloosa Broadcasting Co. Has: 1340 kc, 250 w, unl.; Requests: 1340 kc, 250 w, 1 kw-LS, unl.

KDAY Santa Monica, Calif.—Continental Broadcasting of California Inc. Has license: 1580 kc, 50 kw, DA, D; Has CP: 1580 kc, 10 kw, 50 kw-LS, DA-2, unl.; Requests: 1580 kc, 50 kw, DA-2, unl.

WBIP Bonneville, Miss.—Booneville Broadcasting Co. Has: 1400 kc, 250 w, SH; Requests: 1400 kc, 250 w, 1 kw-LS, SH.

Franklin, La.—Parish Broadcasting Co. Requests: 1110 kc, 1 kw, D.

WAFS Amsterdam, N. Y.—Tele-Measurements Inc. Has: 1570 kc, 1 kw, DA-D; Requests: 1570 kc, 1 kw, D.

Macon, Mo.—KLTW Radio Inc. Requests: 1560 kc, 250 w, D.

Sumner, Wash.—Puyallup Valley Broadcasting Inc. Requests: 1560 kc, 250 w, D.

Albuquerque, N. M.—Frank Donald Hall. Requests: 1000 kc, 10 kw, D.

WPNF Brevard, N. C.—Pisgah Broadcasting Inc. Has: 1240 kc, 250 w, unl.; Requests: 1240 kc, 250 w, 1 kw-LS, unl.

Tazewell, Va.—Garland A. Hess, William H. Bowen and Fred Cox. Request: 1470 kc, 1 kw, D.

Eupora, Miss.—Webster County Broadcasting Co. Requests: 1000 kc, 1 kw, D.

WSGB Sutton, W. Va.—Braxton Broadcasting Co. Has: 1490 kc, 250 w, unl.; Requests: 1490 kc, 250 w, 1 kw-LS, unl.

WSNE Cumming, Ga.—Sawnee Broadcasting Co. Has: 1410 kc, 1 kw, DA, D; Requests: 1130 kc, 1 kw, D.

East Prairie, Mo.—Raymond Lewis. Requests: 1080 kc, 250 w, D.

KSPO Spokane, Wash.—D. Gene Williams. Has: 1230 kc, 250 w, unl.; Requests: 1230 kc, 250 w, 1 kw-LS, unl.

KATA Arcata, Calif.—Vern Emmerson. Has: 1340 kc, 250 w, unl.; Requests: 1340 kc, 250 w, 1 kw-LS, unl.

KVET Austin, Tex.—Austin Broadcasting Co. Has: 1300 kc, 1 kw, DA-N, unl.; Requests: 1300 kc, 1 kw, 5 kw-LS, DA-2, unl.

KCYL Lampasas, Tex.—Lampasas Broadcasting Corporation. Has: 1450 kc, 250 w, unl.; Requests: 1450 kc, 250 w, 1 kw-LS, unl.

KTKN Ketchikan, Alaska—Midnight Sun Broadcasters Inc. Has: 930 kc, 1 kw, unl.; Requests: 930 kc, 1 kw, 5 kw-LS, unl.

WSJC Magee, Miss.—Southeast Mississippi Broadcasting Co. Has: 790 kc, 1 kw, DA-D; Requests: 810 kc, 250 w, 50 kw-LS, DA-2, unl.

Sullivan, Mo.—Meramec Valley Broadcasting Co. Requests: 1560 kc, 250 w, D.

WITA San Juan, P. R.—Electronic Enterprises Inc. Has: 1140 kc, 500 w, unl.; Requests: 1140 kc, 10 kw, DA-1, unl.

Quincy, Fla.—D and F Broadcasting Co. Requests: 1000 kc, 1 kw, D.
Collierville, Tenn.—Paul Piper Broadcasting Co. Requests: 1110 kc, 1 kw, D.

Application deleted from Public Notice of Dec. 13, 1963

WITA San Juan, P. R.—Electronic Enterprises Inc. Has: 1140 kc, 500 w, unl.; Requests: 1140 kc, 500 w, 10 kw-LS, unl.

Application deleted from Public Notice of March 11, 1963

Quincy, Fla.—D and F Broadcasting Co. Requests: 1090 kc, 1 kw, D.

