

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EXP 2/65

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Three radio stations for New York CATV system. p106

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RADIO'S MOST COVETED AWARD... PUBLIC CONFIDENCE... WON FOR 15 CONSECUTIVE YEARS BY...

THE STORZ STATIONS

Consistency is the mark of professionalism and for a decade and a half STORZ Stations have led the field using their own "three R's" of broadcasting—Ratings . . . Results and Responsible broadcasting. No here - today - and - gone - tomorrow - programming. STORZ people are Professional, Alert, Inventive, Aggressive—four forceful words that also describe the STORZ Stations—a vital part of every worthwhile community project.

STORZ

WHB
Kansas City
Represented by
John Blair & Co.

WDGY
Minneapolis-St. Paul
Represented by
John Blair & Co.

WQAM
Miami
Represented by
John Blair & Co.

KOMA
Oklahoma City
Represented by
John Blair & Co.

KXOK
St. Louis
Represented by
AM Radio Sales

WTIX
New Orleans
Represented by
Robert Eastman

WHAT DO I DO FOR AN ENCORE? My series is less than a year old and it's breaking records across the country . . . like *45% of the TV audience in Atlanta, 38% in Memphis, 37% in Charleston, 30% in New York, 65% in Jackson and top ratings in many other markets. Because of all this success, I've been signed up by 30 stations including WMAQ Chicago, WEWS Cleveland and KHJ Los Angeles. No time to rest. I'm out for even more fans with my **NBC FILMS** 52 brand new episodes. 104 shows! **NBC FILMS** Maybe I should run for president? 30 Rockefeller Plaza/Circle 7-8300

*ARB Television Market
Survey March 1964

**52 NEW
HALF HOUR
ASTROBOY SHOWS**



WCBM

WCBM has created a very special sound. It's for those people who care about nice things. Our listeners.

Music sets the tone. Lively, exciting, often sophisticated but never ear-shattering.

If the music is so great, the news must then be thorough and comprehensive. To deliver it that way requires the talents of CBS, the Metromedia News Team and the WCBM local staff, which is the largest in town.

But music and news aren't enough. During the day, WCBM adds the top CBS Radio shows and its own "Dialing for Dollars."

At night, WCBM introduces another dimension with two very exciting talk programs, "The Joe Pyne Show" and "Conversation Piece."

There's no end of good things to hear on WCBM.



The Case for Taste in Baltimore



Reach the **whole** market

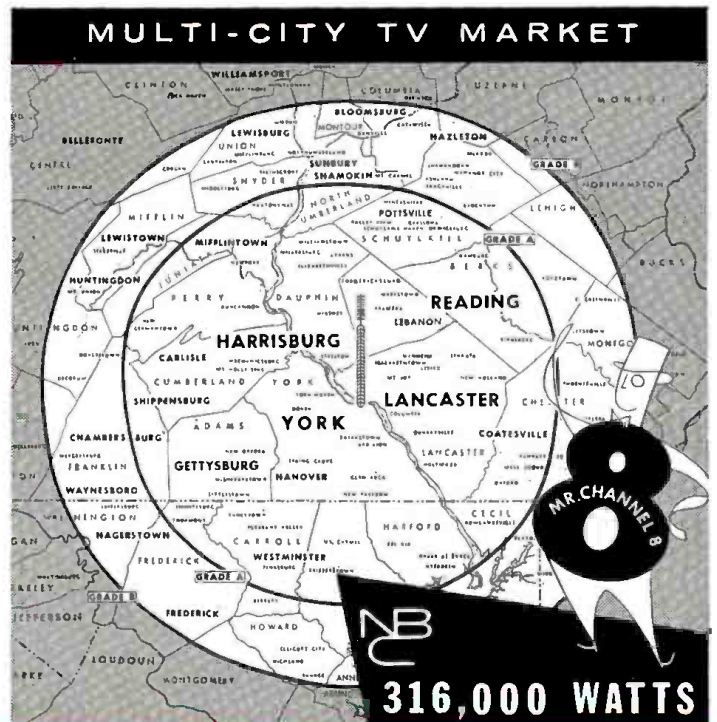
Not ONE segment over and over—Whether your product is food, drugs, gasoline, appliances, automotive, or general merchandise—WGAL-TV SELLS because you reach the *whole* market every time. No other station or combination of stations in the Channel 8 area can claim total-market reach.

WGAL-TV

Channel 8

Lancaster, Pa.

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



316,000 WATTS

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Koop on NAB list

Ted Koop, Washington vice president of CBS Inc., is latest nominee for National Association of Broadcasters presidency. Name was advanced without his prior knowledge or consent and came just 10 days in advance of selection committee meeting in New York, Nov. 24, to screen list to three or four prospects. Mr. Koop is on vacation.

Mr. Koop is 57 and has come up through journalism ranks, having been news editor of Washington bureau of Associated Press, an editor of National Geographic, head of CBS Washington news and, during last war, first deputy to Byron Price, director of censorship. He's past president of National Association of Radio-Television News Directors, National Press Club, Washington, and incumbent president of Sigma Delta Chi, professional journalistic society, and has wide contacts in Washington's congressional, governmental and political circles.

Riding the gain

FCC may have few ideas up its sleeve yet as to how problem of "loud" commercial can be solved, at least in part. Proposals now being threshed out at staff level in commission envisage stricter standards for control room operation and perhaps new technical standards for equipment. Procedures on which commission may seek comment are borrowed from CBS, which has long studied problem of loud commercials. Among other things, they require engineers at panel to keep close eye on volume meter and make adjustments that are indicated. Lax operation in control room is regarded at commission as important aspect of problem.

New technical standards under consideration apply to equipment used in volume compression, device that has effect of making broadcast material sound louder. Thought is to limit amount of permissible compression. Another idea is to amend rule affecting modulation, which is also factor in loudness riddle. Rule, now aimed at maintaining average level of modulation, would be changed to clarify broadcasters' authority to reduce modulation below specified limit in interest of cutting down on loudness problem.

Ford outlook

In wake of reports (BROADCASTING, Nov. 2, 9) that FCC Commissioner Fred Ford is expected to resign to accept \$50,000-per-year presidency of National Community Television Asso-

CLOSED CIRCUIT®

ciation, word spread around FCC headquarters late last week that "they're burning papers" in commissioner's office. Mr. Ford was absent from Thursday's meeting (postponed because Wednesday was holiday), because of sickness in family. NCTA board meets in Washington today and tomorrow (Nov. 16-17).

New VHF attack

Equipment manufacturers in mobile field are intensifying attack upon VHF television allocations. Electronic Industries Association, Washington-based organization representing equipment and set manufacturers, filed with FCC last week computerized study of spectrum designed to show extreme congestion in mobile bands and depicting VHF as spectrum hog. There was no frontal attack, but implicit in presentation was suggestion of moving all TV to UHF, opening 12 VHF channels for other, mainly mobile, uses, which encompass industrial, police and safety services.

Approach is calculated to benefit manufacturers both ways—increasing sales of mobile transmitters and receivers manufactured by members of EIA and at same time creating accelerated demand for all-channel receivers to help set manufacturers. It's deduced that FCC commitment to support UHF development, plus desire of UHF operators and aspirants to reduce and eventually eliminate VHF competition would stimulate reallocation activity.

Network supplier

Triangle Program Sales, which has sold special programs to each of three TV networks (see page 94) is reported to be in closing stages of negotiation with ABC-TV on its new half-hour color series, *Pops Goes to College*. Decision expected soon. Series spotlights Paul Whiteman on tours to college campuses and concentrates on well-known events at colleges around the country.

Back to half hours

There'll be more half-hour series and fewer long shows in NBC-TV's prime-time schedule next season. That welcome news was given last week to board of delegates of NBC-TV affiliates who've been complaining that they lose 20-second breaks in network shows that run hour or longer. This season's 90-minute *90 Bristol Court* is

already marked for reduction to half hour (see AT DEADLINE).

NBC-TV affiliates have grumbled that in long shows some station breaks are but 30 seconds long, can accommodate only one 20-second spot and one 10-second ID. Normal breaks between half-hour shows are 42 seconds long, allowing time for two 20-second spots, at proportionately higher revenue.

Attacks on the haves

AM station licensees needn't panic, but here's statistic that might interest them. Since Nov. 1, 1963, 14 applications for new stations have been filed at FCC "on top of" renewal applications for existing facilities. Eight of these competing applications have been filed since July, when new AM allocations rules were adopted. Number of competing applications isn't large, but it's more than in past, and could signify trend in making. At time new allocations rules were adopted, setting up tough engineering standards for new facilities, some observers predicted result would be rise in number of applicants seeking frequencies already occupied.

NAB's CATV stance

Station operators identified with CATV are piqued over all-out position of NAB favoring rigid control of community antenna operations as projected in filings with FCC on proposed rulemaking in whole broad field. Several, it's understood, have written NAB protesting that philosophy advanced is no longer representative of field in light of influx of NAB station members in CATV.

No. 2 lawyer

New FCC deputy general counsel is due to be picked by commission this week. Indications are it will be Daniel R. Ohlbaum, currently associate general counsel, who heads litigation staff. But Joel Rosenbloom, special assistant to Chairman E. William Henry, was also reported to be in contention last week. Deputy general counsel position has been vacant since April, when Henry Geller moved up from that spot to general counsel. Deputy general counsel office carries rank of Grade 17, which pays \$21,445-\$24,445. Mr. Ohlbaum is now Grade 16, which pays \$18,935-\$24,175. Mr. Rosenbloom is Grade 15, which pays \$16,460-\$21,020.



San Francisco-Oakland is the 3rd fastest growing of the top 15 U.S. metropolitan areas. Growing with the West's #2 market is KTVU Channel 2, the independent station programming to the varied, selective tastes of over 1,500,000 TV homes in Northern and Central California.

The Nation's LEADING Independent TV Station



SAN FRANCISCO-OAKLAND
Represented by H-R Television



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland

WEEK IN BRIEF

Lee Rich tells Association of National Advertisers to make weight felt in TV network programing, as public blames advertisers for poor shows. Cone asks media to refuse all ads in bad taste. See . . .

WHO'S TO BLAME FOR BAD SHOWS? . . . 27

Community antenna TV plot thickens in New York City as RKO General, CATV Enterprises and Teleglobe Cosmtronics apply for systems. CATV Enterprises asks to serve all five boroughs, not just Manhattan. See . . .

THREE MORE APPLY IN NEW YORK . . . 106

Speakers at regional meeting of American Association of Advertising Agencies discuss creativity, computers, consumer attitudes and government involvement. Mock battle staged on hypothetical ad campaign. See . . .

MANY BASES TOUCHED AT 4A MEET . . . 40

Broadcast access to courts gets strong boost from Texas attorney at meeting of Radio Television News Directors Association. Freedom of Information committee finds past year marked by "severe setbacks." See . . .

CASE OF COURTROOM CONDUCT . . . 92

First weekly Arbitrons following elections show NBC a nose ahead of CBS in struggle for TV ratings as program schedules move toward stability. Two-week Nielsens give ABC slim lead over CBS. See . . .

NBC BY A NOSE IN ARBITRONS . . . 94

Detroit and Albany sessions bring National Association of Broadcasters' regional meetings close to end. Dille calls on broadcasters to "shake off the regulatory shackles" and hit community issues. See . . .

NAB ROADSHOW NEARS END . . . 110

SPECIAL REPORT: TELEVISION

National TV billings expected to hit \$1.825 billion this year and Television Bureau of Advertising predicts \$2.910 billion mark in 1970. Growth of television outlined in BROADCASTING'S special report. See . . .

TV: ON TOP AND STILL GROWING . . . 51

Television Bureau of Advertising nears 10th anniversary with record of success and more ambitious plans ahead. TVB sticks to its credo: Help bring more and bigger advertisers into television. See . . .

DOING THINGS FOR TV . . . 62

Sales are improving and manufacturing competition getting keener as color TV comes of age. Color set sales are up 10-25% over last year, and new rectangular tubes will vie with round shadow mask. See . . .

COLOR SET SALES UP 10-25% . . . 78

American Research Bureau studies find 3.4% of TV homes in top 100 markets have color sets and color homes watch more than monochrome viewers. Omaha analysis provides breakdown of color TV audience. See . . .

COLOR PENETRATION, VIEWING . . . 76, 82

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Broadcasting

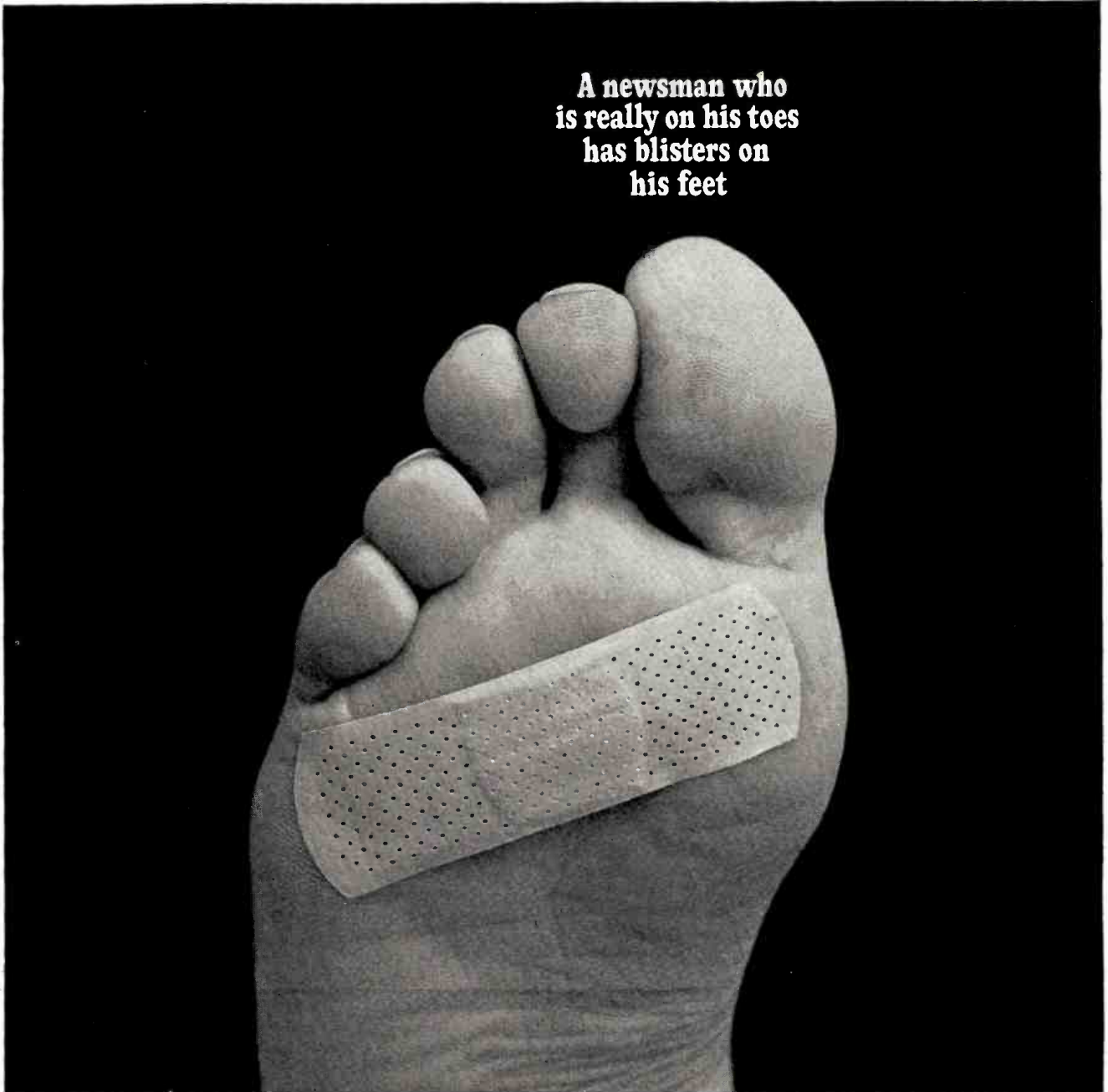
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**A newsman who
is really on his toes
has blisters on
his feet**



(Our nine newscasters are limping testimonials to this fact.)

Most TV stations have a good staff of newsmen to do the digging.

And a deskman to do the writing. And one or two other fellows to do the talking.

The results are usually quite smooth. And often quite bland.

We do it differently: The guys who do the digging also do the writing. And the talking.

Each man has a special beat: State government, politics, city and county government, general news, and sports.

Other members of the team concentrate on editorials, features, and weather. And our anchor man for the entire 45-minute news package keeps an eye on all the news.

When one of our men writes his story, he writes with authority.

When he reads his story, he reads with authority.

Because he is an authority.

People in Raleigh-Durham and eastern North Carolina have come to expect more from WRAL-TV news than

a smooth and bland recitation of the day's news events.

And they get more.

In return, we get more: More respect for our news programming, a bigger, more discriminating audience for all our programming.

It may be heartless, but we like to see one of our newsmen limping.

We feel it's much better than putting an extra cushion in his chair.

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

WRAL-TV

ABC-TV shuffles daytime schedule

Rearrangement of station and network time and installation of new daytime serial to lead off three-hour block in afternoons have been set by ABC-TV effective Dec. 28. New serial is *Flame in the Wind*, produced by Joseph Hardy, who for four years produced *Love of Life* on CBS-TV, and it goes at 2-2:30 p.m. EST Monday-Friday.

Period from 1-2:30 p.m. is currently station time, but to make room for expanded drama block ABC-TV is giving 10:30-11:30 a.m. to stations in exchange for 1-1:30 and 2-2:30 p.m. *Price is Right* will move from 10:30 a.m. to 11:30. Noon to 1 p.m. becomes situation-comedy hour, with *Donna Reed Show* reruns added at 12-12:30 and *Father knows Best* moving from that period to 12:30-1 p.m. *Tennessee Ernie Ford* half-hour will then start at 1 p.m. instead of 12:30. Shows being discontinued are *Missing Links* and *Get the Message*.

In ABC-TV nighttime schedule, meantime, reports were that *Outer Limits* (Saturday 7:30-8:30 p.m.) would be replaced in January by *The Family is King*, featuring King sisters and other members of their family.

KVOX sale announced; sale by Hope OK'd

Sale of KVOX Moorhead, Minn., by E. J. McKellar and associates to Tom Barnes and group for \$165,000 was announced Friday (Nov. 13), subject to FCC approval.

Mr. Barnes and group own KXRA and KCMT(TV) Alexandria and KNMT(TV) Walker, both Minnesota; he is executive vice president and has interest in KSOO-AM-TV Sioux Falls, S. D., and is consultant for KTHI-TV Fargo, N. D.

Purchase is for assets of KVOX; building and land purchase was separate transaction with McKellar group. KVOX is fulltime on 1280 kc with 1 kw day, 500 w night. Broker: Hamilton-Landis & Associates.

FCC also announced approval of sale of 52.5% of KOA-AM-FM-TV Denver and KOAA-TV Pueblo, both Colorado, by Bob Hope and associates to minority Denver group headed by William Grant and Ralph Radetsky for \$6,813,600.

Denver group will now own 85% of stations; other 15% is held by H. R.

Catherwood, Washington; Harry O. Hefferman, New York, and Ruth Newton Higgins, North East, Md.

KOA-TV (ch. 4) is affiliated with NBC; KOAA-TV (ch. 5) was bought by KOA in 1961. KOA began in 1924, operates full-time on 850 kc with 50 kw. It was bought by KOA group in 1962. KOA-FM operates on 103.5 mc with 57 kw.

NBC affiliates OK earlier premieres

NBC-TV plans to open its 1965-66 season early, probably introducing its new fall shows as soon after Labor Day as can be arranged. This year its new schedule began over several weeks from early September to mid-October.

Plan for "early premieres" was disclosed Friday (Nov. 13) with release of resolution adopted by NBC affiliates Board of Delegates commending that proposal and describing board's reaction to over-all programing plans for next year. Affiliates board met with network officials in San Juan, P. R., last week.

Network officials reported booming sales, saying fourth quarter this year will be 13th consecutive quarter in which both sales and earnings have reached record high levels and that orders in hand indicate first quarter of 1965 will make it 14 straight.

Affiliates board was advised that *Bill Dana Show* and last hour of 90-minute *90 Bristol Court* will be replaced in January. *Branded*, western starring Chuck Connors, is slated for *Dana's* Sunday 8:30-9 p.m. EST period. *Hullabaloo*, variety type directed at "young moderns," reportedly is due to replace Monday 8-9 p.m. segments of *Bristol Court*.

Future of TV group wants CATV regulation

Future of Television in America committee of National Association of Broadcasters wants legislation for FCC regulation of community antenna TV systems, John T. Murphy, president of Crosley Broadcasting Corp. and member of committee told NAB fall conference in Albany, N. Y., (see page 110).

Committee, Mr. Murphy said, wants FCC to forbid CATV-produced programs, with possible exception of time and weather; require CATV's to carry

all local TV's with no degradation of signals; prevent program duplication; put limit on distance station's signal can be carried, and establish minimum engineering standards.

City manager wants to sell WSUN-AM-TV

Lynn Andrews, city manager of St. Petersburg, Fla., has recommended sale of WSUN-AM-TV at auction or at bid. City council asked for written report discussing alternatives.

Although acknowledging two stations are operating at profit (WSUN showed net income of \$120,150 and WSUN-TV, \$31,075 for fiscal year ended Sept. 30), Mr. Andrews expressed belief city has no business operating private enterprise that is not city function. He also indicated that forthcoming rehabilitation of city's waterfront (where WSUN stations maintain studios and offices) means over \$1 million capital expenditure for new studios and equipment.

Outlay Due ■ WSUN-TV (ch. 38) with ABC affiliation, was one of five unsuccessful applicants for channel 10 Largo, Fla. FCC earlier this month affirmed 1962 grant to WTSP-TV St. Petersburg at rehearing (BROADCASTING, Nov. 9).

Kintner wins RTNDA service award

Robert E. Kintner, president of NBC, was to be named winner of Radio Television News Directors Association's Distinguished Service award Saturday (Nov. 14) at RTNDA 19th annual international conference and workshop in Houston (see page 92).

New RTNDA president is Bruce B. Palmer, KWTV(TV) Oklahoma City. Conference elected Bob Gamble, WFBM-AM-FM-TV Indianapolis, first vice president; Bruce Dennis, WGN-AM-TV Chicago, vice president-TV; Don Mozley, KCBS-AM-FM San Francisco, vice president-radio.

RAB elects officers; Krelstein new chairman

Harold Krelstein, Plough Stations, Memphis, named chairman of Radio Advertising Bureau in annual elections at board meeting in New York Friday (Nov. 13). He succeeds Victor C. Diehm, WAZL Hazleton, Pa. William D. Shaw, KSFO San Francisco, was elected

WEEK'S HEADLINERS



Mr. Watters

Mr. Watters relinquished position of general manager of WCPO stations early this year to devote more time to management of Scripps-Howard Broadcasting. He will continue as director.



Mr. French

there. Joseph C. Drilling, CCBC president, simultaneously announced appointment of Warren Earl, director, advertising promotion and publicity at Los Angeles headquarters, as general manager of KDWB succeeding Mr. French.

M. C. Watters, VP and director, elected executive VP of Scripps-Howard Broadcasting Co., New York. He joined Scripps - Howard in 1938 as general manager of WCPO Cincinnati, and helped establish WCPO-TV in 1949.

Don French, general manager KDWB St. Paul-Minneapolis, transferred to Los Angeles headquarters of parent company and program director of KFWB

Mr. French replaces **James Hawthorne**, who has resigned effective Jan. 1 to join Sherman Grinberg Productions as vice president (BROADCASTING, Oct. 26).



Mr. Sullivan

WNEW-AM-FM New York; WIP-AM-FM Philadelphia; WHK-AM-FM Cleveland; WCBM-AM-FM Baltimore; KMBC-AM-FM Kansas City; and KLAC-AM-FM Los Angeles. Mr. Sullivan joined WNEW in 1942 as promotion manager, subsequently becoming account executive in sales department, and, in 1959, VP in charge of sales for the station. Replacing Mr. Sullivan as general manager of WNEW will be **Harvey L. Glascock**, now VP and general manager of WIP. **David Croninger**, currently VP and general manager at KMBC, will assume similar duties at WIP. New VP and general manager at KMBC will be **Dino Ianni**, currently general manager of KQEO Albuquerque, New Mexico. All new appointments take effect on or before Jan. 1, 1965.

John V. B. Sullivan, VP and general manager of WNEW New York, named president of newly-formed Metropolitan Broadcasting Radio. Division of Metromedia, Inc., Metropolitan Broadcasting Radio includes:

For other personnel changes of the week see FATES & FORTUNES

secretary and **Lionel Baxter**, Storer Stations, Miami Beach, was named treasurer.

President **Edmund C. Bunker**, administrative Vice President **Miles David**, National Sales Vice President **Robert Alter**, and Assistant Secretary-Treasurer **Philip Schloeder Jr.** were re-elected.

FCC acknowledges end of WNUS Chicago case

The FCC formally announced Friday (Nov. 13) termination of its inquiry into acquisition and operation of WNUS (formerly WYNR Chicago). FCC decision was made two months ago (BROADCASTING, Sept. 21).

Major issue involved switch in format after station was acquired by McLendon Corp. in 1962, along with question of whether change constituted misrepresentation to commission. FCC said inquiry, begun in January 1963, provides no evidence for adverse action against licensee corporation.

Kaiser withdraws Chicago application

Second withdrawal of application for Chicago's channel 38 in as many months was announced Friday (Nov. 13).

Kaiser Broadcasting said it was resigning from proceeding because indicated four-party hearing would probably keep it involved for two-three years. Instead, Kaiser said, it was moving ahead with construction of WKBD-TV (ch. 50), Detroit, due on air in January.

Chicago channel 38 assignment originally had five applicants, but Field Communications Corp. withdrew in October and joined with H. and E. Balaban and other interests to buy WOGO-TV (ch. 32) (BROADCASTING, Oct. 12).

Remaining as applicants for channel 38 in Chicago are Chicagoland TV Inc. (owned jointly by Fred B. Livingston, advertising, and Thomas L. Davis, gen-

eral manager, WAAF Chicago). Warner Bros. (motion picture production firm which is also applicant for UHF in Fort Worth), and WCFL Chicago.

Merger set for two Chicago agencies

Plans for merger of two Chicago agencies, Earle Ludgin & Co. and MacFarland, Aveyard & Co., were disclosed Friday (Nov. 13) by principals of both firms. To become effective Jan. 1, merger would produce new firm under Earle Ludgin & Co. name.

Earle Ludgin will become chairman of new agency and Hays MacFarland will be director, officer and chairman of executive committee. David G. Watrous, president of Ludgin, is to hold same post in new company. Ludgin was founded in 1927, MacFarland in 1929. Combined billings will be about \$20 million.

Thursday night Arbitrons

NBC-TV had 17.6, CBS-TV 17.1 and ABC-TV 15.7 in average Arbitron ratings for week ending Nov. 12 (see page 94). In Nov. 12 ratings (Thursday), in half-hour wins: ABC had four, CBS two and NBC one.

Thursday, Nov. 12

| | | Arbitron Rating | Share |
|-------|----------------------|-----------------|-------|
| 7:30 | | | |
| ABC | Flintstones | 13.1 | 24 |
| CBS | Munsters | 20.7 | 38 |
| NBC | Daniel Boone | 13.9 | 25 |
| 8:00 | | | |
| ABC | Donna Reed | 18.1 | 32 |
| CBS | Perry Mason | 17.3 | 30 |
| NBC | Daniel Boone | 17.9 | 31 |
| 8:30 | | | |
| ABC | My Three Sons | 19.0 | 32 |
| CBS | Perry Mason | 19.1 | 32 |
| NBC | Dr. Kildare | 18.1 | 32 |
| 9:00 | | | |
| ABC | Bewitched | 24.9 | 40 |
| CBS | Password | 15.5 | 25 |
| NBC | Dr. Kildare | 21.5 | 34 |
| 9:30 | | | |
| ABC | Peyton Place II | 25.5 | 43 |
| CBS | Baileys of Balboa | 10.2 | 17 |
| NBC | Hazel | 18.8 | 32 |
| 10:00 | | | |
| ABC | Sophia Loren in Rome | 18.3 | 35 |
| CBS | Defenders | 13.6 | 26 |
| NBC | Kraft Theater | 16.1 | 31 |
| 10:30 | | | |
| ABC | Sophia Loren in Rome | 14.1 | 30 |
| CBS | Defenders | 14.1 | 30 |
| NBC | Kraft Theater | 15.2 | 32 |

Bronson joins PR firm

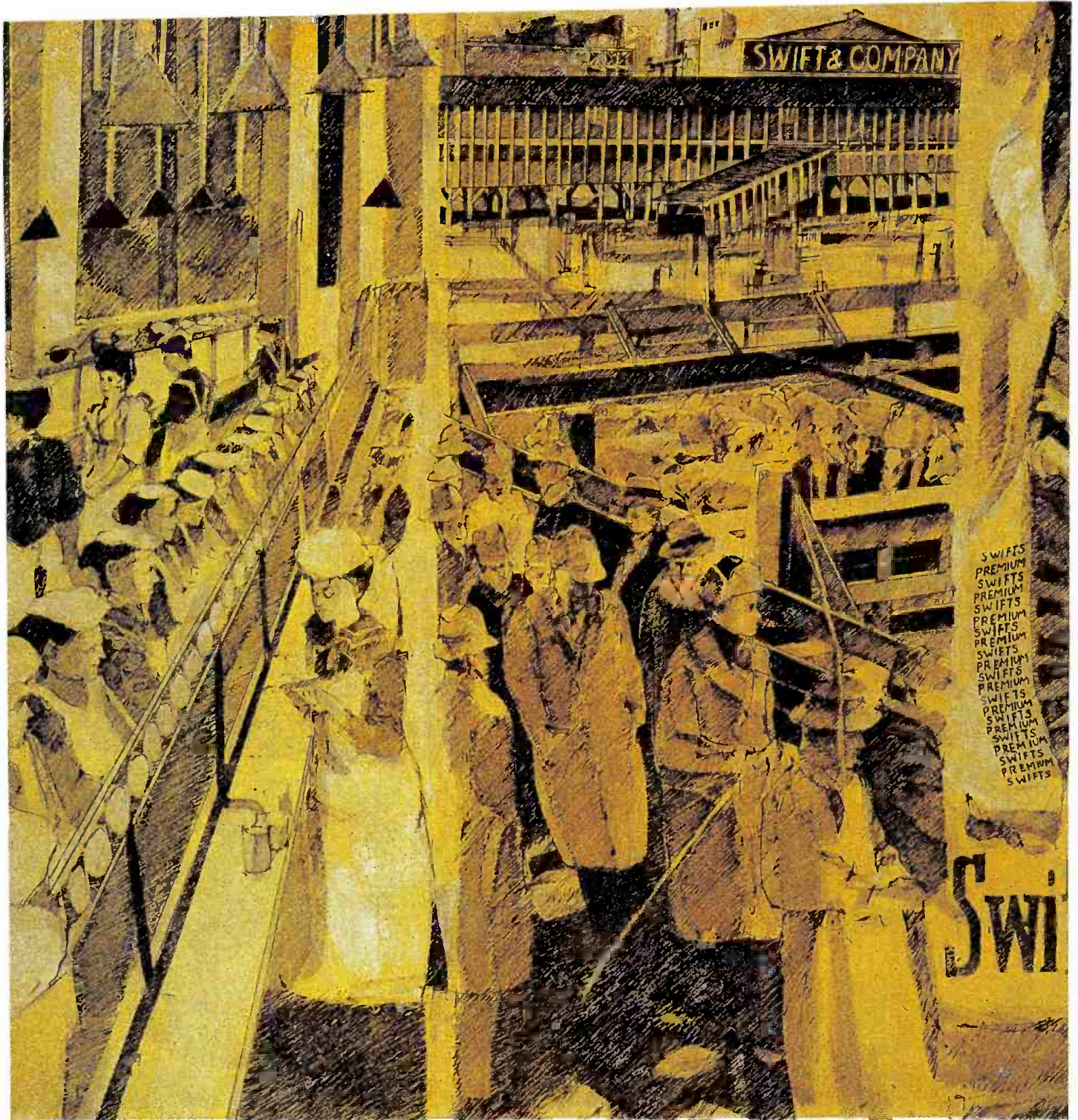
Edward H. Bronson, who 11 days ago resigned as television code manager of National Association of Broadcasters (BROADCASTING, Nov. 9), has joined Richards Associates, Washington public relations firm, as executive assistant to firm's president, Robert K. Richards.

AS WE'VE BEEN SAYING...
ST. LOUIS TELEVISION
IS A BRAND-NEW BALL GAME

KTVI
NOW
NO. 1*
IN PRIME TIME
6:30-10:00

* SOURCE: ARB Sept.-Oct., 1964.
Based on total homes
delivered Monday thru Sunday.

THE EXCITING NEW
KTVI Channel **2**
ST. LOUIS **abc** **HR**



What makes a great salesman?

“This little pig went to market.” And the man who had more to do with getting him there ready-to-eat than anyone else began a 2½-billion-dollar meat-packing business with a modest 25 dollars. At age 14, Gustavus Swift worked in his brother’s butcher shop. At 16, he bought and butchered his first heifer. At 20, he opened his first retail store. And, at 22, he was firmly launched in the wholesale meat-packing business!



ROANOKE

Virginia's No. 1 TV Market in Net Weekly Circulation. (1963 ARB Market Analysis) An important distribution center with a consistent level of spendable income makes Roanoke one of the proven test markets in the country. Sell this proven market on the proven station.



THE KATZ AGENCY, INC.
National Representatives

DATEBOOK

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

■Indicates first or revised listing.

NOVEMBER

Nov. 16—The Katz Agency's meeting for its client stations' promotion managers, during seminar of Broadcasters Promotion Association, Pick-Congress, Chicago.

Nov. 16—Edward Petry & Co. annual promotion seminar at Pick-Congress, Chicago.

Nov. 16—Peters, Griffin, Woodward annual promotion seminar at Pick-Congress, Chicago.

■Nov. 16-17—Fall regional conference of the National Association of Broadcasters. John Marshall hotel, Richmond, Va.

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

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

Nov. 16-18—Board of directors meeting of National Community Television Association. Madison hotel, Washington.

Nov. 17—First annual Georgia FM Day seminar sponsored by Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 17—ABC Radio regional affiliates meeting, Richmond, Va.

Nov. 17—First of eight seminars on media research by New York chapter of American Marketing Association. "The Function of Media Research" will be discussed. Park Lane hotel, New York.

■Nov. 17—Fifth session of the International Radio & Television Society Timebuying Selling Seminar. William E. Matthews, president, WERI-AM-FM Westerly, R. I., and former executive vice president and director of media relations at Young & Rubicam, will discuss "Professionalism in Timebuying." Chemical Bank New York Trust Co. auditorium, New York.

Nov. 17-19—Television Bureau of Advertising's 10th annual membership meeting. Speakers will be James Douglas Kirk, executive vice president, Sales Analysis Institute of Illinois Inc., Barrington, Ill.; Dr. Arthur Kantrowitz, vice president and director, Avco Corp., Everett, Mass.; Stephen O. Frankfurt, senior vice president and executive director of art, Young & Rubicam, New York, and the Rev. Thomas M. Garrett, S. J., associate professor and director of the Institute on Business and Social Ethics, University of Scranton, Scranton, Pa. New York Hilton.

Nov. 18—Mississippi CATV Association, annual meeting. Caravan motel, Jackson.

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

Nov. 19-20—Fall convention of Ohio Association of Broadcasters. Speakers include George Storer Jr., chairman of National Association of Broadcasters-Radio Advertising Bureau Methodology Steering Committee and president of Storer Broadcasting

Co.; Charles Stone, manager of NAB radio code; FCC Commissioner Kenneth A. Cox; Robert J. Burton, president of Broadcast Music Inc., and Robert Mason, chairman of All-Industry Radio Music Licensing Committee. Christopher Inn, Columbus.

Nov. 20 — International Radio & Television Society newsmaker luncheon. Juana Castro, sister of Cuba's Premier Fidel Castro, is guest speaker. Waldorf Astoria, New York.

Nov. 23 — 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.

■Nov. 23—Second meeting between broadcast representatives and management of Standard Rate & Data Service to discuss change in SRDS monthly listings of small market AM and all FM stations. New York.

■Nov. 24—Annual stockholders meeting of Screen Gems Inc., New York.

■Nov. 24—Broadcast Seminar of Radio-TV Education Department of University of Cincinnati and Rho Tau Delta professional radio-TV fraternity. Lawrence Rogers, vice president of Taft Broadcasting Co., will speak on "Automation in the Broadcast Media." Concert Hall, University of Cincinnati College-Conservatory of Music.

■Nov. 24—Meeting of presidential selection committee of National Association of Broadcasters. Hotel Regency, New York.

Nov. 25-28—Television Information Office TV festival at 54th annual convention of National Council of Teachers of English. Cleveland.

Nov. 27-29—Annual convention of National Association of Television and Radio Farm Directors. Conrad Hilton, Chicago.

Nov. 30—Electronic Industries Association's small business workshop on international selling. Fairmont hotel, San Francisco.

DECEMBER

■Dec. 1—FCC deadline for comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

Dec. 1-3—Winter conference, Electronic Industries Association. Fairmont hotel, San Francisco.

Dec. 2-5—Sigma Delta Chi national convention. Keynote address to be given by Benjamin M. McKelway, Washington Star (WMAL-AM-FM-TV Washington and WSVA-AM-TV Harrisonburg, Va.). Hotel Muehlebach, Kansas City, Mo.

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

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

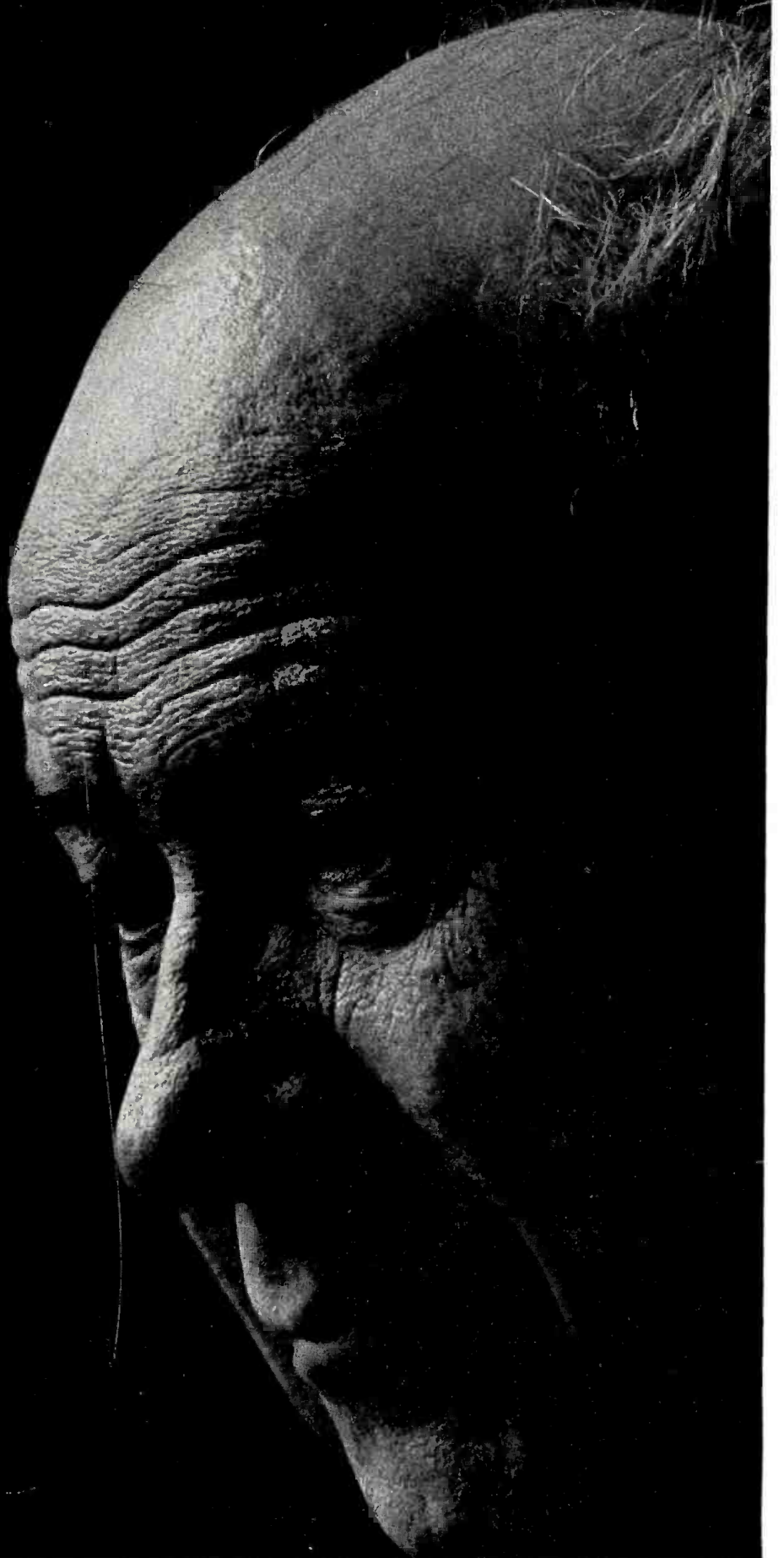
Dec. 8 — Los Angeles Advertising Club luncheon. Mayor Samuel Yorty will pay tribute to city's broadcasters. Statler-Hilton.

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

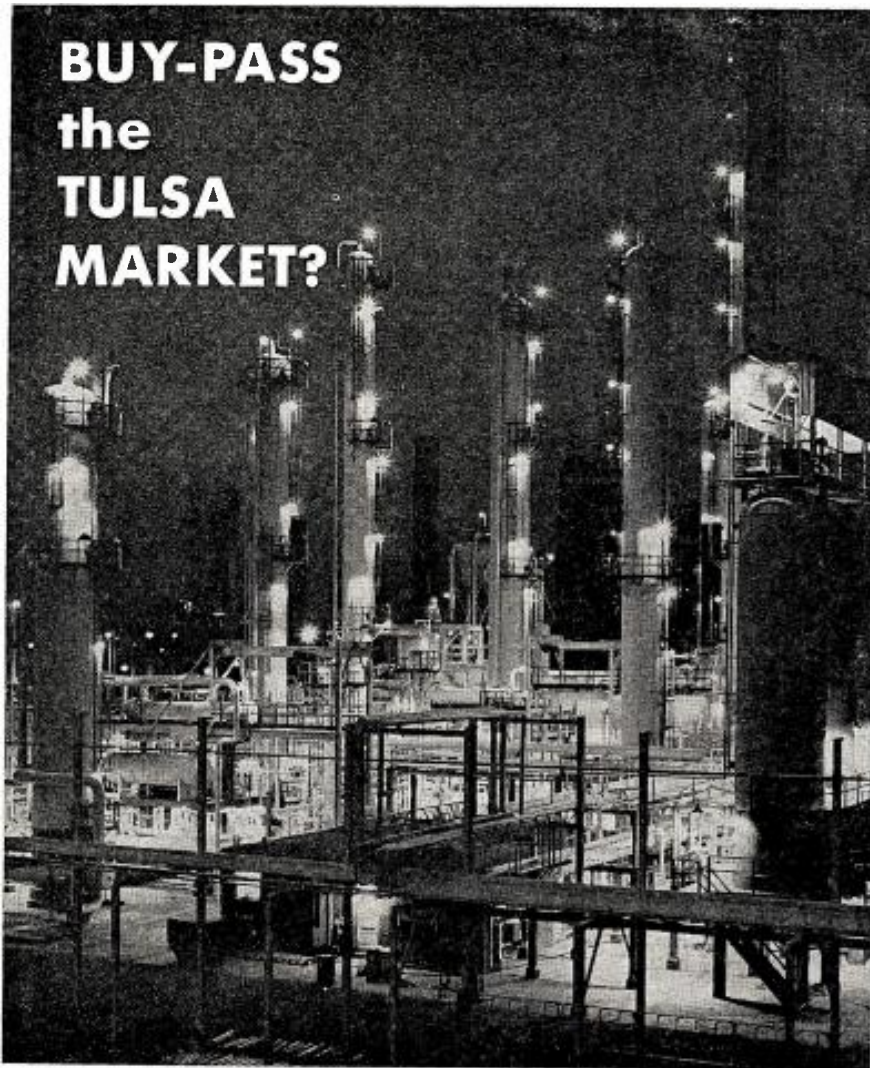
■Dec. 9-10—Meeting of TV code review

Gore Vidal's 90-minute late-evening Hot Line shows and David Susskind's two-hour Open End is television that stirs...stimulates...provokes. Programming for people with ideas is one of the 20 Different Worlds of Entertainment this year that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York's One-Station Network.

**People
think
more
with
WPIX
NEW YORK**



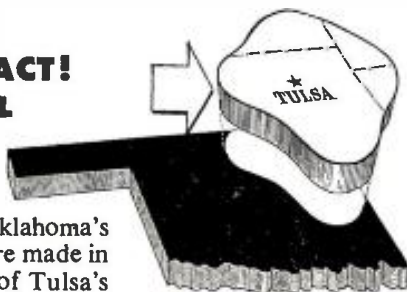
BUY-PASS the TULSA MARKET?



Employees of Tulsa's Sunray DX and Texaco refineries help make up the \$2½ billion effective buying power of the booming Tulsa market. And Channel 2 offers most complete coverage of this market, with bonus coverage in parts of Kansas, Arkansas and Missouri.

**IT'S A TULSA FACT!
YOU CAN'T BUY ALL
OF OKLAHOMA
WITHOUT TULSA!**

More than 50% of Oklahoma's annual retail sales are made in the coverage area of Tulsa's quality television station.



KVOO 2 TV

Represented Nationally by **Edward Petry & Co., Inc.**

board of National Association of Broadcasters. Washington.

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

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

Dec. 18 — Reply comments are due on FCC's notice of inquiry and proposed rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

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

JANUARY

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

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

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

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

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

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

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

FEBRUARY

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

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

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

MARCH

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

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

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.

MAY

May 3—FCC deadline for reply comments

■Indicates first or revised listing.

Our Neighbors -- the Birds

Visitors to Avery Island, noted for its exotic flowers and bird sanctuary "Bird City," are amazed to learn that more than 100 active oil wells rim this Louisiana wonderland.

During the past two decades that Humble has produced oil and natural gas here, never have the herons, egrets, ibis and other water birds for which this island is noted been disturbed by production activity. Over the years, roads carefully plotted to avoid cutting down the majestic oaks, and production facilities have been discreetly located and carefully maintained to avoid disturbing the birds and other wildlife on the island.

To Humble, conservation of our country's natural beauty and wildlife is another opportunity to fulfill the responsibility of leadership.



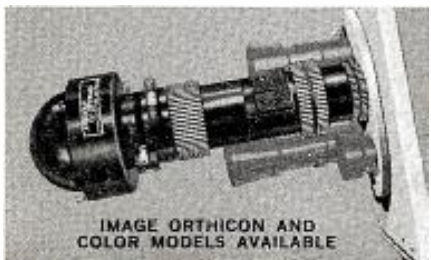
HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY



SPECTRA TV OPTOLINER For precision testing and alignment of TV camera systems by manufacturers, engineers and users of closed circuit and broadcast TV. Threads directly into camera lens mount. Microscopic alignment of the test patterns to the center of the camera lens mount is within 0.002 inch. Integrated uniform light source adjustable to reproduce standard test patterns of known intensity and color temperature. Direct reading meter indicates the exact illuminance and color temperature falling on the face of the camera tube. With the Vidicon Model test tool accessories determine if the tube is centered or tilted in relation to the lens mount. "1½" Vidicon Model also available". Write today for additional information.

PHOTO RESEARCH corp.

KARL FREUND, President
837 NORTH CAHUENGA BLVD.
HOLLYWOOD, CALIFORNIA 90038



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.

JUNE

■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 Association of Broadcasters convention. Jack Tar hotel, Clearwater.

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

■Indicates first or revised listing.

OPEN MIKE®

The common good

EDITOR: Please send us 50 reprints of "Special Report: Radio" from BROADCASTING, Sept. 28.

Also accept our congratulations. On the basis of this article, all five stations in the market have agreed to have a general meeting of all employees and management personnel who are involved in advertising sales. Competitive as we are, your highly professional study may help us underscore that we have more things in common than in competition.—Tom Kelly, president, KAHR Redding, Calif.

Mexican interest

EDITOR: May we congratulate you on your "Special Report: Radio."

There is an item we are very much interested in: a presentation developed by James Yergin, research director of Westinghouse Broadcasting Co., in connection with the home listening hours in the United States.

Would it be possible to obtain complete details on Mr. Yergin's study.—Dario Pastrana D., Sistema Radiopolis, Mexico City. (The request has been sent to Mr. Yergin.)

Delightful Memo

EDITOR: Everyone is delighted with the splendid Monday Memo by Sam Zaiss of Tidy House (BROADCASTING, Nov. 2). We want to send reprints of the article to radio stations.—Harold A. Soderlund, The Soderlund Co., Omaha.

Comments on color

EDITOR: This has not been a bad season for the color television set owner. But it has been a year filled with marked contrasts.

There has been an increase in local colorcasting, both live and film. Independent producers, notably Triangle, have come up with more and better quality syndicated color programs. However, the networks have let the viewers down. CBS is still remaining so negative that its flagship station, WCBS-TV New York, is still colorcasting local films in black and white. This in a market where WNBC-TV, WOR-TV, and WABC-TV all offer local color films.

Last year, ABC made progress by

offering regular color programming and outstanding color specials. This year it took a giant step backwards.

The most disappointing exhibition has come from NBC. Certainly, NCAA football is in color and so are prime-time movies. But the fact remains that that not one new adult series on NBC is in color. Nor has any returning series been broadcast in color with the exception of the singular [pre-election] performance of *TW3*. RCA and NBC have let the color set owner down.

What will be the next breakthrough for color television? Will it be a lower set price or more local color? Of course, these will help. But the big breakthrough will be the day the networks, particularly NBC, tell their production departments that everything possible must be in color and when they tell the film producers that their series must be in color.—Harold E. Protter, account executive, WINF Manchester-Hartford, Conn.

Age of cynicism

EDITOR: In BROADCASTING, Nov. 9, you quote Edward H. Weiss [speaking to the Art Directors Club of Chicago as saying]: "A child should not be made cynical too young."

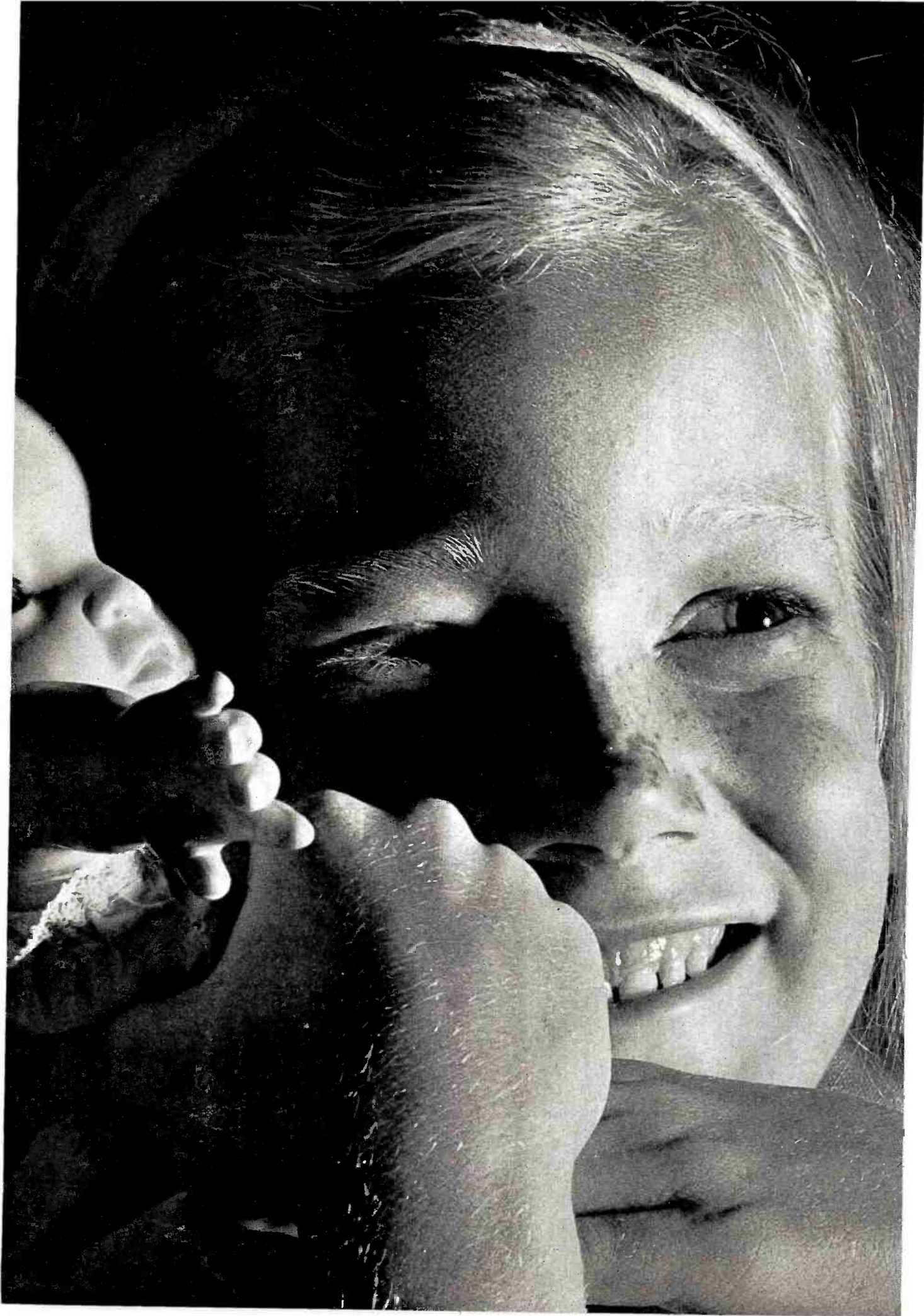
I would be very grateful if you would find out from Mr. Weiss, and let me know, at what age he recommends that the child should be reintroduced to cynicism.—Clarence W. Metcalf, Engineered Advertising, Stoughton, Mass.

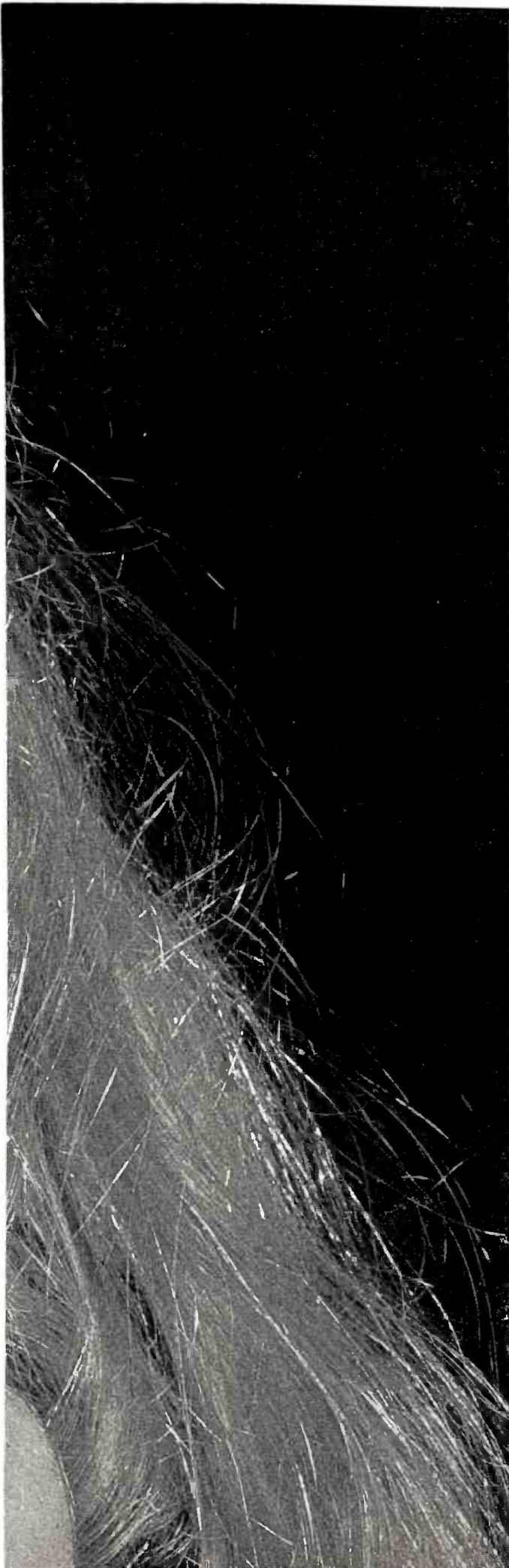
Editorial applause

EDITOR: Congratulations on your editorial of Oct. 26 regarding community antenna television.

From the very beginning I have stated that any station that might perish in a small market because of CATV could and should be protected. To date I have yet to see any evidence that any TV station in any market would be hurt economically by CATV competition to the extent that it would be forced to go off the air. The cases where stations have discontinued operation have been cases that could not exist economically—even without CATV.

I agree completely with you regarding whether broadcasters should be permitted to own CATV systems. They make the best kind of operators and as





Shining morning face willingly at school

So much to see... so much to discover... so much to learn. And it's so much fun when you get your picture of this changing world from friends you've come to know and love.

When little girls react emotionally, they react whole-heartedly. As do little boys for that matter.*

It takes the professional know-how of 154 WBNS-TV staffers to inspire this kind of emotional involvement, but the know-why is even more important. That comes from being born and raised in Central Ohio and eager to earn the continued trust and confidence of our neighbors. Only then can we be certain that WBNS-TV is the station where seeing is believing.

**They poured out more than 80,000 nickels for fun and games when WBNS-TV held a day for them at the Columbus Zoo Amusement Park almost 20 miles from Broad and High.*

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with WBNS Radio (AM-FM) and the Columbus Dispatch. Represented by Blair TV.

RADIO 1320
WILS
 LANSING
 5,000 WATTS / 24 HOURS A DAY

92 NATIONAL ADVERTISERS

Back your judgment when you select WILS as your No. 1 Mid-Michigan buy. WILS has daytime power of 5,000 watts. Stations A & B have 1,000 W, and 500 W daytime.



WILS delivers all the Lansing Metro area plus most of another seven counties in one of the highest-income-per-household market areas in the U. S. (3rd in U. S. in Metro Cities over 200,000).

Lansing is always in the top 100 U. S. markets. For complete cost-per-thousand and audience information contact Venard, Torbet & McConnell, Inc., or write to:

RADIO 1320
WILS
 LANSING
 5,000 WATTS / 24 HOURS A DAY

far as we at Jerrold are concerned we this business. It definitely is an extension of existing television service.—Milton J. Shapp, chairman of the board, The Jerrold Corp., Philadelphia.

Unreported gifts

EDITOR: YOUR NOV. 9 ARTICLE ON COMMERCIAL TV GIFTS TO EDUCATIONAL TV OMITTED PIONEERING CONTRIBUTIONS BY TWO WOMETCO STATIONS. IN ONE OF NATION'S FIRST, IF NOT THE FIRST, CONTRIBUTION, WTVJ(TV) MIAMI ENABLED EDUCATIONAL WTHS-TV MIAMI TO BEGIN TELECASTING IN AUGUST 1955. FOR ONE DOLLAR WTVJ SOLD WTHS-TV A TRANSMITTER, ANTENNA, ANTENNA SITE, FILM AND SLIDE PROJECTION EQUIPMENT, ALL INTERCONNECTING LINES AND TEMPORARY LIVE STUDIO FACILITIES.

IN 1958 WFGA-TV JACKSONVILLE, HELPED PUT EDUCATIONAL WJCT(TV) ON AIR WITH TRANSMITTER SPACE IN WFGA-TV BUILDING, ANTENNA AT 800-FOOT LEVEL. ON WFGA-TV'S TOWER, TRANSMISSION LINES AND EQUIPMENT, CONTINUING POWER FREE OF CHARGE AND TEMPORARY SIMULTANEOUS LIVE FILM AND SLIDE OPERATION FROM WFGA-TV STUDIOS.

RECOUNTED ARE ONLY BEGINNING STEPS, NOT TO MENTION TECHNICAL, ADVISORY AND FINANCIAL AID IN BOTH CASES. —George Vickery, promotion manager, WTVJ(TV) Miami.

(WTHS-TV and WJCT(TV) did not return questionnaires on which BROADCASTING'S story was based.)

Forest fire in print

EDITOR: Thank you for the Profile in the Oct. 26 issue. I knew I had a lot of old acquaintances around the country, and from time to time I have heard from them over the years, but certainly nothing seems to smoke them out as effectively as BROADCASTING.—James Parks, station manager, KNBC(TV) Los Angeles.

BOOK NOTE

"The Country Music Who's Who, 1965 Edition," edited and produced by Thurston Moore. Heather Publications Inc., 3285 South Wadsworth Boulevard, Denver. 272 pp. \$5.00.

This attractively bound directory is packed with virtually any kind of information of interest to the country music and related fields. Histories, directories, indexes and advice fill its pages. The genre is discussed by city and by country; by artist and by media; by association and by advertiser. Of special interest to broadcasters are the brief history of radio by George C. Biggar, president of WLK-AM-FM De Kalb, Ill., and "Guide Lines for Country and Western Radio Format," by the Country Music Association.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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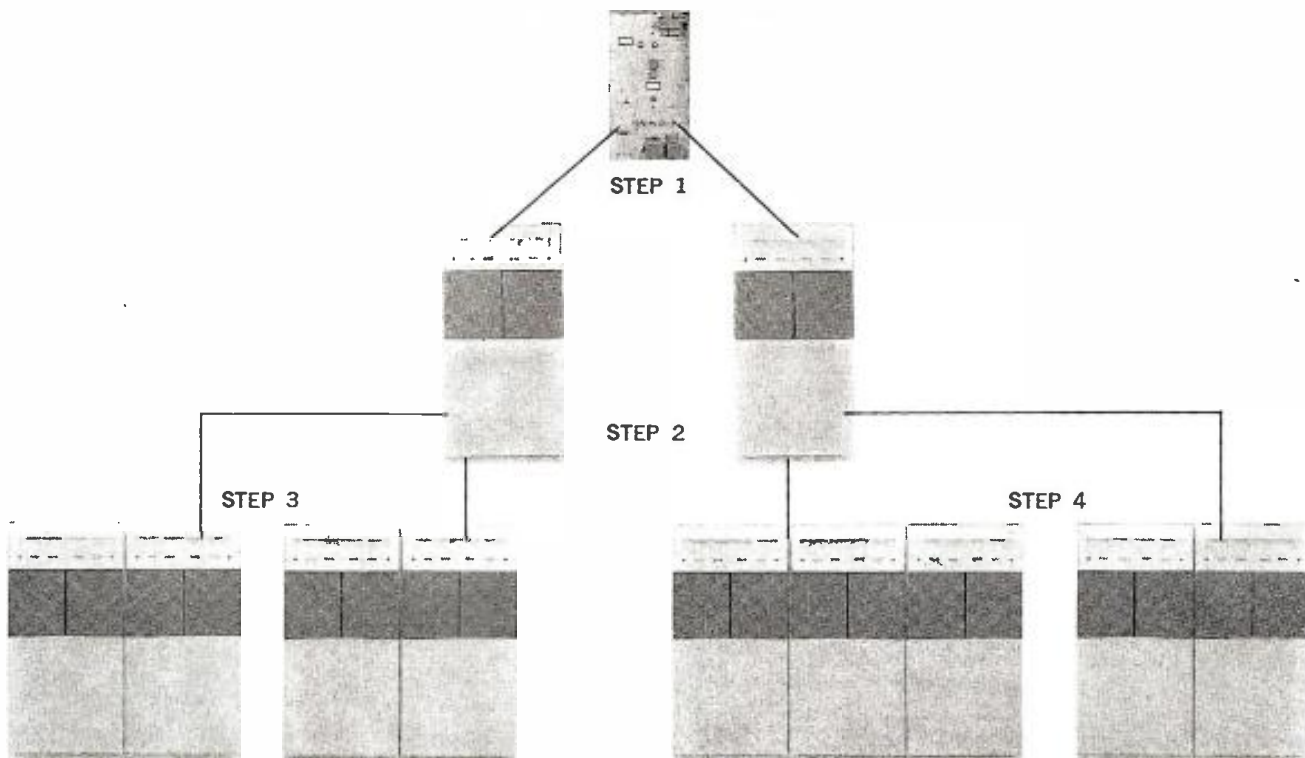
Hollywood: 1880 North Vine Street, ZIP code 90028. Telephone: 213 Hollywood 3-3148. SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt.

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**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



It's toy time in the television arena

Television is the single most important selling factor in the toy industry today. It continues to be the single most important selling tool in the consumer package goods industries. Yet the fall advertising push on children's programs hampers the sale of toys. The years of television watching and the vast number of commercials thrown at youngsters forces them to become selective and educated to the complete values of a wide variety of toys. Television has forced the youngsters to choose only from among those products which can afford to be advertised on a mass TV scale.

Children's advertisers, and especially those of us in the business of making and selling toys, are particularly hard-pressed in the TV arena. There are a limited number of programs available in or around which we can buy time to reach children. On a spot basis, television costs have gone up 200% in the last three years. Local stations are pricing themselves out of the market very rapidly. For this reason many advertisers are returning to network vehicles. Costs-per-thousand are soaring and TV stations, generally, are irresponsible in their handling of the number of toy commercials slotted in any half-hour period.

Pay Heed ■ We think stations need to give very serious study to this problem of overpricing, oversaturation and underprogramming. The stations have an obligation to study the industry and tailor their needs to help eliminate basic problems. One solution: Expand children's programming in the fall and contract it in the winter, spring and summer. Schedules should be increased dramatically in the fourth quarter, and there is sufficient program product available for stations to do this.

We—and our advertising agency—look very closely at station schedules, and we think we buy most prudently. Television is a boon to American Character, particularly, because we have a line of items which is unusually promotable via this visual medium.

This year, after a most successful TV introduction of Tressy last season, we are showing the "Wide World of Tressy" in a series of one-minute commercials. Distinctive as the only doll in the world with hair that "grows"—and this is a highly demonstrable feature—the doll has other unusual TV features in having her own four-and-one-half room glamour penthouse with terrace and her own beauty salon.

Market by Market ■ Judicious use of television, selected on a market-by-market basis, and of video production and photographic techniques gives us much more than the hope of maximum return for our television investment. We try to align the odds with us—and because of the competitiveness of the toy industry as well as of television this is not an easy thing to do.

This is why the television industry and the stations, in their own interest, should work with the toy industry as individual station management does with us and our agency to develop the most productive format in program and commercial scheduling.

Additionally, if stations limited commercials for toys to three every half hour they could then spread their advertising costs to other types of products and services interested in reaching a children's audience.

Parents, generally, are in favor of toy commercials on television, providing, of course, that they are honest and do not bait the children. We've found in our studies and in those of our advertising agency (Helitzer, Waring & Wayne Inc., New York), that mothers enjoy watching most of the good commercials and are familiar with them. But as with everything else in advertising, even the good is criticized.

The critics and the guardian angels of society are given to carping, and telling the world what's wrong with it without clarifying that criticism. Most critics of toy commercials, for example, don't watch toy commercials. Most such critics don't understand toys or their purpose.

Sensitivity of Youth ■ I regard the criticism of children as far more sensi-

tive than that of the so-called critics who are removed from the industry and from the product.

The toy industry has learned how to create good honest commercials, and today as an industry it can hold its head high because it's done a conscientious job of selling itself and in bringing the public true toy values in good form.

There is some poor toy advertising, of course, but this is diminishing in quantity. Underbudgeted commercials and poor creative talent at the advertising agency level contribute to inept advertising. Most toy advertisers and their agencies are developing better products and better commercials geared to children's requirements. The natural laws of economics are demanding this because failures are too expensive.

However, there are not enough competent advertising agencies servicing toy companies and toy products, and the results are poor commercials and poorly designed advertising programs. The agencies, whether big or small, which are specialists in the children's market are doing a fine job, however.

Inductive Thinking ■ What makes a good commercial? We know better, of course, what doesn't make a good commercial! Inductive rather than deductive thinking keys the approaches of the television advertiser in his search to gain the attention and the favor of youngsters.

Here are some things we don't do in television. We don't talk down, or use flamboyance or exaggerations. We don't clutter up the children's minds and our commercials with multiple copy points. We insist on our agency using its best writers, its best creative people.



Herbert A. Brock is executive vice president and administrative officer of one of the leading toy makers in the country, American Character Inc., New York. His company has long used the broadcast media—TV in particular—to advertise American Character's lead items, such as "Tiny Tears" baby dolls and the Tressy doll. TV this season is promoting the "Wide World of Tressy" which includes doll clothes, penthouse, beauty parlor, etc. Mr. Brock is a native of New York.

YOU NEED TERRE HAUTE, TOO . . .

Pabst
Blue Ribbon
IS SOLD
IN
INDIANA'S
TOP TWO
T.V. MARKETS*

*Indianapolis and Terre Haute



WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(March 1964 ARB)
*except Indianapolis

• More and more leading advertisers are choosing the Top Two Indiana Markets for maximum TV impact on the more than Six Billion Dollar Hoosier Sales Potential.

• PABST BLUE RIBBON is one of more than 120 brands which have added WTHI-TV which covers the Second Largest Indiana TV Market.

• These discerning advertisers recognize the pronounced impact of WTHI's single station coverage which, added to Indianapolis TV, offers more additional TV homes (with a slice of Illinois as a bonus) than even the most extensive use of Indianapolis TV, alone.

WTHI-TV

CHANNEL 10

TERRE HAUTE, INDIANA

REPRESENTED BY



THE ORIGINAL STATION REPRESENTATIVE

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{\text{X}} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Who's blamed for bad programs?

Advertiser, answers Lee Rich, in rousing speech before big TV spenders at Hot Springs; Cone tells all media to reject any advertising in bad taste

Put your mouths where your money is. Take over control of network programming.

That, in essence, was the theme of the talk made by Lee M. Rich, senior vice president in charge of TV-radio programming and media for Benton & Bowles to the members of the Association of National Advertisers meeting at Hot Springs, Va., last week.

Present were the advertising directors of most of the major corporations who spend millions of dollars for television network advertising. Some seemed to agree with Mr. Rich's indictment but none took measures for any concerted action before the close of the meeting.

An advertiser's message is at the mercy of the program next to which it runs, Mr. Rich asserted. An advertiser's association with a poor program "tarnishes the image of his product, offends potential customers and identifies it with a program lacking in taste."

Justifiably or not, Mr. Rich said, the American public blames the advertiser for the program. And by permitting the TV networks to control his programming, the advertiser has "abdicated responsibility," Mr. Rich charged.

Cone Speaks ■ The right of both broadcasters and publishers to reject advertising failing to meet the criteria of honesty and propriety, was stressed by Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding.

ANA members also heard an analysis of how people like or dislike advertising by product category, presented by William M. Weilbacher, senior vice president, marketing, media and research, C. J. LaRoche & Co., and Dr. Raymond A. Bauer, Harvard Graduate School of Business Administration.

Television was referred to continuously throughout the three-day meeting, but primarily to illustrate points made

by the speakers.

Mr. Rich urged advertisers to increase their use of their advertising agencies in dealing with the TV networks. This is necessary, he said, to protect them from the pitfalls of commitments with the networks.

Recalling the days of radio and early television, Mr. Rich cited the mutuality of commercials and programs then. The biggest and best shows, he declared, were delivered to the networks by the advertisers and their agencies, and there were little if any complaints about taste, subject matter or impropriety. The identification with the advertiser was very strong then, he said, citing such radio stalwarts as the *Maxwell House Showboat*, the *Texaco Fire Chief* show, and the *Lux Radio Theater*.

"But," he said, "advertisers let the



Lee Rich, Benton & Bowles, charged advertisers with abdicating responsibility for programming and urged them to take over control from the networks.

reins slip out of their hands."

He expressed dismay at what he termed the "largely undisputed" command of programs by the networks. This is "abdication," he said.

The advertiser "forgets that the TV programs which carry his message are actually his product, just as much as a pack of cigarettes, a bar of soap, or a jar of coffee . . . in the eyes of the public. And that's what counts," he said.

"When the public sees an inferior show on the air . . . and your brands are associated with that show . . . don't you think they hold you responsible in large measure?" he asked.

Advertiser Controls ■ The advertiser should establish 'ground rules,' Mr. Rich stated, for the selection of scripts, for passing judgment on scripts submitted, for the "automatic rejection" of objectionable material, for the support of a "creative team" which will turn out acceptable programs.

Millions of dollars are sometimes spent, he observed, by an advertiser without knowledge of the specific program which he is going to sponsor, or where a program is to be scheduled.

The advertiser, and his agency, Mr. Rich urged, should take a more active role in "creating and maintaining the best possible image of your company."

Citing a growing pattern of direct dealing by advertisers with networks, which he finds "disturbing," Mr. Rich called for a greater use of agencies in dealing with the TV networks. Agencies can act as a "buffer" between the advertiser and the network, he explained, and they can use "leverage" (but not coercion) when it is required.

Pitfalls in Contracts ■ Agencies should be used in making contracts with the networks, Mr. Rich urged, listing a number of snares for the unwary advertiser dealing directly with the network:

The advertiser remains committed to

WHO'S BLAMED FOR BAD PROGRAMS continued

a program, even though the star is replaced. The network will release an advertiser from this commitment, Mr. Rich explained, but only if it spends the total amount of the original commitment with the network. But suppose "you picked out this one program because it fits your advertising and marketing strategy to a T?", he asked.

An advertiser can cancel out of a program after 26 weeks, but not facilities. The facilities portion of the agreement contract has no out, Mr. Rich emphasized. "So you may as well pick up some of the [network's] unsold programs." He added:

The networks can reduce commercial time without reducing costs. Discounts can be discontinued at any time, station lineups may be reduced without any adjustment in program costs; substantial portions of a program may be lost or omitted, without any reduction in program costs.

"Let's put our mouths where our money is," Mr. Rich concluded. "Television involves a multimillion dollar investment . . . that's where a big part of your advertising money is. So let's be vocal about it. Let's let 'em know where we stand on every single matter that has the least bearing on the effectiveness of that investment. Let's let 'em know they are dealing with mature marketing men who intend to make the most of the dollars that we are contributing to their profit picture." While Mr. Rich had expressed similar feelings on other occasions his audience was seldom more sympathetic.

One-Man Crusader ■ Mr. Rich acknowledged after his speech that he was not leading an army of agency men who all agree with his position. Many agencies are quite happy with things as they are, he commented; they are content not to have the responsibilities that involve production of programs and the headaches that go with it. They don't need 40 or 50 men to staff such activities; they're happy with just a half-dozen, he said.

Benton & Bowles, on the other hand, he noted, maintains large staffs in New York and in Hollywood.

Fundamental to his thinking, he explained, is the better quality that is possible where an agency is responsible for three or four programs. "The way things are now," he observed, "each network is responsible for 20 to 24 hours of programing each week. That's too much for any one of them to do a good job."

Best Shows from Agencies ■ Some of the best shows on TV today, Mr. Rich said, were brought to the network by agencies. He named the *Dick Van*

Dyke Show, *Gomer Pyle*, *Andy Griffith*, *Danny Thomas* (all B&B products) and *Bewitched*. "The networks are delighted when you bring them a good show," he added.

In his address Mr. Cone said television and radio codes are all right, but he still wants the individual broadcaster, or publisher, to turn down advertising that skirts the straight and narrow. Otherwise, he fears, advertising may be in for government controls.

He thinks the proposed move by the code authority of the National Association of Broadcasters to publicize the names of those who are dropped from code membership is a fine thing, al-



Fairfax Cone, Foote, Cone & Belding, said codes are pretty good but individual broadcaster should turn down advertising he thinks is questionable.

though he commented that it would be even better if the reasons why members are dropped would also be made public.

The codes are pretty good now, he said last week after his prepared talk to the ANA membership. And listing the dropouts will make them even better. But, he emphasized, it's the individual broadcaster who must assume the responsibility of screening what goes out over his air.

"Excesses," he said, "always result in a call for government controls. False claims are prosecuted. Soon someone is going to notice that in Germany it's against the law to compare your product to your competitors. Soon maybe exaggerated claims will mean 'call the cops'."

Mr. Cone said that his major concern is with the health and status of

advertising, and the economy. "We're all in this together. Anything that builds resentment or distrust of advertising is bad—for the advertiser, for the media, for the economy. I want to keep it clean."

Cites Some Examples ■ In his talk, Mr. Cone cited several examples of what he termed dishonest advertising: "Surely," he said, "the television audience has a right to wonder what the ingredient is in Brand X 'that most doctors recommend most' when the *Journal of the American Medical Association* is cited minutes later to prove that Brand Y, without this ingredient, actually is faster and more effective than Brand X."

Particularly abhorrent, Mr. Cone said, is a growing practice of downgrading a competitive product. He called it "denigration." He gave two recent examples of this form of advertising.

An electric shaver commercial on a TV network mentioned its competitor, Sunbeam, by name and to its detriment. The offending commercial was taken off the air by the network when Sunbeam threatened to withdraw all its advertising from that network.

In another example, Mr. Cone referred to a recent advertisement by a major airline which implied that its competitors were "soft on safety." The ads were withdrawn after angry competitors complained—not because of the judgment of leading publications or broadcasters, Mr. Cone emphasized.

This type of advertising debases advertising, Mr. Cone said. "If we complacently permit it, the cost will eventually be the freedom of our medium."

No Other Authority ■ There is no single authority available to keep undesirable advertisers off the air or out of print, Mr. Cone said. "I have long contended," he stated, "that there is one place and only one place to put the final responsibility for honest, tasteful advertising. That is with media."

"Not all the speeches . . . will stop them [expert bad actors, whose sole aim is to subvert good business and good advertising practice] from trying. Nor will all the codes and covenants emerging from gatherings of the 4A's, ANPA, the MPA or the NAB, all of which have their own vexing trials and tribulations."

Mr. Cone acknowledged that TV networks and many independent stations question advertising, primarily on matters of taste, and frequently refuse to project it without alteration.

Sees Through Clutter ■ A hint that the average person does distinguish between television commercials and the network's or station's own promotion and credits was given last week by Dr. Bauer. He reported that a small con-

It might have been Curtis-Metromedia

It was touch and go last week on one of the biggest mergers in the history of mass media—Curtis Publishing Company's tormented magazine empire with Metromedia's highly successful broadcasting, billboard, production and entertainment properties.

But as of Friday it appeared to have gone down the drain. If the transaction had jelled, it would have placed John W. Kluge, Metromedia's chairman-president, in the position of chairman and chief executive officer of a new Curtis-Metromedia; former FCC Chairman Newton N. Minow, and for the past year executive vice president of Encyclopaedia Britannica Inc., as chairman of the executive committee, and A. Edward Miller, formerly of *McCall's* magazine, as president and head of the magazine division.

As it turned out, Mr. Kluge, after an intensive study of the beleaguered Curtis corporate structure, dropped negotiations. Mr. Minow remains with Britannica (but will be a consultant to Curtis) and Mr. Miller became president of Alfred E. Politz Research Inc. (and will also be a consultant to Curtis).

J. M. Clifford, acting president of

Curtis during the past several weeks of internal crisis, last Thursday was named president and chief executive officer. But this was regarded as a caretaker move. Mr. Clifford, former financial vice president of NBC, was brought to Curtis by Matthew J. Culligan, ousted president who still serves as board chairman. Mr. Culligan was former head of NBC's radio network.

While participants in the feverish negotiations of last week were loathe to talk, it was generally understood that Messrs. Kluge, Minow and Miller would go in as a team or not at all. The decision reached last Thursday was it would not be prudent to undertake the merger diversification move in the light of the condition of the publishing company with its some \$45 million in losses and a current bank loan of about \$35 million.

Method of Financing ■ How much would have been involved in the merger transaction was unclear but presumably in order to acquire what amounted to operating control would entail some \$10-\$20 million which Mr. Kluge would have raised. Presumably this would have involved acquisition of the stock owned by the founding Bok family since the re-

maining Curtis stock, traded on the New York Exchange, is widely held.

Evidently Mr. Kluge and his fiscal advisers concluded that while a merger of the companies made sense, the economics of the Curtis empire were too involved to take the apparent risk.

Figuring prominently in the negotiations was Serge Semenenko, vice chairman of the First National Bank of Boston, who negotiated the \$35 million loan to the troubled Curtis company.

Curtis has been interested in diversification in the broadcast field since Mr. Culligan joined the company two years ago and a Metromedia marriage would have accomplished that objective.

Whether Mr. Minow would have joined Curtis fulltime or simply on an interim basis to help get it over its difficult hurdle was not known. Mr. Minow, former law partner of Adlai Stevenson, participated actively in Britannica's acquisition in October of G. & C. Merriam Co., dictionary publishers, and also actively participated in the negotiations that led to the establishment of Communications Satellite Corp., developing a reputation as a negotiator.

control group—used to measure the difference in the annoyance factor on TV advertising—generally could and did distinguish between straight advertising and station promotion, credits and other non-program material.

In a probability sample of 1,500 which is being used to study the attitudes of viewers on advertising, Dr. Bauer said later, not a single report of confusion between advertising and other non-program material has been brought to his attention.

"The bulk of the respondents," Dr. Bauer said, "claim they can distinguish between the two kinds of nonprogram material on TV. Although we haven't made an intensive study of this, no errors in this regard have been reported to me."

Dr. Bauer heads the academic team which is evaluating the returns gathered by Opinion Research Corp., Princeton, N. J., in the study of the consumer's response to advertising. The study is being supported by the American Association of Advertising Agencies.

Dr. Bauer's report last week was on a determination whether it's the

product or the advertising which annoys or offends mostly among those who claimed certain advertisements annoyed or offended them.

His principal findings were that the product was the source of irritation where advertisements were labeled specifically as offensive, whereas it was the ad itself which drew most of the criticism labeled as definitely annoying.

As a corollary, Dr. Bauer took the 14% of the group under study who have a definite unfavorable attitude toward advertising as a whole, which is, he explained, twice as likely to report having seen or heard ads which they find annoying or offensive compared to the group comprising those who have a favorable attitude toward advertising.

The control group consisted of an even number of those favorable toward advertising and those unfriendly to advertising. They were asked to estimate the amount of advertising in an hour of television.

Among the favorable group 57% estimated 1-10 minutes; 38% 11 minutes or more, and 5% had no opinion.

Among the unfavorable group, 22% estimated 1-10 minutes, 68%, 11 minutes or more, and 10% had no opinion.

From this, Dr. Bauer deduced that the "unfavorable group is specifically sensitized to advertising, and it seems very likely it will stay that way."

In the course of the study of the annoyance factor, Dr. Bauer said, it was found that advertisements in the electronic media cause more annoyance than ads in newspapers or magazines because, he noted, ads on TV and radio cannot be skipped over as they can be in print.

Further Report ■ The second phase of the 4A study on consumer response to advertising deals with the public's reaction to product advertising. The first was released last April (BROADCASTING, April 27).

A third section, the public response to advertising by media, is forthcoming in a few months, it was reported.

Mr. Weilbacher reported that the study covered advertising in the four major media (television, radio, newspapers and magazines) but did not attempt to differentiate among them.



J. W. Burgard, Brown & Williamson Tobacco Corp. (r), who is chairman of ANA's broadcast advertising service committee, chats with Lowell McElroy, senior vice president (l), and William D. Kistler, vice president (c).



Conferring between sessions at the 55th annual convention of the Association of National Advertisers are (l to r): A. J. Maleski, Libby, McNeill & Libby; Alfred Fritzsche, St. Regis Paper Co., and James A. Gordon, H. J. Heinz Co.

Some of the findings:

- The average consumer "sees" an average of 75.8 advertisements each day, but only 12 bring forth a definite reaction (informative or enjoyable, offensive or annoying). Thus, 16% of all ads seen leave a mark; 84% do not.

- The average person daily sees or hears about four and one-half ads that inform him, about four that entertain him and less than three that annoy him. About every other day he sees or hears one that he considers offensive.

- Over half the people (59%) found an advertisement informative because it was product related; it either told about a new product, the functions, purposes, effects or advantages of a product, or the image of the product as that of a "good" product.

- Also over half of the people (54%) found an advertisement enjoyable because it was "pleasing," "eye-catching," "funny," "liked the music" or just that "it was a good ad." One out of five (20%) however liked the ad because it was product related.

- Most respondents found advertisements offensive because it was for a product that shouldn't be advertised (38%) or the ad was in bad taste (37%). Similar proportions were offended because they were not interested in buying the product or they felt it insulted their intelligence (34% each), or it was exaggerated (28%) or untruthful (25%).

- Ads that are seen or heard too often (36%) or that are exaggerated (34%) or are boring and monotonous (31%) are considered annoying. Those that are considered insulting one's intelligence (20%) and those for a product the respondent has no interest in (20%) are also considered annoying.

"Bad taste and concern because some products should not be advertised are major reasons for offense. The fact that ads are heard or seen too often, or are boring or monotonous are major reasons for annoyance," Mr. Weillbacher noted.

"But there are similarities in the response patterns too. Exaggeration can

cause either offense or annoyance. Ads for products which consumers are simply not interested in buying also can cause either offense or annoyance. The advertiser who insults the consumer's intelligence also risks either offense or annoyance.

When the annoyance factors are related to specific product categories, the study shows, some interesting relationships result:

More people are annoyed at automobile ads because they consider them untruthful (21%) than those that find fault with all advertising for this reason (14%).

Less people consider cereal ads exaggerated (18%) than all ads (34%).

More people find soap and detergent ads unreal (30%) than they do all advertisements (16%).

More people find coffee, tea and cocoa ads annoying because they are seen and heard too often (59%), boring and monotonous (58%), like too many other ads (27%) and in bad taste (23%) than those who dislike all advertising for those reasons (36%, 31%, 17% and 12% respectively).

Other highlights of the ANA meeting:

- A study of the relationship between advertisers and agencies will be made by Booz, Allen & Hamilton, with the first part—a study of the problems and the research to be used—due Feb. 1. Among the new developments which may have had an effect on advertiser-agency relationship, Thomas B. McCabe Jr., Scott Paper Co., chairman of the committee which recommended the study, said were:

- (1) the concept of advertising agencies as "corporate conglomerates";
- (2) public ownership of agencies;
- (3) development of specialized agencies, serving functional areas, such as TV commercial production, merchandising, children's market, etc.

- How Theo. Hamm Brewing Co.



Something about advertising, no doubt, is the subject under discussion with these five delegates to the ANA meeting in Hot Springs, Va., last week. They are (l to r): Thomas Hall

Jr., General Electric Co.; Donald L. Hart and John Fellows, Timken Roller Bearing Co.; D. C. Bowman, Hughes Aircraft Co., and Tom Duffy, Acme Boot Co.