Application deleted from Public Notice of Aug. 6, 1964

KDHI Twenty Nine Palms, Calif.—Hi-Desert Broadcasting Corp. Has: 1250 kc, 1 kw, D, class III; Requests: 1110 kc, 10 kw, DA-N, class II-A.

BOB Humphreys describes himself as a man whose hobby is "work, work and more work" and his associates at Grey Advertising's Los Angeles Office concur. "Indefatigable" and "dedicated" were the adjectives most frequently used to describe him, with one executive observing, "He's at the office morning, noon and night, also weekends and holidays."

If that creates the image of a humble drudge, forget it. Mr. Humphreys is no Bob Cratchett. He's a thinker as well as a worker, a salesman as well as a desk man. It was barely three years ago that he left Foote, Cone & Belding after 11 years to take over the management of Grey's Los Angeles branch, then an office with nine employees and one account billing about \$400,000 a year. Today, there are 50 people, working on a dozen accounts whose aggregate billings are close to \$6 million.

Mr. Humphreys takes seriously the selling of merchandise ("What else is advertising for?") and he makes good use of radio and television ("good selling media"). As a young writer at BBDO, more than a dozen years ago, he cut his broadcast copy teeth on video commercials for Rexall Drug and Party Pak for use on such well-remembered shows as *Time for Beany* (where Stan Freberg also got his TV start) and *Movietown RSVP*, as well as countless radio spots. Today, as account executive and supervisor at Grey, he's involved in broadcast advertising all the way from local radio to network television.

Busy Schedule ■ His office both creates and develops campaigns for its own accounts and collaborates with Grey's home office on the production of TV commercials in Hollywood for eastern clients. Among Los Angeles accounts, the heaviest broadcast advertisers are Knudsen Creamery, which sponsors weather news on KRCA(TV) Los Angeles and TV spots elsewhere; two savings and loan associations (Metropolitan and Allstate), using radio newscasts; Nesbitt's Products, spots on radio and TV, and American Honda Motors, whose TV commercials are helping to change the image of motorcycling that is held by the American public.

Last year Honda was co-sponsor of the Academy of Motion Picture Arts & Sciences awards (Oscar) ceremonies on ABC-TV. "We wanted to know what effect the commercials had," Mr. Humphreys said, "so the day after the awards telecast we had interviews conducted in nine separate markets across the U. S. They showed that Honda's commercials had succeeded in communicating the ideas and buying incentives we'd designed them to put across. About 90% of everybody interviewed recalled Honda as one of the sponsors and nearly

He uses radio, TV to sell clients' goods

70% of this group spontaneously played back at least one specific copy point from the commercials. We also found that these messages had been effective in building the right image for Honda, so we've renewed the company's academy awards co-sponsorship for 1965."

Honda, whose 1964 sales nearly doubled those of 1963 ("and we hope they'll double again in 1965"), is an impressive example of the ability of television to change the public's attitude toward a product or class of products (and he notes parenthetically that the

price reduction of the Honda 50 from about \$245 to about \$215 because of volume sales impressively contradicts the familiar argument that advertising increases the cost of goods to the public).

Color is going to add immensely to TV's effectiveness, Mr. Humphreys believes, and "it won't be long before color TV is the norm rather than the exception," he observes, citing the rise in color homes from 1 million in 1962 to 2.2 million today, with 5 million predicted by the end of 1966. "Color will make TV directly competitive with magazines for business which up to now has gone almost exclusively to the four-color pages. Apparel and textiles, foods (what else can suggest flavor so well as color?), all sorts of packaged products (research shows that women often select products by shape and color as much as by brand name)—wherever color is important to the product it's going to be a good prospect for the TV networks and stations."

Mr. Humphreys does not go along with the criticism that TV is pricing itself out of the reach of many small and medium-sized advertisers. "Time buys were never better, considering the size of the audience we reach for our investment," he says, adding "and that goes for radio too. As for television, it continues to be such an effective medium that you almost have to have a reason *not* to use it."

The Good Life ■ Another thing Mr. Humphreys takes seriously is life in Southern California. A native son, he was born in one Los Angeles suburb (Burbank), grew up in another (Glendale) and now lives in a third (Bel-Air) and he'd just as soon keep it that way. After Navy service in World War II he spent a couple of years in New York (as promotion manager of *Life*) but for him there's no place like home, and he's not pushing to trade his Wilshire Boulevard office for one on Madison Avenue (or even Third Avenue where Grey has its New York headquarters).