BY POPULAR DEMAND

- Knocking 'em dead from K.C. to Hong Kong
- Renewed through 1970 in Los Angeles
- Renewed through 1966 in New York

Felix THE CAT

THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

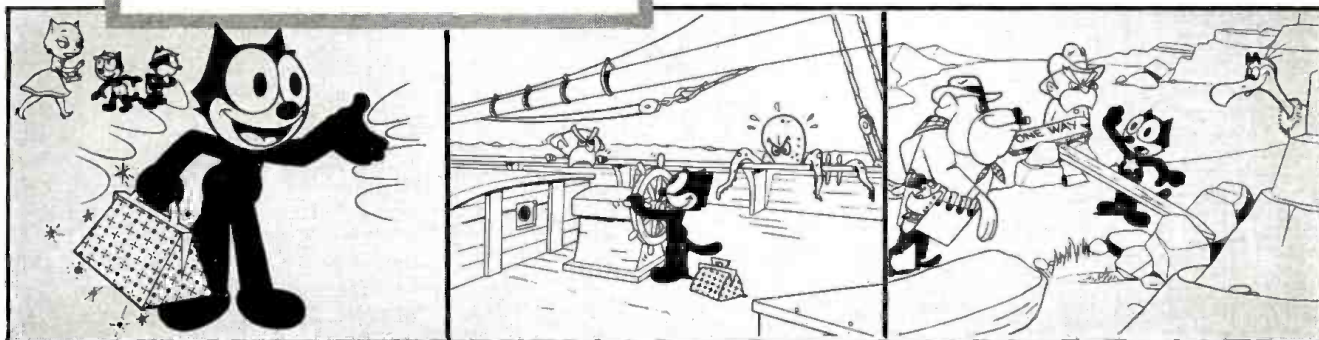
The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

**260 FOUR MINUTE
EPISODES
IN B/W OR COLOR**



© FTCP

© MCMLIX Felix The Cat Productions, Inc.



TRANS-LUX

TELEVISION CORPORATION

625 Madison Avenue
NEW YORK, N. Y. 10022 • PLaza 1-3110
CHICAGO • HOLLYWOOD

Trans-Lux Television International Corporation
Zurich, Switzerland

of St. Paul, wooed and won the Chicago Negro market was related by Leonard J. Johnson, advertising director of the brewing firm.

The Chicago Negro market, the company found, consisted of 80% who had emigrated from other areas, mostly from the South, who obviously did not know Hamm's.

The company's strategy to sell Hamm's to this group included (1) the hiring of Negro radio disk jockey personalities as spokesmen and as special salesmen to the Negro community; (2) the use of special radio advertising on Negro-oriented radio stations and publications; (3) the commissioning of special music in the Negro idiom featured by prominent Chicago Negro stars.

■ Television time costs have gone up 20% since 1960; program costs 40%, said Robert D. Stuart Jr., Quaker Oats Co. Overall, the cost per thousand has increased 14%, Mr. Stuart said.

The Schwerin top-ranking Aunt Jemima commercial resulted in 13.6% of women viewers switching to that brand; the average for the four superior Aunt Jemima commercials was 9.1%, and the average for the four poorest commercials, 2.5%, he said.

Still using the Schwerin scores to compute the cost of influencing each prospect who changed, Mr. Stuart calculated that Quaker Oats is paying about one-half a cent per home for circulation, figuring nighttime network costs at \$4,000-\$5,000 per thousand. In terms of homes favorably influenced toward Aunt Jemima, Mr. Stuart noted, the cost is 5 cents a home when one of the better commercials is aired, 18 cents per home when one of the weaker commercials is aired.

Business briefly . . .

The Gillette Co., Boston, through Maxon Inc., New York, has renewed its half-sponsorship in NBC-TV's *Wednesday Night at the Movies* through the summer of 1965, beginning in July.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through William Esty, New York, will be a participating sponsor in NBC-TV's *The Virginian* for the first quarter of 1965.

Guardian Maintenance Division of General Motors Corp. through D. P. Brother Co., both Detroit, has renewed its co-sponsorship of *It's Sports Time with Phil Rizzuto* on CBS Radio for 52 weeks beginning Jan. 4, 1965.

E. I. du Pont de Nemours Co., Wilmington Del., through N. W. Ayer & Son, Philadelphia, will participate in four nighttime programs on NBC-TV this season. Programs are *The Alfred*

Foreign-made ads

Cost-conscious advertising directors and managers of America's leading corporations pricked up their ears at one of the ANA's clinics when they heard how some of their colleagues are saving on the cost of producing TV commercials.

They heard that the H. J. Heinz Co. (57 Varieties) is having its TV commercials made in England and saving money. Also, F. L. Rutherford, Drackett Co., Cincinnati, (cleansers), told how he had a TV commercial made in Canada for \$2,500; in New York, he said, it would have cost \$15,000.

But what made their eyes sparkle was the report by one of their number who said he had received a low bid from Morocco to produce some of his TV commercials. Seems there is a French film production company there looking for business.

Hitchcock Hour, The Jack Paar Program, The Virginian and Saturday Night at the Movies.

Holiday Inns of America Inc., Memphis, through John Cleghorn Agency, that city, has purchased sponsorship in NBC-TV's *Today* and *Tonight* shows. The order runs through March 25, 1965. Holiday Inns placed its first television advertising on *Today* last spring.

Mars Inc., through Needham, Louis & Brorby, both Chicago, will participate in four NBC-TV Saturday morning children's programs in the first quarter of 1965. Programs are *The Hector Heathcote Show, Fireball XL5* and *Fury*.

Newly signed as participating sponsors in nine prime-time NBC-TV programs during the fourth quarter of 1964 and the first quarter of 1965: **Wilkinson-Sword Blades**, through Ted Bates & Co., both New York, on *Saturday Night at the Movies*; **Glenbrook Labs Division of Sterling Drugs**, through Dancer-Fitzgerald-Sample, both New York, on the *Jack Paar Program, Kentucky Jones* and *The Virginian*; **Vick Chemical Co.**, through Morse International, both New York, on *Flipper* and *The Man from U.N.C.L.E.*; **Toni Co.**, through North Advertising, both Chicago, on *Flipper*, and **Union Carbide**, New York, through Leo Burnett, Chicago, on *Mr. Novak, The Andy Williams Show, Daniel Boone* and *Saturday Night at the Movies*.

The Minute Maid Division of Coca-Cola Co., Orlando, Fla., through Dancer-Fitzgerald-Sample, New York, has

purchased participations in four NBC-TV daytime shows, *Let's Make a Deal, Moment of Truth, The Doctors* and *You Don't Say!* The campaign is for Hi-C fruit drinks.

Sau Sea Foods Co., Yonkers, N. Y., for its Sau Sea Shrimp Cocktail, through Smith/Greenland Co., New York, is starting spot radio campaign for holiday season. The spots, up to 50 per week, will be used in Boston, Chicago, New York, and upstate New York.

Corporate profits tied to TV spending

The more a company spends on television advertising, the higher its profits and sales gain will be, Norman E. (Pete) Cash, president of the Television Bureau of Advertising, told the Broadcast Advertising Club of Chicago last Tuesday (Nov. 10).

Using the sales and profits figures of *Fortune* magazine's top 500 corporations during the period 1959-1963 against the sales and profits of those that were among the top 100 national advertisers, Mr. Cash reported that the five-year sales increase for the former was 24%, while among the latter it was 27% for national advertisers who spent as much as 60% of their budgets in television, 30% for those with at least 70% of their money in TV, 31% for those with 80% in TV, and 29% for those with 90% in TV.

In profits, he continued, *Fortune's* 500 again averaged a 24% gain, compared to 27% for those who were in the top 100 and who invested more than 60% of their budgets in TV; 35% for those investing as much as 70% in TV, 38% for those with 80% in TV and 41% for those with 90% in TV.

Mr. Cash also pointed out that during the period 1959-1964, average increases in stock value for the top 100 national advertisers ranged from a low of 1% for advertisers with less than 20% of their budgets in television to a high of 71% for advertisers with 80-100% in television.

Similarly, Mr. Cash noted, the goodwill value and market value of companies also increased with television advertising.

"The percentage of advertising going into television is the almost magic formula by which management itself can be measured," he said.

Mr. Cash also said that in this fall's presidential election campaign both major parties spent too much money too ineffectually because of the failure of Congress to suspend the equal-time provisions of Section 315 of the Communications Act for major political candidates.



The spot for spot



For strong local personality programs, your pay-off station in the Carolinas is WSOC-TV. Jimmy Kilgo's daily surprise of visiting celebrities on "Midday", our news and interviews show, holds an audience of the size and female composition that spot buyers like. The Charlotte tv market is 22nd largest in the U. S. Let us tell you how WSOC-TV personalities can improve your position here.

Charlotte's WSOC-TV

NBC-ABC affiliate. Represented by H-R



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

Katz to get computer and increase staff

Rep firm plans 50% increase in New York and Chicago sales forces to utilize machine data

Plans to install a computer and increase the firm's New York and Chicago television sales staffs by 50% are to be announced today (Nov. 16) by The Katz Agency advertising representation company.

President Eugene Katz said the two moves were interrelated and would "equip our television sales staff to meet the most exacting demands of the future." The manpower expansion is designed to give each salesman time in which to make the most efficient use of the additional information turned out by the computer.

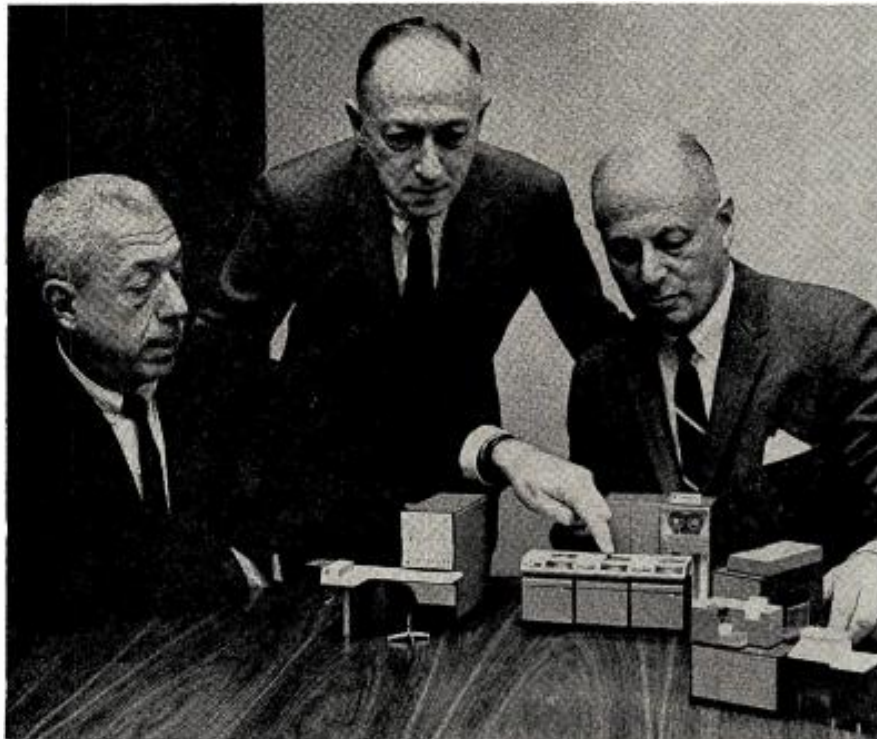
The equipment is the International Business Machines Corp.'s new System/360 computer, described as representing the latest in computer technology and possessing "the flexibility and economy to handle the chores Katz has

in mind in a way that no previous generation of computers could."

It is to be installed in 1966 and will be used to "provide up-to-the-minute availability information for TV salesmen, not only in New York but also in other Katz offices directly interconnected with the central installation." It will also produce contract information, turn out bills and handle a number of corollary functions in research, sales control, management planning and other areas.

In Katz's radio sales operation, authorities said, the System/360 will be used for such functions as billing and audience analysis.

Daniel Denenholz, Katz vice president and director of research-promotion, and H. J. Grenthot, treasurer, will coordinate the computer program. They



Model of the new IBM System/360 computer to be used by The Katz Agency, advertising representation firm, is examined by President Eugene Katz (r), Daniel Denenholz, research-

promotion vice president (c) and H. J. Grenthot, treasurer. Installation is set for 1966, preceded by a 50% increase in the company's sales manpower in New York and Chicago.

will serve as liaison between sales, accounting and research personnel and the computer technicians, some of whom will be employed by Katz and some assigned by IBM.

Study Ahead ■ During the pre-installation period the firm will engage in intensive systems studies, hiring and training of new personnel, writing and testing of computer programs and, finally, a period of running the System/360 and the existing manual systems in parallel. All Katz management will attend courses and seminars conducted by IBM and ranging in length from one day to two weeks.

In preparation for the computer, the Katz TV sales organization will be redesigned. The company, first to divide its staff into eastern and western teams in 1957, plans to put a subdivision into effect next June.

The new four-team design will retain the basic east/west division but will have two teams operating in the east group and two in the west. Each salesman will handle a much smaller complement of stations than at present, authorities said.

Each of the four sales teams will have its own group head. The two eastern group heads will report to Michael Membrado, sales manager east, while the western group heads will report to Walter Nilson, sales manager west. Each team will have its own liaison with the research department.

In its Chicago office Katz will continue, at least for the present, the existing east/west division, but with personnel expanded in the same ratio as in New York. The four-team design may be put into effect in Chicago later.

Bigger Staff ■ "In any case," said Scott Donahue, vice president and director of TV sales, "there will be a 50% increase in our manpower in the two locations that account for over 80% of the national spot business."

It was understood this would mean the addition of about 10 salesmen in New York and four in Chicago.

President Katz said that "our main focus behind these decisions has been on sales—on how to broaden the flow of audience data and availability information to the buyer and speed it up at the same time. Already a burdensome number of computations has become the inseparable preliminary to every sales effort we make for our stations.

"This is partially because of a more demanding buying climate, partially because the agencies' own computers allow them to digest more information. For the future, even more data will be required and we want to supply it ahead of competition."

The firm's investigation of computers was said to have started more

Seven Arts' Volume 9 vs. Prime Time Programming

4-week A.R.B. rating study on NBC affiliate KVOO-TV in Tulsa proves:




1. Seven Arts features can more than hold their own against the best prime time programming

2. Theatrical Boxoffice Success = Big TV Ratings (ex. The "Francis" — The Talking Mule and "Ma and Pa Kettle" feature film series)

Four features from Seven Arts' Volume 9 were selected for this unique prime time rating study: "Ma & Pa Kettle" telecast on September 11; "Thunder Bay" shown on

September 14; "Francis Joins The WACS" on September 21 and "The World In His Arms" on September 28.

The three Monday night prime time tests began on Monday, September 14, with the debut of KVOO-TV's "Movie Two." For the past year, KVOO-TV inserted their own movie in the 6:30 Monday night period, under the title of "Movie Special," using Seven Arts' features. Starting this year, the Station is featuring a new movie each week, on Monday night, for 52 weeks — no repeats.

| | | SEVEN ARTS' VOLUME 9 FEATURES vs. CBS and ABC Programming | | | |
|---|----------------|---|--------|-------|--|
| | | | RATING | SHARE | |
|  | Sept. 11 | Seven Arts' "MA & PA KETTLE" (KVOO-TV) | 29 | 63% | |
| | Friday | Lawbreaker, Alfred Hitchcock CBS (KOTV) | 10 | 22% | |
| | 8:30-10 P.M. | Price is Right, Boxing, Make That Spare ABC (KTUL-TV) | 7 | 15% | |
|  | Sept. 14 | Seven Arts' "THUNDER BAY" starring James Stewart (KVOO-TV) | 18 | 36% | |
| | Monday | To Tell The Truth, I've Got A Secret, Summer Replacement Show, Danny Thomas CBS (KOTV) | 14 | 28% | |
| | 6:30-8:30 P.M. | Opening Night: Voyage To The Bottom Of The Sea, No Time For Sergeants, Wendy And Me ABC (KTUL-TV) | 18 | 36% | |
|  | Sept. 21 | Seven Arts' "FRANCIS JOINS THE WACS" (KVOO-TV) | 20 | 37% | |
| | Monday | To Tell the Truth, I've Got A Secret, Andy Griffith Show, Lucille Ball CBS (KOTV) | 21 | 39% | |
| | 6:30-8:30 P.M. | Voyage To The Bottom Of The Sea, No Time For Sergeants, Wendy And Me ABC (KTUL-TV) | 13 | 24% | |
|  | Sept. 28 | Seven Arts' "THE WORLD IN HIS ARMS" (KVOO-TV) | 19 | 35% | |
| | Monday | starring Gregory Peck | | | |
| | 6:30-8:30 P.M. | To Tell The Truth, I've Got A Secret, Andy Griffith Show, Lucille Ball CBS (KOTV) | 22 | 41% | |
| | | Voyage To The Bottom Of The Sea, No Time For Sergeants, Wendy And Me ABC (KTUL-TV) | 13 | 24% | |

If your Station is not one of the 36 which have already acquired the 215 Universal/Seven Arts "Films of the 50's" in Volume 9, we suggest you contact your Seven Arts representative immediately.



Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Worth Repeating

The New York Times (11/4/64)

"The Columbia Broadcasting System turned in a superb journalistic beat last night, running away with the major honors in reporting President Johnson's election victory. In clarity of presentation the network led all the way... In a medium where time is of the essence the performance of CBS was of landslide proportions. The difference...lay in the CBS sampling process called Vote Profile Analysis...the CBS staff called the outcome in state after state before its rivals."

The Chicago Daily News (11/5/64)

"...VPA is now the most modern of election reporting techniques. It enabled CBS to demolish its competition Tuesday night.

"In 1962, and again in 1964, CBS has proved superior."

Los Angeles Times (11/5/64)

"...CBS, it seemed to me, did the superior job in the coverage. Walter Cronkite in the driver's seat was crisp, direct, objective and seemed confident and sure in reporting each move..."

The...thoughtful remarks of Eric Sevareid, couched in his measured prose and always with an eye toward historical perspective, seemed particularly valuable."

The Boston Herald (11/5/64)

"If we must choose our national favorite we most certainly will give our vote to Walter Cronkite, CBS' anchor man. He was far and away the best of the lot."

The Philadelphia Inquirer (11/5/64)

"It was easiest to know what was happening on CBS, which featured the simplest and clearest scoreboards and made the best use of computer projections.

Cronkite...was skillfully in control at all times, and Eric Sevareid's interpretative comment was invariably interesting."

New York Journal American (11/4/64)

"...we became convinced over the exhausting hours of the full election night that Walter Cronkite turned in by far the finest job as anchorman..."

Cleveland Press (11/4/64)

"...my vote...must go to CBS and Walter Cronkite & Co."

The New York Times (11/5/64)

"Within an hour after the polls had closed in the Far West, the Vote Profile Analysis method of projecting results produced figures, nationally and regionally, that are proving accurate within a fraction of a percentage point."

The Chicago Daily News (11/4/64)

"The record will show that...CBS ran away with the honors. ...for those viewers who wanted to know what was happening, CBS was the network to watch. Analysis and evaluations by such CBS commentators as Eric Sevareid, Martin Agronsky and Roger Mudd gave fuller meaning to the story than was provided by the other networks."

The Evening Bulletin (Phila.) (11/4/64)

"Walter Cronkite, Harry Reasoner and Roger Mudd made a pleasant and efficient troika of anchormen with a boundless supply of analysis and interpretations."

Boston Traveler (11/4/64)

"Watching all three networks, we found CBS-TV's Vote Profile Analysis to be the most solid and perceptive, its setup the most visually attractive. Walter Cronkite's excellent handling of the entire octopus-like operation was praiseworthy. He has tremendous savoir faire..."

The Chicago Sun-Times (11/5/64)

"In the area of network performance the honors, this time, must go to CBS's Cronkite and his team of Eric Sevareid, Harry Reasoner, Roger Mudd, Robert Trout and Martin Agronsky. ...the Cronkite crew... turned in the better performance."

The New York Times (11/8/64)

"On Tuesday night it was the turn of the Columbia Broadcasting System News Department to ride the crest in a stunning achievement of organizational planning that provided much the clearest report of the Presidential contest."

Newsweek (11/16/64)

"Long before 4:03 a.m., when Walter Cronkite breathed 'good night,' it was apparent that for quick, comprehensible, interesting reporting and projecting of the night's returns, neither NBC nor ABC had matched CBS."



than 18 months ago. The studies included one by John Diebold Associates, management consultant firm, as well as the systems analysis by IBM.

"It was obvious," Mr. Donahue reported, "that EDP [electronic data processing] was essential. But we also concluded that it was not enough. To assimilate the data produced by the computer and to present it effectively, a salesman simply must have more time to devote to each station. We had to relieve the salesmen of some responsibility. Otherwise, neither stations nor agencies would get the type of in-depth service we intend to provide."

The System/360 was described as having a storage capacity, through magnetic disk units, of more than 29 million alphabetic characters, or twice that many digits. These were said to be directly accessible at an average speed of 85 milliseconds.

Agency appointments . . .

- Fiesta Pools, Southgate, Calif., names M. J. Beckman Associates, Los Angeles, as advertising agency. Radio, print media and direct mail will be used in southern California, with an advertising budget of \$160,000 for 1965.

- Alberto-Culver Co., Melrose Park, Ill., names Knox Reeves Advertising, Minneapolis, for new line of household products under firm's Derma-Fresh label. TV is expected to be used. Agency becomes sponsor's fourth, joining J.

Walter Thompson Co., BBDO and Compton Advertising, all Chicago.

- Relaxacizor Inc., Los Angeles, has appointed Harry W. Graff Inc., New York, to handle its radio and television advertising.

Chun King brand moved to JWT

J. Walter Thompson Co., Chicago, has been named agency for all Chun King brand food products. The advertising budget for Chun King products is more than \$2.5 million, of which about \$1.9-2 million is in TV-radio.

JWT assumes advertising for the products which formerly were handled by Campbell-Mithun and McCann-Marschalk. JWT was agency for Chun King from 1954-59.

MacManus, John & Adams, Minneapolis, continues as agency for Wilderness brand of wild rice and Jenos Italian Foods, other products of Chun King Corp.

Rep appointments . . .

- WBTW(TV) Florence, S. C.: Blair Television, New York, effective Dec. 1.

- WFYI Mineola, N. Y.: Grant Webb & Co., New York.

- WSRO Marlboro, Mass.: Harold H. Segal & Co., Boston, as regional representative.

Commercials in production . . .

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

DePatie & Freleng Enterprises Inc., 461 South California Street, Burbank, Calif.

Pacific Gas and Electric Co., San Francisco (appliances and utilities); four 60's for TV, live. David DePatie and Friz Freleng, production managers. Agency: BBDO San Francisco. Gordon Jacobs, account executive. Jim Baier, agency producer.

Household Finance Corp., Chicago (loans); one 50 for TV, animation. David DePatie and Friz Freleng, production managers. Agency: Needham, Louis & Brorby, Chicago. Harold Kaufman, account executive.

California Oil Co.-Western Division, Denver (Chevron credit cards); one 60 for TV, animation. David DePatie and Friz Freleng, production managers. Agency: White & Shuford, Denver. Stanley Shuford, account executive.

Colgate-Palmolive Co., New York (Soaky soap); animation for TV. David DePatie and Friz Freleng, production managers. Agency: Ted Bates & Co., New York. Vic Hurtwitz, agency producer.

General Foods Corp., White Plains, New York (Kool-Aid); animation for TV. David DePatie and Friz Freleng, production managers. Agency: Foote, Cone & Belding, New York. Herb Miller, agency producer.

COMMERCIAL PREVIEW: Hiland potato chips pushed in Midwest

A series of four 20-second television commercials is highlighting the fall-winter advertising campaign of the Hiland Potato Chip Co. of Davenport and Des Moines, Iowa. The commercials, prepared by Creswell, Munsell, Schubert & Zirbel, Cedar Rapids, Iowa, are being shown in Iowa and five neighboring states. From three to ten announcements are used weekly in prime time on each station.

Each of the commercials discusses

four different uses of potato chips, using a common theme, "the chippiest chips around." The commercials open with a second of silence as the camera focuses on a small Hiland logo. The camera then closes in to show a full-screen logo, while the music and lyrics begin.

In the commercial illustrated here, the lyrics "Hiland! . . . Potato Chips, are the chippiest chips around . . . lively chips . . . happy chips" are accompanied by pictures of explod-

ing chips, floating chips, a child coming off the end of a slide, and a dancing bowl of chips at a party. The shots shown here, of a small boy with a lunch box, a man raiding the refrigerator, and a picture of the Hiland trademark with chips floating in the background, close the commercial. During these final shots, the announcer is saying: "Lunch box packing or midnight snacking . . . it's more fun with chips! Hiland Chips are the chippiest chips!"



if it's Newsworthy
LORRAINE FLOCKS will report it.

Whether Lorraine Flocks is on the giving or receiving end of a television camera or a radio microphone, something of interest for women is bound to develop.

A key member of our 25-man staff of news and public affairs specialists, Lorraine Flocks reports on women, Washington and the world with her own special flair, 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.

4A speakers touch many bases

Creativity, computers, fiscal control, consumer attitudes toward advertising and government interference among topics discussed at eastern regional conference in New York

Television and magazines met head-on in a mock presentation of media plans for a hypothetical new product last week in one of the features of the two-day eastern annual conference of the American Association of Advertising Agencies.

The conference, held Tuesday and Wednesday (Nov. 10-11) in New York, heard more than 50 speakers and panelists on subjects ranging from creativity, computers and fiscal control to consumer attitudes toward advertising and the government's involvement in advertising affairs (see below).

In the media-plans presentation two magazine representatives attempted to shoot holes in an agency proposal to invest the hypothetical new-product budget, \$5 million in all, entirely in network and spot television. The agency plan was defended by John H. Otter, vice president and national sales

manager of NBC-TV, which was designated for the entire network budget in the agency plan.

Frederick Apt, sales development specialist for *Life*, and William Sachs, sales promotion executive for *Look*, argued for a TV-and-magazine mix. They cited audience-composition and other research data to support their proposal that combination schedules in their respective magazines be substituted for the nighttime schedule of 63 one-minute commercials proposed by the agency.

Mr. Otter countered with other research to show that the all-TV plan not only would reach more of the product's target audience but would do so more quickly and more effectively than the magazine insertions.

The all-TV agency plan was said to be, with minor variations, one that had been prepared by Ogilvy, Benson

& Mather for an unnamed client. In the mock presentation session it was presented by Clifford Botway, associate media director of OB&M. Samuel Frey, OB&M media director, was moderator for the session.

Where it Hits You ■ In a discussion of commercial effectiveness, Edward H. Mahoney, vice president and manager of TV and radio at Fuller & Smith & Ross, said a study of "most-remembered" commercials would show that each message was founded on one of "four action drives"—hunger, sex, security and anger.

Mr. Mahoney cited 12 commercials having high memorability scores and indicated their "action drives" as follows:

Anger: Ajax's "White Knight" (Norman, Craig & Kummel), Hawaiian Punch's "Punch" (Atherton-Privett) and Laura Scudder's "Pledge" (Doyle)

A debate on government's role in 'consumer protection'

Staged back-to-back instead of face-to-face, a "debate" over government's role in "consumer protection" featured the luncheon sessions at last week's eastern annual conference of the American Association of Advertising Agencies (see above).

Arthur Larkin Jr., executive vice president of General Foods, who was chief speaker at the Tuesday luncheon, criticized the implications he saw in the series of regional consumer conferences held across the country this year and organized in large measure by Mrs. Esther Peterson, President Johnson's special adviser on consumer affairs.

Mrs. Peterson, chief speaker at the Wednesday luncheon, took the opportunity to answer back, defending both her role and the consumer conferences.

Mr. Larkin leveled criticism at "politics in the pantry," which he said has beset the food industry to an alarming degree. He took exception to suggestions by high-placed government officials that consumers need

more protection than they currently enjoy, and he spoke of "crippling government involvement," "hamstringing legislation" and "bewildering judicial interpretations" as mat-



Mr. Larkin



Mrs. Peterson

ters of pressing concern for the whole business community.

Mr. Larkin said the intention of government officials to make consumer protection more of a federal matter could be inferred from the regional consumer conferences. While he "respects Mrs. Peterson as a con-

scientious public servant," he said, she is "part of a political party and subject to political pressures."

Mr. Larkin asserted the problem "is not whether consumers need more information, but how they are going to be motivated to use what's already available." He belittled the effectiveness of consumer conferences in meeting the problem and said that the four meetings already held, "where total attendance didn't reach five digits," were "... a long run for a short slide ..."

In the Pantry? ■ Mrs. Peterson, describing her function, said she had no authority to impose restrictions, but was merely an adviser to the President. She defended the regional consumer conferences as productive and said they had been financed largely by local groups and had been held at the direction of President Johnson. "They cost the government slightly more than \$1,000 each," she said.

"Some people have dubbed the modern consumer movement 'politi-

(Jane, Bernbach).

Hunger: Gaines' "Dame & Ducks" (Benton & Bowles), Alka-Seltzer's "Stomach Montage" (Jack Tinker Partners) and Pepsi-Cola's "Motor Bike" (BBDO).

Sex: Revlon Top Brass's "Tiger" (Grey), Eric Cigars' "Day" (Grey) and Breck Shampoo's "Night Ride" (Young & Rubicam).

Security: Goodyear's "Crossroads" (Young & Rubicam), Bayer Aspirin's "Both Feel Better" (Dancer-Fitzgerald-Sample) and Hertz's "Suzy" (Norman, Craig & Kummel).

The "creative challenge" posed by findings in the AAAA's massive study of consumer attitudes was examined in a seminar led by Robert T. Colwell of J. Walter Thompson Co.

Regarding advertising that consumers consider "annoying or offensive," A. S. Peabody Sr., advertising consultant, said a large share of the blame for annoyance rests with TV and radio presenters, "the deadly earnest young men with the Ivy look, whose gestures are made strictly by the numbers." Mr. Peabody said most of advertising's problems could be traced back to the creative side.

Albert Dorne, president of Famous Artists School, implied in his appraisal of the "creative challenge" that television has a built-in advantage over print, so that print ads must be con-

cal", she said, "but because a thing is political—does that mean it lacks substance?"

Mrs. Peterson contended that since her appointment by the President, "most businessmen have accepted the purpose of my post . . ."

She said her criticism of advertising has been in two areas—claims and taste. According to Mrs. Peterson, her critics have accused her of advocating "full disclosure."

"I don't know what they are talking about," she said.

"Nobody expects an advertiser to tell all there is to know about a product in a 15-second television commercial. But consumers do have a right to expect that each commercial will add to his stock of knowledge.

"Consumers," she continued, "have a right to expect advertisers to back up their claims."

Mrs. Peterson suggested that exaggeration, while hard to resist, can mean, among other things, "trouble from Washington."

structed with special skill.

"We have become a nation of picture readers," he said. "The mass audience today has been spoiled for reading. They will look at pictures on TV and *listen* to the proposition—it's easy that way. In print advertising they will also look at the picture, but unless they can immediately identify themselves with its appeal to their needs or desires, they won't take the trouble to read the proposition's text."

The Computer ■ The rapidly expanding agency uses of computer equipment were underlined in a session on fiscal control.

George Farrand, financial vice president and treasurer of Young & Rubicam, reported on Y&R's "high assay media model" for its computer, which he said will be able to assist in determining how a client should spend his total media budget.

Mr. Farrand said he doubted that computers would ever actually pick a final media schedule, but that they definitely can outline tentative schedules on which an individual will be able to make final decisions with comparative ease.

Herbert Zeltner, senior vice president, and media director of Lennen & Newell—an agency that uses a computer service bureau rather than "in-house" equipment—said that it is in the area of media planning that computers hold the most promise for the future. But he noted that a feasibility study had shown that the agency's media buying function was "not structured so that you could get it on the machine."

A major advantage of using an outside bureau, Mr. Zeltner said, is that you pay only for the time the computer is used. He added, however, that L&N might switch to an internal computer setup if the agency's growth should require it or if such a move were dictated by a need for additional analysis models.

The Public Agency ■ The suggestion that public ownership of advertising agencies may upset the agency-client relationship was characterized as "rubbish" by Robert F. Carney, board chairman of Foote, Cone & Belding. FC&B was the first major agency to offer its stock publicly and according to Mr. Carney, the emergence of public ownership in the agency field has had beneficial effects, not only for FC&B but for the whole agency business.

Mr. Carney said such public offerings represent the "coming of age of our business," and a bridge between the advertising and financial communities. Analysts and bankers, he said, would now be stimulated to explore the agency business in depth and the ultimate effect might be an improved image for advertising generally.

Chrysler joins fold

With almost a year remaining until kick-off, NBC-TV's 1965 coverage of the American Football League is one-half sold.

The half-way mark was reached last week when Chrysler Corp., Detroit, through Young & Rubicam, New York, purchased one-sixth sponsorship in the 1965 games. Previous one-sixth purchases for the games were made by the Institute of Life Insurance, through J. Walter Thompson, both New York, and the Firestone Tire and Rubber Co., Akron, Ohio, placed direct. NBC-TV is reportedly selling the games at \$33,000 per commercial minute.

FCC backs stations in refusing spots

The FCC has defended the action of four California television stations in rejecting advertising that Subscription Television Inc. sought to place in its losing campaign to defeat legislation to outlaw pay television.

The pay-TV company protested to the commission rejection by KRON-TV, KPIX-TV and KGO-TV, all San Francisco, and KABC-TV Los Angeles, of commercials urging voters to turn down the anti-pay-TV referendum proposal (BROADCASTING, Oct. 19, Sept. 14). The proposal passed, and STV last week went out of business (see page 20).

Each of the stations told the commission that it rejected all advertising from both sides in the bitterly fought issue and that it covered the controversy in news and public-affairs programs.

ABC, owner of KABC-TV and KGO-TV, said those stations rejected all spots to avoid any appearance of conflicting private and public interests. The network is a subsidiary of theater-owning American Broadcasting-Paramount Theaters, and theater owners were among the most active supporters of the anti-pay-TV measure.

KRON-TV and KPIX said they do not carry commercials on controversial issues as a matter of policy. KRON-TV is owned by the *San Francisco Chronicle*, KPIX by Westinghouse Broadcasting Co.

The FCC said the stations' treatment of the anti-pay-TV measure appears to have been within their discretion to make programing judgments. STV, however indicated last week that it intends to pursue the matter with the FCC.

Please Note!

Broadcasting

reaches more PAID circulation than the next four vertical publications combined.

Broadcasting

reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

Broadcasting

carries more advertising lineage annually than the next four vertical publications combined.

Broadcasting

delivers, dollar for dollar, more than twice as many PAID agency-advertiser readers as any of the four vertical publications.

Why Not!

After all,

Broadcasting

is THE Businessweekly of Television and Radio.

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

7-Up plans \$5.5 million for spot

Spending by local bottlers expected to put broadcast share even higher in 1965 campaign aimed at young

Seven-Up Co., St. Louis, plans to make its heaviest advertising investment in 1965 in the broadcast media, it was announced last week by Ben H. Wells, sales and advertising vice president, with \$5.5 million planned for radio and TV spot (CLOSED CIRCUIT, Nov. 9).

To be placed through J. Walter Thompson Co., Chicago, the Seven-Up budget calls for about \$3.4 million to be spent in spot radio buys in at least 500 markets while \$2.15 million will go in spot TV in 100 markets.

Seven-Up's total advertising budget for next year will be \$13.4 million for all media and promotion, Mr. Wells explained, an increase of 10% over this year. Radio-TV get the biggest single share of the total and this share also represents about a 10% boost.

Additional local money for radio-TV is expected to come from the 500 Seven-Up bottlers in the U. S. This is apart from the co-op share they contribute on top of, but in conjunction with, the \$5.5 million to be spent for broadcast

by the parent firm. This added local money is estimated in the millions, too.

Seven-Up began moving into the spot broadcast area this past year after introduction of its co-op advertising plan in 1963. The switch has been to take advantage of the spot medium's flexibility and to more precisely fit the promotion to the needs of local bottlers in each market, it was explained last week by the agency. Earlier Seven-Up had been a heavy program advertiser on network television. It also had used network radio up until the end of 1963.

The 1965 campaign will emphasize 7-Up as the "action" drink and will be aimed at young people. C. Malcolm Sullivan is agency account supervisor.

JWT packaged the radio commercials with Mark Fogette as producer. The spots were arranged by Dick Marx & Associates, Chicago, and feature Jaime and The J's. A radio variation also was made in Nashville. The TV commercials were made by Alexander Film Co., Colorado Springs.

The rising stature of media buyers

The stature of the media buyer and planner has achieved new heights in advertising, according to Donald E. Leonard, vice president and director of media at Kudner Advertising, New York. One major reason cited: advertisers now realize that if the media man does his job well, "the cash register must ring."

Mr. Leonard's message was given Nov. 10 at the International Radio & Television Society's timebuying and selling seminar in New York.

With the cost of advertising "skyrocketing," professional media people are being pressed to "deliver more than ever in terms of audience . . . and assistance to secure sales," said Mr. Leonard. He noted that agency media executives "must find ways to secure efficient advertising in spite of rising costs."

Mr. Leonard contended that to assure marketing success, today's media man must operate from a detailed "marketing statement." Such a statement includes extensive knowledge of the media man's product and

its competition, detailed distribution information "both geographically and by type of outlet" and "the frequency and to what degree repetitive impressions should be needed. . . . If you are pushing against a product trend in your market, you need great frequency in your message," according to Mr. Leonard.

He said other media essentials include detailed knowledge of "the mission of the advertiser" and dollars available for media selection."

Mr. Leonard warned, however, that the best media plans and strategy can fail "without flexibility." The media man must not only know the details of his immediate plan, but must "build into [his] plan the provision to handle sudden changes in marketing conditions . . ."

It also was Mr. Leonard's contention that "the 'media representative' is becoming more and more important to the media department . . . because of his great marketing and media data, and general knowledge of the field."

THE BIG NEWS IN BUFFALO



WBEN-TV DAILY NEWS COVERAGE

The complete news — accurately reported first — that's the aim of WBEN-TV and what its viewers expect.

Fourteen men deep, an experienced staff gets the news fresh, gives it the full treatment, digs below the headlines and films the action on the local scene.

WBEN-TV focuses on the news at 12 noon, 6:15 and 11 pm —complementing the CBS news periods at 10 am, 3:25 and 6:30 pm. And WBEN-TV is the only Buffalo television station with its own mobile unit—instantly available for extraordinary news events.

WBEN-TV is the source of reliable news reporting in the Buffalo area. This extensive, intensive news presentation makes WBEN-TV the Big Buy — whether it's participation in or availabilities around our six-a-day news programs.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV

affiliate of WBEN radio
The Buffalo Evening News Station



CH.

CBS in Buffalo

4



Danny Thomas steps out of a cigar box

Danny Thomas returned to television this year with the first of five one-hour specials scheduled on NBC-TV last Friday (Nov. 13), and assumed an unusual role in the commercials shown on the program. The comedian was cast in the role of a syndic (a representative of a corporation) in a one-minute spot for the sponsor, Dutch Masters Cigars, subsidiary of Consolidated Cigar Corp., New York.

The comedian, in appropriate garb, is shown stepping up to the specially constructed 20-foot cigar box to sit in for one of the syndics pictured on the lid, and serves as spokesman for Dutch Masters. Cigars used are also giant-sized.

The taped commercial was produced in Hollywood by Schlatter Productions. The agency for Dutch Masters is Papert, Koenig, Lois, New York.

Also in advertising . . .

Agency spreads out ■ Clinton E. Frank Inc., Chicago agency, last week purchased the British Motor Corp. auto distributorship in the Midwest as part of its diversification. New subsidiary will be called Great Lakes Car Distributorship Inc. and will handle imports of Austin-Healy and MG cars. It will function separately from the Chicago agency.

New survey ■ Results of an extensive listener-preference and population-characteristic survey done by Frank N. Magid Associates of Cedar Rapids, Iowa, for KDTN Dubuque, Iowa, have been published by the station. The survey covered a seven-county district in Iowa, Illinois and Wisconsin, with a total population of 140,891. About 60% of the respondents said radio should editorialize; about 25% opposed the practice.

Negro buying power ■ Bernard Howard & Co., New York, station representative firm specializing in Negro-oriented radio stations, held presentations in four southern cities last week. The presentation, "Negro Market 1964—in Perspective," was shown to advertising and marketing executives in Atlanta, Nashville, Memphis and Dallas-Fort Worth. The presentation focuses on increased Negro population concentration in urban areas as well as a rise in buying power among Negro families.

FINANCIAL REPORTS

CBS Inc. increases dividend

Nine-month record for income and earnings recorded; dividend increased 5 cents a share; 2% stock dividend, too

CBS Inc. told its shareholders last week that nine-month sales and earnings were at record levels. The corporation also announced an increase in quarterly cash dividends—from 25 cents to 30 cents a share—and a 2% stock dividend. For the nine-month period, sales were up more than \$54 million and net income jumped more than \$5 million over the same period in 1963.

Board Chairman William S. Paley and President Frank Stanton, in a letter to shareholders, called attention to "diversification and expansion" moves in recent months which they said would increase earnings and broaden the base of CBS operations.

The developments noted: acquisition of the New York Yankees baseball club, formation of CBS Japan Inc., a

wholly owned subsidiary distributing TV programs in Japan and Okinawa; acquisition of an interest in Antigua Television, which will build a new TV station in the West Indies; acquisition of an interest in Vancouver Cablevision, a CATV system in Vancouver; purchase of an English record company, Oriole Records Ltd. and the introduction of the CBS Records label in Israel.

CBS Inc. reported sales for CBS-TV for the nine months ahead of those for the like period last year. The company said that in spite of pre-emptions for political broadcasts—1,642 station hours of scheduled programs on the network—during the campaign period, "there are many positive indications . . . that the CBS Television Network will post its 12th consecutive year as front-

runner." (CBS said it is "currently presenting seven of the 10 top-rated nighttime programs and 10 of the top 15.")

Sales of the CBS Television Stations Division were said to be "substantially greater" than those for last year's first nine months. All five CBS owned stations, it was reported, "led their markets in circulation. CBS Radio sales were "slightly above" those at last year's three-quarter mark, while sales for the owned radio stations were reported "slightly below" those for nine months of 1963.

Third-quarter net income reached \$10,345,725 on net sales of \$146,235,072 (both 14-week figures) while they were \$9,007,672 and \$121,868,940 respectively for the comparable period in 1963 (13 weeks). The new dividend will be payable Dec. 4 to stockholders of record Nov. 20.

CBS also announced election of William A. M. Burden to its board of directors. Mr. Burden is a former U. S. ambassador to Belgium and a partner in William A. M. Burden & Co.

Nine months ended Oct. 3, 1964 (40

WWDC radio salutes Washington's finest

Serving you daytime . . . nighttime . . . and Saturday too. That's the slogan of Citizens Bank of Maryland. In November, 1928, with \$50,000.00 in assets, Citizens Bank of Maryland opened its doors. A feature at that time was Citizens' Saturday hours. Since then, this philosophy of convenient hours for the banking public has been expanded to where one or more offices are open from 7 A.M. until 8 P.M. Assets are now over \$128,000,000.00 and there are 19 offices serving nearby Prince Georges and Montgomery Counties. In order to get Citizens' message to the public, a large part of the bank's budget has consistently been allocated to radio. Alfred H. Smith, President, firmly believes the public should be able to bank at its convenience rather than at the convenience of bankers. WWDC thanks Citizens Bank of Maryland and its agency, Ernest S. Johnston Advertising Agency, for having placed an important part of its radio schedule with us. Citizens is the bank that serves the people, and WWDC "the station that keeps people in mind."

Represented nationally by John Blair & Company



Photograph by Schonbrunn

WWDC RADIO WASHINGTON, D.C.



weeks), and Sept. 28, 1963 (39 weeks):

| | 1964 | 1963 |
|----------------------------|-------------|-------------|
| Net income per share* | \$ 1.73 | \$ 1.50 |
| Net sales | 449,830,622 | 395,145,909 |
| Operating income | 64,043,961 | 56,479,344 |
| Income before income taxes | 67,384,122 | 59,491,689 |
| Net income | 33,393,508 | 28,377,639 |

*Based on average number of share outstanding during respective nine months' periods, adjusted for 1963 stock dividend and 2-for-1 stock split.

Revenue, income up for Scripps-Howard

The Scripps-Howard Broadcasting Co., Cincinnati, has announced improved revenues and income for both the 16 weeks and the 40 weeks ended Oct. 3 over the comparable periods last year.

The 16-week period saw a jump in net operating revenues to \$4,057,941 from \$3,724,113 in 1963 and net income was \$798,763 (31 cents per share), compared to \$703,975 (27 cents per share). The firm also has declared a dividend of 25 cents a share on common stock, payable Dec. 10 to shareholders of record Nov. 20.

Forty weeks ended Oct. 3:

| | 1964 | 1963 |
|------------------------|------------|------------|
| Net income per share | \$0.92 | \$0.85 |
| Net operating revenues | 10,909,109 | 10,429,326 |
| Net income | 2,377,691 | 2,192,479 |

MCA has highest 9-month net

MCA Inc. reported "the highest net income for any first nine-month period" in its history last week.

Jules Stein, MCA board chairman, noted that the unaudited net income included the company's interest in the

RKO buys airline

RKO General has announced its agreement to purchase a majority interest in Frontier Airlines Inc. from Goldfield Corp., a Denver mining firm. Frontier, also based in Denver, is a local service airline.

RKO will pay \$6,513,080 for a 54.9% interest in Frontier. RKO, a subsidiary of General Tire & Rubber Co., has widespread radio-TV interests. An official of RKO said the firm bought the Frontier stock to diversify and "put our money to work."

consolidated net income of Decca Records for the period.

For the nine months ended Sept. 30:

| | 1964 | 1963 |
|------------------|------------|-----------|
| Income per share | \$2.09 | \$1.90 |
| Net income | 10,301,000 | 9,535,000 |

Universal Pictures up

Universal Pictures Co., New York, last week reported a slight increase in net earnings for the 40-week period ended Oct. 3, compared to the 39 weeks ended Sept. 28, 1963:

| | 1964 | 1963 |
|------------------------------------|-----------|-----------|
| Earnings per share | \$3.83 | \$3.54 |
| Consolidated net earnings | 3,244,550 | 3,069,594 |
| Shares of common stock outstanding | 846,997 | 854,921 |

SEC monthly stock transaction report

The Securities & Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting or allied companies in its October issue of Official Summary (all common stock unless otherwise indicated):

American Broadcasting-Paramount Theaters—Jerome B. Golden exercised option on 677 shares, now holds 2,173; Leonard H. Goldenson exercised option on 13,530, now holds 83,530; Edward L. Hyman exercised option on 676, now has 7,464; Simon B. Siegel exercised option on 4,059, now holds 14,878.

CBS Inc.—Leon R. Brooks sold 410, now holds 6; Edmund W. Pugh Jr. exercised option on 3,162, now has 9,388; Richard S. Salant sold 750, now has 10,624.

Cox Broadcasting Corp.—J. Leonard Reinsch exercised option on 2,000, now holds 2,000; Mr. Reinsch also has interest in Jayren Corp., which holds 110,000 shares.

Outlet Co.—Kenneth Logowitz sold 400, now holds 600.

Plough Inc.—H. H. Bunchman exercised

option on 2,000, now has 3,750; W. Harry Feinstone exercised option on 1,000, now holds 1,960; Landon J. Smith exercised option on 800, now has 5,320.

RCA—Melvin E. Karns bought 1,836, now holds 4,950; David Sarnoff exercised option on 74,832, now holds 211,957; Arnold K. Weber exercised option on 1,142, now has 3,489.

Reeves Broadcasting Corp.—Dolores J. Russell sold \$5,000 worth of 6% subordinate convertible debentures, now holds \$27,000 worth.

Rollins Broadcasting Ind.—Henry B. Tippie exercised option on 750, now holds 6,500.

Taft Broadcasting Co.—William H. Hansher sold 300, now holds 947.

Collins Radio Co.—Melvin L. Doelz acquired 500, now has 500; David H. Foster acquired 100, now has 100.

Eitel-McCollough Inc.—Thomas D. Sege sold 1,000, now has no stock.

Ling-Temco-Vought Inc.—W. P. Thayer exercised option on 400, now holds 1,400.

Screen Gems Inc.—Abraham Schneider sold 5,000, now holds 6,963.

Teleprompter Corp.—Monroe M. Rifkin sold 2,500, now has none.

Zenith Radio Corp.—Jesse E. Brown exercised option on 200 shares, now holds 9,400; Sam Kaplan exercised option on 4,500 shares, now has 19,470.

FC&B shows good increase

Total billings reach \$185 million compared to \$157 million in '63

Foote, Cone & Belding Inc., the largest of three domestic agencies whose stock is now traded over the counter and which hopes soon to be listed on New York's "big board," enjoyed a "substantial" increase in gross billings and profits for fiscal 1964, it was reported Thursday by Robert F. Carney, board chairman.

For the year ending Sept. 30, FC&B had total billings for over \$185 million compared to nearly \$157.4 million for 1963 while profit per common share this year hit \$1.05 compared to last year's 84 cents. Both profit figures are adjusted to reflect a recent five-for-four stock split.

In a talk before the Investment Security Analysts Society of Chicago, Mr. Carney pointed out that FC&B's 55.1% increase in domestic billings since 1958 ranks the company first among the nation's top 10 agencies in rate of growth. Ranking according to total dollar volume, FC&B placed ninth in 1958 and sixth last year, he said.

Mr. Carney said "the notion that the agency business is a hazardous one has considerable currency" today and has become "part of our business folklore."

Most Increased—The facts belie the myth, he asserted, for "an analysis of the billings of the 13 largest agencies (those billing over \$100 million for 1963) for the 10 years of 1954 to 1963 shows only 15 year-to-year declines out of 130 possibilities. Thus in 12% of the cases business fell and in 88% of the cases it rose. Further, the 15 declines averaged only 3% from the previous year."

This record, Mr. Carney emphasized, "is in marked contrast to an average such as the Dow Jones industrials where sales and earnings frequently fluctuate widely."

Consolidated statement of income of FC&B and subsidiaries for year ended Sept. 30:

| | |
|---|---------------|
| Gross billings to clients | \$185,343,623 |
| Operating income (commissions & fees) | 27,100,426 |
| Operating expenses: salaries and other employe benefits | 15,957,875 |
| Office and general expenses | 6,574,768 |
| Total operating expenses | 22,532,643 |
| Operating profit | 4,567,783 |
| Other income, net | 125,816 |
| Income before taxes | 4,693,599 |
| Provision for taxes on income | 2,422,399 |
| Net income | \$2,271,200 |
| Net income per common share | \$1.05 |



HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations have won the **respect** of their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because of this **respect**, the WWJ Stations provide advertisers with a more receptive atmosphere for their sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell sponges or soaps.

WWJ and WWJ-TV

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc. **THE NEWS STATIONS**

WAPI IS BIRMINGHAM RADIO



RON CARNEY
9:00 am-Noon
3:00-6:00 pm

Ron Carney is the versatile host of WAPI's Happy Housewife's Club in the morning and vital drive home show from 3 to 6 in the afternoon. For the housewives, it's lush, romantic tunes and phone calls for cash. In the afternoon, the mood changes to bright, peppy music, sports, and frequent newscasts to get Birmingham home happy and well informed. To the housewife and the motorist . . .

Ron Carey is BIRMINGHAM PERSONALITY RADIO



WAPI-RADIO

50,000 WATTS • BIRMINGHAM, ALABAMA

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

Zenith profits up 15% on 10% sales increase

Zenith Radio Corp., Chicago, set sales and earnings records in its third quarter and for the full nine months ended Sept. 30, the fourth successive year of record sales and earnings in the two periods. For the nine months, sales were up 10% and earnings 15% over the same period last year.

Third-quarter sales were up 13% over that period in 1963, jumping to \$103,982,000 from \$91,618,000. Earnings were \$5,568,000, or 60 cents a share, compared to last year's \$4,916,000, or 54 cents a share. This was also a 13% jump.

Zenith said its record pace was sparked by increased activity in color TV. One of every five Zenith receivers sold, the firm said, was a color set. More than 1.25 million TV receivers were produced and shipped in the first nine months of 1964, and the firm expressed confidence that sales would continue at a record rate.

Nine months ended Sept. 30:

| | 1964 | 1963 |
|---------------------|-------------|-------------|
| Earnings per share* | \$1.56 | \$1.37 |
| Sales | 283,110,000 | 257,907,000 |
| Earnings | 14,463,000 | 12,570,000 |

*Based on 9,298,742 shares outstanding.

Macfadden-Bartell net up 20%

Macfadden-Bartell Corp., New York, last week reported a 20% increase in net sales and revenues for the first nine months of the year, compared to the 1963 period.

Nine-month report:

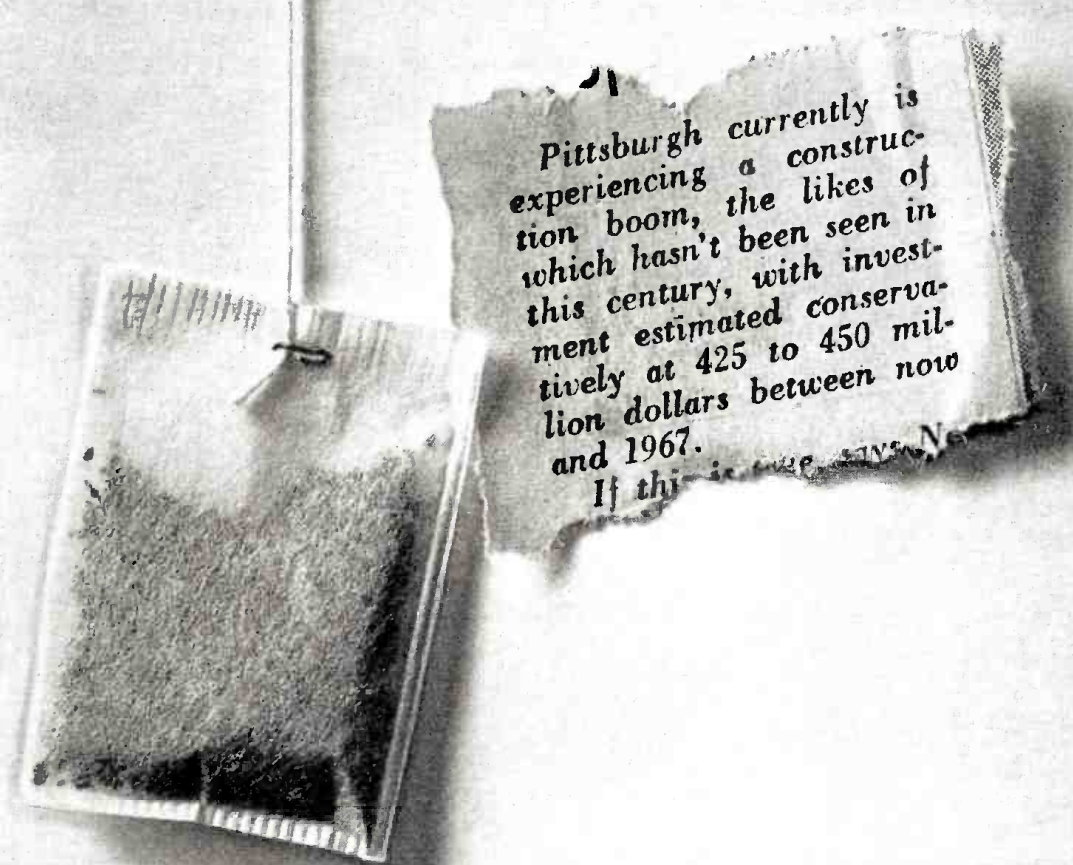
| | 1964 | 1963 |
|------------------------|------------|------------|
| Earnings per share | \$.76 | \$.73 |
| Net sales and revenues | 23,000,000 | 19,156,000 |
| Net profits | 1,300,279 | 1,237,163 |

Financial notes . . .

■ Metromedia Inc., New York, has declared a regular quarterly dividend of 15 cents per share on common stock, payable Feb. 1, 1965, to stockholders of record Jan. 15, 1965.

■ American Broadcasting - Paramount Theaters Inc., New York, last week declared the fourth quarterly dividend of 35 cents per share on common stock, payable Dec. 15 to holders of record on Nov. 20.

■ Decca Records Inc., New York, last week reported consolidated net earnings of \$3,878,581—equal to \$2.54 per share—for the nine months ended Sept. 30, 1964. In the corresponding period in 1963, the corporation reported earnings of \$3,670,557—equal to \$2.40 per share.



Bag Pittsburgh

... with a spot of TAE! Pick the station that's keeping pace with the Renaissance City's boom.

We're the "homes reached" station in Pittsburgh—penetrating Western Pennsylvania where the other two stations don't.

We're the family station in Pittsburgh. Always have been. More good movies each week, more children's shows, more local personalities, too.

We're first with local color in Pittsburgh—ready to telecast your color commercials as they were meant to be aired.

That's why most media men won't think of buying Pittsburgh without taking TAE—plain or "with".

take TAE and see 

see your Katz man first

WTAE CHANNEL 4

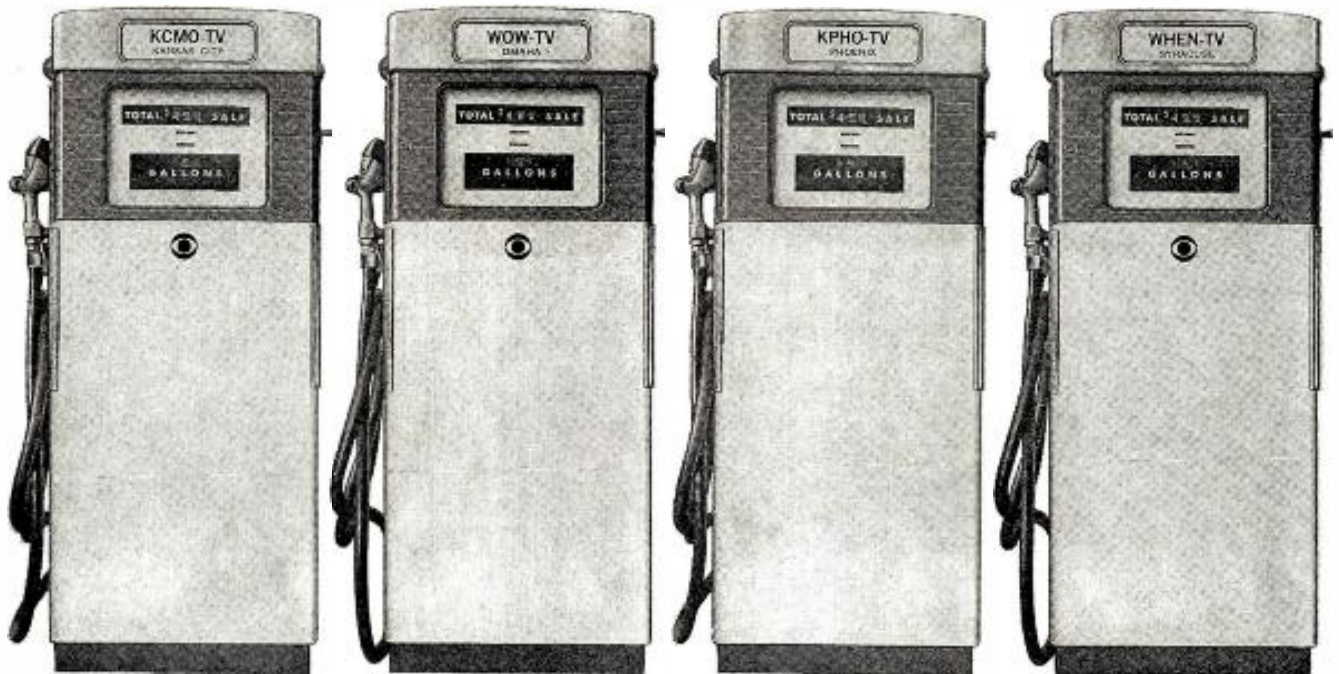
Meredith operates four service stations.

If your product is running out of gas in Kansas City, Omaha, Phoenix or Syracuse, pull into a Meredith station. Our patented additive MS*

(Meredith Service) will improve its performance, add mileage, keep it selling smoothly. Our neat and courteous attendants will

give your product's advertising special care, provide those extra services that give it more pick-up and power on the air.

So look for the sign of Meredith service in Kansas City, Omaha, Phoenix and Syracuse. No free air, but our rest rooms are clean.



*Through continuing research, a Meredith station can tell you more about its audience and your market.

Meredith Television: Kansas City KCMO-TV; Omaha WOW-TV; Phoenix KPHO-TV; Syracuse WHEN-TV

Representation: KPHO, KCMO, WHEN, Katz Agency. WOW, Blair Television.

TV at peak, with new gains ahead

This year's expected \$1.825 billion in national television billings will grow to \$2.910 billion in 1970, Television Bureau of Advertising predicts

Television in 1964 stands unchallenged as the advertising medium with the greatest hold on the U. S. consumer and the greatest command over his buying habits.

The approximately 5 hours 25 minutes that each of the approximately 52.6 million TV homes spends with television each day is only fractionally approached by any other medium. And the dominance of television in national advertising investments—not just this year but for 10 straight—leaves no doubt that TV is No. 1 in sales effectiveness in the minds of the country's leading advertisers.

Television has reached this pinnacle in less than 20 years as a practical matter—and current signs point to further gains in the years immediately ahead. Its annual rate of growth has consistently out-run that of advertising as a whole, and there is no indication of a significant slowdown ahead.

National Figures ■ In national bil-

lings this year, according to current estimates, television's total will be about \$1,825,000,000 (net time, talent and production expenditures).

Some experts expect it to be even higher than that, but the more conservative estimate would still be almost three-quarters of a million dollars ahead of the total expected for magazines (\$1,115,000,000) and twice the expected national revenues of newspapers (\$810,000,000).

On one advertising level television still takes second place to newspapers. Local advertisers are catching on—they're putting more money into TV each year—but as a group they are still oriented primarily toward newspapers, whose local billings last year were \$3,039,000,000, TV's \$327,800,000.

The extent to which national advertisers have been quicker to recognize the values of TV is reflected in the billings totals through the years. Since 1949, for example, network billings have

gained 3,700% and national spot billings almost 8,000%, as against 1,800% for local billings.

Local Gaining ■ This year, local billings are expected to rise to around \$345 million while national spot goes to \$730 million and network to \$1.095 billion, for a total of \$2.170 billion.

By 1970, according to estimates of the Television Bureau of Advertising, currently celebrating its 10th year as the all-television sales force (also see pages 62, 72), TV's grand total should reach \$2.910 billion—a gain of 34% from 1964's expected figure.

The TVB projections for 1970 foresee \$443 million in local billings, \$1.025 billion in spot and \$1.442 billion in network.

By 1970, television as a going commercial medium, will be less than 25 years old. Commercial operation was approved by the FCC as of July 1941 but then four wartime years intervened and TV did not reach the point where

The Growth of Television

| | 1949 | 1954 | 1959 | 1964 | TVB Estimate for 1970 |
|--|--------|---------|-----------|-----------|-----------------------|
| Number of TV markets | 28 | 192 | 271 | 276 | |
| Number of TV stations on the air | 50 | 356 | 515 | 579 | |
| Number of TV homes (in millions) | 0.7 | 26.1 | 44.0 | 52.6 | 59.0 |
| Average-minute audience (homes; add 000) | — | — | 7,632 | 8,420 | |
| Average viewing per home per day (annual average, in hours and minutes). | 4:25 | 4:46 | 5:02 | 5:25 | 5:25 |
| Local TV billings (millions) | \$19.2 | \$180.2 | \$ 266.8 | \$ 345.0 | \$ 443.0 |
| Spot TV billings (millions) | \$ 9.2 | \$206.8 | \$ 486.4 | \$ 730.0 | \$1,025.0 |
| Network TV billings (millions) | \$29.4 | \$422.2 | \$ 740.3 | \$1,095.0 | \$1,442.0 |
| Total TV billings (millions) | \$57.8 | \$809.2 | \$1,493.5 | \$2,170.0 | \$2,910.0 |

Information in this table was compiled from authoritative sources, including FCC records, TVB and files of BROADCASTING and TELEVISION magazines. Markets, stations and homes figures are as of Jan. 1 each year. The number of

markets shown for 1964 is the figure given by FCC reports for 1963; comparable 1964 figure is not yet available. Similarly, time spent with television per day in 1949 was not available; the figure shown is for 1950. In 1964 column, data on

audiences, viewing and billings are estimated from information available to date. All billings figures are net expenditures for time, talent and production—everything the advertiser invests when he buys TV time.

TV AT PEAK, WITH NEW GAINS AHEAD *continued*

a great deal of official records-keeping seemed justified until 1948-49.

In 1949 there were fewer than one million homes equipped to receive one or more of the 50 TV stations then operating in 28 markets. But thereafter, despite a 43-month licensing freeze while the FCC devised a new television assignment policy, growth came in leaps and bounds (see table).

TVB 10 Years Old ■ By 1954 there were 26.1 million TV homes, and 356 stations were on the air in 192 markets. That was the year TVB was organized (although it did not officially go to work until Jan. 1, 1955). Billings in 1954 totaled \$809.2 million—a \$751.4 million gain since 1949.

In those 1949-54 days, television was still "new" in most homes, and TV's competitors were saying that pretty soon the novelty would wear off and people would stop watching the box so much. Yet average daily viewing time in those

days was almost an hour *less* than now—4 hours 25 minutes per TV home per day in 1949, 4 hours 46 minutes in 1954.

By 1959, TV's growth had reached the point where there were more than 10 times as many homes watching television in the average minute than even had TV sets just a decade before. The average-minute audience that year was 7,632,000, as compared to 700,000 TV homes at the outset of 1949. Daily viewing time meanwhile had increased to 5 hours 2 minutes per home per day, and the number of TV homes had reached 44 million.

The closest thing to a slowdown in TV's growth thus far appears to be in the rate at which markets are being added—and the reason for that slowdown is that there aren't too many substantial markets left without TV. In 1959 the FCC counted 271 markets; last year, 276.

Homes Increase ■ If the addition of new markets has slowed, however, expansion in other elements of the TV structure has not. TV homes have increased by almost 20% since 1959. This year's estimated average-minute audience is up 10% and estimated average viewing time per home is up 23 minutes a day.

The gains in billing have been accomplished both through stepped-up spending by existing TV users, and through the recruiting of new users. The 1963 total for both new and veteran TV advertisers was 1,619 brands using network television and 4,648 brands spot TV (many advertisers, of course, used both network and spot).

The number of brands using network has increased consistently, but the number in spot has declined somewhat since 1959, when 6,088 were counted. Although there is no sure corroboration, it is believed that the decline in spot brands may be due primarily to drop-outs by smaller brands after probably brief try-outs.

The nation's biggest advertisers are heavily committed to television. Two-thirds of all the major-media expenditures of the nation's 100 biggest spenders went into spot and network television in 1963. That was \$1,420,005,140 out of \$2,139,824,912.

Big Users ■ Out of this 1963 top 100, six put more than 95% of their budgets in television (Alberto-Culver, Gillette, Wrigley, Stanley Warner, Carter Products and Consolidated Cigar), and several others put more than 90% into TV (Procter & Gamble, Block Drug, J. B. Williams Co., S. C. Johnson & Son, Beech-Nut Life Saver, Falstaff Brewing and Drackett Co.). More than eight out of ten (83) put more money into TV than into any other medium, and 68 gave television more than half of their budgets.

Television's share of the top 100's outlay has grown consistently. It edged toward the halfway mark in 1958, with 49% of the total advertising investment of the top 100. It reached 51% the following year, and has advanced a few percentage points each year, reaching 58% in 1962 before hitting the 66.4% level last year.

Over the past 14 years, according to studies based on TVB and other records, an average of about 60 new advertisers has gone into network television each year (comparable records on spot advertisers are not available).

New Names ■ In 1950, 80 new advertisers went into network TV. Among them were such names as Aluminum Co. of America, American Dairy Association, Anchor-Hocking Glass, Anheuser-Busch, Armour & Co., Armstrong Cork, Atlantic Refining, Bulova Watch, Campbell Soup, Carnation, Carter Products, Chrysler, Coca-Cola, Green Giant,

All-time record for viewing in prospect

An all-time record will be set in 1964 on time spent in viewing in the United States, Norman E. Cash, president of the Television Bureau of Advertising, reported last week. He said that the 1964 estimated time spent viewing per TV home per day will reach five hours and 25 minutes, a total of 279.3 million hours of television usage per day.

In 1963, the average daily television usage rose to a new high of five hours and 13 minutes, or a total

of 259.9 million hours of usage per day. Mr. Cash said that last year was the eighth consecutive year that time spent viewing topped the five-hours-a-day level.

The estimates are based on A. C. Nielsen Co. averages showing new monthly and seasonal highs for the first 10 months of the year. Summer viewing set a record of four hours and 36 minutes per day, compared with the previous high of four hours and 20 minutes in summer of 1962.

TIME SPENT VIEWING

Per TV Home-Per Day
(1954-1965)

| | Time spent viewing (per TV home per day) | Total hours of TV usage per day (millions of hrs.) |
|---------------|---|--|
| 1964 Estimate | 5 hr. 25 min. | 279.3 |
| 1963* | 5 hr. 13 min. | 259.9 |
| 1962 | 5 hr. 6 min. | 248.5 |
| 1961 | 5 hr. 7 min. | 240.1 |
| 1960 | 5 hr. 6 min. | 230.5 |
| 1959 | 5 hr. 2 min. | 223.8 |
| 1958 | 5 hr. 5 min. | 218.4 |
| 1957 | 5 hr. 9 min. | 207.9 |
| 1956 | 5 hr. 1 min. | 182.9 |
| 1955 | 4 hr. 51 min. | 156.8 |
| 1954 | 4 hr. 46 min. | 134.3 |

Source: A. C. Nielsen Co. Annual Averages.

*Nov. 22-28 deleted because of abnormally high TV usage caused by the assassination of the President.

Tenth TVB meeting looks to the future



Dr. Kantrowitz



Mr. Kirk



Mr. Frankfurt



Rev. Garrett

Keyed to "The Years Ahead," the 10th annual meeting of the Television Bureau of Advertising will be held this week at the New York Hilton hotel, preceded by a TVB board meeting there this afternoon (Monday) and tomorrow.

A board of directors luncheon with 100 special advertising and agency guests on Tuesday and a Thursday-morning breakfast and major presentation for some 1,800 agency and advertiser guests will be among the highlights. Here is the agenda for the four days:

Monday—Nov. 16

2-5 p.m.—Board of directors meeting.—Room 551.

Tuesday—Nov. 17

9 a.m. to noon.—Board meeting continues.—Room 551.

Noon to 12:30.—Reception for board and guests.—Rotunda.

12:30 to 2 p.m.—Board of directors luncheon with former board members and 100 special guests. Three local-TV newsmen to speak: John Tillman, WPIX-TV New York; Nick Gearhart, KHOU-TV Houston, and John Fraim, WTVN-TV Columbus,

Ohio.—Mercury Ballroom.

2-5 p.m.—Board meeting resumes.—Room 551.

5:30-7:30 p.m.—Reception for early arrivals among TVB membership.—Beekman Room.

Wednesday—Nov. 18

Sales Manager Day

9 a.m. to noon.—Annual meeting convenes. At 11 a.m., speech by James Douglass Kirk, executive vice president, Sales Analysis Institute of Illinois Inc., Barrington, Ill., on "Effective Selling in Tomorrow's Economy."—Gramercy Suite.

Noon to 12:30.—Reception.—Rotunda.

12:30-2 p.m.—Luncheon. Speech by Dr. Arthur Kantrowitz, vice president and director of Avco Corp. and director of the Avco-Everett Research Laboratory, Everett, Mass. Subject: "Greater Communication Between Communicators and Scientists."—Mercury Ballroom.

2-3:30 p.m.—Open.

3:30-4:45 p.m.—Session for agency timebuyers, with speeches by TVB executives and Stephen O. Frankfurt, senior vice president and executive

director of art, Young & Rubicam, New York. Mr. Frankfurt's subject: "No Matter How You Slice It—It's Not Life."—Mercury Ballroom.

5-7 p.m.—Reception for timebuyers.—Murray Hill Suite.

Thursday—Nov. 19

8:45-9:30 a.m.—Breakfast and major presentation, "Prologue," for agency and advertiser guests.—Grand Ballroom.

10 a.m. to noon.—Membership meeting. Reports by TVB officers. Speech by TVB President Norman E. Cash on "Are You Ready for Tomorrow?"—Gramercy Suite.

Noon to 12:30.—Reception.—Rotunda.

12:30-2 p.m.—Luncheon. Speech by the Rev. Thomas M. Garrett, S. J., on "Television Through a Scholar's Eyes."—Mercury Ballroom.

2-4 p.m.—Membership meeting. Elections.—Gramercy Suite.

5-6 p.m.—Reception.—Rotunda.

6-9 p.m.—Black-tie dinner, featuring reports by three network newsmen and entertainment by Mimi Hines and Phil Ford. Newsmen are John Scali, ABC; Bill Leonard, CBS, and Edwin Newman, NBC.

S. C. Johnson & Son, P. Lorillard, Miles Labs, Nestle, Pepsi-Cola, Pillsbury, Prudential Insurance, Schlitz and Standard Brands.

The year 1951 brought 77 new network TV users, including B. T. Babbitt, Hazel Bishop, Consolidated Cigar, Corn Products Co., DuPont, Max Factor, Falstaff Brewing, Florida Citrus, General Cigar, General Tire & Rubber, Helene Curtis, Johnson & Johnson, Lehn & Fink, Mennen, Miller Brewing, Ralston Purina, Revlon, Reynolds Metals, Shulton and U. S. Steel.

In 1952 the new entries totaled 40 and included American Chicle, American Machine & Foundry, Charles Antell, Bayuk Cigars, Florists Telegraph Delivery Association, Goebel Brewing, Thomas Leeming, Rexall Drugs, Smith, Kline & French and Sweets Co. of America.

The class of 1953 numbered 73, including Adolph's Food Products, Amana Refrigeration, Benson & Hedges, Brown & Williamson Tobacco, California Fruit Growers, Duffy-Mott, Greyhound, Hawaiian Pineapple, Purex, Realemon-Puritan, Sunkist Growers, Tea Council,

Tetley Tea and U. S. Rubber.

New in '54 ■ Seventy-four newcomers were counted in 1954, among them American Express, Chun King Sales, Corning Glass, Diamond Crystal Salt, Elgin Watches, General Time, Hallmark Cards, H. J. Heinz, Monsanto Chemical, Norcross, Star-Kist Foods, Sunbeam, U. S. Time and Van Camp Seafood.

New entrants in 1955, totaling 66, included Aluminum Ltd., American Petroleum Institute, Beech-Nut Life Savers, Chunky Chocolate, Eastman Kodak, Electric Companies advertising pro-

gram, Ideal Toy and Lanolin Plus.

In 1956 there were 80 new users, among them Alberto-Culver, AT&T, Armstrong Rubber, Chemstrand, Clairol, Drackett, Kimberly-Clark, National Biscuit and Sperry & Hutchinson.

The 1957 beginners totaled 44 and included American Can Co., American Gas Association, IT&T, Kemper Insurance, Libby-Owens-Ford Glass and Pittsburgh Plate Glass.

Among 34 newcomers in 1958 were Hills Brothers Coffee, Manhattan Shirt, Renault, Helena Rubenstein, Shell Oil and Volkswagenwerk GmbH.

The 1959 first-users added up to 52 and included Allied Van Lines, Equitable Life Assurance Society of the U.S., General Aniline & Film, Lanvin Parfums, North American Van Lines, Sinclair Oil and Standard Oil of California.

In 1960, 59 newcomers were counted. They included Adams Corp., Continental Oil, Continental Wax, Dumas Milner Corp., Plough Inc., Proctor-Silex, and Standard Triumph Motors.

Forty-seven newcomers in 1961 included Buitoni Foods, Dr. Pepper, Eldon Industries, Emenee Corp., Food Manufacturers Inc. and Hertz Corp.

In 1962, 53 were listed as new to network TV, including Fels and Co., Les-toil, Upjohn, Wheeling Steel and a lot of insurance advertisers: Aetna Life, Hartford Insurance Group, Institute of Life Insurance and Metropolitan Life.

The 1963 group totaled 45, among them Abbott Labs, Calgon, Eastern Air Lines, Georgia-Pacific Corp., Maradel Products, National Cotton Council, Salada Foods, U. S. Gypsum and Waterman-Bic pens.

Passing of the gavel

C. George Henderson of wsoc-TV Charlotte, N. C., is chairman of the board of the Television Bureau of Advertising as the bureau holds its 10th annual meeting.

The first board of directors, in 1955, was headed by Co-Chairmen Clair McCollough of the Steinman Stations and Richard Moore, then with KTTV(TV) Los Angeles. W. D. (Dub) Rogers, then with KDUB-TV Lubbock, Tex., was chairman in 1956 and 1957.

Since then the chairmen have served one-year terms: In 1958, Lawrence H. Rogers II of wsaz-TV Huntington, W. Va., now with the Taft Stations; 1959, Roger W. Clipp, Triangle Stations; 1960, Otto Brandt, King Stations; 1961, Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; 1962, A. Louis Read, wdsu-TV New Orleans, and 1963, Gordon Gray, WKTV(TV) Utica, N. Y.

Will the giant grow to be even larger?

The answer depends on whether telecasters make full use of the 70 sparsely filled UHF channels

At first glance, the television industry appears to be a giant. Its 600 commercial stations earn annual revenues figured in the billions of dollars, and they broadcast programs, ranging in quality from tawdry to magnificent, that are picked up on 60 million television receivers.

But to the FCC, television, if a giant, is one that should still be growing. And to many viewers who, in search of a choice of programing or even of a single program source, must rely on community antenna television service or on roof-top antennas that reach high into the sky in search of signals from a distant station, television is not yet out of short pants. A nationwide TV system can hardly be called full grown when only nine of the 100 largest cities have four or more TV stations, nine have four, 38 have three, 34 have two, 12 have only one and seven have none.

Will television achieve a greater growth? In terms of profits it will no doubt get bigger. It may even get better. But will there be more stations sharing in the bigger profits, and helping to advance the state of the television art?

Depends on UHF ■ These questions automatically translate into questions about UHF. The VHF band has been virtually saturated for years; of the 680 VHF allocations for both commercial and educational stations, only about 80 remain unused, and these are generally in the sparsely populated areas of the West. Only in the 70 UHF channels is there room for expansion. Some 210 UHF stations have been authorized, but of these only 126—98 commercial and 28 educational—are on the air. And the current table of allocations provides for 1,575 UHF assignments; the table out early next year, 2,000.

Members of the FCC who have kept a close and anxious eye on the development of UHF are reasonably confident that upper-band stations will find fertile soil in which to grow in the major cities. The sheer population and wealth of a major market would be enough to provide a chance for success of a well-operated, well-financed UHF station, even in competition with two or three VHF's they feel. But they are not at all confident that UHF stations will dot

the landscape of small-(or even medium-) sized American cities in any profusion in the near future, if at all.

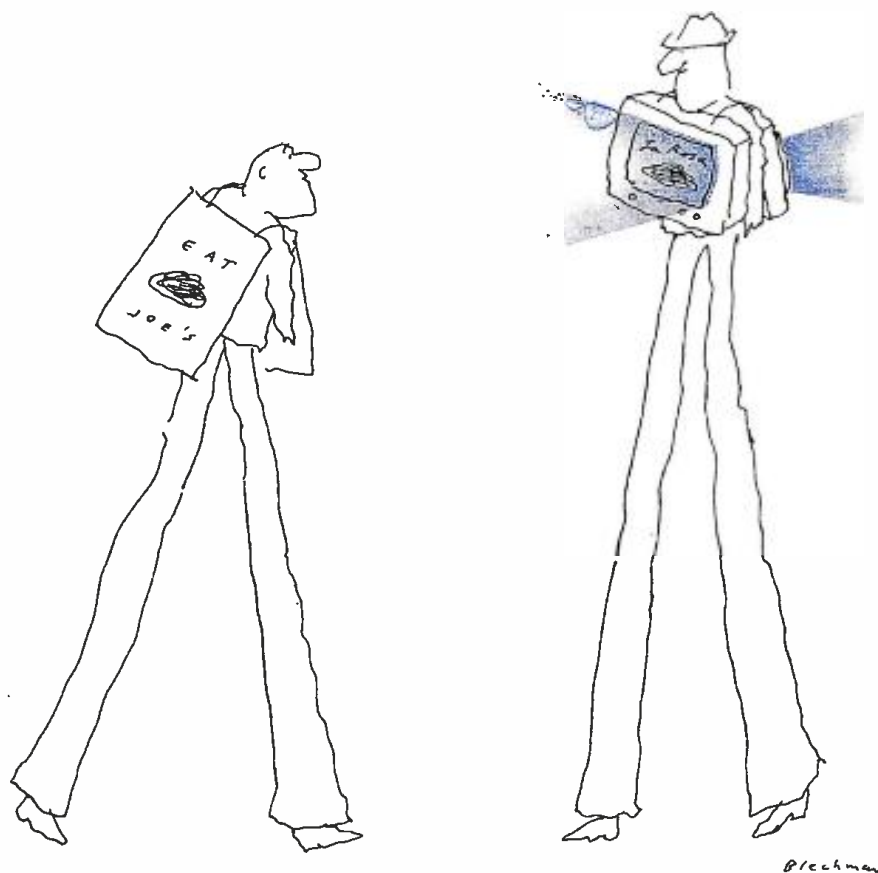
These views are based in part on what appears to be a new trend—the interest of large, non-broadcast companies in UHF, principally in large markets. Warner Bros. and Kaiser Industries, for instance, are among three applicants for channel 38 in Chicago. Warner Bros. is also competing for channel 20 in Fort Worth, and Kaiser, which recently sold VHF stations in Hawaii, pending FCC approval (BROADCASTING, Oct. 12), holds construction permits for UHF's in Detroit, Burlington, N. J., Philadelphia, Corona, Calif., and San Francisco. In addition, United Artists is competing for channel 25 in Boston, channel 23 in Houston and channel 31 in Lorain, Ohio.

CATV Factor ■ FCC officials also point to the onrush of CATV's as a factor that could restrict UHF development to major cities. A market of, say, 50,000, that lacks television might be ripe for a UHF station but not, some commissioners feel, if it has already been "preempted" by a CATV bringing in five, six or more channels of service from outlying areas.

As a result, the commission must make some hard-policy decisions regarding CATV before there can be any clear indication of the future growth of television. There is, first, the question of whether and how the commission will attempt to fit CATV into the television allocations picture. And before this can be decided, the commission will need a grant of additional authority from Congress.

There is also the question of whether the commission should allow cross ownership of CATV and TV. This matter is now the subject of a notice of inquiry. Some members of the commission, notably Commissioners Robert E. Lee and Frederick W. Ford, feel that cross ownership should not only be allowed but should be encouraged as a means of aiding UHF. They see a CATV system as providing the crutch a local UHF station needs until it is strong enough to stand on its own feet.

Another factor making forecasts about UHF difficult is pay TV. Some



Who sells the pasta fasta?

LaRosa is America's largest-selling brand of macaroni, spaghetti and egg noodles. And it's no coincidence that the bulk of the LaRosa advertising budget is concentrated in spot television. As Mr. Vincent S. LaRosa, president of V. LaRosa & Sons, Inc., says: "Spot television gives us what we need to stay ahead—mass circulation and incomparable impact. We reach more housewives, and we reach them when they are planning luncheon and dinner menus." In New York, Los Angeles, Chicago and Philadelphia, LaRosa's messages are seen on the local CBS Owned television stations (exclusively on the CBS Owned station in three of these markets). Because on the CBS Owned stations, responsible programming produces large and responsive audiences. If you want to sell oodles of noodles (or strudels), contact the nearest CTS National Sales representative. ● CBS TELEVISION STATIONS NATIONAL SALES REPRESENTING WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA AND KMOX-TV ST. LOUIS



Commissioner Frederick W. Ford thinks cross-ownership of TV and CATV could be a means of aiding UHF development.



Chairman E. William Henry doesn't believe the growth of subscription TV will impair the health of free TV.



Commissioner Kenneth A. Cox sees a need for adventurous telecasters to build UHF stations in medium markets.



Commissioner Robert E. Lee thinks networks have held back the progress of UHF by not making programs available.

FCC officials, like Chairman E. William Henry, don't believe subscription television will impair the health of free television, although he feels it should be regulated. Others at the commission say pay TV might be an absolute boon for UHF, since it would probably utilize the upper-band stations.

In any event, some observers see a "crisis" period for UHF being reached in two or three years. They feel there will continue to be some growth but that if a definite surge isn't achieved by then, it probably never will. In this there are some serious implications for broadcasting. Chairman Henry feels that broadcasting will have to justify the large number of frequencies which are assigned to it and which have gone unused for so long. The commission, he notes, is constantly besieged by non-broadcast services demanding a larger share of the spectrum.

UHF Background ■ The continuing FCC concern over the fate of UHF broadcasting results in large measure from some disastrous policy decisions the FCC made affecting upper-band television. These date back to the immediate post-war years when the FCC launched television in the 12 VHF channels. This led to so many interference problems among stations that were tightly packed into the narrow VHF band that the commission in 1948 halted all grants until the problems could be worked out. The freeze lasted four years, and when it was over the commission opened up the 70 UHF channels for new stations. But, it also provided for the intermixing of both UHF and VHF channels in the same markets.

The theory was that the VHF stations would serve as regional outlets, while the UHF's would be more local in character. But this thinking, carried over from radio, overlooked the fact that the VHF stations had a four-year head start in acquiring audiences and had already picked off network affiliations. It also overlooked the fact that the TV receivers which had been pouring off the assembly lines during the freeze were capable of receiving only VHF signals. And finally there was the matter of the VHF's greater range, which enabled them to reach wider audiences than the UHF's.

Looking back with the benefit of hindsight, the only question one might have is why the death rate among the UHF stations in the years following wasn't higher than the figures indicate—100 going dark with losses totalling an estimated \$20 million.

Repairing the Damage ■ In the past few years, the commission has been striving mightily to repair some of the damage and to prevent another round of UHF failures—a round that could very likely prove fatal to UHF broadcasting. The commission's greatest single success was in 1962, when it obtained from Congress the all-channel-receiver law. That legislation, which became effective in May, will in five to seven years at least, provide UHF broadcasters with the assurance that viewers are looking at sets that can receive their programs.

With the passage of that law and with the scars inflicted on UHF in the 1950's beginning to fade, there has been a modest upswing in interest in UHF. The 98 commercial stations now on the air

represent an increase of 25 over the number operating five years ago. And where there were only 17 applications for UHF stations pending at the end of 1959, there were 78 on file on Oct. 1. There are even some 15 UHF channels that are, or will be, the object of comparative hearings.

(Of course, considerable nervousness still pervades UHF broadcasting, as indicated by the fact that 68 authorized stations are not operating. In most cases, the holders of the authorizations, either construction permits or licenses, have told the FCC they want to delay operations until the economic climate improves. The FCC two weeks ago cancelled four construction permits in this group and warned the holders of 29 other authorizations to be ready to defend their positions in an oral argument [BROADCASTING, Nov. 9]).

Will Fill Need ■ Chairman Henry feels that UHF's success depends in large measure on the soundness of the economy. He believes that UHF will, like AM and FM broadcasting, develop in response to a need for advertising outlets. "UHF growth will parallel the gross national product," he said. "Goods and services must be advertised and television is a fabulous advertising medium. There is room for growth, provided times remain good."

But what is needed to stimulate a kind of population explosion in UHF throughout the country, not merely in areas already served by one, two or three VHF's is, Commissioner Kenneth A. Cox said the other day, "some kind of breakthrough." He was talking in terms of technological developments that would lead to the production of

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BROADCASTING, November 16, 1964

Take a Closer Look . . .

At FLINT-SAGINAW-BAY CITY

THE NATION'S 46TH MARKET.



WNEM TV-5 Land— FLINT-SAGINAW-BAY CITY IS...

- 40th in Retail Sales
- 32nd in Automotive Sales
- 32nd in Furniture and Household Appliances
- 38th in Food Sales.