It was at Glendale's Hoover High that Bob got his first taste of broadcasting, as a noonday disk jockey over the school's public-address system. "I played records, interviewed students and faculty members, broadcast bulletins and promoted social and athletic events," he recalls.

Today, with no more waistline and as low a hairline as in his high school days, he and his family live in Bel-Air (a Los Angeles suburb somewhat more swanky than either Burbank or Glendale and a lot closer to his Wilshire Boulevard office). He attributes his thick hair to heredity and his trim figure to a couple of sessions a week with Mrs. Humphreys on the Bel-Air Country Club tennis courts.

WEEK'S PROFILE



Robert Lee Humphreys—executive VP, Grey Advertising Inc., Los Angeles; b. Dec. 30, 1925, Burbank, Calif.; U. of California at Los Angeles, B.S. in marketing, 1947; Los Angeles retail representative, "Life" Magazine, 1947-48, promotion manager, "Fortune," New York, 1948-50; copywriter, BBDO, Los Angeles, 1950-51; account executive, Foote, Cone & Belding, Los Angeles, 1951-55; account supervisor, FC&B, 1955-61; VP, FC&B, 1956-61; executive VP, Grey Adv., Los Angeles, 1962; director, Grey Adv., 1962; 1st Lt., Naval Supply Corps, 1944-45; m. Marie Wilkinson, 1952; daughter, Dina, 3; Bel-Air Country Club, California Club, Institute of Fine Arts, Los Angeles Copy Club, was founder-member Academy of Television Arts & Sciences; hobbies—tennis.

No doctor in the house

UNLESS an unanticipated insurrection develops, the combined boards of the National Association of Broadcasters, at their meetings late this month, will decide to retain the present administration for a period of reasonable duration while considering whether they wish to make changes in the NAB's structure and purposes. The time is propitious for a study of the association's place in today's world.

At the same board meetings, which will be held Jan. 25-29 in Palm Springs, Calif., a budget of some \$2 million will be proposed and no doubt adopted. In that sum, it seems to us, there ought to be found enough money to buy specialized advice on the subject of the NAB's future.

The present leadership of the association contains the experience and the wisdom to keep the organization functioning according to its traditional ways. If everybody on the boards, the boards' executive committee and the paid staff keeps on doing what he has been doing, the association will carry out its existing programs and cope with new problems with no less effectiveness than was obtained in the past.

As now constituted, however, the NAB administration lacks the time to conduct any meaningful internal study while it is also engaged in the considerable job of day-to-day supervision and operation of the NAB. It may also lack the objectivity that qualified outsiders would bring to bear in a consideration of a modernization program.

If the NAB leadership is to produce, within reasonable time, both a statement of the association's future policies and a design of the apparatus that is best suited to execute those policies, it must engage professional help. Whether that help is to come from a consulting organization that is management-oriented or research-oriented, from specialists in broadcast regulation and Washington affairs or from a combination of expertise, it is up to the NAB boards to decide. But of a certainty some kind of competence must be hired—not to tell the broadcasters what to do with their association but to provide the facts that will enable them to make a sound judgment of what to do.

A little bit commercial

WNDT(TV) Newark-New York, a noncommercial station on a commercial channel, is beginning to show its mixed heritage. Last week it introduced two new nightly newscasts, both bracketed by commercials.

The credits, or plugs, are not called commercials, but the commercial effect in saying that a program is "made possible by a public service grant from the Shell Oil Co." is indistinguishable from "This program is brought to you by the makers of Shell gasoline."

It is a fact, of course, that WNDT desperately needs money. Viewers contribute less than one-twelfth of its \$2.3 million budget, and the foundations and commercial broadcasters who have underwritten much of its purchase price and operating costs are drying up as sources for additional funds. There is much concern about where its 1965-66 budget is coming from.

This shortage is deplorable, but it does not justify the use of commercials on a noncommercial station. In the special circumstances of the WNDT case, however, there is an obvious solution. The station should go openly, candidly and publicly commercial.