WNEM TV-5 has been serving Flint-Saginaw-Bay City and all of Eastern Michigan for over 10 years with the top programming in the market.



WNEM TV

less expensive equipment.

He was also talking in terms of a programming supply for UHF stations. Commissioner Lee has been particularly critical of networks on this second point, contending they have held back the development of UHF by refusing to make available to those upper-band stations the programs their affiliates don't want.

The commission at one time was considering a proposal requiring networks either to affiliate with UHF's or to make programming available to them. These ideas appear to have been dropped. But some FCC officials say there are signs the networks are taking a more friendly attitude toward UHF stations. They note that the new Dayton, Ohio, UHF, WKBF (TV), owned by Springfield Television Broadcasting Corp., will carry a substantial schedule of programs from ABC, CBS and NBC, thanks to the cooperation of the networks and the two VHF's they share in Dayton, WLWD (TV) and WHIO-TV.

But beyond programming sources and inexpensive equipment, CATV regulation and all-channel-set legislation, there is one factor considered indispensable to the future health and prosperity of UHF. As Commissioner Cox put it recently: "We need somebody who can go out into a medium-sized city and build a second station—a UHF station—somebody who is adventurous and has a knowledge of television, and can make a go of it." That kind of success story, he feels, would go far toward solving the UHF problem.

More time given for microwave filings

The FCC last week granted additional time for filing comments and replies in connection with parts 1 and 3 of its proposed rulemaking regarding the licensing of microwave stations used to relay TV signals to community-antenna television systems.

Acting on a joint petition from the National Community Television Association and the National Association of Microwave Common Carriers, the commission extended from Nov. 16 to Dec. 1 time for filing comments on common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service (BROADCASTING, Oct. 12). Replies, formerly scheduled for Dec. 1, are now due Dec. 18.

The dates for filing comments and replies for parts 2 and 4 of the proposed rules governing frequency allocations and technical standards remain unchanged—April 1, 1965, for comments and May 3, 1965, for replies.

100 authorized stations not on the air

55 COMMERCIAL AND 20 EDUCATIONAL STATIONS ARE UHF; 25 ARE VHF

One hundred more television stations would be on the air if all the holders of construction permits issued by the FCC were to begin operating their authorized facilities today.

Most of the CP's are for UHF stations—55 commercial and 20 educational. The list also includes 20 commercial and five educational VHF stations.

The list of the permits, along with the dates they were issued, follows:

Flagstaff, Ariz.—KVLS(TV) ch. 13, Saunders Broadcasting Co. Granted Oct. 8, 1960. Principal: Charles J. Saunders. Mr. Saunders is licensee of KCLS Flagstaff and owns weekly newspaper.

Birmingham, Ala.—WBMG(TV) ch. 42, Birmingham Television Corp. Granted Nov. 28, 1956. Principals: Winston-Salem Broadcasting Inc., which is owned by Earl F. Slick (21.32%), James W. Coan (13.37%), Albert L. Butler (12.5%), John G. Johnson (11.71%), Thomas B. Rice (9.17%), Jonas S. Rice (8.34%), Kevin Collins (8.3%), Gordon Hanes (3.33%) and others. Winston-Salem Broadcasting is licensee of WTOB Winston-Salem, N. C.; WSGN Birmingham, and KTHT Houston.

Tusculum, Ala.—WVNA-TV ch. 47, Elton H. Darby. Granted Nov. 7, 1962. Mr. Darby is licensee of WVNA and permittee of WVNA-FM, both Tusculum.

Corona, Calif.—KICB-TV ch. 52, Kaiser Broadcasting Corp. Granted Nov. 14, 1962. Principal: Kaiser Industries Corp. See Burlington, N. J., CP for station ownership.

El Centro, Calif.—KECC-TV ch. 9, Tele-Broadcasting of California Inc. Granted April 10, 1963. Principals: H. Scott Killgore (50.1%) and others. Tele-Broadcasting owns: KALI San Gabriel; KOFY and KUFY(FM) San Mateo, all California; and KUDL Fairway, Kan.

El Centro, Calif.—KXO-TV ch. 7, KXO-TV Inc. Granted April 10, 1963. Principals: Marc Hanan (78%), William J. Ewing (17.2%) and Gordon Belson (4.8%).

Guasti, Calif.—KBSA(TV) ch. 46, Broadcasting Service of America. Granted Oct. 14, 1964. Principals: William A. Myers (38.1%), Ethel J. Myers (27.8%), Patrick J. Burns (8.6%), Irvin L. Edelstein (5.6%), Frank R. Palmieri (3.6%), Richard A. Palmieri (3.6%), William E. Sullivan, William B. Dalbey and Margeret M. Myers (each 3.3%) and Florine Olivieri (2.8%).

San Diego—KAAR(TV) ch. 39, San Diego Telecasters Inc. Granted June 25, 1964. Principals: Lawrence Shushan, Leon Kahn and Paul Corriere (each 33½%). Permittees have stock interest in KPRI-FM San Diego.

San Francisco—KBAY-TV ch. 20, Bay Television. Granted April 8, 1959. Principal: Sherrill C. Corwin (100%).

San Francisco—KHJK(TV) ch. 44, Kaiser Broadcasting Corp. Granted Nov. 14, 1962. Principal: Kaiser Industries Corp. See Burlington, N. J., CP for station ownership.

San Francisco—KSAN-TV ch. 32, S. H. Patterson. Granted April 29, 1953. Principal: S. H. Patterson.

San Jose, Calif.—KGSC-TV ch. 49, Urban Television Corp. Granted Sept. 30, 1964. Principals: Vincent B. Welch (27.5%), Edward P. Morgan (27.5%), Esterly C. Page (20%), Lawrence J. Henderson Jr. (12.5%), and James L. McIlvaine (12.5%).

Santa Rosa, Calif.—KHCD(TV) ch. 50, Santa Rosa Enterprises. Granted July 7, 1964. Principals: Hugh B. and Nellie W. Codding (22%) and others.

Redding, Calif.—KIXE-TV ch. 9, Northern California Educational Television Association Inc. Granted Nov. 29, 1963. Principal: board of directors.

Bridgeport, Conn.—WCTB(TV) ch. 71, Connecticut State Board of Education. Granted Jan. 28, 1953. Principal: board of education. Board is permittee of WCTN(TV) Norwich, Conn.

New Haven, Conn.—WELI-TV ch. 59, Connecticut Radio Foundation Inc. Granted June 24, 1953. Principals: Richard W. Davis (51.54%), Anna M. Costa (9.12%), Merritt E. Finch (4.46%), R. Frank (4.46%), G. R. Willis (2.98%), John B. Grant (2.98%) and others. Connecticut Radio is licensee of

WELI New Haven.

Norwich, Conn.—WTCN(TV) ch. 63, Connecticut State Board of Education. Granted Jan. 28, 1953. Principal: board of education. See CP for Bridgeport, Conn.

Washington—WDCATV ch. 20, Capitol Broadcasting Co. Granted Aug. 13, 1963. Principals: Milton Grant (25%), Walt Kay (25%), A. Dana Hodgdon (28%), Guy A. Luttrell (19%), Dr. Emerson A. Williams (2.5%) and Dr. Robert M. Williams Jr. (2.5%). Mr. Grant votes 50.2% as trustee; Mr. Hodgdon votes 24% as trustee.

Jacksonville, Fla.—WJKS-TV ch. 17, Rust Craft Broadcasting Co. Granted Sept. 11, 1963. Principal: Rust Craft Greeting Cards Inc., owned by Louis Berkman Co. (20.28%). Louis Berkman (4.79%), Parkersburg Steel Co. (8%) and others. Rust Craft is licensee of: WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; WRCB-TV Chattahoochee; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburg, and WSOL Tampa, Fla.

Largo, Fla.—ch. 10, WSTP-TV Inc. Granted Nov. 6, 1964. Principals: Sam G. Rahall (26.3%), N. Joe Rahall (26.4%), Farris E. Rahall (26.3%) and others. Messrs. Rahall have controlling interest in WKAP Allentown, and WNAR Norristown, both Pennsylvania; WNNR Beckley, W. Va., and WLCY St. Petersburg, Fla.

Miami—WGBS-TV ch. 23, Storer Broadcasting Co. Granted Dec. 2, 1953. Principals: George B. Storer (31.18%), Frances S. Ryan (4.82%), Mark C. Stevens (1.75% voting trust) and others. Storer owns: WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; WJBK-AM-FM-TV Detroit; WGBS-AM-FM Miami; WITF-TV Milwaukee; WSPD-AM-FM-TV Toledo, Ohio, and through subsidiaries owns WIBG-AM-FM Philadelphia, KGBS Los Angeles, and WEN New York. WGBS-TV is in suspended operation.

Miami—ch. 23, Gateway Television Corp. Granted Sept. 17, 1964. See San Jose, Calif., CP for ownership.

Orlando, Fla.—WMFE-TV ch. 24, Florida Central East Coast Educational Television Inc. Granted March 2, 1964. Principal: board of directors.

Panama City, Fla.—WBVI-TV ch. 13, Bay Video Inc. Granted Feb. 6, 1961. Principals: Frank Pape (27.3%), John S. Thompson, W. F. Joseph H. N. Tillman, John O. Fore, Elbert L. DuKate, L. D. Lewis, Carlyse W. Dixon, James V. McNamara (each 8.32%), Richard C. McMullen (2.09%) and Raymond



Discussing studio layout for WNJU-TV Linden, N. J., the first commercial UHF station in Metropolitan New York, are Edwin Cooperstein (seated), president of New Jersey Television Corp., owner of station, and Charles H. Colledge, vice president and general manager, RCA broadcast and communications product division. RCA will supply the new station with approximately \$1 million in broadcast equipment and installation work. The station (ch. 47) is to go on the air next spring.

B. Hurley (4.17%).

Pensacola, Fla.—WPFA-TV ch. 15, National Bank of Baton Rouge (La.) for Estate of C. W. Lamar. Granted Nov. 12, 1952. Principal: bank board of directors. Estate has 44.5% interest in KTAG-TV Lake Charles, La. WPFA-TV is in suspended operation.

South Miami, Fla.—WCIX-TV ch. 6, Coral Television Corp. Granted April 29, 1964. Principals: Leon McAskill, Robert A. Peterson, Arthur A. Adler, Charles L. Clements, W. Keith Phillips, Edwin H. Hill, Leo Robinson, Cameron Stewart (each 11%), Robert L. Johns (8%) and Norman Swetman (4%). Messrs. Johns, Peterson and Stewart have interest in WRIZ Coral Gables, Fla.

Atlanta—WATL-TV ch. 36, Robert W. Rounsaville. Granted Nov. 19, 1953. Principal: Robert W. Rounsaville. See CP in Louisville, Ky., for other broadcast interests. WATL-TV is in suspended operation.

Chattsworth, Ga.—WCLP-TV ch. 18, Georgia State Board of Education. Granted Oct. 31, 1962. Principal: board of education. Board is licensee of WVAN-TV Savannah and WXGA-TV Waycross, both Georgia.

Pocatello, Idaho—KGTV(TV) ch. 10, Sam H. Bennion. Granted June 29, 1960. Principal: Sam H. Bennion. See CP for Twin Falls, Idaho.

Twin Falls, Idaho—KBYN(TV) ch. 13, Sam H. Bennion. Granted Nov. 2, 1960. Principal: Sam H. Bennion. See CP for Pocatello, Idaho.

Freeport, Ill.—Ch. 23, Rock River Television Corp. Granted Oct. 12, 1964. Principals: David A. Carlson, Hugh E. Powell, Harley W. Mullins, C. Gordon Smith (each 5.32%), David S. Paddock, Edward E. Holt (each 4.22%), John B. Thorsen (2.11%) and others.

Chicago—WOGO-TV ch. 38, Television Chicago. Granted May 8, 1963. Principals: Winnebago Television Corp. (58½%), Transcontinental Properties Inc. (29½%), Harold Froelich (7%) and Milton D. Friedland (5%).

Chicago—WSNS(TV) ch. 20, Essanex Television Associates. Granted May 15, 1963. Principal: Essanex Theaters Inc., which is owned by Edwin Silverman (91%), Clarence E. Miller trustee for Jack, Allen and Susan Silverman (6%) and Edward Blackman trustee for Jack, Allen and Susan Silverman (3%).

Chicago—WXXW(TV) ch. 20, Chicago Educational Television Association. Granted Sept. 11, 1963. Principal: board of directors. Board is licensee of WTTW(TV) Chicago.

Bloomington, Ind.—WTIU(TV) ch. 30, Indiana University. Granted Aug. 8, 1963. Principal: board of trustees. Board is licensee of WFIU(FM), educational station in Bloomington.

Garden City, Kan.—KGLD(TV) ch. 11, Wichita Television Inc. Granted June 13, 1957. Principals: Rebecca Ann Vaughn (2.39%), George M. Brown (12.34%), W. A. Grant (2.57%), Elaine Grant (2.57%), and others. Wichita is licensee of KARD-TV Wichita, Kan.; KCKT Great Bend, Kan., and KCMC-TV McCook, Neb.

Louisville, Ky.—WEZI(TV) ch. 21, Mid-America Broadcasting Corp. Granted Nov. 28, 1952. Principals: Great Trails Broadcasting Corp (100%), whose stock is voted by Charles Sawyer. Mid-America is licensee of WKLO-AM-FM Louisville, and is sole stockholder of WRIT Inc. licensee of WIRT-AM-FM Milwaukee. WEZI(TV) is in suspended operation.

Louisville, Ky.—WTAM-TV ch. 41, Robert W. Rounsaville. Granted Jan. 14, 1953. Principal: Robert W. Rounsaville (100%). Mr. Rounsaville is licensee of WATL-TV Atlanta; WLOU Louisville; WCIN Cincinnati; WTMP Tampa, Fla.; WVOL Nashville; WYLD New Orleans, and WFUN Miami.

Newport, Ky.—WNOP-TV ch. 74, Tri-City Broadcasting Co. Granted Dec. 24, 1953. Principals: James G. Lang (58.5%) and Dean C. Stuhlmüller (41.5%). Tri-City is licensee of WNOP Newport.

Houma, La.—KHMA(TV) ch. 11, St. Anthony Television Corp. Granted Nov. 25, 1958. Principals: Frank Conwell (20%), C. R. Patterson Jr. (27%), Dr. S. Clark Collins, Dr. Thomas H. Givens, W. V. Seeber Jr., Richard V. McMullen (each 7%), Keith T. Kenney (3%), V. L. Caldwell (3%), E. W. Jenison (13%), and Joseph S. Strada (4%).

New Orleans—WJMR-TV ch. 20, Supreme Broadcasting Co. Granted Feb. 18, 1953. Supreme Broadcasting has 30% interest in WSVI(TV) Christiansted, V. I. WJMR-TV is in suspended operation.

Calais, Me.—WMED-TV ch. 13, University of Maine. Granted March 10, 1964. Principal:

100 AUTHORIZED STATIONS NOT ON THE AIR continued

board of trustees. Board is licensee of WMEB-FM-TV Orono and WMEM-TV Presque Isle, both Maine.

Baltimore—WTLF-TV ch. 24, United Broadcasting Company of Eastern Maryland Inc. Granted Dec. 9, 1953. Principals: Richard Eaton (2%), Margaret Eaton (1%) and United Broadcasting Inc. (97%) whose stock is voted by Richard Eaton. The Eatons have interest in: WANT Richmond, Va.; WBNX New York; WJMO and WCUY(FM) Cleveland Heights, Ohio; WFAB Miami-South Miami; WOOK-AM-TV and WFAN (FM) Washington; WINK Rockville, Md., and WMUR-TV Manchester, N. H.

Boston—WGBH-TV ch. 44, WGBH Educational Foundation. Granted Oct. 28, 1964. Principal: board of directors. WGBH Foundation is licensee of WGBH-FM Boston and WFCR Amherst, Mass.

Cambridge, Mass.—WTAO-TV ch. 56, Harvey Radio Laboratories Inc. Granted March 11, 1953. Principals: Frank Lyman (84.4%), Frank and Jeanne S. Lyman (15.2% jointly) and Jeanne S. Lyman (0.4%). Harvey is licensee of WTAO Cambridge and WXHR(FM) Boston.

Detroit—WKBD-TV ch. 50, Kaiser Broadcasting Corp. Granted Jan. 3, 1963. Principal: Kaiser Industries Corp. See CP for Burlington, N. J., for station ownership.

Mount Pleasant, Mich.—WCMU-TV ch. 14, Central Michigan University. Granted May 7, 1963. Principal: board of trustees. Board is licensee of WCMU-FM.

Hibbing, Minn.—WIRT-TV ch. 13, Carl Bloomquist. Granted Feb. 20, 1958. Principal: Carl Bloomquist (100%). Mr. Bloomquist is licensee of WEVE Eveleth, Minn.

St. Paul—KTCL-TV ch. 17, Twin City Area Educational Television Corp. Granted July 27, 1964. Principal: board of trustees. Twin City is licensee of KTCAT-TV ch. 22, St. Paul.

Jackson, Miss.—WJAQ-TV ch. 25, McLendon Telecasting. Granted Aug. 30, 1962. Principal: John M. McLendon. Mr. McLendon has following broadcast interests: 99.8% of KOKA Shreveport, La.; 99% of KOKY Little Rock, Ark.; 50% of WOKJ Jackson, Miss., and 99.5% of WENN Birmingham, Ala.

Meridian, Miss.—WCOC-TV ch. 30, Mississippi Broadcasting Corp. Granted Dec. 23, 1952. Principals: D. W. Gavin (99.41%) and Mrs. D. W. Gavin (0.59%). Station is in suspended operation.

St. Louis—KGSJ-TV ch. 30, Summit Television Corp. Granted Sept. 30, 1964. Principals: Vincent B. Welch (27.5%), Edward P. Morgan (27.5%), Lawrence J. Henderson Jr. (22.5%) and James L. McIvaine (22.5%).

Albion, Neb.—KHQL-TV ch. 8, Bi-States Co. Granted Feb. 5, 1964. Principals: F. Wayne Brewster (61.1%), C. E. Freas Jr. (13.9%), Willard F. Anderson (10%), Donald E. Brewster (11.1%), William S. Bivens (2.8%), and Willard F. Anderson Jr. (11.1%). Bi-States is licensee of KRNY-AM-FM Kearney; KHOL-TV Kearney-Holdridge, and KHPL-TV Hayes Center, all Nebraska.

Superior, Neb.—KHLL-TV ch. 4, Bi-States Co. Granted Feb. 5, 1964. See CP for Albion, Neb.

Asbury Park, N. J.—WRTV-TV ch. 58, Atlantic Video Corp. Granted Oct. 1, 1952. Principals: Walter Reade/Sterling Inc., owned by Walter Reade Jr. (50.5%), Suzanne Gage (48.5%), Edwin Gage (0.5%) and Gertrude B. Reade (0.5%).

Atlantic City—WHTO-TV ch. 46, Neptune Broadcasting Corp. Granted Oct. 29, 1952. Principals: Louis Berkman (33½%), Jack N. Berkman (33½%), Allen H. Berkman (16½%) and John J. Laux (16½%).

Burlington, N. J.—WKBP-TV ch. 41, Kaiser Broadcasting Corp. Granted July 8, 1964. Principal: Kaiser Industries Corp. which is owned by Henry J. Kaiser (16.87%), Edgar F. Kaiser Trust (7.5%), and others. Kaiser is licensee of KHVH-AM-TV Honolulu; KHJK San Francisco; KHVO-TV Hilo, Hawaii, and is permittee of KHJK-TV San Francisco; KICB-TV Corona, Calif.; WKBD (TV) Detroit, and KHVH-FM Honolulu. Sale of the Hawaiian properties to Pacific Broadcasting Co. is pending FCC approval (BROADCASTING, Oct. 12).

Glen Ridge, N. J.—WNJE-TV ch. 77, New Jersey Educational Corp. Granted July 25, 1963. Principal: board of trustees. Mr. Orville J. Sather, president and director, is director of engineering for RKO General, New York, and has 33½% interest in WBCO Bucyrus, Ohio.

Linden, N. J.—WNJU-TV ch. 47, New Jersey Television Broadcasting Corp. Granted Dec. 17, 1962. Principals: Vera Braverman (24.4%), Isaac S. Blonder (21.8%), Edwin Cooperstein (19.4%), Robert Helft (6.4%) and others.

New Brunswick, N. J.—WTLV-TV ch. 19,

New Jersey Department of Education. Granted Dec. 3, 1952. Principal: board of education.

Wildwood, N. J.—WCMC-TV ch. 40, Francis J. Matrangola. Granted March 11, 1964. Principal: Francis J. Matrangola. Mr. Matrangola is licensee of WCMC-AM-FM Wildwood.

Portales, N. M.—KENW-TV ch. 3, Regents of New Mexico State University. Granted Oct. 3, 1963. Principal: board of regents.

Santa Fe, N. M.—KFUR-TV ch. 11, K & H Television Station. Granted April 13, 1960. Principals: Raymond F. Hayes and Milford Kay (each 50%).

Santa Fe, N. M.—KVSF-TV ch. 2, New Mexico Broadcasting Inc. Granted Feb. 18, 1963. Principals: A. R. Hebenstreit (60.08%), S. P. Vidal Sr. (11.25%), Maurice Liberman (5.56%), Sherburne Y. Anderson (2.36%) and others. New Mexico is licensee of KGGM-AM-TV Albuquerque and KVSF Santa Fe, both New Mexico.

Binghamton, N. Y.—WQTV-TV ch. 46, University of State of New York. Granted Aug. 13, 1952. Principal: board of regents. Board is permittee of: WTVF-TV Buffalo; WIET-TV Ithaca; WROH-TV Rochester, and WHTV-TV Syracuse, all New York.

Buffalo, N. Y.—WTVF-TV ch. 23, University of State of New York. Granted July 23, 1952. Principal: board of regents. See CP for Binghamton, N. Y.

Ithaca, N. Y.—WIET-TV ch. 14, University of State of New York. Granted Jan. 7, 1953. Principal: board of regents. See CP for Binghamton, N. Y.

New York—WREG-TV ch. 25, Board of Education City of New York. Granted Aug. 13, 1952. Principal: board of education.

Rochester, N. Y.—WROH-TV ch. 21, University of State of New York. Granted July 23, 1952. Principal: board of regents. See CP for Binghamton, N. Y.

Syracuse, N. Y.—WHTV-TV ch. 43, University of State of New York. Granted Sept. 17, 1952. Principal: board of regents. See CP for Binghamton, N. Y.

Charlotte, N. C.—WTVI-TV ch. 42, Charlotte-Mecklenburg Board of Education. Granted March 18, 1963. Principal: board of education.

Cleveland—WVIZ-TV ch. 25, Educational Television Association of Metropolitan Cleveland. Principal: board of trustees. Granted Oct. 9, 1964.

Portsmouth, Ohio—WRLO-TV ch. 30, Reynold L. Osborne. Granted Aug. 19, 1964. Principal: Reynold L. Osborne.

Tulsa, Okla.—KCEB-TV ch. 23, Elfred Beck. Granted Feb. 25, 1953. Principal: Elfred Beck (100%). Station is in suspended operation.

La Grande, Ore.—KTVR-TV ch. 13, KTVB Inc. Granted Dec. 11, 1963. Principals: Georgia M. Davidson (92.73%), Bette L. Krueger (3.73%) and Sherli A. Kelsey (3.54%). KTVB Inc. is licensee of KTVB (TV) Boise, Idaho.

Clearfield, Pa.—WPSX-TV ch. 3, Pennsylvania State University. Granted Feb. 28, 1964. Principal: board of trustees. University is licensee of educational WDFM(FM) State College, Pa.

Erie, Pa.—WEPA-TV ch. 66, Empire Radio and Television Inc. Granted April 26, 1961. Principals: Alfred E. Anscombe (53%), Small Business Investment Company of New York Inc. (36%) and James E. Greeley (11%). Empire owns WBJA-TV Inc., Binghamton, N. Y., licensee of WBJA-TV Binghamton.

Hershey, Pa.—WITF-TV ch. 33, South Central Educational Broadcasting Council. Granted June 30, 1964. Principals: members of council.

Philadelphia—WGTV-TV ch. 23, Bernard Rappaport. Granted Nov. 30, 1961. Principal: Bernard Rappaport (100%).

Philadelphia—WIBF-TV ch. 29, William L. Fox. Granted Aug. 14, 1962. Principal: William L. Fox (100%). Mr. Fox is licensee of WIBF(FM) Jenkintown, Pa.

Pittsburgh—WAND-TV ch. 53, Agnes J. Reeves Greer. Granted Jan. 1953. Principal: Agnes J. Reeves Greer (100%). Permittee has following broadcast interests: 50.84% of WAJR Morgantown, W. Va., and 99% of Dover Broadcasting Inc., licensee of WJER Dover, and WCNS and WCNO(FM) Dayton, all Ohio. WAND-TV is in suspended operation.

Pittsburgh—WENS-TV ch. 22, Telecasting Inc. Granted Dec. 23, 1952. Principals: Thomas P. Johnson (60.2%), W. H. Rea (1%), George W. Eby (2.1%), Donald C. Lott (10.4%), Henry Oliver Rea (9.9%) and others. Mr. Johnson owns 47.5% and Mr. Eby owns 2.5% of WJPB-TV Weston, W. Va. Messrs. Rea have interest in WABI-AM-FM-

TV Bangor, WPRO Portland and WAGM-AM-TV Presque Isle, all Maine. WENS-TV is in suspended operation.

Scranton, Pa.—WTVU-TV ch. 44, Appalachia Co. Granted Aug. 13, 1952. Principals: Frank Collins and wife (100%). Station is in suspended operation.

Providence, R. I.—WNET-TV ch. 18, Channel 18 of Rhode Island Inc. Granted April 8, 1953. Principals: Harold C. Arcaro, Samuel Hamin, John M. Dunne (each 30.66%) and Television Associates Exchange Place (8%). Mr. Arcaro has 20% interest in WRIB Providence. Messrs. Dunne and Arcaro have 45% interest in WTEV-TV New Bedford, Mass., through New England Television Inc. WNET-TV is in suspended operation.

Austin, Tex.—KHFI-TV ch. 42, Southwest Republic Corp. Granted March 5, 1962. Principals: John W. Stayton (17.2%), E. G. Kingsbery (20%), John R. Kingsbery, Ralph E. Jane Jr., Bryant M. Collins, Victor L. Brooks, Texas Longhorn Broadcasting Corp. (each 11.42%), and Marion B. Findlay (5.71%). Southwest is licensee of KASE Austin.

Austin, Tex.—KVET-TV ch. 24, Austin Broadcasting Co. Granted March 13, 1963. Principals: Willard Deason (99.16%), Jeanne F. Deason (0.42%) and Charles F. Herring (0.42%). Austin Broadcasting is licensee of KVET Austin.

Houston—KNUZ-TV ch. 39, KNUZ Television Co. Granted Jan. 7, 1953. Principal: Texas Coast Broadcasters Inc., owned by David H. Morris (10%), Douglas B. Hicks, Max H. Jacobs (each 23.5%), Bailey Swenson and Leon Green (each 21.5%). Texas Coast is licensee of KNUZ and KQUE(FM) Houston. KNUZ-TV is in suspended operation.

Victoria, Tex.—KKIX-TV ch. 19, Victoria Television. Granted July 30, 1964. Principals: Rubin S. and Marjorie S. Frels (each 50%).

Charlottesville, Va.—WVIR-TV ch. 64, Virginia Broadcasting Corp. Granted June 18, 1964. Principals: William A. Marburg (55%) and John B. Fiery (45%).

Danville, Va.—WBTM-TV ch. 24, Piedmont Broadcasting Corp. Granted Dec. 17, 1952. Principals: L. R. Wyatt Sr. (5.26%), James H. Crawford Jr. (1.83%), George W. Aron (1.64%), W. Townes Lea (1.25%), A. B. Carrington Jr. (4.96%), J. Fuller Dierell (12.77%), D. Ficklen (6.39%), Gardner Motor Co. (11%) and others. Piedmont is licensee of WBTM Danville. WBTM-TV is in suspended operation.

Spokane, Wash.—Ch. 7, Spokane School District Number 81. Granted Oct. 14, 1964. Principal: school board of directors.

Charleston, W. Va.—WKNA-TV ch. 49, Joe L. Smith Jr. Inc. Granted March 4, 1953. Principals: Hulett C. Smith (18.62%), Joe L. Smith Jr. (83.09%), O. F. Cook and Estate of R. L. Trump (each 0.205%). Smith Jr. Inc. is licensee of WJLS and WBKW(FM) Beckley and WKNA Charleston, both West Virginia. WKNA-TV is in suspended operation.

Hurley, Wis.—WAEO-TV ch. 12, Alvin E. O'Konski. Granted March 1, 1963. Principal: Representative Alvin E. O'Konski (R-Wis.) (100%).

Milwaukee—WCAN-TV ch. 24, Lou Poiler. Granted Feb. 3, 1953. Principal: Lou Poiler (100%). Station is in suspended operation.

Wausau, Wis.—WAOW-TV ch. 9, Midcontinent Broadcasting Co. Granted Sept. 8, 1961. Principals: Joseph L. Floyd, N. L. Benton and Edmond R. Ruben (each 33½%). Midcontinent is licensee of KELO-AM-FM-TV Sioux Falls; KDLO-TV Florence, and KPLO-TV Reliance, all South Dakota.

Farjardo, P. R.—WSTE-TV ch. 13, WSTE-TV Inc. Granted March 29, 1962. Principals: James C. Leake (80%) and Carmina Mendez (20%). Mr. Leake has interest in KTUL-TV Tulsa, Okla., and KQTV-TV Oklahoma City. Carmina Mendez owns Continental Broadcasting Co., licensee of WHOA San Juan, P. R.

Mayaguez, P. R.—WMGZ-TV ch. 16, Telesanjuan Inc. Granted Dec. 11, 1963. Principals: Julio M. Ortiz and Clement L. Littauer (each 50%).

Ponce, P. R.—WPSJ-TV ch. 14, Telesanjuan Inc. Granted Dec. 11, 1963. Principals: Julio M. Ortiz and Clement L. Littauer (each 50%).

San Juan, P. R.—WTSJ-TV ch. 18, Telesanjuan Inc. Granted Oct. 16, 1963. Principals: Julio M. Ortiz and Clement L. Littauer (each 50%). Telesanjuan is permittee of WMGZ-TV Mayaguez, and WPSJ-TV Ponce, both Puerto Rico.

Christiansted, V. I.—WSVI-TV ch. 8, Quality Telecasting Corp. Granted Feb. 23, 1961. Principals: Supreme Broadcasting of Louisiana (30%) and Radio Americas Corp. (70%). Supreme is permittee of WJMR-TV New Orleans.



A top-drawer secret



until Spot TV changed the picture

Hudson brought the tissue box out into the open. And they did it via Spot TV.

Back in 1957 Hudson Pulp and Paper, a regional advertiser, decided to compete with national advertisers for a bigger share of sales. Hudson filled out its line with bathroom tissues and paper towels. And, of course, facial tissues that made packaging history: The advertising came off with the wrapper! Hudson allotted 87% of the advertising budget for Spot TV, and was able to compete on an equal footing with national competition.

Its brands now rank 1st, 2nd, or 3rd virtually everywhere they're sold. And since 1957, consumer sales have increased by more than 300%.

Spot can change the picture for you. If you're a regional advertiser and want to introduce a new line of products, or compete with national advertisers on an equal basis in your markets — you can do it effectively with Spot TV. TvAR can show you how to put Spot to work for you in the eight major markets where their television stations are.

You get more out of your advertising dollars when you spot your markets with Spot TV. Hudson learned that buying television by the market gave them the Showcase they needed. Learn for yourself. Call TvAR.



**TELEVISION
ADVERTISING
REPRESENTATIVES,
INCORPORATED**

Representing: WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS) WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (GROUP W STATIONS)

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

Association to do things for TV

With that as its purpose the Television Bureau of Advertising has seen billings double in 10 years with total expected to reach \$2.17 billion in '64

A line at the end of a Television Bureau of Advertising presentation to executives of several hundred trade associations early this year described the function of an association in this way:

"An association should do those things its members cannot do for themselves."

In its own way, the TVB has been following this credo for 10 years. Since it opened for business on Jan. 1, 1955, the bureau has produced scores of major presentations and countless ones tailored for specific industries and industry groups; appeared before prospective advertisers too numerous to name; turned out reams of sales aids for member stations; conducted research, initiated new research techniques, sponsored research and bought research; kept in contact with agency timebuyers as well as upper-echelon agency and advertiser executives; consulted with government bodies; held sales clinics; courted reluctant TV users and wooed back defectors—and in general preached the gospel of commercial television to just about anybody who would listen.

Just how many *have* listened is suggested by the fact that television billings in TVB's life span to date have doubled

—from \$1,025,300,000 in 1955 to \$2,031,600,000 in 1963 and a probable \$2,170,000,000 this year.

TVB does not claim credit for this gain. In fact, for tactical and political reasons it rarely takes credit for any television sale. But in its files are letters crediting TVB with instrumental roles in bringing many new advertisers into the medium and increasing the TV investments of others, aside from sales where TVB's was one of many pitches that contributed to the payoff.

Played a Role ■ "About the only way we feel it is wise to talk about our sales accomplishments is to talk about broad industry television expenditure trends," says President Norman E. (Pete) Cash. "Certainly in the fields of package goods, associations, transportation, insurance, and gasoline and oils, TVB has played a role in increasing and defending television commitments. Our individual success stories are a great source of pride, and yet of frustration: We'd love to talk about them, but once we did, we would no longer be in a position to create more of them."

Whatever influence TVB has exerted in the past, it still has its work cut out for it in Mr. Cash's opinion. By 1970

he expects total TV billings to reach approximately \$2,910,000,000, and in the meantime he has drawn a bead on some targets for the bureau:

"We can see in the future the need to get closer to the local department store and solve its eternal problem of television production," he says. "We need to know more about basic ingredient advertisers such as brass and copper and steel and nickel. The automobile world is still far underspent by our standards."

"The impact value of better commercial design has never been studied and might save millions of dollars for additional commercial time. The merits of different length commercials to do different types of jobs, the entire small and major-appliance field, the national-regional supermarket chain, the catalog stores, the consumer finance field, the new broad area of trade associations—all these will require new knowledge about our medium and how it can be used."

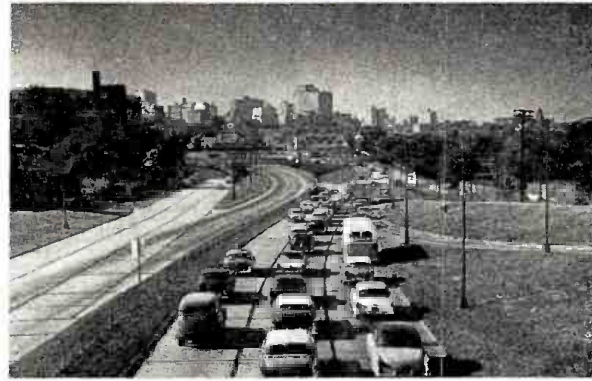
Better Selling Tools ■ "If television is going to continue its growth, it will take better selling tools and techniques to do it. That's TVB's job."

Like television, the TVB has moved



Members of TVB's first board of directors are pictured at bureau's original headquarters in this 1955 photo (l to r): W. D. (Dub) Rogers, then with KDUB-TV Lubbock, Tex., now out of television; Henry W. Slavick, WMCT(TV) Memphis; Campbell Arnoux, then with WTAR-TV Norfolk, Va., now retired; Clair R. McCollough, Steinman Stations; Oliver Treyz, TVB's first president, now head of National Television Sales Inc., station representation firm; Richard A. Moore, then with KTTV(TV) Los Angeles, now a consultant with pay-TV and cable television interests; Roger W. Clipp, Triangle Stations; Merle S. Jones, then vice presi-

dent in charge of stations and general services for CBS Television, now president of CBS Television Stations Division; George B. Storer Jr., then vice president, now president of Storer Broadcasting. Messrs. McCollough and Moore were co-chairmen of first board. Members not pictured were L. H. (Bud) Rogers II, then with WSAZ-TV Huntington, W. Va., now with Taft Stations; Kenneth L. Carter, then with WAAM-TV (now WJZ-TV) Baltimore, who left active broadcasting for the public relations and agency field; Charles R. Denny, then with NBC, now with RCA, and George Brett of Katz Agency, now retired.



WSB AM-FM-TV, Atlanta

Cox Broadcasting Corporation salutes **Television Bureau of Advertising** on its 10th Anniversary



WHIO AM-FM-TV, Dayton



WSOC AM-FM-TV, Charlotte



WIOD AM-FM, Miami



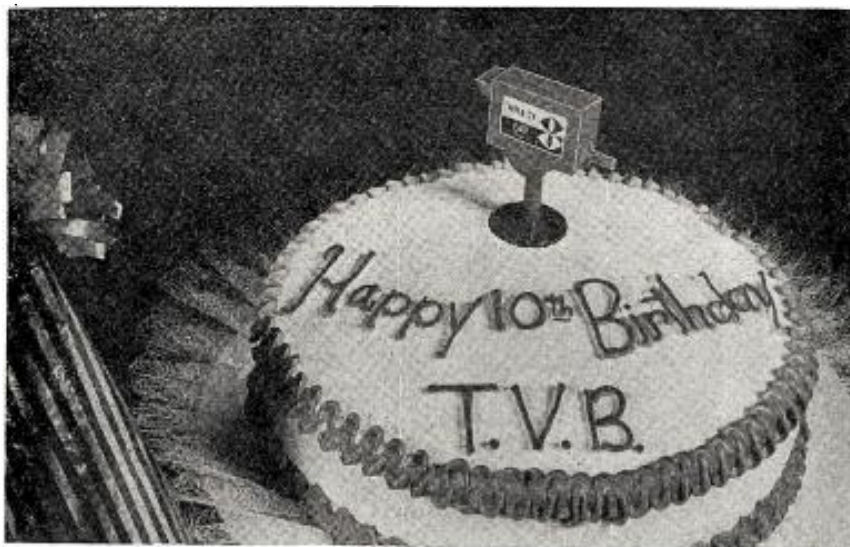
KTVU, San Francisco-Oakland



**COX
BROADCASTING
CORPORATION**

CORPORATE OFFICES: 1601 West Peachtree Street, N. E., Atlanta, Georgia 30309

Charter Member
WAVE-TV
Congratulates
Television Bureau
on its
Tenth Anniversary



WE'RE TEN, TOO WFLA-TV is proud to celebrate its 10th Anniversary, too. We're also proud to be serving Tampa-St. Petersburg — one of the fastest growing markets in the nation.

Take a closer look.

| | | | |
|------------------|--------|---------|--------|
| TOTAL POPULATION | up 41% | APPAREL | up 25% |
| HOUSEHOLDS | up 52% | F H A | up 53% |
| TOTAL SALES | up 42% | AUTO | up 48% |
| FOOD | up 38% | GAS | up 33% |
| GENERAL MDSE. | up 69% | L B H | up 22% |
| DRUG | up 32% | | |



More and more most people look first to WFLA-TV! TAMPA— ST. PETERSBURG. FLORIDA

a long way since the nucleus of the organization was formed in late 1954.

It began as a five-man operation with Oliver Treyz, formerly with ABC, as its president and Mr. Cash, also an ABC alumnus, as head of station relations. In those days, Mr. Cash recalls, station relations' job was simply to "get enough new members to pay the phone bills."

Others on the founding staff were Dr. Leon Arons, now vice president in charge of research; the late Ray Nelson, who with Mr. Treyz made up a two-man sales force, and Sid Mesibov, the director of publicity, now with ABC-TV.

With the official opening in 1955 two salesmen were added to work with manufacturers; one of them, William MacRae, is now vice president and spot TV coordinator. In 1955 the bureau also added Harvey Spiegel, now research vice president, and William Colvin, now vice president for member services.

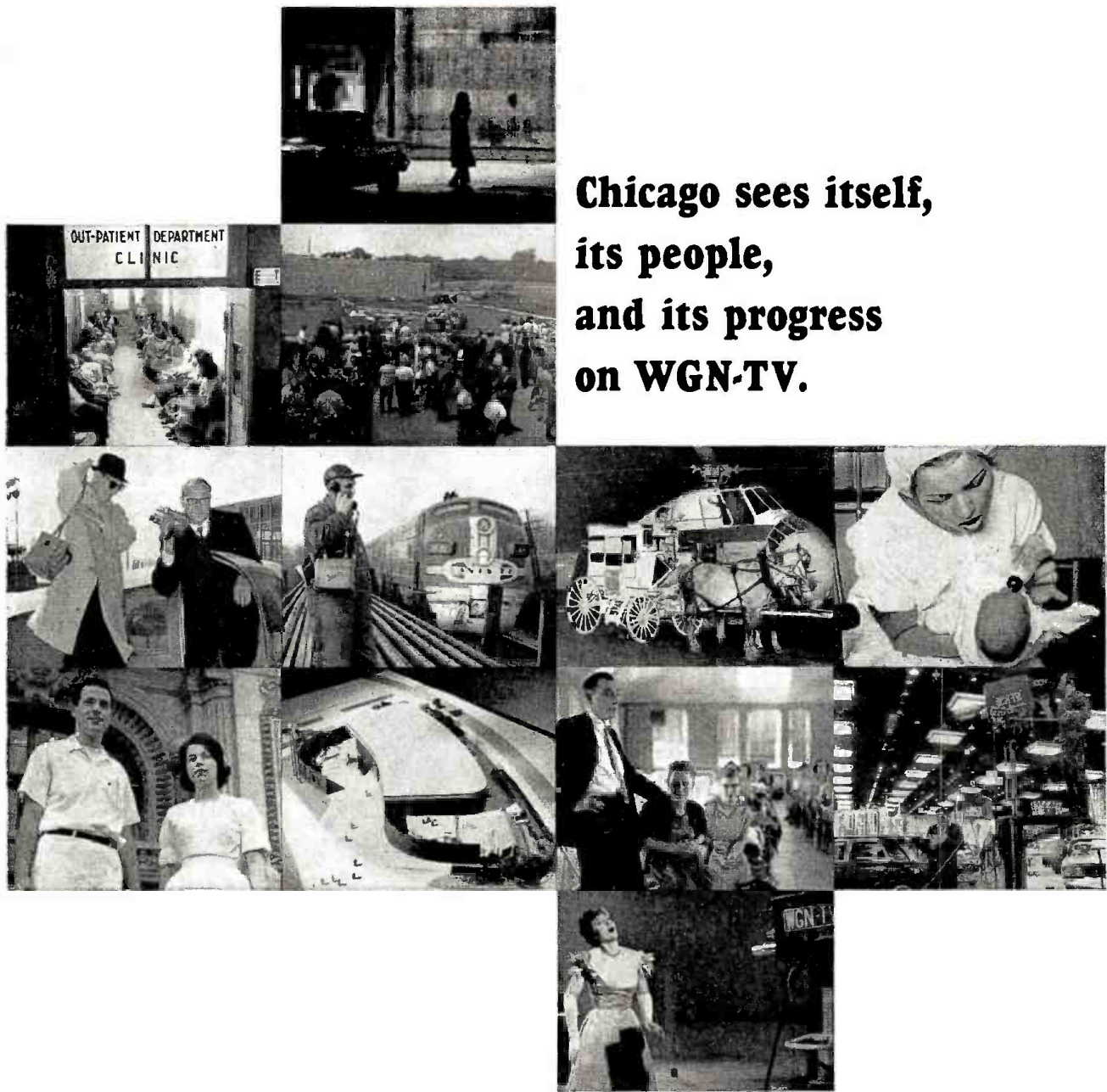
The growth and changing face of the bureau in many ways reflect the development of the television industry. A co-op funds department was developed in 1955 and lasted until 1960 when it seemed clear that retailers were well aware of the source of cooperative money and the crux of the problem was in bringing the retailer to television itself.

Helping Stores Use TV ■ Howard Abrahams, now vice president in charge of local sales, originally joined the bureau to lead its retail sales drive in 1956. Now, instead of concentrating on why retailers should use the medium, his emphasis is on how stores ought to use it. This new direction led to the formation of TVB's Retail Production Unit in 1962, which offers a "mat" service of prefabricated commercials that can be adapted for local use.

George Huntington, executive vice president and general manager of TVB, moved to the organization in 1956 to work in sales development. This was the year the bureau started its reference library and a slide library that now has thousands of sales slides on its shelves. (It was also the year when Mr. Treyz left TVB to become president of ABC-TV, and Mr. Cash succeeded him in the TVB presidency.)

TVB's growth to its present 48-man staff and a \$1.2 million budget (compared to about \$1.1 million for the Radio Advertising Bureau and \$3 million for its newspaper counterpart) has been accompanied by a geographical expansion. Sub-average television advertising on the West Coast precipitated organization of a Los Angeles office in 1957, now headed by Jack O'Mara, and two years later a Chicago office opened to serve the Middle West. Jake Evans now leads the Chicago operation.

Still further expansion is planned next year with a branch office to be



**Chicago sees itself,
its people,
and its progress
on WGN-TV.**

In 1964 alone, more than 20 special features have included reports on the city's schools, its opera, its hospitals, law enforcement, retarded children, its Auto Show, its Music Festival, welfare department and railroads.

A few titles tell the fascinating story of a television station fascinated with the people and the community it is privileged to serve. "Changing Face of Labor" • "Self Portrait: Racine-Kenosha" • "Joliet: The All-American City" • "Gary Looks At Gary" • "Let Freedom Ring," saluting Chicago's Polish

Americans • "La Grange Pet Parade" • "Miss Teenage Chicago Pageant" • "Halls of Mercy" • Illinois High School Swimming Championship.

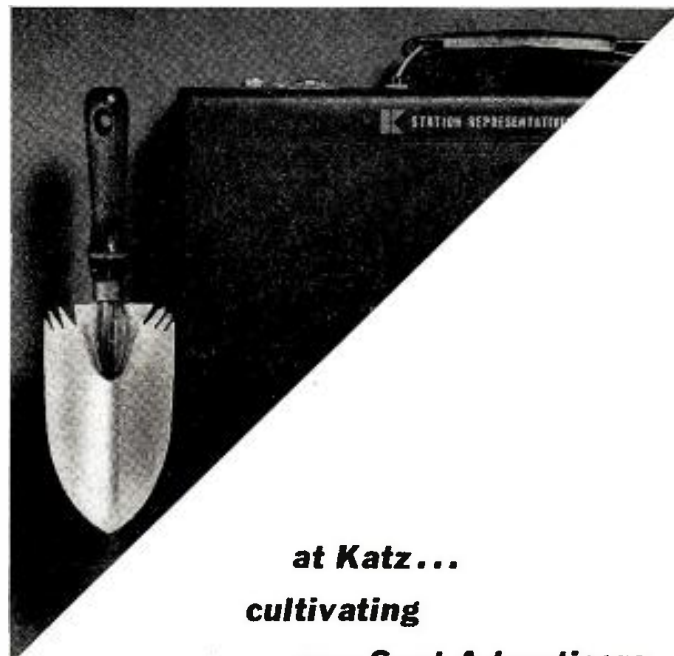
And, in 1964, to serve the community better, WGN inaugurated its own Heliport to add speed and perspective to its news and service.

Anything that concerns Chicagoland concerns WGN-TV... Chicago's own television station... owned and operated in Chicago for Chicago. Its cameras are focused on Chicago's people and everything important that they do and say.

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting

At Katz we devote full service, not lip service, to selling the concept of Spot TV. We know that harvesting the rewards of Spot requires planting a lot of seeds. That's why our Spot gardeners work full time. With us TV Sales Development is a job, not just a title, with a department that has no other responsibility...round the clock, round the calendar. You should meet our gardeners. Our TV Sales Development Department knows marketing as well as advertising. Ask around. You'll find with Advertiser and Agency alike the Katz presentation is a welcome presentation because it's always meaningful. And it's always made by knowledgeable people, who speak the language. If your business is advertising, sooner or later you'll be hearing from Katz. But if you're presently hip-deep in paste-ups and find you've just missed an extended closing, or if your ticket failed to place in the NTI sweepstakes, give us a call. Our Sales Development gardeners delight in emergency service. We're almost everywhere. Take a look. You'll find us in the phone book, under K... THE KATZ AGENCY, Station Representatives.



at Katz...
cultivating
new Spot Advertisers
is a full time job!



Leadership of Television Bureau of Advertising Inc. is currently provided by the board of directors shown above. Seated (l-r) Norman E. Cash (nursing shoulder injury suffered in backyard touch-football), president; Mrs. Mary McKenna, Metromedia Inc., New York; George Henderson, TVB chairman, WSOC-TV Charlotte, N. C.; Jack Tipton, TVB secretary, KLZ-TV Denver. Standing (l-r) Howard Stal-

naker, WOW-TV Omaha; Gordon Gray, chairman ex-officio, WKTV(TV) Utica-Rome, N. Y.; Don Chapin, Taft Broadcasting, Cincinnati; George Whitney, KFMB-TV San Diego; H. Peter Lasker, Crosley Broadcasting, New York; A. James Ebel, KOLN-TV Lincoln, Neb.; Theodore F. Shaker, ABC-owned stations, New York; Martin L. Nierman, Edward Petry & Co., New York; William Brazzil, Wometco, Miami; Joseph

Dougherty, WPRO-TV Providence, R. I.; George Koehler, WFIL-TV Philadelphia; Frank Headley, treasurer, H-R Television, New York; Lawrence M. Carino, WJBK-TV Detroit. Members not present are Don Durgin, NBC, and Craig Lawrence, CBS TV stations. Mr. Nierman's place as the representative of the Station Representatives Association will be taken later this month by Eugene Katz.

opened in Detroit. Its primary target will be the ad billings of the automobile industry.

New Home ■ By 1960 the home office in New York had outgrown its original Madison Avenue space and moved to its present address, One Rockefeller Plaza, in the Rockefeller Center complex.

By then TVB's sales emphasis was shifting from "why" to use TV to "how" to use it, and the new office plans included a complete color and black-and-white video tape unit. To this a camera chain has been added and the combination is used by agencies, advertisers, TVB members and staff to screen commercials, audition new programs, show market and station presentations, check the performance of local personalities, etc.

From the start, TVB recognized the importance of documenting past usage of television as a means of attracting new clients. One of its first major projects was the arrangement with N. C. Rorabaugh Co. that introduced the quarterly and annual TVB/Rorabaugh reports on spot television expenditures, first of which appeared in 1956 covering the last quarter of 1955. The first annual report was issued in 1957 covering spot activity for 1956.

In 1958 the bureau became the official source for network TV billings figures compiled by Leading National Advertisers and Broadcast Advertisers Reports, and in 1962 worked out a plan with BAR for reporting local com-

mercial activity in 34 product categories in 75 top markets.

Instead of dealing in dollar estimates, the local service reports the number of announcements presented in each product category, the length of the announcements and the day-parts in which they appear.

"By showing an advertiser the length of commercial most popular with stores like his, or showing him the times of day other retailers use, we now have a way of proving that his type of problems can be solved by television and, at the same time, we can show him how best to use the medium," according to Lou Sirota, TVB's director of local sales.

Relies on Members ■ The bureau relies heavily on advice from its members, particularly through the research advisory committee (created in 1956) and the Sales Advisory Committee (1958). Sales clinics with members were introduced in 16 cities in 1958 and had expanded to a total of 101 cities—with an attendance of 2,639 persons from 179 stations—in 1963. This year the clinic program gave way to a series of interviews with station management and sales people, designed to learn station problems first-hand and obtain insight into types of material that may be needed for selling in the future.

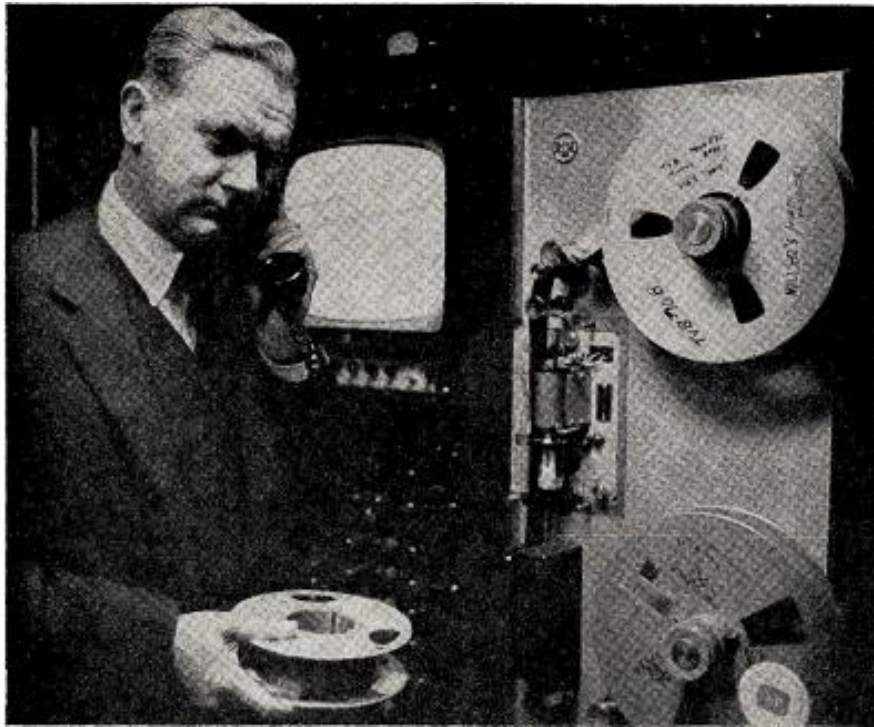
TVB has done its share of pioneering in research. Citing current demands for material on TV viewers, President Cash says, "when we hear agencies asking for additional demographic

breakdowns of today's audiences, we can't help but recall how many of these same agencies reacted when we showed them still more sophisticated information back in 1955-56."

Using data from Nielsen's Audimeter sample, TVB related televiewing to appliance ownership and created quintile studies which brought together television usage levels and specific marketing values. These "markets-to-media" studies were expanded to include automobile ownership and usage by considering mileage driven in cars owned by Nielsen sample families. Available to auto advertisers for the first time were hour-by-hour viewing patterns of new-car-buying homes and used-car-buying homes. The technique was carried into other product areas and TVB expanded the scope of its studies into TV and newspaper comparisons.

Two Kinds of Research ■ The bureau divides its research projects into two major categories: studies meant to answer specific questions about the medium and those designed to explain "why television does what it does." Among those in the first group were early investigations that traced specific consumer purchases to media exposure, and other media comparison projects.

Again reflecting the advance of television through the decade, TVB changed in 1959 from studies based on television households to ones that would consider the total U. S. population. It published "How To Reach People," a book showing day-long and day-part



To be able to show rather than just tell what a powerful medium TV is, and how it should be used, TVB installed a complete video tape unit in its headquarters in 1960. It's used to screen commercials and programs, present

market and station presentations, check performance of local TV performers as taped and sent to New York for agency viewing. In photo above, TVB President Norman E. Cash checked tape unit after installation.

cumulative audiences broken down by men, women, teenagers, and children on an all-home base.

Since TVB's inauguration there has been a clear change in its strategy in meeting the attacks and propaganda of competitive media. George Huntington explains it this way: "In the early days, when someone attacked television or an advertiser cancelled, TVB was quick to join everyone else in lashing back, in going to press with an answer. Sometimes it was important to do just this. . . ."

"But now," he says, "we take our criticism or our findings to the advertiser concerned and don't fight our battles in public. By this method, we are able to help an advertiser understand our position and perhaps change his directions . . . with no one getting mad at anyone. Public battles aren't very constructive and can leave a wake of broken confidence. That's why when Shell left TV for newspapers, TVB's material and studies were reported only to Shell . . . not to the press."

Shell Incident ■ When the Shell case broke in 1961, TVB moved quickly into the field to determine what would happen to the TV franchise Shell was abandoning and also to see how the driving public might react to the switch of Shell advertising into print. TVB found that other oil companies rushed into the TV

vacuum left by Shell's departure—and captured a substantial number of Shell's customers. In addition, Shell's image in the minds of drivers declined. The well-known ending was a reunion of TV and Shell.

The heavy interest of other organizations in measuring network audiences has led TVB to concentrate more on spot television audience data.

In its first year the bureau ordered a Nielsen run of program packages of local news, weather and cooking shows to determine weekly and monthly cumulative audiences as a guide to advertisers who might want to use similar program formats in a number of different markets.

In 1957, a "spot sampler" was developed. This was a compilation of Nielsen figures covering a wide range of spot schedules and was intended to give the spot advertiser an estimate of audiences for his own schedules.

In 1961 TVB outlined spot-network combination schedules, showing the complementary efficiency of spot when used in conjunction with network. The benefits of multiple-station usage within a market and of reaching viewers in diverse day parts were detailed in a 1962-63 report called "Selectroniscope," a project that TVB feels is "the most complete study of spot TV's delivered audiences and cost efficiency that has

ever been made."

One-Medium Peril ■ A tenet of the bureau since its inception has been: "When magazines or newspapers study TV and don't include themselves in the study, look out." TVB has recognized its own obligation in this respect. In 1957, with Motivation Analysis Inc., it underwrote a four-media program of research, which demonstrated the significance of "emotional involvement" in advertising effectiveness.

TVB takes credit for the introduction of a new research technique to TV audience studies in 1957.

The effect of an hour-long network special on viewer attitudes was the research goal of the bureau, but how to find it presented difficulties since the audience was unknown beforehand and advance interviewing might bias the viewer.

The method devised was paired interviewing of neighboring households. Involved is the assumption that next-door neighbors have comparable socio-economic characteristics and therefore might be expected to have similar reactions to a given program.

By doing before-and-after interviews among such "paired neighbors" the bureau was able to determine what attitude changes the special and its commercials produced. The program was the Ford Motor Co.'s TV introduction of its ill-fated Edsel.

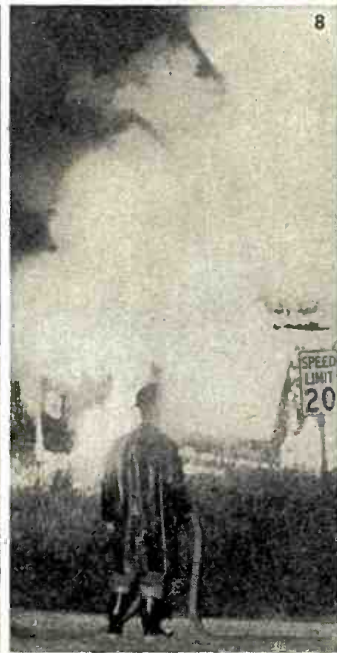
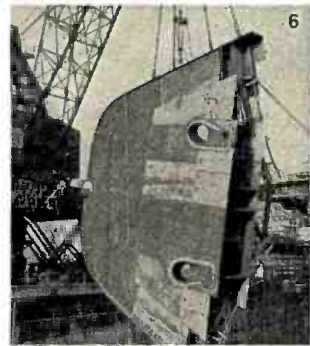
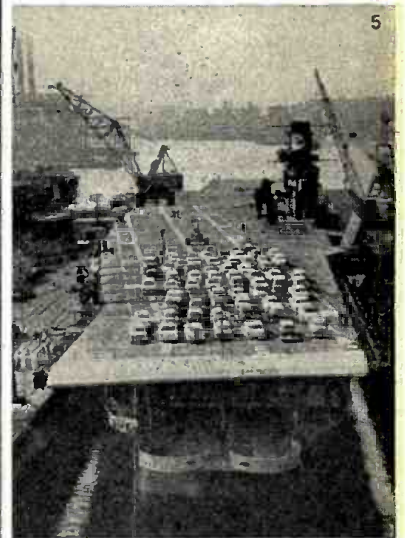
"We had the copy points for all the commercials and when the results were in, we could see a good change in the public's awareness for all but one point, and that one hadn't changed at all," Dr. Arons recalls. "Then the agency told us they'd not used the commercial with that point in it. Our results were verified."


A Search for Methodologies ■ In 1960 TVB recognized the premium being placed on researchers of academic standing by industry and government and the need for spurring the academic world's interest in the field of mass communications. With this in mind it created a competition for outstanding research plans—plans for important research that might be conducted in the future. The competition attracted high professional talent and selected entries were edited in a book called "Television and Human Behavior," published by Century-Appleton-Croft last year.

Among other research activities, TVB worked with Penn State University in a three-year association that developed a bibliography of mass communication studies and also undertook to measure a variety of the "elements" of television.

A chronological review of major TVB sales presentations and the ground they covered is another indication of the way the bureau's objectives have developed with the growth of televi-

1 Washington: Interior Secretary Udall says development of Ellis Island offers possibilities. 2 Washington: Los Angeles Angel's Bo Belinsky bounced from team for slugging sports writer. 3 Washington: Navy Secretary Nitze optimistic about Philadelphia shipyard future. 4 Washington: Senator McClellan says underworld is doubtless behind Chicago bombings. 5 Washington: Brooklyn Navy Yard workers protest threatened shutdown. 6 Washington: Senator Clark urges purchase of Army Base Piers by Philadelphia. 7 Washington: California's Engle makes final Senate appearance. 8 Washington: FBI unofficially investigating Chicago bombings. 9 Washington: Illinois Senator Douglas says Dunes must be saved. 10 Washington: St. Louis businessman, named "King" of West African village, poses protocol problem. 11 Washington: Representative Curtis reports on efforts to preserve old St. Louis Post Office.



Washington news, yes. But of particular local interest. When anything of special local or regional import happens in the capital, our 7-man Washington News Bureau headed by John Hart and Ivan Scott gets the whole story (279 stories filmed in the past 90 days alone). And speeds it directly to the CBS Owned station in the community where it matters most. That's what the Bureau was designed to do. That's what it does. And that's one more reason why audiences in five major U.S. population centers find—and have always found—the best, most complete news coverage on their local CBS Owned television station! **CBS TELEVISION STATIONS** 

A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC. OPERATING WCBS-TV NEW YORK. KNXT LOS ANGELES. WBBM-TV CHICAGO. WCAU-TV PHILADELPHIA. KMOX-TV ST. LOUIS.

sion:

1955: "Focusing TV's Spot Light" (live, wide-screen) showed dimensions of spot TV's audience, expenditures, and a market-by-market consumption rate of individual products.

1956: "Beyond the Motion Barrier" (live, wide-screen) offered sets-in-use patterns and related televiewing to newspaper readership.

1957: "The Most Welcome Fella" (live, wide-screen) compared ability of major media in substituting for in-person selling. "Corporate Image" (slide) gave examples of TV usage to establish or maintain a public image. "The Vision of Television" (live, wide-screen, film) explained comparative media

marketing areas to TV coverage patterns. "Auto-Motion" (live, wide-screen) was a special automotive presentation delivered in Detroit. "Polk's Principle" (film) showed how retailers can merchandise TV's power.

1961: "The Progress of Discontent" (live, wide-screen, film) depicted the role of advertising and the importance of commercial television. "The New Philadelphia Story" (film) was on the use of TV by automobile dealer associations. "The Salesmachine" (film) demonstrated sales techniques of TV not available to in-person salesmen.

1962: "Selectronic Marketing" (slides) pointed up market-by-market differences for media and products.

spots, station and markets.

1964: "Associations" (slides) showed the use of TV by associations for industry-wide promotions. "Prologue" (film) presents TV trends, its various uses, a look into its future—to be presented at this week's TVB annual membership meeting.

TVB's work is not confined to selling advertisers alone. The bureau has been an underwriter of the television homes census of the Advertising Research Foundation since 1956. Its president is on the board of directors of Broadcast Rating Council and Research Vice President Spiegel was president last year of the Television Research Council.

TVB has appeared before the insti-



Mr. Huntington



Mr. Abrahams



Mr. Colvin



Mr. Cunningham



Mr. Hirsch



Mr. MacRae



Mr. Sheehan



Mr. Spiegel



Mr. Arons



Mr. Evans



Mr. O'Mara

costs, dwelling on importance of reaching people quickly.

1958: "The House That Television Built" (film) was the case history of Lestoil, giant spot television spender. "E-motion" (film) was a four-media study of why people come to media and what they get from them.

1959: "How To Reach People" (slides) showed viewing patterns and unduplicated audience of various day parts. "Ideamotion" (slides) dealt with the TV ID and how to use it successfully. "Plus Over Normal" (film) showed retailers customers available only through TV. "Oldsathon" and "Summerfield Chevrolet" (film) were case-history success stories of two TV-using auto dealers.

Need for Advertising ■ 1960: "The Exponential" (live, wide-screen, film) pointed to need for advertising in our economy and helped to introduce the television market concept of fitting

"R.P.M." (slides) told how a merchandising revolution creates new TV budget to insure success. "Tale of Two Cities" (film) relates soft drink bottlers' use of TV. "Capital Federal Story" (film) showed how a savings and loan association grew with TV. "Jericho" (film) stressed the importance of going beyond corporate image to get across corporate message. "Time-Space-Motion" (slides) detailed the dimensions of television with case histories of expenditures.

1963: "HeartBeat" (film) dealt with TV's emotional impact, the difference between proving and teaching and convincing. "The Up-Start" (film) presented the Alberto-Culver TV success story. "Merchandising Your Television" (slides) showed how to create local sales through local interest in national television campaigns. "Selectroniscope 1001" (slides) presented the cumulative audiences of spot TV, the effect of more

tutes and associations of numerous industries, and it has also met with political parties and government agencies in behalf of its medium. TVB representatives met with Washington headquarters personnel of both major political parties to discuss use of the medium and has held conferences with the FCC, Federal Trade Commission and the Small Business Committee in behalf of commercial television.

Members ■ The benefits which TVB membership is expected to provide are clearly bigger billings for the individual member. In the words of one early joiner: "I'm a member of TVB because I believe that if you'll increase the television pie, I am capable of getting at least my share of that pie." In 1955 TVB already had 174 members and by the next year its roll had grown to 236. Today it stands at 260 and includes the three networks and 14 station representation organizations.

QUALITY

| | | | |
|---------|-------------------|---|-----|
| WAPI-TV | BIRMINGHAM | <i>The Birmingham News</i> | NBC |
| WBEN-TV | BUFFALO | <i>The Buffalo Evening News</i> | CBS |
| WJRT | FLINT | <i>WJRT, Inc.</i> | ABC |
| WFMY-TV | GREENSBORO | <i>Greensboro News Company</i> | CBS |
| WTPA | HARRISBURG | <i>Harrisburg Patriot</i> | ABC |
| WTIC-TV | HARTFORD | <i>Broadcast-Plaza, Inc.</i> | CBS |
| WJAC-TV | JOHNSTOWN | <i>The Johnstown Tribune-Democrat</i> | NBC |
| WATE-TV | KNOXVILLE | <i>Wate, Inc.</i> | NBC |
| WHAS-TV | LOUISVILLE | <i>The Courier-Journal and Louisville Times</i> | CBS |
| WCKT | MIAMI | <i>Sunbeam Television Corp.</i> | NBC |
| WTMJ-TV | MILWAUKEE | <i>The Milwaukee Journal</i> | NBC |
| WMTW-TV | MT. WASHINGTON | <i>Mount Washington TV, Inc.</i> | ABC |
| KETV | OMAHA | <i>World-Herald Corporation</i> | ABC |
| KOIN-TV | PORTLAND, OREGON | <i>Mount Hood Radio & Television Corp.</i> | CBS |
| KSLA-TV | SHREVEPORT | <i>The Shreveport Journal</i> | CBS |
| WSYR-TV | SYRACUSE | <i>Syracuse Herald Journal—Post Standard</i> | NBC |
| WMAL-TV | WASHINGTON, D. C. | <i>The Evening Star Broadcasting Company</i> | ABC |

SERVICE

HARRINGTON, RIGHTER & PARSONS, INC.

TVB gets 'well done' of its membership

BUT THERE'S MUCH YET TO BE ACCOMPLISHED, CROSS-SECTION AGREES

Judging from BROADCASTING interviews with members of the Television Bureau of Advertising, stations belonging to TVB find the relationship a rewarding one.

Members think that TVB has done an effective job in bringing new and bigger budgets into TV at the national and regional levels and that its local sales services have helped to open the eyes of stations to potential advertisers in their communities. There is also a feeling that there is much still to be done at the local level by TVB, and that stations generally can make better use of its aids.

The consensus of the members interviewed was that TVB's activities are properly limited to stimulating television sales—one said "its business is the buck"—and that the organization is effectively pursuing that goal. Highlights of the interviews:

Reward of membership

William Brazzil, vice president in charge of WTVJ (TV) Miami and a member of TVB's board of directors, said there could be "no question" but that TVB membership is rewarding for a station. WTVJ uses TVB's local sales services with "considerable frequency," he said, and these aids alone "probably bring back well in excess of our dues."

He pointed out that it is natural for TVB executives to stress national and regional sales, as it is these big accounts that they come into most frequent contact with and that are most important to the television industry as a whole.

Mr. Brazzil said he had no immediate suggestions to change TVB, but did note that as a board member he was opposed to attempts to expand its foreign efforts. To keep international markets in mind is fine, he said, but sales problems at home are serious enough that TVB should confine itself to the U. S. He said that TVB's charter restricts it to sales activity, and any attempts to be active in other areas would dilute its effectiveness as a sales tool.

Useful sales tools

Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, stressed the long-range benefits of TVB. "We are now reaping rewards for work they put in five years ago," he said. Most people today would say TVB isn't important, Mr. Campbell maintained, but that's because business is excellent

as a result, in part, of TVB's work.

Mr. Campbell said his station's salesmen use TVB's local sales aids about 30% of the time and find them useful in many ways. He complained that television sales are still very poor locally, but he said the stations themselves are as much to blame for that situation as TVB.

TVB shouldn't step outside the area of sales, Mr. Campbell said, as the National Association of Broadcasters and the Television Information Office cover other aspects of the broadcasting industry adequately now. But he did call for a more active relationship between TVB



Mr. Brazzil



Mr. Campbell

and the NAB code. "TV is drowning in its own prosperity," Mr. Campbell said. "Selling isn't just signing contracts, it's also a matter of administration and statesmanship," he said, backing the code in its attempts to control piggybacks and the number of spots. In the future, Mr. Campbell said, "the code and TVB ought to have pretty frequent talks with one another."

Dept. store push needed

Roger W. Clipp, executive vice president, Triangle Stations, and chairman of TVB in 1959, graded the bureau's materials as "very effective" for a station's sales force and of particular value in selling TV as a medium. He suggested that potential advertising on the department store level was one area which needed further development.

Mr. Clipp found TVB's particular value in the help it provides members to sell the medium, noting that the support was effective in nearly "every area" of TV.

But an essential, Mr. Clipp said, was the necessity for station management to "persuade" salesmen to work with, and use, all tools available, including services provided by TVB. He felt that only "lackadaisical management doesn't use the [TVB] services."

In the future, Mr. Clipp would like to see TVB accomplish more in "developing local TV business, particularly department stores." He said TV ought to be considered for extensive use by department stores, taking note that already the bureau has begun effective steps in conducting local seminars.

Efforts pay for dues

Don Elliot Heald, station manager of WSB-TV Atlanta, expressed content with TVB's present structure and activities.

He said that although an individual station might not realize a direct profit from its association with TVB, the organization more than justifies its existence through its aid to the industry as a whole, sometimes directly but generally over the long run. He said WSB-TV uses some of TVB's local sales services, but not all because some are tailored to markets substantially different from Atlanta. These local aids, Mr. Heald said, are not likely to clinch any sales, but they do serve as "door-openers."

TVB's combined sales efforts locally, regionally and nationally compensate for WSB-TV's dues, Mr. Heald said, and he felt TVB should remain strictly a "sales tool and sales organization." Mr. Heald said "I think the present emphasis is satisfactory."

Local buyers discovered

C. George Henderson, vice president and general manager of WSOC-TV Charlotte, N. C., and current board chairman of Television Bureau of Advertising, in reviewing the relationship of stations and the bureau was most emphatic on TVB's "worth."

Mr. Henderson said: "By all means stations get their money's worth out of TVB. I think any one station gets more than its money's worth if it takes advantage of the services provided."

Mr. Henderson especially pointed up advertiser success stories and copies of presentations which go along with them. TVB, he explained, sends information on how 5,400 local advertisers use television. These case histories are of particular value to stations when adapted locally, he noted.

He estimated that in most markets a station receiving about 24 20-second announcements would make up the cost of its dues for membership in TVB—and in some instances, stations, he noted, may be paying less than that



You come into billions in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Spelled out, these billions look like this: total retail sales, over \$1 Billion; total consumer spendable income, over \$1½ Billion. Vitally important elements to have when you're seeking markets for sales. Let WSJS Television help market your sales message in its Golden Triangle.

WSJS NBC
TELEVISION The Golden Triangle **12**

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



PUBLIC SERVICE

To Some, Just a Duty—
To WNEM TV-5, a Pleasure.

EDUCATION: our Special
Duty and Pleasure
WNEM TV-5 brings

Education
One hour a day
Five days a week
To 201,800 students
In 306 Public and
Parochial schools in
25 Counties in
EASTERN MICHIGAN



When it comes to Public Service, we do more than we have to — because we enjoy doing it. That's why more people in Flint-Saginaw-Bay City and all of Eastern Michigan turn to WNEM TV for entertainment and information. Take WNEM TV's part in the People to People Program, for example.

I-75 to Europe. A series of documentaries done in Europe by our News Director, including special programs on Ansbach, Germany, sister city of Bay City; Melchen, Belgium, sister city of Frankenmuth, Michigan; and the Berlin Wall.

Pacific Trip. Series of ten documentaries on Hawaii, Alaska and Japan, with a special program on Tokushima, Japan, sister city of Saginaw.

Bay City Day at the World's Fair: Special program covering the Fair's tribute to Bay City for its part in the People to People Program.

Local Events. Special documentary on Saginaw's history as lumber Capital of the World — Timber-r-r Town, U.S.A.

Special on Flint Olympian and Canusa Games tracing the history of the Mott Foundation athletic program.

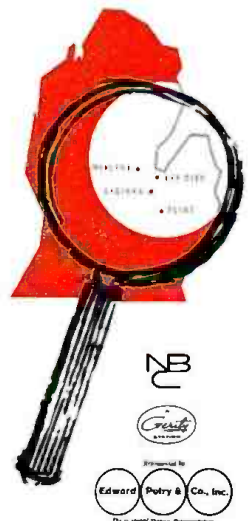
Local People. Special program on U. S. Winter Olympic Team's only Gold Medal winner Terry McDermott from Bay City.

Special on National Rifle Champion Larry Rackel of Saginaw.

This year WNEM TV-5 is initiating a weekly series of local public service programs, "TV-5 Presents" each Sunday at 6:30.

Any wonder more people in Flint, Saginaw, Bay City and Eastern Michigan turn to WNEM TV-5 for information as well as entertainment.

FLINT-SAGINAW-BAY CITY
WNEM-TV



amount for their memberships.

Emphasizing the local value of TVB and its services, Mr. Henderson felt that "locally many stations can't see the woods for all the trees." TVB helps "discover" the local advertiser while stimulating TV—national spot and regional spot—as well as attracting advertisers to the medium.

Mr. Henderson said if there was one thing he'd wish to stress it was that the industry should "insist" people use TVB services properly, and that he'd "suspect the only people unhappy with TVB probably are those who do not take fullest advantage of the services offered."

Necessary, vital force

John E. McArdle, vice president and general manager of WNEW-TV New York, said TVB's function was "very necessary and a vital force in the indus-



Mr. Clipp

Mr. Heald

try" because "TV like any other medium requires constant reselling." Advertisers, Mr. McArdle commented, "are exposed to many media promotions. They are quick to forget in this business."

"TVB does a good job in reminding advertisers of the effectiveness of television," he said, singling out presentations, mailings and case histories.

Mr. McArdle, who is in the market where most broadcast business—on a national level particularly—is generated, said he was "more impressed" with the efforts made by TVB on TV's potential advertisers.

"We can't cost account this relationship," Mr. McArdle continued, "as my company [Metropolitan Broadcasting] is part of an overall [broadcast advertising] industry. And we feel we must support TVB because of its broad appeal on behalf of the TV industry."

Develop new attitudes

Clair McCollough, president of Steinman Stations, said there was no doubt in his mind as to the worth of a TVB membership to stations.

Asked if he thought a station received its money's worth from the bureau, he



Mr. Henderson



Mr. McArdle

said:

"I certainly do." He added he obviously would feel that way, "having helped found the organization." (TVB was formed in late 1954 and officially opened on Jan. 1, 1955 with Mr. McCollough as co-chairman).

Mr. McCollough was firm in the belief that TVB triggers revenues which easily make up the money stations are required to spend for membership, and that he "strongly" felt TVB was effective in bringing new and bigger budgets into television.

As to TVB's continuing operation, Mr. McCollough commented, "there's always room for new things to be done."

TV is part of a changing picture, he said, and consequently TVB must continue to develop new attitudes on behalf of the medium and of its station-members. This activity, he indicated, can affect the income of stations and of bureau members. TVB's "suggestions and aids," he said, were very valuable.

Norman Cash, TVB's president, has been performing an "outstanding job," Mr. McCollough said. The performance, moreover, according to Mr. McCollough, has been "up to expectations." TVB, he recalled, has been involved in the creation of TV advertising—"its possibilities for the future are unlimited in scope." The bureau, he reflected, must do "more of the same" while doing much to pursue "new-found activity."

Long-term efforts pay

Arden E. Swisher, general sales manager of KMTV(TV) Omaha, and a member of TVB's sales advisory committee, emphasized that although a station can sometimes point to specific cases of profits that can be traced to TVB's help, the cumulative, long-term efforts of the organization are most important. Mr. Swisher pointed to the American Petroleum Institute as an advertiser brought into television on a trial basis by TVB. Omaha was one of the test markets, and KMTV carried API commercials all last summer.

Mr. Swisher said his station keeps all TVB local sales aids on file. They have "all the facts there for almost any situa-

tion," he said, including "what not to do as well as what to do." Mr. Swisher said the department store and grocery store type advertisers are "the toughest nuts to crack" and the most pressing sales problem on the local level. TVB has helped some, he said, but there's still a long way to go. He maintained that TVB is most effective on the national level and doesn't help much locally except to provide examples of successful campaigns.

Asked if TVB was worth the dues it cost, Mr. Swisher said that was like asking if the fire department was worth the taxes. TVB's worth could never be precisely evaluated, he said. He had no complaints about current TVB activities, although he said he sometimes thinks it "should spend less on printing and more on shoe leather."

Mr. Swisher, however, did assert that TVB has gained enough stature to make its influence felt in other areas. It



Mr. McCollough



Mr. Swisher

should answer critics of TV in other than the sales field, he said. The NAB and the TIO are fine, he said, but TVB also could help.

An effective catalyst

Robert D. Thomas, sales director of WBNS-TV Columbus, Ohio, and a member of TVB's sales advisory committee,

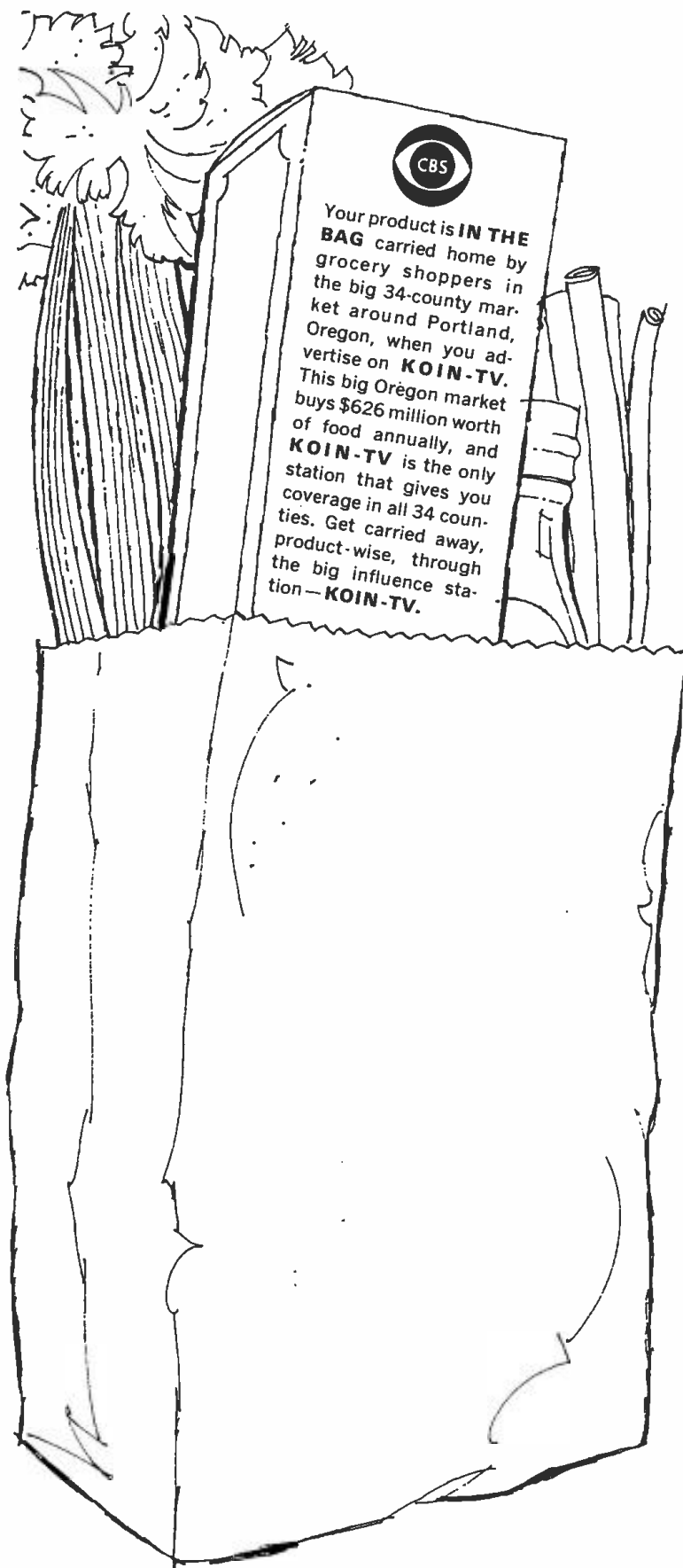


Mr. Thomas

said TVB's job is to stir up business, whether national, regional or local, and that it's proved effective. "Selling TV is the issue," he said, "not the field."

Mr. Thomas said "TVB is like a library — the books are there, you've just got to take them out." WBNS-TV uses TVB's local sales aids on a limited basis, he said, and he cited TVB's drive to help stations land department store advertising as an effort that has helped many stations.

TVB is "pretty well balanced," Mr. Thomas said, "it's in all corners of the field."



REFERENCES: Sales Management Survey of Buying Power, June 1964; NCS, 1961.
 REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.

Concentration of color sets

ARB study shows average in 100 top markets is 3.4% of all TV homes

Ordinarily most people who buy luxury products—Rolls Royces for example—live in the big population centers like New York, Los Angeles, Chicago. Not so, however, with one such item—color TV receivers.

The highest penetration of color TV set ownership—which runs 3.4% of TV homes nationally—is in the Sacramento-Stockton, Calif., area. There, according to the American Research Bureau, 8.3% of all TV homes have TV color sets. The estimate is based on ARB's regular March nationwide sampling sweep which contained one question on color TV ownership.

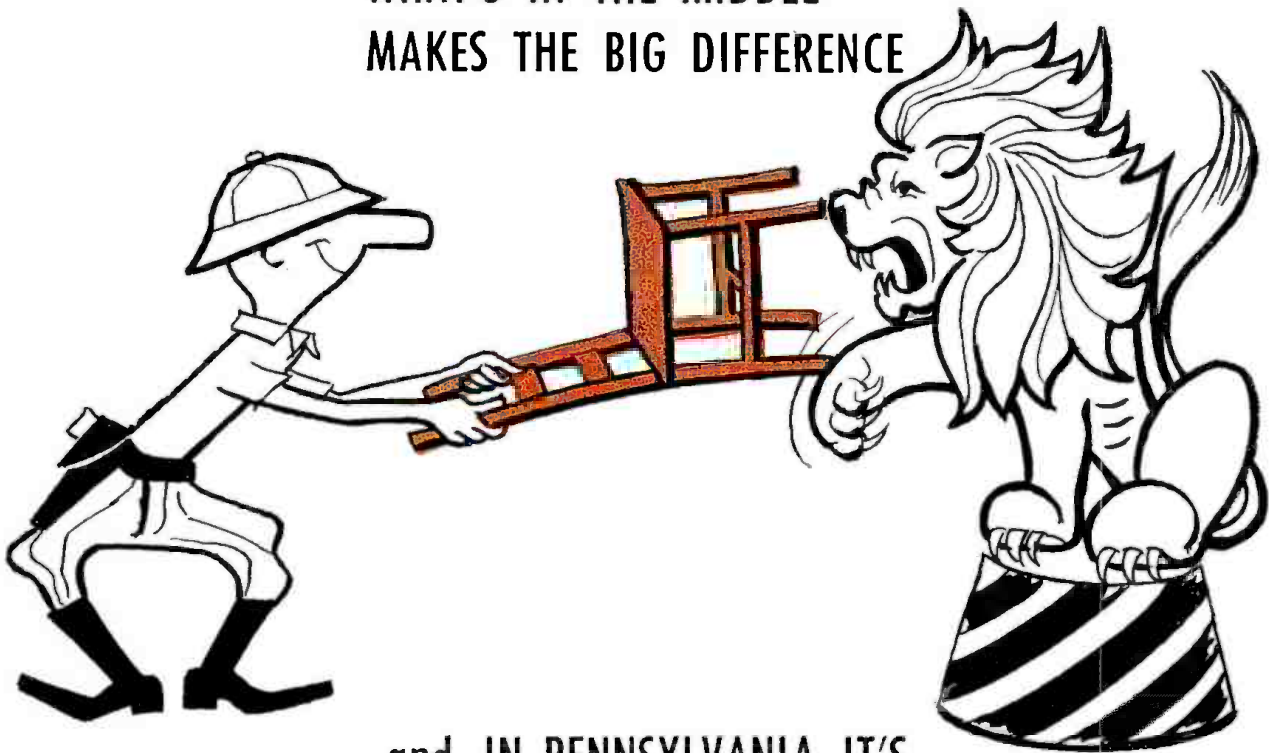
Other areas with high TV color set ownership are Fresno, Calif., 7.7%; Amarillo, Tex., 7.2%; Harrisburg-Lancaster-Lebanon-York, Pa., 6.9%; Columbus, Ohio, 6.6%; Youngstown, Ohio, 6.3%; and Fort Wayne, Ind., 6.1%.

One of the most interesting findings is that in the top markets TV color set ownership is in some cases below the national average. New York, for example, has only a 2.3% penetration. Los Angeles, on the other hand, is 5.7%. Chicago falls back to 3.1%. Philadelphia is above the national average with 4.2%. But Boston and Detroit fall below, with 2.5% each.