This is possible for WNDT because, unlike practically all of the other ETV stations, WNDT is using a commercial rather than noncommercial channel. Its owners bought a commercial station and converted to noncommercial operation. They did not pick it off the silver platter on which the FCC delivered reserved channels, uncontested, to most of

today's ETV operators.

There is no FCC rule that requires WNDT to remain non-commercial. The station presumably would need to amend its programming plans and policies as now on file with the commission, but there is precedent aplenty for the commercial licensing of educational organizations: the operation of WWL-AM-TV New Orleans by Loyola University and of WOI-AM-TV Ames by Iowa State University are stand-out examples.

This course, we suggest, is not only feasible but appears to offer the best and possibly the only hope WNDT has for maintaining—and, hopefully, expanding—the type of program service it currently offers.

If it does become commercial, it should, as its resources grow, begin to pay back the \$1.8 million it has received from the commercial broadcasters with whom it would now compete. But it should not remain nominally noncommercial and yet dependent on camouflage to maintain that fiction when it can, with propriety, revert to commercial operation to solve not just its terminological problem but its financial problems as well.

The case for color

THERE have been hard-headed business reasons why CBS and ABC have chosen to stick mostly with black-and-white television programming while NBC—motivated by its parent company's desire to sell color sets—has loaded its schedules with extra-expense color programs.

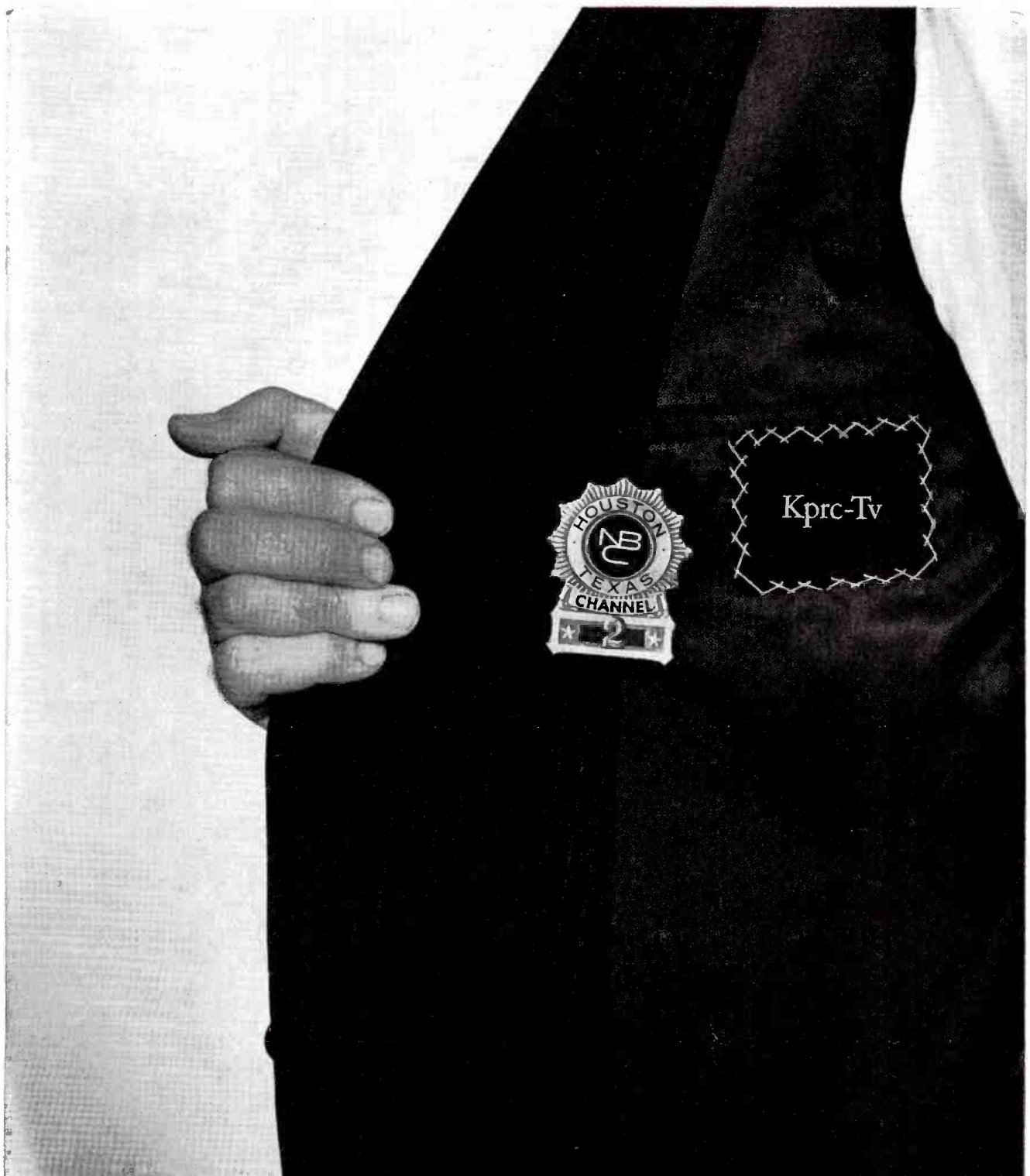
If anybody at CBS or ABC was watching NBC's Jan. 10 broadcast of the National Football League's Pro Bowl game, he had a hard head indeed if he resisted the urge to recommend an increase of color programming on his own network. Throughout the regular season CBS-TV broadcast NFL games in black and white with commendable skill in production and camera work. But to see the same players and same plays in color in the special NFL game that NBC broadcast Jan. 10 was to see, as they say, a new ball game.

It is true, of course, that most of the television audience is still color blind. But a couple of million color sets will be sold this year, and more than that next year. Still more could be sold if more color programming were available. It was black-and-white programming that sold black-and-white sets to practically every home in America. It will take color programming to sell color sets—more color programming than one network can supply.



Drawn for BROADCASTING by Sid Hix

"We've got to get on television. People are driving too damn fast to get our message!"



We always get our man. We get him with a television set and a few brief words. Maybe, a little music. We let him do the listening. We lull him with great entertainment. We give him sporting events, award-winning news coverage, fine NBC programming interspersed with top-

notch local shows.

Then, we throw in a sales pitch. We point it right at him. He surrenders everytime.

We could go into a long song and dance about our hand-basted commercials, hand-basted availabilities, and hand-basted prices,

but he wouldn't even listen. Anyway, it's all written down in a little booklet carried by every Edward Petry man. Better still, we can capture the Houston Market for you, every man in it. For the Petry man nearest you, please write to KPRC-TV, P. O. Box 2222, Houston, Texas 77001.

Warm applause to the Authors, Composers and Publishers who have received **BMI POPULAR MUSIC AWARDS** FOR 1964

AMEN Pamco Music, Inc. John W. Pate, Sr., Curtis Mayfield	A HARD DAY'S NIGHT Maclean Music, Inc. John Lennon, Paul McCartney	NEEDLES AND PINS Metric Music Company Sonny Bono, Jack Nitzsche
ANYWAY YOU WANT IT Branson Music, Inc. Dave Clark	HAVE I THE RIGHT? Duchess Music Corporation Howard Blaikley, Alan Blaikley	NO PARTICULAR PLACE TO GO Arc Music Corp. Chuck Berry
AS USUAL Samos Island Music, Inc. Alex Zanetis	HEY, LITTLE CDBRA Daywin Music, Inc.; T. M. Music, Inc. Carol Connors, Marshall Connors	OH PRETTY WOMAN Acuff-Rose Publications, Inc. Roy Orbison, William Dees
ASK ME Elvis Presley Music, Inc. Bill Giant, Domenico Modugno	HI HEEL SNEAKERS Medal Music, Inc. Robert Higginbotham	OUT OF LIMITS Wrist Music Michael Z. Gordon
BABY, I NEED YOUR LOVING Jobete Music Co., Inc. Eddie Holland, Lamont Dozier, Brian Holland	THE HOUSE OF THE RISING SUN Al Gallico Music Corporation Alan Price	PEOPLE SAY Trio Music Co., Inc. Jeff Barry, Ellie Greenwich
BABY LOVE Jobete Music Co., Inc. Eddie Holland, Lamont Dozier, Brian Holland	HOW DO YOU DO IT? Just Music, Inc. Mitch Murray	REMEMBER (WALKING IN THE SAND) Trio Music Co., Inc.; Tender Tunes Music George F. Morton
BAD TO ME Metric Music Company John Lennon, Paul McCartney	HOW GLAD I AM Roosevelt Music Co., Inc. Jimmy T. Williams, Larry Harrison	(JUST LIKE) ROMEO AND JULIET Myto Music, Inc. Frederick Gorman, Bob Hamilton