The ARB listing of the first 100 markets and the percent of TV homes with color receivers:

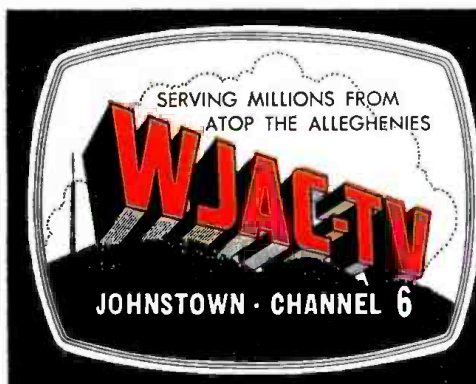
| Rank | Market | % of Metro TV Homes |
|------|----------------------|---------------------|
| 1 | New York | 2.3 |
| 2 | Los Angeles | 5.7 |
| 3 | Chicago | 3.1 |
| 4 | Philadelphia | 4.2 |
| 5 | Boston | 2.5 |
| 6 | Detroit | 2.5 |
| 7 | Cleveland | 1.0 |
| 8 | San Francisco | 4.5 |
| 9 | Pittsburgh | 1.3 |
| 10 | St. Louis | 1.3 |
| 11 | Washington | 3.3 |
| 12 | Dallas-Ft. Worth | 2.9 |
| 13 | Minneapolis-St. Paul | 1.3 |
| 14 | Indianapolis | 3.7 |
| 15 | Baltimore | 2.8 |
| 16 | Seattle-Tacoma | 3.0 |
| 17 | Hartford-New Haven | 3.4 |
| 18 | Buffalo | 2.7 |
| 19 | Cincinnati | 5.1 |
| 20 | Houston | 3.3 |

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE

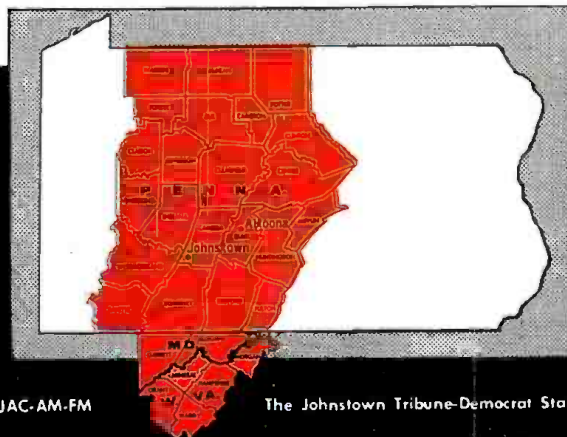


..and, IN PENNSYLVANIA, IT'S
WJAC-TV

To tame the lion's share of Pennsylvania's huge market, you need WJAC-TV. Here's the TV station that single-handedly captures the big market - in - the - middle! A million dollar TV market America's 27th largest . . . that is trained to turn your client's campaign into a roaring success!



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.



Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

| Rank | Market | % of Metro TV Homes |
|------|-------------------------------------|---------------------|
| 21 | Milwaukee | 1.8 |
| 22 | Kansas City | 2.0 |
| 23 | Miami | 1.5 |
| 24 | Atlanta | 1.1 |
| 25 | Columbus, Ohio | 6.6 |
| 26 | Sacramento-Stockton | 8.3 |
| 27 | Portland, Ore. | 4.7 |
| 28 | Memphis | 1.7 |
| 29 | New Orleans | 2.6 |
| 30 | Albany-Schenectady-Troy | 4.4 |
| 31 | Providence | 2.4 |
| 32 | Tampa-St. Petersburg | 2.8 |
| 33 | Denver | 3.3 |
| 34 | Birmingham | .3 |
| 35 | Charleston-Huntington | 3.4 |
| 36 | Nashville | 3.5 |
| 37 | Syracuse | 2.0 |
| 38 | Oklahoma City | 2.7 |
| 39 | Grand Rapids-Kalamazoo | 3.2 |
| 40 | Louisville | 2.8 |
| 41 | Dayton | 4.7 |
| 42 | San Diego | 5.4 |
| 43 | Charlotte | 1.9 |
| 44 | Tulsa | 3.2 |
| 45 | Wilkes Barre-Scranton | 3.9 |
| 46 | Toledo | 2.0 |
| 47 | Omaha | 5.0 |
| 48 | San Antonio | 3.1 |
| 49 | Wichita | 4.4 |
| 50 | Salt Lake City-Ogden-Provo | 5.3 |
| 51 | Norfolk | 1.1 |
| 52 | Greenville-Asheville-Spartanburg | 1.3 |
| 53 | Phoenix | 3.4 |
| 54 | Green Bay | 4.2 |
| 55 | Harrisburg-Lancaster-Lebanon-York | 6.9 |
| 56 | Quad City | 5.4 |
| 57 | Des Moines | 3.8 |
| 58 | Greensboro-Winston Salem-High Point | 1.6 |
| 59 | Champaign-Decatur-Springfield | 3.5 |
| 60 | Shreveport | 4.0 |
| 61 | Orlando-Daytona Beach | 4.0 |
| 62 | Saginaw-Bay City-Flint | 3.7 |
| 63 | Little Rock | 3.6 |
| 64 | Spokane | 1.9 |
| 65 | Cedar Rapids-Waterloo | 4.9 |
| 66 | Rochester, N. Y. | 1.5 |
| 67 | Richmond | 1.6 |
| 68 | Johnstown-Altoona | 1.3 |
| 69 | Mobile-Pensacola | 4.1 |
| 70 | Portland-Mt. Washington | 2.6 |
| 71 | Cape Girardeau-Paducah-Harrisburg | 3.7 |
| 72 | Jacksonville | 1.5 |
| 73 | Roanoke | 1.8 |
| 74 | Raleigh-Durham | 1.1 |
| 75 | Fresno | 7.7 |
| 76 | Wheeling-Steubenville | 4.9 |
| 77 | Youngstown | 6.3 |
| 78 | Lincoln-Hastings-Kearney | 2.3 |
| 79 | Knoxville | 1.2 |
| 80 | Albuquerque | 3.0 |
| 81 | Peoria | 4.9 |
| 82 | Evansville | 2.8 |
| 83 | South Bend-Elkhart | 5.0 |
| 84 | Jackson, Miss. | 2.4 |
| 85 | Duluth-Superior | 2.5 |
| 86 | Fort Wayne | 6.1 |
| 87 | Sioux Falls | .4 |
| 88 | Chattanooga | 3.3 |
| 89 | Greenville-Washington-New Bern | 3.0 |
| 90 | Lansing | 3.3 |
| 91 | Binghamton | 1.5 |
| 92 | Madison | 3.3 |
| 93 | Hawaii | 2.8 |
| 94 | Beaumont-Pt. Arthur | 4.5 |
| 95 | Wichita Falls-Lawton | 3.2 |
| 96 | Baton Rouge | 4.1 |
| 97 | Amarillo | 7.2 |
| 98 | Joplin-Pittsburg | 2.5 |
| 99 | Fargo | 4.2 |
| 100 | Salinas-Monterey-Santa Cruz | 3.0 |

78 (SPECIAL REPORT: TELEVISION)

Color sales 10-25% ahead of last year's

Competition is developing in tube field for first time since RCA introduced the round shadow mask

Last summer when RCA broke the price of its color TV sets below \$400, an excitement ran through the entire TV manufacturing and retailing industry at the expectation that the long-heralded boom in color TV set sales was about to begin.

Today, almost six months later, that excitement is still there; the boom, although it's turned out to be a boomlet, is underway, and the future of color set sales seems bright—the brightest it's ever been.

Item: As of now, color set sales are up throughout the country. Reports from retailers indicate that color sales are from 10% to 25% over last year's—and the big pre-Christmas selling months of November and December have barely gotten underway.

Item: There's a new ferment in the tube field, too. The long-time standard 21-inch round shadow mask tube is going to have competition. That competition will come from the 19-inch and the 25-inch rectangular tubes now in the early production stages by a number of tube makers. Motorola already has a 23-inch round tube in some of its current models and Sears, a 16-inch.

Item: Sales of color TV sets from

manufacturers to distributors, which reached the three-quarters of a million mark in 1963, are expected to more than double this year. And continue to double next year. By 1968, one industry seer sees 15 million color sets flickering their polychrome pictures in as many U. S. homes.

Final item: Retailers—those who sell to the ultimate consumer—have a new and sparkling item that they can put their hearts and sales savvy into—which pays off in crisp \$50-\$100 bills instead of the little \$10 spot most retailers have so long become accustomed to.

Although any retailer will buck like a teenager unable to buy a Beatles record at the term average dealer, there are some whose comments usually reflect the general thinking of the trade. Such a one is Steinberg's in Cincinnati.

Up a Fourth ■ Color set sales in 1964 should be up approximately 25% and sales in 1965 should increase again by another 25%. This is the estimate of Larry Marshall, general manager of Steinberg's Inc.

Holiday sales of color TV this year, Mr. Marshall says, "could and would be tremendous except that there probably will be a shortage of sets. This has happened in previous years because of the unavailability of tubes."

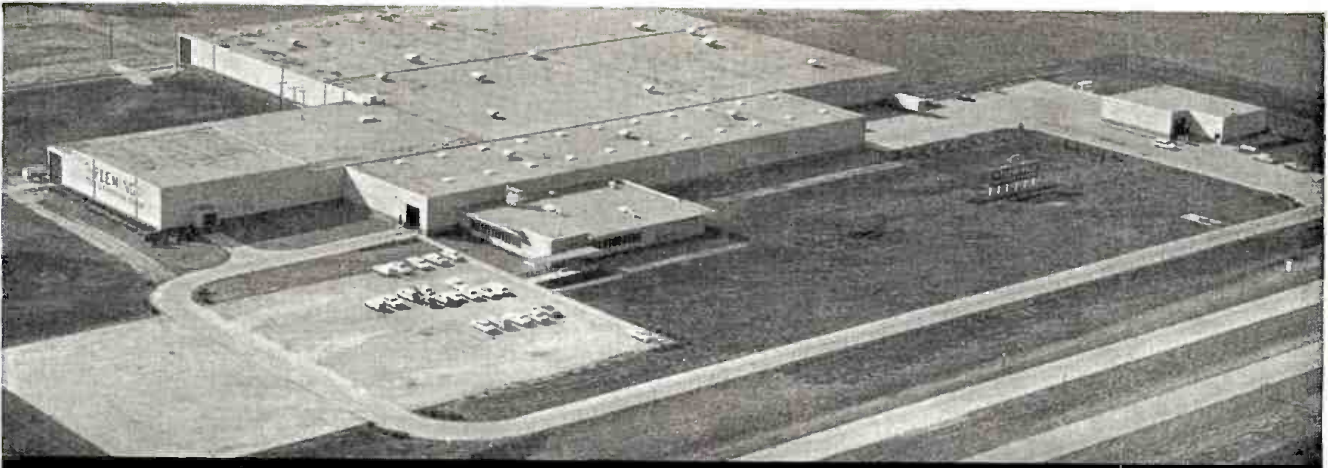
Steinberg stores sell color sets made by RCA, Zenith, Admiral, Magnavox and General Electric. It also devotes "more costly store space to the exhibit of color TV sets than it does to the display of black and white console models," Mr. Marshall says.

Cincinnati may be an atypical market in the color TV set picture, Mr. Marshall explained, since color sets have been selling exceptionally well for the past four or five years because of the color programming efforts of Crosley's WLW(TV) Cincinnati and NBC, and the efforts of the local distributors. "A 20% increase in Cincinnati," he says, "may well equal or exceed a 50% to 60% increase in other markets."

Agreeing with most marketing men, Mr. Marshall explains that sets priced under \$400 tend to bring a great many would-be customers into the showrooms; "however, most people after viewing the new consoles and the attractive fur-



Color sets coming off the RCA assembly line at Bloomington, Ind., plant. The company said factory sales were 25% ahead of those of last year.



COUNTRY STORE *Kansas Style*

Like everything in Kansas, it's BIG. The Fleming Company's Topeka food distribution center covers 258,000 square feet. Fleming has 6 such food distribution centers, serving its voluntary grocery chain of 800 supermarkets in 8 states. Sales volume of these stores in 1963 totalled \$428,505,000, up 15.16% over '62. "It's just Mid-America on the grow," says President Ned Fleming.

You can be BIG in Kansas if you come in with a BIG concept—and with the one medium that's big enough to get the job done—WIBW. WIBW RADIO is Kansas #1 Radio Station. WIBW TV gives dominant day and night time coverage in the Fleming "home country." Buy them both and you're IN in Kansas. Ask Avery-Knodel for the BIG picture.



RADIO AM • FM • TELEVISION
Topeka, Kansas

A division of Stauffer Publications
Represented nationally by Avery-Knodel

niture they represent buy somewhere in the \$450 to \$600 bracket.

"With the advent of black and white portable sets, television moved out of the living room and into various other areas of the home. Color TV is changing that trend; it brings TV back into the living room, hence the customer's interest in better appearing furniture."

Other retailers confirmed Mr. Marshall's views.

In Southern California, which has always been a good color TV set market, most retailers were optimistic and reported upward movement of their sales.

Larry Hughes, of the House of Television, said sales were up perhaps 10% to 15% over last year. "Color is definitely here," he said.

Clay Hodges, Knight Radio & Electric, reported that he had sold three color TV sets last week. Last December, he related, Knight sold 50 color sets; this December he hopes to do as well if not better. "We sell 10 color sets to every black and white receiver, excluding portables," Mr. Hodges claims. Most of them are in the \$600 range, he reported.

Lucil Villa, Neighborhood Television, reported that sales this year are running about 30% ahead of last year. The average price for color TV, he said,

is about \$500.

New York merchants were their customary chary selves in commenting on color set sales, but one chain store TV-radio buyer reported:

"Sales are up from last year. Color television has come of age." This comment came from Bernie Ocean, hard goods manager of Korvette's which carries RCA, Zenith and Olympic.

Another chain operation in the New York area, Liberty Music Shops, whose spokesman inclined toward anonymity, said, "Sales are definitely increasing and we may have a record year. We feel that color set sales are ready to take off." Liberty carries Zenith, RCA, and Electrohome.

The reasons for this optimism, cautious as it is, are varied. Price is significant, and last summer's price break is believed by some to herald another soon.

At least one manufacturer, and a major one at that, has taken steps to prepare for this. Frank Freimann, president of Magnavox, notified his dealers last month that Magnavox's price guarantee on inventory which customarily ran for 90 days has been halved; the price warranty now runs only 45 days. "We believe there may be a significant reduction in the price of color tubes early next year," he said.

Production is another factor in the

swell in the color set sea. And above production there's dollar volume. Any businessman will settle for less unit production if his dollar volume rises. This has become evident in color TV.

By the end of 1963, there were in existence almost 1.5 million color TV sets. This was composed of the 250,000 color sets made by manufacturers and sold to distributors in 1961, the 440,000 in 1962 and the 750,000 in 1963—according to the most accurate estimates.

Through the month of October in this year, 1.1 million sets have gone through channels from manufacturers to distributors and the year's potential is estimated to be 1.4 to 1.5 million sets.

But that's not the whole story either. In 1963 there was a total of 5.4 million TV sets of all kinds manufactured and sold to distributors. This year the rate of production-sales is 7.2 million. In 1963, color-set sales accounted for 10% of total sales to distributors; in 1964, under normal conditions, color sales will account for over 20% of total sales to distributors—and totals are 25% higher.

But beyond these ratios is a much more fundamental calculation: In August, for example, factory value of total sets was \$890 million; color, however, accounted for \$300 million of this fig-

Judgement

is an essential quality for any television station that

expects to be the leader in its coverage area. WRGB strives to apply sound judgement in plan-

ning programming for its

widely diversified audience

of young children, teen-

agers, and adults. As a re-

sult, it has achieved a remark-

ably successful balance of network shows, national and local newscasts, and local live productions.

Judgement, sensitivity, and perception are qualities that make WRGB the preferred station in the

vital Northeastern New York and Western New England market.

WRGB

992-19

A GENERAL ELECTRIC STATION

Albany ■ Schenectady ■ Troy



THE KATZ AGENCY, INC.
National Representatives

ure, or 33.7% of the dollar volume.

Jack M. Williams, vice president, advertising and sales promotion, RCA Sales Corp., told Los Angeles Advertising Club last week that a total of 1.3 million color TV sets will be sold this year—color's first million-set year.

In 1965, he estimated, the figure will top 2 million and early in the year, he added, "color set sales of all manufacturers will go over \$1 billion in dollar volumes. This he pointed out is the approximate total industry sales level of black and white television.

Early in 1965, he said, there will be 3.3 million color sets in use. Early in 1966, the total will be 5.3 million and by the end of 1968, he forecast, over 15 million color sets. This, he said, will represent more than one color home out of every four TV homes.

Dollar Volume Up • Two months ago one of the volume leaders in the TV field spoke to a group of security analysts. What he said then—and it's one of the most recent overall looks at color TV set production and sales—is worth repeating now.

Morris Sobin, president of the Olympic Radio & Television Division of Lear Siegler Inc., told the New York Society of Junior Security Analysts, that in 1965, the rate of color sales will probably surpass the dollar volume of black and white set sales—a billion dollars a year.

Mr. Sobin foresaw 1¼ million color sets bought this year by the public. If color-set sales have doubled each year—as they have consistently been doing for the past few years—and this process is expected to continue through 1965, he said. After that, Mr. Sobin sees a leveling off to a steady increment each year. By 1970, he estimates, "a going rate of 5 million sets will be reached."

"Today," he said, "a color set is a status symbol among the more affluent members of our society. Five years from now this symbol will be near the top of the list of necessities for the young married."

Improvements in tubes, mass production, competitive pressures all are standard in the TV industry, he pointed out; therefore "a transportable model leader price of under \$200 is not unreasonable by 1968."

Although price is a significant factor, Mr. Sobin cautioned that it is not all. A technological break-through must come too. Transistorization, micro-circuits, a flat tube and more tube manufacturers are on the horizon.

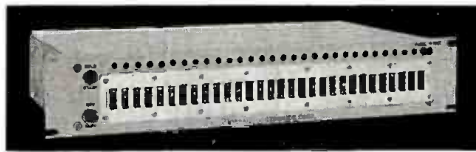
Dollars and Cents • In the final analysis, however, it may be that it all comes down to the attitude of the salesman in the TV department of the leading downtown department store, or in the multi-outlet chain store, or even the "order takers" in the discount store. He's the one who's on the firing line, and here's how he looks at it (incognito, but an

audio automation with grow-power



for ANY FORMAT

Visual's "building block approach" to audio automation is the most practical, economical answer to AM/FM broadcasters' compliance with FCC rulings on non-duplication of program material. An installation can be a simple semi-automatic operation . . . or a completely automatic system incorporating random access and sequential operation. Operational advantages include: • one type of equipment providing cartridge convenience throughout • manual operation available at any time • completely flexible for station growth and format change.



Heart of the system is high quality 1200 ft. cartridge operation in reliable maintenance-free equipment simply controlled by flexible Random Access Programmer panel. The numbers correspond to cartridge decks loaded with program material, spots, promos, I.D.'s, etc. Expansion is provided by adding more decks and more panels.

For complete information write for Bulletin 610.



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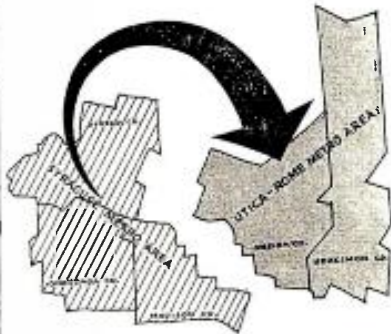
356 west 40th street • new york 18, n. y. • pennsylvania 6-5840

WKTV FOOD FLOW

(UTICA-ROME)

\$73,000,000

PURCHASED IN SYRACUSE
CONSUMED IN THE CHANNEL 2 AREA



Approximately 68% of total food consumed in Utica-Rome is purchased and warehoused in Syracuse BUT shipped to Utica-Rome and consumed by WKTV viewers.

Advertise Your Products where they are consumed . . . Use



to cover the Utica-Rome Market (Mohawk Valley)

Represented By
H-R Television Inc.

REMEMBER . . . To sell the Utica-Rome area, only Channel 2 can do the job (and it's a Great Test Market).

actual summing up):

"Of course we're going to push color TV. It's the first time in years that we have a TV product on which we can use salesmanship. We'll get the customer into the store at the \$399.95 or \$369.95 price, but then we will sell him up.

"After all, anyone who's willing to

spend \$400 for color TV isn't going to turn away because he has to spend another \$100 to get a better set or a nicer looking piece of furniture, is he?"

That \$50-\$100 markup on color TV sure looks good to the old fashioned salesman, and he's going to sell like old times to get his share.

Owners of color sets are avid viewers

Study in Omaha shows color owners watch color stations more for b&w programs as well as color

Homes with color television receivers view more heavily than homes with only black and white sets. . . .

Color programs are viewed more extensively in color TV homes than in those with only black and white sets. . . .

Stations which broadcast color programs are viewed more often in homes with color TV sets when the programs broadcast are in black and white than the same programs are viewed in homes with only black and white sets.

These are the significant findings by the American Research Bureau in a special study in Omaha. The month-long special study of the viewing habits of color TV set owners compared to those with monochrome receivers only was made between mid-February and mid-March in 1962. The Omaha metropolitan district at that time contained 129,500 TV homes. At that time, Omaha reportedly had about 3.5% color TV sets. The study is still considered an accurate index of color viewing.

The 1962 Omaha ARB color study

was based on 167 diaries from color TV homes and 173 from homes having only black and white TV sets. Of the three stations in Omaha (KMTV[TV], KETV[TV] and wow-TV), only one, KMTV, the NBC affiliate, was broadcasting color programs in the survey period.

The ARB findings

- Color programs reached nearly twice the audience in color TV homes than in black-and-white homes. Evening programs broadcast in color by KMTV, had an average rating of 40 in homes with color sets; only 22 in homes with only black-and-white sets. That's a plus of 82% for color homes.

- Other evening programs broadcast in black and white by KMTV had a higher rating in color TV homes than in homes with monochrome sets only. This totaled to a 44% advantage in color homes. Contrariwise, the other two Omaha stations broadcasting only black-and-white programs had a 24% lower rating in these same color homes.

- Where individual color programs

Demographic Characteristics of Color TV Set Owners Vs. Non-Color-Owners
November 1962-January 1964

| Characteristic | Recent Plus | | (% Diff. vs. Non) | Recent Owners | (% Diff. vs. Non) | Veteran Owners | | (% Diff. vs. Non) |
|--|------------------|----------------|-------------------|---------------|-------------------|----------------|---------|-------------------|
| | Non-Color Owners | Veteran Owners | | | | Owners | vs. Non | |
| Average Age (in Years): | 42.3 | 43.3 | (+ 2) | 41.3 | (- 2) | 45.6 | (+ 8) | |
| % of Families with 5 or More Members: | 26.6 | 28.3 | (+ 6) | 34.2 | (+29) | 21.1 | (- 21) | |
| % of Families with Annual Income of \$10,000 or more: | 14.7 | 29.6 | (+101) | 27.4 | (+86) | 30.7 | (+109) | |
| Avg. Family Income: | \$6,468 | \$8,308 | (+ 28) | \$8,162 | (+26) | \$8,467 | (+ 31) | |
| % with Some College Education or More: | 25.4 | 29.6 | (+ 17) | 28.7 | (+13) | 30.6 | (+ 20) | |
| % of Household Heads in Professional, Technical or Managerial Positions: | 24.5 | 37.2 | (+ 52) | 36.5 | (+49) | 38.0 | (+ 55) | |
| No. of Minutes/Day Spent with TV: | 139 | 159 | (+ 29) | 159 | (+29) | 160 | (+ 15) | |



CAN YOU THINK OF AN EASIER WAY TO BE UP TO YOUR EARS IN MONEY?

Eighty-five million dollars worth? Milwaukee Federal Savings and Loan Association increased their assets from \$55 to \$85 million in the last four years. During this time WTMJ-TV carried the major portion of their TV promotion. And earlier this year they cancelled all stations except WTMJ-TV and still experienced an increase in assets of 25% or \$17 million. Because of this tremendous growth Milwaukee Federal is now fifth largest in the state. The Milwaukee Federal Advertising Director stated, "The exceptional growth of new money this year has been the result of our consistent schedules on WTMJ-TV." This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV . . . see why it is continually the number one station in Milwaukee for both adult viewers and advertisers.

MILWAUKEE RESPONDS TO WTMJ-TV

CHANNEL 

THE MILWAUKEE JOURNAL STATION
WTMJ-AM-FM
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York
Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

were rated, the advantages in color homes compared to black and white homes ranged from 38% to 160%. *Sing Along With Mitch*, for example, received a 37 rating in monochrome homes; a 51 in color homes—a 38% plus for color homes. *The Telephone Hour* (with Dinah Shore and Milton Berle) received a 20 rating in black and white homes; a 52 in color homes—a 160% plus for color homes.

Six-Fold Vantage ■ One color program reached a 450% advantage in color homes over black and white homes. A children's daytime weekend program, *Pip the Piper* (8:30-9 a.m.), scored a

2 in black and white homes and an 11 in color homes.

■ Obviously homes with color TV sets view more color programs than non-color homes. Viewing more than eight color programs a week were 61% of the color homes, but only 27% of the black and white homes viewed that many color programs.

Of the 34 different color programs on the air in an average week of the study, 16% of the color homes viewed half or more; but only 2% of the black and white homes viewed that many.

Each color home viewed an average of 10.9 color programs per week; each

black and white home, only 6.4.

■ Stations that broadcast a heavy color schedule gain in share of audience, too. For the whole day (9 a.m. to midnight), KMTV had 37% of all black and white sets tuned in, compared to 32% for KETV and 31% for WOW-TV. But in color homes, KMTV's share of audience was 55%, compared to 22% for KETV and 23% for wow-TV.

Characteristics ■ Distinct demographic differences were found between color TV families and black and white families. Color families were found to be more mature, better educated, and with higher incomes. Income differentials were especially marked—where black and white homes had an average yearly income of \$6,210, color homes averaged \$7,965. And where 38% of the black and white homes reported incomes of \$7,000 yearly or more; more than double the color homes (77%) reported this.

These characteristics generally are still true, even two years later, although two distinct changes are noted.

A study made by R. H. Bruskin Associates, New York, finds that whereas the 1962 study showed that color TV owners were older and had smaller families, the more recent color TV set owners (those who bought their color sets within the last two years) are younger and have larger families than the veteran TV set owner, and indeed for the average population as a whole.

The information, combined by NBC from a series of probability-sample studies conducted by the Bruskin group from November 1962 to January 1964, is based on a total of 378 color set owners out of the total sample of 17,665 adult respondents. Fifty were excluded from the analysis since they did not specify when they bought their color set.

The average age of recent color set owners, the Bruskin report shows, is 41, whereas the veteran color set owner (who has had his color set for over two years) is 46. The average Bruskin AIM (Association Identification Measure) respondent is 42.

Also 34% of recent color set owners have families of five or more, compared to only 21% among veteran color TV set owners and only 27% among average AIM respondents.

The Bruskin report also shows:

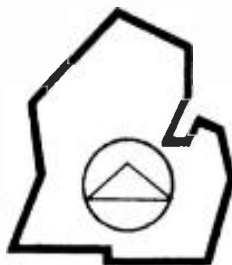
■ Twice as many color set owners as non-color set owners have annual incomes of \$10,000 or more.

■ In the \$10,000 a year or above income families, 27% are recent color set owners, 31% are veteran color set owners, and only 15% are black and white set owners. The average annual incomes for both recent and veteran color set owners are \$1,700 and \$2,000 greater than for the average for all TV set owners.

■ Educationally 13% more adults in

from smack dab in the middle of the mitten

TENTH V BIRTHDAY GREETINGS



From all your loyal TvB boosters in Mid-Michigan, best wishes and many thanks for your most effective work in making television advertising the most dynamic force in the American Economy today.



WILX-TV

10

LANSING

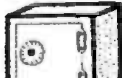

555 Stoddard Building, Lansing 23
Michigan's newest TV/Radio facility

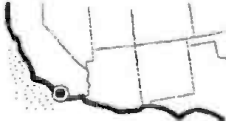



HOW TO PURCHASE A TELEVISION STATION




Qualify as a licensee. Find a Major Market Station with modern

facilities. Look for *Leadership* of TV in the market and *Leadership* of a particular TV station. Invest  over Ten Million Dollars. 


San Diego, third largest market west of Dallas-  Ft. Worth, looked

good. So Midwest Television, Inc., asked San Diegans such questions as: "Where do you get your News?"  64.2% * replied TELEVISION. 20.8% said


Radio; another 20.8%, Newspapers. Then Midwest Television, Inc., asked, "Where


do you go first for News of the *San Diego area*?" Again TV led almost **3^{to}1**  — San Diegans then

told us their choice in TV stations:  "I tune to that channel when I want to get... all the news in a way I feel I can trust." KFMB-TV: 51.7%. Station "O":

36.7%. Station "X": 4.2%. "I have a feeling of greater confidence and more trust in the products  I see advertised on that channel." KFMB-TV: 21.7%.

Station "O": 15%. Station "X": 4.2%. KFMB-TV WAS THE STATION. AND EARLIER THIS YEAR, MIDWEST TELEVISION, INC., BOUGHT IT.

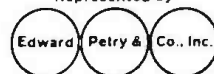
KFMB-TV—the one with *outstanding leadership* in the San Diego market. (The one with a great rating story, too.)  Better put your

money  where there is *proven leadership*—

KFMB | TV | 8

SAN DIEGO, CALIFORNIA

Represented by



The Original Station Representative

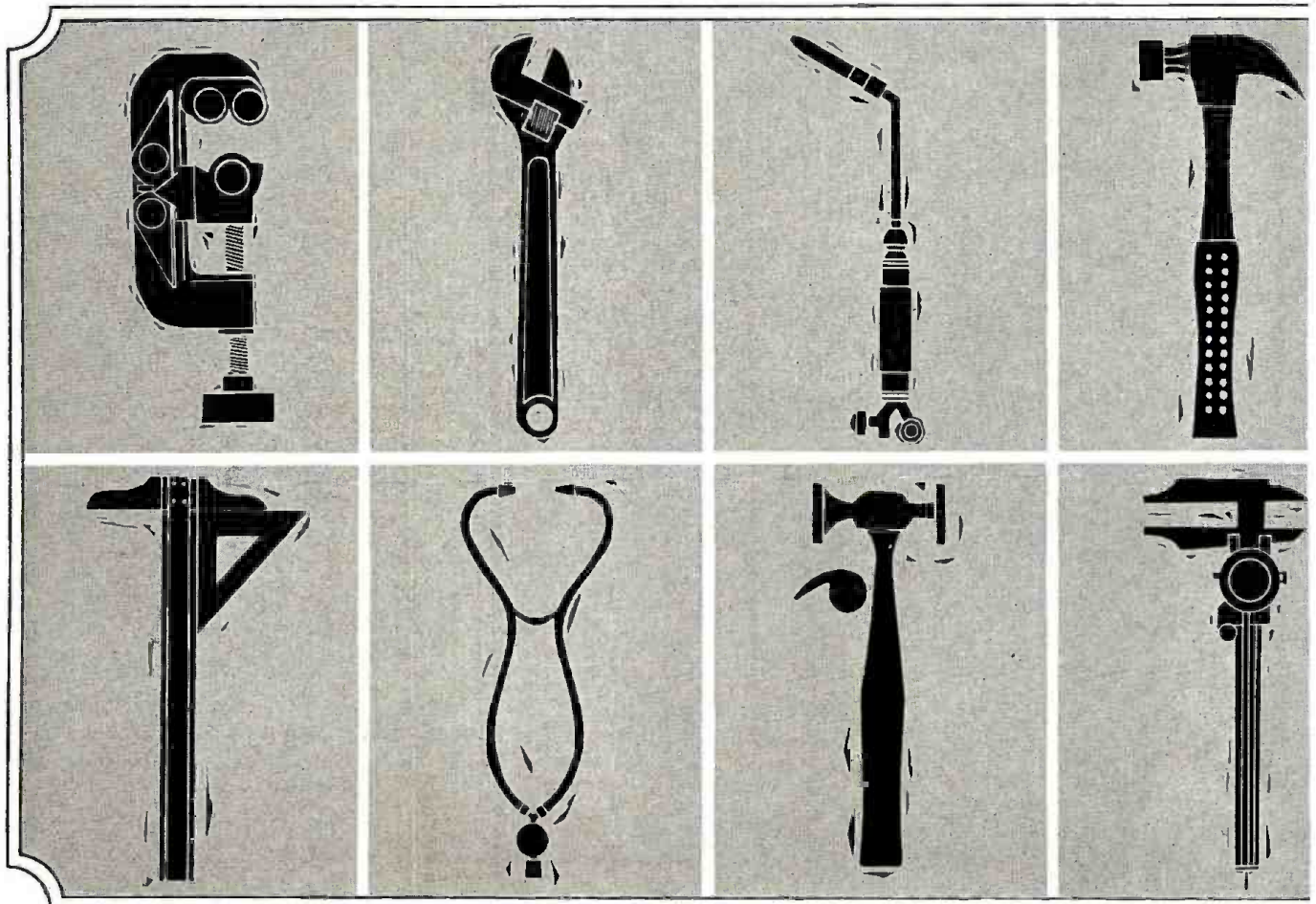
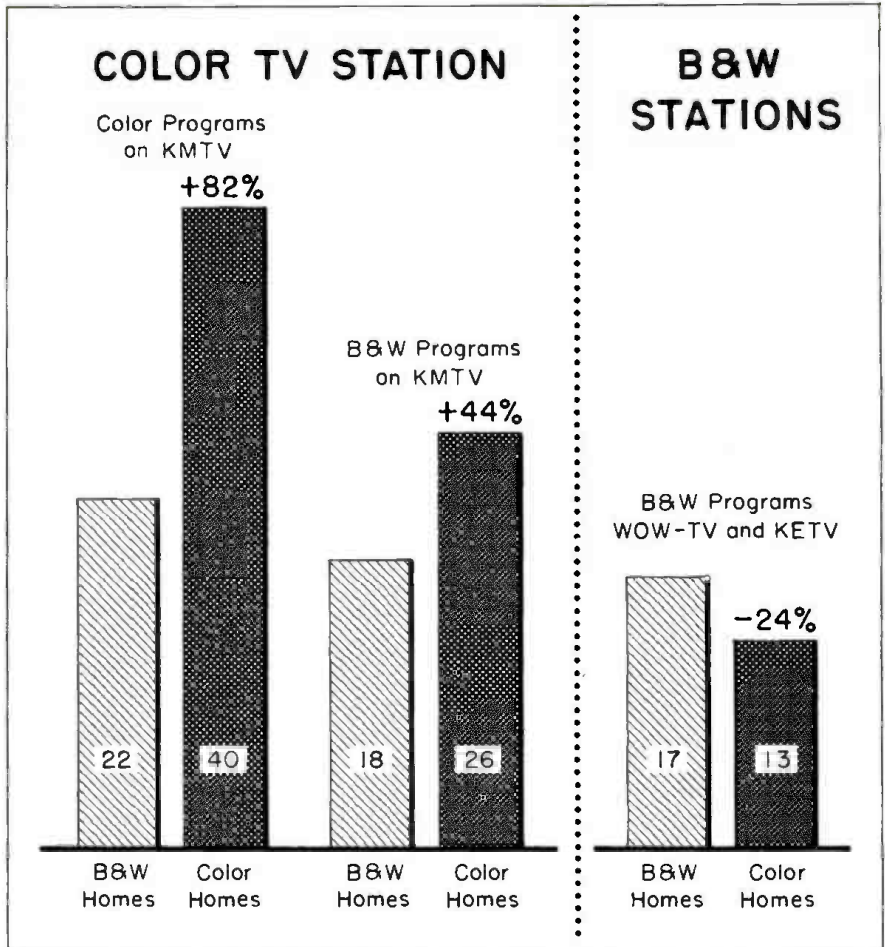
Midwest Television, Inc.

*Survey conducted in 1964 with research aid from University of Illinois.

color TV set homes who've bought their sets recently have gone to college than among non-color owners; among veteran owners, 20% more have gone to college.

And, the Bruskin survey shows that 50% more color TV set owners than non-color set owners are in the professional, technical and managerial classifications of occupations: that car ownership is 10% higher among color set owners than among black and white owners; that 8% more color set owners smoke cigarettes than do black and white owners; that color set owners are more interested in investing in stocks and bonds than non-color owners, and that more of them plan to visit Europe within the next two years than non-color owners.

Average rating of nighttime programs in Omaha in 1962 survey month shows (see chart at right) that color programs on KMTV(TV) there—the only color broadcaster then—had an 82% advantage in color homes over viewing in non-color homes; that black and white programs on KMTV had a 44% advantage in color homes vs. non-color homes, and that black and white programs on the other two stations then operating with black and white only in Omaha were watched 24% less in color homes than in black and white homes.



RCA adman predicts more color TV shows

The amount of color programing on TV will rise in keeping with the increased ownership of color TV sets (see page 76), Jack M. Williams, RCA Sales Corp. vice president, advertising and sales promotion, said last week.

Within three years, Mr. Williams told the Advertising Club of Los Angeles, 75% of all nighttime programing will be in color, noting that NBC "is up to 70% right now." Daytime color programs will also multiply, he said.

He also called attention to the fact that 1.3 million color TV sets are expected to be sold this year, color's first million-set year.

Where the sets are, there the advertisers are too, Mr. Williams remarked. "Quite a few package goods advertisers have become network color TV sponsors this year," he said, "including Pepsi-Cola, Libby-McNeill & Libby, Budweiser, General Mills and many more. These advertisers of fast turnover, big volume products are well accustomed to fighting it out for the consumer's dollar. They buy media and measure its effectiveness on the number of boxes they move per dollar invested and they too have turned to color television."

The RCA sales executive quoted John

T. Murphy, president of Crosley Broadcasting Co., on what color means to a local station: "Our color shows are sold out with sponsors standing in line to get in."

Color commercials cost more, but many advertisers are finding that their long life and increased commercial memorability more than offset the additional production costs, Mr. Williams said. "Some companies, particularly those who concentrate on a given theme or any easily identifiable, memorable package, are producing their new commercials on television in color. They know they will benefit from increasingly large color audiences as these commercials run for the next year or more, so, in effect, they are amortizing the production premium they pay for shooting their commercials in color to the point where the premiums are almost nonexistent by extended and repetitive runs."

FCC inquires about stereo for television

The FCC last week started an inquiry to determine if stereophonic sound in television would add to the realism of the medium or otherwise contribute a worthwhile improvement to TV programs.

Comments on the subject are due

within 60 days.

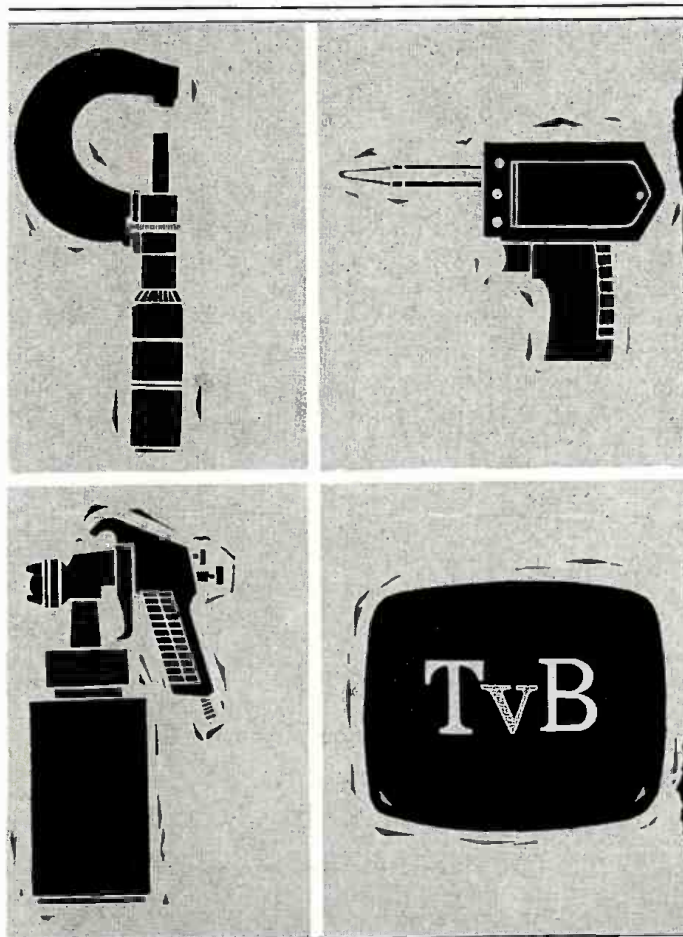
In announcing the inquiry, the commission said it was particularly interested in information on the effect of stereo transmissions on the quality of picture and sound reception both for monophonic TV receivers and for those equipped to receive stereophonic sound.

FM multiplex stereo was authorized in 1961. According to FCC figures, about 300 FM stations now furnish such programing.

42 multi-product spots added by NAB

The list of piggyback and integrated multiple-product TV announcements kept up by the code authority of the National Association of Broadcasters has been brought up to date with 42 new commercials, 34 integrated and eight piggybacks. The compilation was the second up-dating of the code's master list of these commercials (BROADCASTING, Nov. 2).

The new classifications include commercials for 14 advertisers, with General Mills represented in both the integrated and piggyback categories. The code authority's latest compilation, published in the November issue of the NAB's *TV Code News*, brings to 246



*If you had the
Quality touch*

You'd use the tools of a professional... the implements which set you apart from the run-of-the-mill, the unskilled. Like any seasoned craftsman, you would realize the importance of having the proper instruments to carry out your duties. That's why we are a charter member of TvB. Sales are made by well-informed, well-trained professionals. Television Bureau of Advertising has been a vital asset to us, providing the master tools which distinguish the order-taker from the sales executive. It's the mark of real quality.

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.



How TVB salesmen awards started

Forerunner of TVB's annual salesmanship awards competition among TVB members, launched in 1962 to produce outstanding "how I made the sale" examples for other salesmen to study, was this 1961 meeting with (l to r) Bill Ritchie KTVH(TV) Hutchinson-Wichita, Kan.; Jay Heiten, then with WNBC-TV New York, now with Television Information Office;

William B. Colvin, TVB director of member services; Jay Sondheim, then with KPFE-TV Fresno, Calif., now station manager of WLYH-TV Lancaster-Lebanon, Pa.; Howard Bunnell, then with WISH-TV Indianapolis, now with WANE-TV Fort Wayne, Ind.; and Dick Moran, then with WHEN-TV Syracuse, now in radio in Chicago.

the number of multiple-product announcements classified by the code.

The new list—including company name, commercial serial numbers and

products advertised:

INTEGRATED

AMERICAN CHARACTER DOLL: ATA-21-64, Tressy Apartment; ATB-29-64, Tressy Beauty Salon; ATF-

17-64, Tressy Fashion; ATW-70-64, Teenie Weenie Tiny Tears; ATD-25-63, Tressy 1964.

BRISTOL-MYERS: GFW-728-60R1, 4 Way Cold Tablets/Nasal Mist.

CHESEBROUGH-POND'S: 255, Pertussin Actin/Medicated Vaporizer.

DELUXE READING: AD-1-60, Adult Film; PB-1-60, Penny Brite "Jingle"; PB-3-60, Penny Brite "Phone Talk".

GENERAL MILLS: M-CH-CH-F1-R1, Betty Crocker Washington Square Cherry Fudge Cake Mix/Frosting Mix.

HASSENFELD: 582-A, G.I. Joe "A"; 582-B, G.I. Joe "B"; 582-C, G.I. Joe "C"; 582-D, G.I. Joe "D".

IDEAL: 156-60-R1, Pebbles; 169-60, Tammy Sweepstakes; 175-60 (TM-1), Tammy Summer Fashion; 176-60 (TM-2), Tammy Back to School; 179-60 (TM-5), Tammy Holiday Time; 180-60 (TM-4), Pos'n Tammy Accessories; 181-60, Pos'n Tammy and Pepper; 185-60 (TM-6), Tammy-Pepper (Unbendables).

MATTEL: BEFP-60, Barbie Ensemble & Fashion Paks; BFAS-1-60-R2, Barbie Fashions; BKLC-60, Barbie & Ken Little Theater Costumes; BKTC-60, Barbie & Ken Travel Costumes; CDF-60, Family of Chatty Dolls; DTSL-2-60, Dump Truck & Skip Loader #2.

ROMILAR: 4-60-12, Alarm Clock #2; 4-60-13R, Running Lights #2.

VICK CHEMICAL: FF-231, Vicks Formula 44 Cough Syrup/Vicks Cough Syrup; FF-233, Vicks Formula 44 Cough Syrup/Vicks Cough Syrup.