BITS AND PIECES Beechwood Music Corporation Mike Smith, Dave Clark	I FEEL FINE Maclean Music, Inc. John Lennon, Paul McCartney	SEE THE FUNNY LITTLE CLOWN Unart Music Corporation Bobby Goldsboro
BREAD AND BUTTER Acuff-Rose Publications, Inc. Larry Parks, Jay Turnbow	I GET AROUND Sea of Tunes Publishing Co. Brian Wilson	SHA LA LA Flomarlu Music Publishing, Inc.; Ludix Publishing Co., Inc. Robert Mosely, Robert Taylor
CALIFORNIA SUN Tyrol Music, Inc.; Lloyd & Logan, Inc. Morris Levy, Henry Glover	I LOVE YOU Beechwood Music Corporation John Lennon, Paul McCartney	SHE LOVES YOU Gil Music Corporation John Lennon, Paul McCartney
CANT BUY ME LOVE Maclean Music, Inc. John Lennon, Paul McCartney	I WANNA LOVE HIM SO BAD Trio Music Co., Inc. Jeff Barry, Ellie Greenwich	SHE'S A WOMAN Maclean Music, Inc. John Lennon, Paul McCartney
CHAPEL OF LOVE Trio Music Co., Inc. Ellie Greenwich, Jeff Barry, Phil Spector	I WANT TO HOLD YOUR HAND Duchess Music Corporation John Lennon, Paul McCartney	SHE'S NOT THERE Al Gallico Music Corporation Rod Argent
CHUG-A-LUG Tree Publishing Co., Inc. Roger Miller	I'M GONNA BE STRONG Screen Gems-Columbia Music, Inc. Barry Mann, Cynthia Weil	SHOOP SHOOP SONG (IT'S IN HIS KISS) T. M. Music, Inc.; Old Lyne Music, Inc. Rudy Clark
C'MON AND SWIM Taracrest Music Sylvester Stewart, Thomas Coman	I'M INTO SOMETHING GOOD Screen Gems-Columbia Music, Inc. Gerald Goffin, Carole King	STOP AND THINK IT OVER The Crazy Cajun; Red Stick Music, Inc. Jake Graffagnino
COME A LITTLE BIT CLOSER Picturetone Music Publishing Corp. Wes Farrell, Bobby Hart, Tommy Boyce	IT HURTS TO BE IN LOVE Screen Gems-Columbia Music, Inc. Howard Greenfield, Helen Miller	SUMMER SONG Unart Music Corporation C. Stuart, Clive Metcalfe, Keith Noble
COME SEE ABOUT ME Jobete Music Co., Inc. Eddie Holland, Lamont Dozier, Brian Holland	IT'S OVER Acuff-Rose Publications, Inc. Roy Orbison, William Dees	SURFIN' BIRD Beechwood Music Corporation Al Frazier, Carl White, John Earl Harris, Turner Wilson
CROOKED LITTLE MAN Serendipity Publishing Corp.; Robert Mellin, Inc. Ersel Hickey	JAVA Tideland Music Publishing Corp. Allen Toussaint, Alvin O. Tyler, Murray Sporn	SUSPICION Elvis Presley Music, Inc. Jerome "Doc" Pomus, Mort Shuman
DANCE, DANCE, DANCE Sea of Tunes Publishing Co. Brian Wilson, Carl Wilson	THE JERK Cash Songs Don Julian	TELL ME WHY Signet Music, Inc.
DANCING IN THE STREET Jobete Music Co., Inc. Marvin Gaye, William Stevenson	KEEP ON PUSHING Curton Publishing Co. Curtis Mayfield	TIME IS ON MY SIDE Rittenhouse Music; Maygar Publishing Co Jerry Ragovoy
DANG ME Tree Publishing Co., Inc. Roger Miller	LAST KISS Lois Publishing Company Wayne Cochran	TWIST AND SHOUT Robert Mellin, Inc.; Progressive Music Publishing Co., Inc. Bert Russell, Phil Medley
DEAD MAN'S CURVE Screen Gems-Columbia Music, Inc. Brian Wilson, Jan Berry, Roger Christian, Arthur Kornfeld	THE LEADER OF THE PACK Elmwin Music, Inc.; Tender Tunes Music; Trio Music Co., Inc. Ellie Greenwich, Jeff Barry, George Morton	UM, UM, UM, UM, UM Curton Publishing Co.; Jalyne Music, Inc. Curtis Mayfield
DD WAH DIDDY DIDDY Trio Music Co., Inc. Ellie Greenwich, Jeff Barry	LITTLE CHILDREN Rumbalero Music, Inc. Mort Shuman	UNDER THE BOARDWALK T. M. Music, Inc. Arthur Resnick, Kenny Young
DO YOU LOVE ME? Jobete Music Co., Inc. Berry Gordy, Jr.	LITTLE HONDA Sea of Tunes Publishing Co. Brian Wilson, Mike Love	WALK DON'T RUN '64 Forshay Music, Inc. Johnny Smith
DO YOU WANT TO KNOW A SECRET? Metric Music Company John Lennon, Paul McCartney	THE LITTLE OLD LADY (FROM PASADENA) Screen Gems-Columbia Music, Inc. Roger Christian, Don Altfield	WALKING IN THE RAIN Screen Gems-Columbia Music, Inc. Barry Mann, Phil Spector, Cynthia Weil
DON'T LET THE SUN CATCH YOU CRYING Pacemaker Music Co., Inc. Gerrard Marsden	LOVE ME DO Beechwood Music Corporation John Lennon, Paul McCartney	THE WEDDING (LA NOVIA) Regent Music Corp. Joaquin Prieto, Fred Jay
THE DOOR IS STILL OPEN TO MY HEART Berkshire Music, Inc. Chuck Willis	LOVE ME WITH ALL YOUR HEART Peer International Corp. Carlos Riguail, Mario Riguail	WHAT KIND OF FOOL (DO YOU THINK I AM)? Low-Twi Music Ray Whitley
DRAG CITY Screen Gems-Columbia Music, Inc. Jan Berry, Roger Christian	LOVE POTION NUMBER NINE Quintet Music, Inc. Mike Stoller, Jerry Leiber	WHEN I GROW UP TO BE A MAN Sea of Tunes Publishing Co. Brian Wilson
FIVE HUNDRED MILES AWAY FROM HOME Friendship Music, Inc.; Central Songs, Inc. Hedy West, Bobby Bare, Charlie Williams	MAYBE I KNOW Trio Music Co., Inc. Ellie Greenwich, Jeff Barry	WHERE DID OUR LOVE GO? Jobete Music Co., Inc. Eddie Holland, Lamont Dozier, Brian Holland
A FOOL NEVER LEARNS Cricket Music Sonny Curtis	MEMPHIS Arc Music Corp. Chuck Berry	WHITE ON WHITE Painted Desert Music Corp. Bernice Ross, Lor Crane
FUN, FUN, FUN Sea of Tunes Publishing Co. Brian Wilson, Mike Love	MISTER LONELY Ripley Music, Inc. Gene Allan	A WORLD WITHOUT LOVE Maclean Music, Inc. John Lennon, Paul McCartney
G.T.O. Buckhorn Music John Wilkin	MDUNTAIN OF LOVE Vaughn Publishing Company, Inc. Harold Dorman	YOU DON'T OWN ME Merjoda Music, Inc. John Madara, David White
THE GIRL FROM IPANEMA Duchess Music Corporation Norman Gimbel	MY BOY LOLLOPOP Nom Music, Inc. Johnny Roberts, Robert Spencer, Morris Levy	YOU REALLY GOT ME Jay-Boy Music Corp. Ray Davies
GOIN' OUT OF MY HEAD South Mountain Music Corp. Teddy Randazzo, Bobby Weinstein	MY GUY Jobete Music Co., Inc. William Robinson	
GOOD NEWS Kags Music Corporation Sam Cooke	MY HEART BELONGS TO ONLY YOU Merrimac Music Corp. Frank Daniels, Dorothy Daniels	

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