PIGGYBACK

COLGATE-PALMOLIVE: CRS-TV-4-60-9, Respind Shampoo/Hair Spray.

GENERAL MILLS: 226-CCF/Layer Cakes, CCF-58, KTF-198/M-CH-CH-F-2, Country Corn Flakes/Betty Crocker Washington Square Cherry Fudge Cake Mix and Frosting; 228-CMKT/Layer Cakes, KTF-198/M-CH-CH-F-2, Gold Medal Flour/Betty Crocker Washington Square Cherry Fudge Cake Mix and Frosting.

MENLEY AND JAMES LABORATORIES: MJX-64-812, Contac Cold Capsules/Nasal Mist; 64-R-172-60, Contac Cold Capsules/Nasal Mist.

RALSTON PURINA: 64-R-171-60, Dog Chow/Puppy Chow; 64-R-172-60, Dog Chow/Puppy Chow.

TRANSOGRAM: 12-6-09, Dream Date/Miss Popularity.

WTOK-TV MERIDIAN, MISS.



A MOST EFFICIENT MEDIA BUY

WTOK-TV's thirty-six county coverage in Mississippi and Alabama covering 151,900 TV homes offers advertisers one of the nation's most efficient media buys. Before completing your next market list, take a close look at W TOK-TV.

The management of W TOK-TV acknowledges the 10 years of achievement and sales success of TVB and wishes its continued progress.



MAXIMUM POWER 316,000 WATTS

MISSISSIPPI'S FIRST
VHF TELEVISION STATION



**We go to
the ends of the earth for
Boston, New York,
Baltimore, Pittsburgh,
Cleveland,
Fort Wayne, Chicago and
San Francisco.**

For our eleven radio and television stations, that is. We go to Haiti for a documentary on that troubled island. To Africa for a new perspective on the Peace Corps. To South America for fifty vignettes of the volatile continent. To Great Britain, Mexico, Tahiti, Australia, Hong

Kong, Italy. And Group W news bureaus in Paris, London, Berlin, and Washington, service the eight Group W communities directly.

The need to know—the need for news and documentation on what's going on in the world—is a need common to all people everywhere.

Group W is in a unique position to help fill this need. The Group has the creative, financial, and managerial resources to program with the authority of a network, yet it retains the flexibility and viewpoint of a local station. The Group is a vital third force in broadcasting today.



WESTINGHOUSE BROADCASTING COMPANY

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

A LEADER

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

- Population of 2,508,700
- Buying Power—\$5,444,133,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—\$3,273,165,000
- Food Sales—\$789,846,000
- Drug Sales—\$94,327,000

(Market Data Source: SRDS, Jan/64)

WSYR-TV DOMINATES

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



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

WSYR-TV

Channel 3 • NBC Affiliate • 700 K W
SYRACUSE, N. Y.

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

Get the Full Story from HARRINGTON, RUGHTER & PARSONS

ONLY
WALB-TV

ALBANY, GEORGIA 10

ONLY... WALB-TV reaches all of the rich 49 county area surrounding Albany! Contact Venard, Torbet & McConnell, Inc., nationally... or, in the South, contact James S. Ayers Co... for current availabilities!
 Raymond E. Carow, General Manager.



TVB has reported spot TV spending since '55

One of TVB's first major projects was introduction of the Rorabaugh/TVB reports on quarterly and annual advertiser expenditures in spot television. The service, launched in 1956 covering the final quarter of 1955, was being planned in this 1955 picture by (l to r) N. C. Rorabaugh of company bearing his name, which

supplies basic information for the reports; Gene Accas, then head of TVB operations, now network relations vice president in the programming department of Leo Burnett Co.; Dr. Leon Arons, now vice president in charge of TVB research, and Harvey Spiegel, now vice president and research director of TVB.

Code authority okays 31 TV spots for toys

The National Association of Broadcasters' code authority has given the green light to 31 more television toy commercials for the holiday season. The 31 spots of nine advertisers represent the code's second addition to its original list (BROADCASTING, Nov. 2), bringing to 185 the total of approved TV toy commercials.

The new list, carried in the November issue of the NAB's *TV Code News*, has been judged by the code authority to meet code standards and to be in accordance with the toy advertising guidelines. As a footnote to the list, the code also noted that a Tressy commercial for American Character Doll, previously approved, has had its code designation changed to ATD-25-63.

Multiple-product toy spots are marked by one asterisk (*) if considered piggybacks, two asterisks (**) if integrated. The code's new toy list:

AMSCO: 9-60-63R, Little Miss Regina Floor Polisher.
 DELUXE READING: 27-Y-60, Bonnie Bride; MH-1-60R1, Johnny Seven "Microhelmet"; (**) AD-1-60, Adult; 55-Y-55, Tiger Joe "Mysterioso" Rev;

PB-5-60, Penny Brite Xmas; 86-Y-60, Defender Dan.

EMENEE: (*) 282564, Formex 7/Enlarg-A-Graph; (*) 282764, Headline Printer/Rifle Range; (*) 393064, Formex 7/Headline Printer.

IDEAL: (**) 179-60 (TM-5), Tammy Holiday Time; (**) 180-60 (TM-4), Pos'n Tammy Accessories; (**) 181-60, Pos'n Tammy Pepper; 182-60, Tearie Dearie; 185-60 (TM-6), Tammy Pepper (Unbendables).

MATTEL: (**) BEF P-60, Barbie Ensemble and Fashion Packs; (**) CDF-60, Family of Chatty Dolls; DT-FI-30, Dump Truck; MB-2-60, Miss Barbie #2; SL-FI-30-R1, Skip Loader; VB-4-30, Vrrroom Bikes; VR-3-30, Vrrroom Racers #3; VT-F3-30, Vrrroom Trikes; VT-5-20, Vrrroom Trikes; VUFK-2-60-R1, Vacuform and Kits #2; VUFK-F3-30-R1, Vacuform and Kits #3.

PRESSMAN: Wonder Art (60").
 RAINBOW CRAFTS: MJ-64, Magnajector.
 SHWAYDER BROS.: 110-60 R1, Lego.
 TRANSOGRAM: TP-03-63, Pretzel; (*) 12-6-09, Dream Date/Miss Popularity.

Half-hour shows more popular

New one-hour television programs are less appealing than the half-hour shows, according to a recent report by TVQ, the television service of the Home Testing Institute. The second October report of TVQ listed an average popularity score of 26 for the new one-hour shows, and a score of 28 for the half-hour programs.

The average score for hour programs returning this season is 29, while returning half-hour shows average 26.

For the courage to begin . . .

"I don't s'pose any of us, unless he's come close to starving — unless he's lived half-frozen in the snow — unless he's watched his wife or little one die in his arms — can come close to the real feeling of the first Thanksgiving.

"Our Pilgrims were thanking God for a square meal — for just being alive! Now with near 200-million of us around the table — mostly fat, rich and sassy — we can thank God for the spunk that kept them alive."

People in the "Providence Market" are particularly proud that Thanksgiving and our country were born here — that New England spunk and vitality continue to brighten this area. Providence is Plimoth Plantations as well as the rest of Southeastern Massachusetts, Western Connecticut and Rhode Island. People in television say **Providence is WJAR-TV.**



Yours for the asking:
a personal print,
suitable for framing.
©OUTLET 1964



The case for courtroom conduct

RTNDA members hear Texas attorney blast ABA actions toward broadcasters; FOI committee describes 1964 as year of 'severe setbacks'

None of the powers in the American Bar Association have had any courtroom experience, and consequently they cannot possibly know the difficulties encountered by broadcast journalists and the judiciary, Texas attorney Percy Foreman told a Nov. 12 luncheon session of the Radio Television News Directors Association.

Mr. Foreman, standing in for Texas Governor John B. Connally, delivered a stinging indictment of ABA's Canon 35 and all other attempts to deprive electronic journalists of access to the news. He told about 300 broadcasters, assembled in Houston for the Nov. 10-14 RTNDA 1964 conference and workshop, that their problems had not received a fair hearing because of their inability to get through to the ABA leadership.

Limited courtroom space and the distracting influence of film and electronic paraphernalia were cited by Mr. Foreman as problems broadcasters needed to solve, and could solve if a "meeting of minds" between leaders in the two fields could be arranged.

Issues Revived ■ Scarcely a week from the anniversary of the turbulent period, the problems of Nov. 22, 1963, seemed destined to come up again as the conference turned into a free-swinging discus-

sion of broadcastings' conduct in the days following the assassination of President Kennedy. Mr. Foreman called the Jack Ruby case "a sad commentary on our judicial system," but said that broadcast journalism could in no way "be afforded the entire blame."

Jack E. Krueger, news director of



Mr. Krueger

Mr. Ryan

WTMJ-AM-FM-TV Milwaukee, said in his keynote address to the group that instead of criticizing radio-TV coverage of the assassination and related events, and urging greater restrictions on trial coverage, the bar should promote better coverage of legal proceedings by working more closely with newsmen.

A slightly different tack was taken

by RTNDA's Freedom of Information Committee, in its report to the convention. The report adds up the pluses and minuses of the past year and concludes that "it would be hard to find a year in which the cause of freedom of information has suffered such severe setbacks as 1964." And many of both, the committee noted with irony, are due to the "same tremendous news event"—the assassination.

The problem of courtroom bans has grown so serious, the committee advised, that the RTNDA should take formal notice of it, and formal action to counter it. It cited as last year's sharpest setback the flood of radio-TV newsmen into the courtroom at the end of the Ruby trial, in violation of a prior pool arrangement. "You let me down," Judge Joe Brown said at the time. "All of radio-TV journalism was let down too," the FOI report adds.

On the bad side of the ledger for the year:

- An attack on radio-TV conduct in Dallas by W. M. Seymour Jr., chairman of the Committee on Civil Rights for the New York Lawyers Association, during an April 19 debate with RTNDA President Ed Ryan of WTOP-AM-FM-TV Washington. The debate was carried over WNEW New York.

- A statement by J. Edgar Hoover, FBI director, that "commercial jingles, station breaks, and panning TV cameras are incongruous with the dignity and solemnity of courtroom procedures."

- Moves by the ABA to prevent "the release by any lawyer for the prosecution or the defense of any material relating to the trial either before the trial or during it."

- Local bans such as one by the Hennepin county, Minn., Bar Association, forbidding photos or recordings of "any attorney, party, witness or juror involved in the trial or hearing of any case, civil or criminal, or proceeding incident to any such case, or in connection with any session of the Hennepin county grand jury."

- The Senate Rules Committee edict prohibiting lights, cameras and microphones during the Bobby Baker hearings.

- The limited radio-TV access to President Johnson, due to "his habit of calling news conferences at the drop of a Stetson."

On the brighter side, the committee listed:

- Senate approval of S-1666, permitting court action against government

RTNDA puts out newsfilm standards primer

A *TV Newsfilm Standards Manual* produced by Time-Life Broadcast Inc. and the Radio Television News Directors Association went on sale coincident with the opening of RTNDA's conference Nov. 10.

The manual, based on material presented at a Feb. 29 newsfilm standards conference jointly sponsored by the two groups in New York (BROADCASTING, March 9), contains advice on technical procedures, writing, editing and producing offered by experts from the TV networks, the

film industry and individual stations.

It is available in two versions from the RTNDA executive secretary, Rob Downey, WKAR Michigan State University, East Lansing. The deluxe edition, at \$10, is a leather-bound loose-leaf notebook with provision for any free additional material that may result from a planned series of regional film seminars in the '64-65 period. The standard edition is plastic-bound with a laminated cover, costs \$2.50, and does not include the free supplement service.

officials who withhold records or data.

- A suit by KWVK Hutchinson, Kan., to prevent the Hutchinson city commission from forbidding live or taped radio broadcasts of commission meetings. The suit is still in progress.

- An Indianapolis municipal court action permitting broadcast coverage of certain preliminary hearings.

- Possible investigation of the whole freedom-of-information question by the Brookings Institution, Washington.

- Film and radio coverage of the FCC hearings on broadcast commercials.

- Republican reconsideration of their ban on newsmen on the convention floor during the Republican National Convention.

- A Department of Defense order forbidding physical restraint of photographers at accident scenes where military equipment is involved, where the accident occurs on private property.

The report was submitted by J. W. (Bill) Roberts, Time-Life Washington Bureau, who took over as chairman of the FOI committee when Carl Siskind, WIBW Topeka, Kan., who had chaired the group for most of the year, resigned to enter politics.

(In the same vein as the interest shown by the news directors in courtroom access, the National Association of Broadcasters has been showing to its regional meetings a film made by WFIL-TV Philadelphia. The film is of the proceedings of a Philadelphia court, made with the knowledge of the judge, but without lights and so unobtrusively that others in the courtroom did not notice it was being done. NAB presents it as evidence that trials may be recorded with no disruption to the dignity and decorum of the court.)

Other features of the RTNDA gathering were a tour of the National Aeronautics and Space Administration's Manned Space Flight Center, workshop sessions, an award luncheon, and the concluding annual banquet, with John Scali, ABC News, as major speaker.

Awards for editorializing went to WFBM-TV Indianapolis, Robert Gamble, news director, and Eldon Campbell, general manager, and WEEI Boston, Arthur W. Smith, news director, and Donald J. Tregaser, manager; for reporting of community problems, to WRCV-TV Philadelphia, Robert J. Shafer, news director, and Raymond W. Welpott, general manager, and WHAS Louisville, Jay Crouse, news director, and Victor A. Sholis, vice president and director; for reporting of an on-the-spot news story, to WBAP-TV Fort Worth-Dallas, James A. Byron, news director, and Harold V. Hough, vice president and director, and KRLD Dallas, Eddie Barker, news director, and Roy Flynn, general manager.

Networks cast as TV bad guys

SAG says its financial hopes are pinned on pay TV, government intervention

Lack of employment for film actors and the control of television programming by the three TV networks are the problems of most immediate concern to the Screen Actors Guild, more than 1,500 SAG members were told Monday (Nov. 9) at the guild's 31st annual Hollywood membership meeting. The solutions, it was contended, were pay TV to provide the employment and government action to regulate networks.

Things look rosy on the surface, Dana Andrews, SAG president, reported. SAG members will earn about \$78 million this year in work in all fields covered by guild contracts, he predicted. "This is a stupendous amount of money and it sounds very impressive," he stated, but he noted that \$30 million of the total will go to performers in TV commercials, about \$26 million for work on TV entertainment programs and some \$20 million for performing in theatrical motion pictures.

"Add those last two figures, which is what actors receive, and you will find that it totals only \$46 million. Twenty years ago, when there was no television and there were a lot fewer guild members, we received that much. This is very pleasant news for those of us who work in commercials and the guild is proud of its commercial contract, but it is sad news for those of us who work solely as actors. . . .

Pay-TV Gold ■ "Commercial television has become the primary stage on which we perform, a stage without a box office," Mr. Andrews stated. "We must do everything in our power to create, to foster, to encourage another medium which is based on box office returns. Today there is only one such medium on the horizon—it is pay television."

Mr. Andrews was head of the Committee of 15 Against Proposition 13, which worked unsuccessfully to defeat the measure which outlawed pay TV in California at the Nov. 3 election.

Pay TV will eventually succeed, Mr. Andrews predicted, and when it does, motion pictures will be its primary source of programming. He reminded the SAG membership that "pictures made under our present theatrical contract

. . . are subject to a guild claim for additional compensation when such pictures are exhibited on pay TV. In the coming months the long-range planning to meet that problem will be undertaken. Whether by way of reopening or at the expiration of the present contract in July of next year, the battle we anticipate will be the hardest fought of any ever undertaken by the guild and I include in that the 1960 strike. . . . Your unwavering support will be required," he told the screen actors.

A special committee to study and make recommendations for SAG action to accelerate governmental action to curb network control of TV film production has been appointed by the guild's board, John L. Dales, national executive secretary, reported.

"The three networks dictate the format of shows, the length of shows, the price of shows and what goes on the air and what stays off," Mr. Dales said. "They actually control the television film production industry by direct production, by financing other production and by demanding and obtaining distribution rights as a condition to network exhibition. This directly affects the salaries and employment opportunities of actors and all other talent."

Bookkeeping Controls ■ A study of network revenues shows "that an all-time high of 60% is derived from the sale of programs and talent, with time sales bringing in the remaining 40%," Mr. Dales said. "So a substantial majority of their revenue comes from control of our product—television films. When you control the whole business, you can place your profits and losses where it does you the most good. It is quite possible that our product is often sold as a loss leader, to use a marketing term, so that the film production picture looks bad—but their time sales profits continue to increase enormously. These negotiating techniques we have handled and will continue to handle."

President Andrews and all other officers of SAG were re-elected without opposition. The membership was told that during the 12-month period ended Oct. 31, SAG had distributed 82,113 checks to members totalling \$7,607,162 in residual payments for reruns of TV entertainment programs. SAG also collected from employers \$336,440 in formal claims during the year. Of this sum, \$328,320 was distributed to 954 persons, an average of \$344 apiece. Although the detailed financial report is not ready, Gil Perkins, treasurer, reported that SAG is "going to be in the red this year by a modest amount," due to increased expenses for increased services to members, especially the handling of TV residuals.

NBC leads by a nose in weekly Arbitrons

Election day aftermath produces some stability in schedules; ABC has 0.1 lead in 2-week Nielsens

NBC-TV moved into the lead by two-fifths of a rating point on the basis of Arbitron reports for the seven days ending Nov. 11. The overnights for prime time gave an average rating of 17.5 to NBC-TV compared to CBS-TV's 17.1 and ABC-TV's 15.6.

This was the first seven-day period in which nighttime programming was rated without substantial political pre-emptions since this TV season began. It also reflected viewing patterns well after the initial opening of the net-

works' new nighttime schedules.

Also last week, A. C. Nielsen Co. reported its ratings for the two weeks ending Oct. 25 (second Nielsen Television Index report for October). According to network computations, ABC led in the Nielsens with an average 19.4 rating (31.9 share), CBS had a 19.3 average rating (31.9 share) and NBC had an 18.3 rating (30 share).

NBC spokesmen noted that the prevalence of pre-emptions in the two weeks covered by the Nielsens had

NBC-TV buys Triangle's race coverage

Triangle Program Sales, New York, has sold its coverage of Nassau Speed Week to NBC-TV as a color special for showing in 1965, marking sales of auto racing programs to each of the three TV networks.

Clyde R. Spitzner, general sales manager of Triangle Stations, reported last week that the NBC-TV purchase of the Nassau races in December for showing on the network's *Sports In Action* half-hour series was preceded by the sale to CBS-TV of Triangle's coverage of the Riverside (Calif.) Grand Prix and to ABC-TV of five auto events, with an option

for another three. Triangle holds the TV-radio rights to 10 auto classics.

Triangle Program Sales has placed into syndication the half-hour *Tell Me, Dr. Brothers*, featuring psychologist Dr. Joyce Brothers. Episodes will be available in color and black-and-white.

TPS reports that a one-hour color special, *Podrecca Piccoli Theater*, which was sold last year to 100 stations during the Christmas season, has been bought by department stores in 25 markets and by stations in various parts of the country for presentation during the holidays.



Triangle's 'Podrecca Piccoli Theater'

downgraded its rating average, and had distorted the averages of all three networks.

In the Arbitrons ending Nov. 11, NBC won six and CBS one in terms of half-hour periods on Friday; NBC four and CBS three on Saturday; NBC two and CBS five on Sunday; NBC one, CBS four and ABC two on Monday; ABC four, CBS two and a CBS-ABC tie in one period Tuesday; NBC six and CBS one on Wednesday.

In the six nights Friday-Wednesday, NBC had 19 half-hour wins, CBS 16, ABC 6, and the one CBS-ABC tie. (On Thursday, Nov. 5 CBS had three, NBC and ABC two each [BROADCASTING, Nov. 9], making the seven-day total: NBC 21, CBS 18, and ABC 8 plus the one tie.

| Arbitron | | Rating | Share |
|------------------|------------------------|--------|-------|
| Friday, Nov. 6 | | | |
| 7:30 | | | |
| ABC | Jonny Quest | 12.1 | 25 |
| CBS | Young People's Concert | 7.9 | 16 |
| NBC | International Showtime | 14.8 | 30 |
| 8:00 | | | |
| ABC | Farmer's Daughter | 17.2 | 32 |
| CBS | Young People's Concert | 7.9 | 15 |
| NBC | International Showtime | 18.2 | 34 |
| 8:30 | | | |
| ABC | Addams Family | 18.1 | 33 |
| CBS | Entertainers | 11.0 | 20 |
| NBC | Bob Hope | 19.2 | 35 |
| 9:00 | | | |
| ABC | Valentine's Day | 15.3 | 28 |
| CBS | Entertainers | 14.0 | 25 |
| NBC | Bob Hope | 20.1 | 36 |
| 9:30 | | | |
| ABC | 12 O'Clock High | 11.1 | 20 |
| CBS | Gomer Pyle | 25.4 | 45 |
| NBC | Jack Benny | 14.9 | 27 |
| 10:00 | | | |
| ABC | 12 O'Clock High | 11.2 | 22 |
| CBS | The Reporter | 13.0 | 26 |
| NBC | Jack Paar | 18.4 | 37 |
| 10:30 | | | |
| ABC | Local | — | — |
| CBS | The Reporter | 13.5 | 27 |
| NBC | Jack Paar | 19.8 | 40 |
| Saturday, Nov. 7 | | | |
| 7:30 | | | |
| ABC | Outer Limits | 9.3 | 17 |
| CBS | Jackie Gleason | 21.1 | 40 |
| NBC | Flipper | 16.2 | 30 |
| 8:00 | | | |
| ABC | Outer Limits | 10.1 | 18 |
| CBS | Jackie Gleason | 24.6 | 44 |
| NBC | Mr. Magoo | 12.2 | 22 |
| 8:30 | | | |
| ABC | Lawrence Welk | 17.6 | 31 |
| CBS | Gilligan's Island | 18.1 | 33 |
| NBC | Kentucky Jones | 13.3 | 23 |
| 9:00 | | | |
| ABC | Lawrence Welk | 19.5 | 34 |
| CBS | Mr. Broadway | 10.9 | 19 |
| NBC | Saturday Movie | 22.0 | 39 |
| 9:30 | | | |
| ABC | Hollywood Palace | 17.2 | 31 |
| CBS | Mr. Broadway | 10.9 | 20 |
| NBC | Saturday Movie | 20.6 | 37 |
| 10:00 | | | |
| ABC | Hollywood Palace | 14.4 | 26 |
| CBS | Gunsmoke | 16.3 | 29 |
| NBC | Saturday Movie | 21.0 | 38 |
| 10:30 | | | |
| ABC | Local | — | — |
| CBS | Gunsmoke | 18.4 | 36 |
| NBC | Saturday Movie | 21.5 | 42 |



CUSTOM TAILORED

Anything—from suits to surveys—fits better when it's custom tailored. Standard-sized suits please a good many customers, but there are still those who need something special. And, it's the same with research. Available to every businessman are volumes of marketing research estimates which are invaluable useful. Yet, there is always the executive who, at one time or another, can rightfully say, "Our problem is different. We need something special".

This is why, long ago, ARB developed a special service for marketing problems concerning television . . . a service that may entail the building of a completely new survey design, or a cross-tabulation of the millions of pieces of viewing information already at hand.

The American Research Bureau supplies both volumes of syndicated television audience estimates and the professional capability for individualized audience research — custom tailored for a better fit.

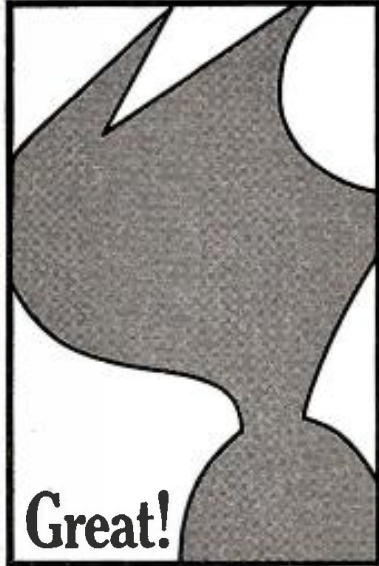


**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

What kind of figure is

35-13-26?



Recent rating measurements have found some station schedules a little flat in certain places... but our figure is extremely popular in markets across the country. If you found yourselves underdeveloped in certain programming areas, try Embassy's custom-tailored foundation films:

35 Varied Feature Films (18 in COLOR)
13 "Sons of Hercules" Features (All in COLOR)
26 "Adventure 26" Features (All in COLOR)

74 WAYS TO INCREASE YOUR SHARES OF AUDIENCE All from

JOSEPH LEVINE
EMBASSY
 PICTURES CORP.
 TELEVISION

Time & Life Bldg. Rockefeller Center
 New York 20, New York JUdson 2-2100

REMEMBER: Motion picture programming has proved to be the only consistently successful formula on TV! Call or write E. Jonny Graff, vice president for television, for the pre-sold stories and ratings to back 'em up!

Top 50 on Arbitron

The first weekly list of Arbitron top 50 shows, freed of political pre-emptions, gives CBS 21, ABC 18 and NBC 14. There are 53 shows on the list for Nov. 5-11, with a four-way tie for 50th place.

However, based on hours programmed, the 53 shows represent 40 prime-time hours. Of this, NBC had 15½ hours, CBS 13 hours and ABC 11½ hours.

| Rank | Program | Rating |
|-----------|----------------------------|--------|
| Nov. 5-11 | | |
| 1 | Bonanza (NBC) | 29.7 |
| 2 | Andy Griffith (CBS) | 27.3 |
| 3 | Ed Sullivan (CBS) | 26.3 |
| 4 | Bewitched (ABC) | 26.2 |
| 5 | Red Skelton (CBS) | 26.1 |
| 6 | Gomer Pyle (CBS) | 25.4 |
| 7 | Virginian (NBC) | 25.0 |
| 8 | Dick Van Dyke (CBS) | 24.6 |
| 9 | Lucy Show (CBS) | 24.1 |
| 10 | Peyton Place II (ABC) | 23.6 |
| 11 | Fugitive (ABC) | 23.5 |
| 12 | Jackie Gleason (CBS) | 22.9 |
| 13 | Beverly Hillbillies (CBS) | 21.8 |
| 14 | My Favorite Martian (CBS) | 21.6 |
| 15 | Peyton Place I (ABC) | 21.4 |
| 15 | Petticoat Junction (CBS) | 21.4 |
| 17 | Saturday Night Movie (NBC) | 21.3 |
| 17 | What's My Line (CBS) | 21.3 |
| 19 | Candid Camera (CBS) | 20.8 |
| 20 | Wed. Night Movie (NBC) | 20.7 |

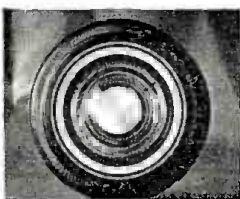
| | | |
|----|-------------------------------|------|
| 21 | Jonathan Winters (NBC) | 20.3 |
| 22 | Patty Duke (ABC) | 19.8 |
| 23 | Bob Hope (NBC) | 19.7 |
| 23 | I've Got a Secret (CBS) | 19.7 |
| 25 | Walt Disney (NBC) | 19.4 |
| 26 | Munsters (CBS) | 19.1 |
| 26 | Jack Paar (NBC) | 19.1 |
| 26 | Ben Casey (ABC) | 19.1 |
| 29 | Combat (ABC) | 19.0 |
| 30 | Hazel (NBC) | 18.8 |
| 31 | Lawrence Welk (ABC) | 18.6 |
| 31 | To Tell the Truth (CBS) | 18.6 |
| 33 | Perry Mason (CBS) | 18.5 |
| 33 | McHale's Navy (ABC) | 18.5 |
| 35 | My Three Sons (ABC) | 18.3 |
| 36 | Addams Family (ABC) | 18.1 |
| 36 | Gilligan's Island (CBS) | 18.1 |
| 38 | Gunsmoke (CBS) | 17.4 |
| 38 | Danny Kaye (CBS) | 17.4 |
| 40 | Voyage to Bottom of Sea (ABC) | 17.3 |
| 41 | Farmer's Daughter (ABC) | 17.2 |
| 42 | Dr. Kildare (NBC) | 16.9 |
| 43 | Donna Reed (ABC) | 16.7 |
| 44 | No Time for Sgts. (ABC) | 16.5 |
| 44 | Password (CBS) | 16.5 |
| 44 | International Showtime (NBC) | 16.5 |
| 44 | Mr. Novak (NBC) | 16.5 |
| 48 | Flipper (NBC) | 16.2 |
| 49 | Kraft Theater (NBC) | 15.9 |
| 50 | Hollywood Palace (ABC) | 15.8 |
| 50 | Bing Crosby (ABC) | 15.8 |
| 50 | Tycoon (ABC) | 15.8 |
| 50 | Cara Williams (CBS) | 15.8 |

| | Rating | Share |
|---------------------------------|--------|-------|
| Sunday, Nov. 8 | | |
| 7:30 | | |
| ABC Wagon Train | 9.0 | 17 |
| CBS My Favorite Martian | 21.6 | 41 |
| NBC Walt Disney | 18.0 | 34 |
| 8:00 | | |
| ABC Wagon Train | 11.5 | 19 |
| CBS Ed Sullivan | 24.0 | 40 |
| NBC Walt Disney | 20.7 | 34 |
| 8:30 | | |
| ABC Broadside | 14.5 | 23 |
| CBS Ed Sullivan | 28.5 | 46 |
| NBC Bill Dana | 13.6 | 22 |
| 9:00 | | |
| ABC Sunday Movie | 14.1 | 23 |
| CBS Living Doll | 13.8 | 22 |
| NBC Bonanza | 28.4 | 46 |
| 9:30 | | |
| ABC Sunday Movie | 13.7 | 22 |
| CBS Joey Bishop | 12.2 | 20 |
| NBC Bonanza | 31.0 | 50 |
| 10:00 | | |
| ABC Sunday Movie | 11.6 | 23 |
| CBS Candid Camera | 20.8 | 41 |
| NBC Rogues | 15.2 | 30 |
| 10:30 | | |
| ABC Sunday Movie | 12.5 | 25 |
| CBS What's My Line | 21.3 | 43 |
| NBC Rogues | 13.2 | 27 |
| Monday, Nov. 9 | | |
| 7:30 | | |
| ABC Voyage to Bottom of the Sea | 15.1 | 27 |
| CBS To Tell the Truth | 18.6 | 33 |
| NBC 90 Bristol Court | 11.4 | 20 |
| 8:00 | | |
| ABC Voyage to Bottom of the Sea | 19.4 | 33 |
| CBS I've Got a Secret | 19.7 | 34 |
| NBC 90 Bristol Court | 12.1 | 21 |
| 8:30 | | |
| ABC No Time for Sergeants | 16.5 | 28 |

| | Rating | Share |
|-------------------------|--------|-------|
| CBS Andy Griffith | 27.3 | 46 |
| NBC 90 Bristol Court | 10.2 | 17 |
| 9:00 | | |
| ABC Wendy and Me | 12.1 | 20 |
| CBS Lucy Show | 24.1 | 40 |
| NBC Jonathan Winters | 20.2 | 33 |
| 9:30 | | |
| ABC Bing Crosby | 15.8 | 28 |
| CBS Many Happy Returns | 14.1 | 25 |
| NBC Jonathan Winters | 20.3 | 35 |
| 10:00 | | |
| ABC Ben Casey | 19.0 | 38 |
| CBS Slattery's People | 11.6 | 23 |
| NBC Alfred Hitchcock | 14.6 | 29 |
| 10:30 | | |
| ABC Ben Casey | 19.1 | 40 |
| CBS Slattery's People | 10.4 | 22 |
| NBC Alfred Hitchcock | 14.0 | 29 |
| Tuesday, Nov. 10 | | |
| 7:30 | | |
| ABC Combat | 18.3 | 32 |
| CBS Local | — | — |
| NBC Mr. Novak | 15.5 | 27 |
| 8:00 | | |
| ABC Combat | 19.7 | 35 |
| CBS World War I | 7.3 | 13 |
| NBC Mr. Novak | 17.4 | 31 |
| 8:30 | | |
| ABC McHale's Navy | 18.5 | 30 |
| CBS Red Skelton | 24.6 | 40 |
| NBC Man from U.N.C.L.E. | 13.7 | 22 |
| 9:00 | | |
| ABC Tycoon | 15.8 | 26 |
| CBS Red Skelton | 27.6 | 45 |
| NBC Man from U.N.C.L.E. | 13.1 | 21 |
| 9:30 | | |
| ABC Peyton Place I | 21.4 | 36 |
| CBS Petticoat Junction | 21.4 | 36 |
| NBC TW3 | 13.5 | 22 |
| 10:00 | | |
| ABC Fugitive | 25.3 | 46 |



Some tires cost less than Amoco 120s (and you pay for it).



Cheap tires can be expensive, like cheap clothes. They wear out faster, and by the time another season rolls around, you need new everything. Cheap tires are even more expensive in peace of mind. AMOCO® 120s were designed to stand up at speeds to 120 mph. Which means that the margin of safety at turnpike speeds on a blistering hot summer's day is comfortably wide. Which is more than you can say for bargain basement tires.

Where do you buy AMOCO 120 Super Tires? Only from me. At thousands of American Oil stations. You expect more from American—and you get it.

Your American Oil Dealer

AMERICAN OIL COMPANY



How to whittle down those ASCAP, BMI fees

Many broadcasters are letting substantial sums of money slip down the drain because they don't take full advantage of possible deductions in computing their music license fees for the American Society of Composers, Authors & Publishers and Broadcast Music Inc.

That was the thesis behind a comprehensive music license guideline prepared by a committee of the Institute of Broadcasting Financial Management and presented at IBFM's annual fall conference in Detroit. The committee, led by Richard C. Percival, KRNT-AM-TV Des Moines, Iowa, made an exhaustive study of music license fees and found innumerable methods by which stations, particularly TV's, can keep the fees to a minimum. Some stations employ some or all of the devices, the meeting found, but many of the financial men at the conference "really had their eyes opened," according to a participant. ASCAP and BMI are at issue because they compute the rates according to revenues. SESAC charges a flat rate.

A detailed presentation is included in the guideline for both radio and television stations, with sample forms

given for both. The introduction notes that a broadcaster can pay what the licensing group asks and avoid controversy or he can "follow a more audacious line by treating any questionable items in the manner that would result in his paying the least amount in fees, but knowing full well that he will be assessed for a deficiency which could remain unsettled for years." The IBFM attempted to outline each area of possible disagreement and let "each broadcaster . . . decide for himself which route he wishes to follow. . . ."

In listing the revenues on which the fees are charged, the guideline says, "the ordinary television station" can save the most on deductions for the film expense of participating programs. "ASCAP has attempted to force its computation on an individual program basis," the guideline says, "but allowing the revenue to be compared with the film expense for a thirteen-week run of each particular program series standing alone." Broadcasters, however, can lump all film programs except the ones singly sponsored together and determine total revenue and total expense, including film transportation and edit-

ing. By lumping them together instead of treating each film separately, a station can level fees down over a long period and capitalize on each deduction, the guideline states.

The IBFM gave a general outline of how to pare reported gross revenues as close as possible to time charges only and indicated that trade sales, such as newspaper advertising trades, might properly be evaluated at less than the station's rate card. Each aspect of the trade sales was treated separately, indicating the most economical handling of all contingencies. Fees for programs from special networks need not be paid, IBFM said, and rate-card discounts should be noted in listing revenues.

The guideline also notes that ASCAP allows retroactive deduction of the expenses of participating programs, and "a station should be unyielding in its insistence that BMI allow it the same privileges as ASCAP does in this case."

While these are some of the highlights of the guideline, the report itself is detailed and complete, with all areas of dispute spelled out. Further information is available from the IBFM, 2207 Fisher building, Detroit.

| | | Rating | Share |
|--------------|---------------------|--------|-------|
| CBS | Doctors & Nurses | 15.7 | 28 |
| NBC | Bell Telephone Hour | 12.3 | 22 |
| 10:30 | | | |
| ABC | Fugitive | 21.6 | 44 |
| CBS | Doctors & Nurses | 15.0 | 30 |
| NBC | Bell Telephone Hour | 11.2 | 23 |
| | Wednesday, Nov. 11 | | |
| 7:30 | | | |
| ABC | Ozzie & Harriet | 15.6 | 29 |
| CBS | CBS Reports | 10.4 | 19 |
| NBC | Virginian | 28.0 | 38 |
| 8:00 | | | |
| ABC | Patty Duke | 19.8 | 34 |
| CBS | CBS Reports | 8.7 | 15 |
| NBC | Virginian | 23.2 | 39 |
| 8:30 | | | |
| ABC | Shindig | 12.6 | 20 |
| CBS | Beverly Hillbillies | 21.8 | 35 |
| NBC | Virginian | 23.9 | 38 |
| 9:00 | | | |
| ABC | Mickey | 9.6 | 16 |
| CBS | Dick Van Dyke | 24.6 | 42 |
| NBC | Wednesday Movie | 19.2 | 33 |
| 9:30 | | | |
| ABC | Burke's Law | 14.0 | 24 |
| CBS | Cara Williams | 15.8 | 27 |
| NBC | Wednesday Movie | 23.1 | 40 |
| 10:00 | | | |
| ABC | Burke's Law | 14.0 | 26 |
| CBS | Danny Kaye | 16.8 | 31 |
| NBC | Wednesday Movie | 20.8 | 39 |
| 10:30 | | | |
| ABC | Scope | 3.3 | 7 |
| CBS | Danny Kaye | 18.0 | 38 |
| NBC | Wednesday Movie | 19.6 | 41 |

98 (PROGRAMING)

| Top 40 Nielsens | | Rank | Program | Rating |
|-----------------|--|------|-------------------------------|--------|
| Oct. 10-25 | | 1 | Bonanza (NBC) | 33.3 |
| | | 2 | Bewitched (ABC) | 31.5 |
| | | 3 | Petticoat Junction (CBS) | 28.5 |
| | | 4 | Fugitive (ABC) | 28.0 |
| | | 5 | Dick Van Dyke (CBS) | 27.8 |
| | | 5 | My Favorite Martian (CBS) | 27.8 |
| | | 7 | Ed Sullivan (CBS) | 27.7 |
| | | 8 | Gomer Pyle (CBS) | 27.5 |
| | | 9 | Andy Griffith (CBS) | 26.8 |
| | | 10 | Red Skelton (CBS) | 26.5 |
| | | 11 | Combat (ABC) | 26.4 |
| | | 12 | Peyton Place I (ABC) | 25.8 |
| | | 13 | Munsters (CBS) | 25.6 |
| | | 14 | Lucy Show (CBS) | 25.2 |
| | | 15 | Peyton Place II (ABC) | 25.0 |
| | | 16 | Bob Hope (NBC) | 24.9 |
| | | 17 | Virginian (NBC) | 24.8 |
| | | 18 | No Time for Sgts. (ABC) | 24.6 |
| | | 18 | Addams Family (ABC) | 24.6 |
| | | 20 | McHale's Navy (ABC) | 24.5 |
| | | 21 | My Three Sons (ABC) | 24.3 |
| | | 21 | Beverly Hillbillies (CBS) | 24.3 |
| | | 23 | Patty Duke (ABC) | 24.0 |
| | | 24 | Walt Disney (NBC) | 23.3 |
| | | 25 | Saturday Movie (NBC) | 23.1 |
| | | 26 | Gilligan's Island (CBS) | 22.9 |
| | | 27 | Jackie Gleason (CBS) | 22.6 |
| | | 28 | Perry Mason (CBS) | 22.4 |
| | | 29 | Voyage to Bottom of Sea (ABC) | 22.3 |
| | | 30 | Donna Reed (ABC) | 22.1 |
| | | 31 | Rawhide (CBS) | 21.6 |
| | | 32 | Candid Camera (CBS) | 21.4 |
| | | 33 | Ozzie & Harriet (ABC) | 21.2 |
| | | 34 | Wednesday Movie (NBC) | 21.1 |
| | | 35 | Gunsmoke (CBS) | 21.0 |
| | | 36 | Lawrence Welk (ABC) | 20.6 |

| Rank | Program | Rating |
|------------|-------------------------|--------|
| Oct. 10-25 | | |
| 36 | Flipper (NBC) | 20.6 |
| 38 | Tycoon (ABC) | 20.5 |
| 39 | I've Got a Secret (CBS) | 20.4 |
| 39 | Kraft Theater (NBC) | 20.4 |

Metromedia 1st buyer of AI-TV cartoon series

In its first venture in U. S. TV production, American International Television Inc. announced last week it is producing and distributing an animated color series, *The Adventures of Sinbad Jr.* consisting of 130 five-minute segments.

James H. Nicholson, president of AI-TV, reported the series has been sold in advance of its official release date to the seven Metropolitan Broadcasting (Metromedia) TV stations: WNEW-TV New York; KTTV(TV) Los Angeles; WTTG(TV) Washington; KCMO-TV Kansas City, Mo.; WTVH(TV) Peoria, Ill.; WTVP(TV) Decatur, Ill., and KOVR(TV) Stockton-Sacramento, Calif. *Sinbad* is available for an early 1965 start.

AI-TV also announced distribution rights to a fourth package of 20 features titled *Thrillers from Another World*. They will be released in 1965.

Parents' examples are teaching nutrition ideas to their children; results are not always good

CHILDREN DEVELOP MANY of their habits by observing what their parents do. Thus those parents who start the day with no breakfast or with merely a cup of coffee should expect difficulties in convincing their children that a good breakfast starts the day right. Parents who order their children to drink their milk because "it is good for you" or because "it will make you big and strong"—but who avoid milk drinking themselves—are setting examples that might build problems for the future.

Good nutrition practices suggest that, except for infants and those who may have health problems under treatment by physicians, family meal planning should provide a wide variety of foods. Quantities must vary, of course, and parents who serve portions of food to their families must keep in mind that, while a teen-age son may seem to have a bottomless pit for a stomach, a teen-age girl's growth rate and physical activity level may demand a lower food consumption rate. Yet the basic point is that planning meals and getting the right kinds of nutrients into younger members of the family will usually be easier if the entire family follows a similar pattern.

DAILY FOOD GUIDE IS VERY HELPFUL

Nutritionists, after reviewing what has been learned about human nutrient requirements and after taking into consideration the variety of foods available to Americans, have come up with a very simple but effective Daily Food Guide. This suggests selections of foods from four major groupings to provide the foundation for a well balanced diet. Other foods then may be added to provide adequate calorie intake. The four major groups are: (1) Milk and Other Dairy Foods; (2) Meats, Fish, Poultry, Eggs, Dried Peas and Beans, Nuts; (3) Fruits and Vegetables; (4) Cereals and Breads.

See the instructions below for ordering your copy of the complete Daily Food Guide, but here is an example of how and why the selections are made from one of the groups:

Milk and Other Dairy Foods: The Guide suggests 3-4 glasses of milk daily for children and teen-agers, 2 glasses daily for adults (or the equivalent amounts of milk in other dairy foods such as cheese and ice cream).

Milk is important for adults as well as younger members of the family because milk is a good source of high quality protein that provides the amino acids needed for body tissue development and repair; calcium which is essential for the development of bones and teeth, for proper functioning of nerves and muscles, and for normal clotting of blood; riboflavin which is vital in the body's metabolism; vitamin A which helps prevent night blindness and is involved in skin health; and other vitamins and minerals.

For a moderately active adult man two 8-ounce glasses of milk provide 10-15% of his recommended daily calorie allowance; for an adult woman about 14-20% of her calories. For teen-age boys 4 glasses of milk supply 18-22% of calories, and for teen-age girls 4 glasses of milk provide 25-30% of calories. We refer to milk's calories as "armored calories" because, unlike "empty calories" which supply only fuel for energy, milk provides many other essential nutrients besides calories at a comparatively low cost in calories.

CHILDREN WILL DO AS YOU DO, NOT AS YOU SAY

Parental authority in early years may be sufficient to insist that the children follow food patterns substantially different from those of the adults, but, if parents insist on a "do as I say, not as I do" approach to teaching their children, the adolescents are likely to react much more strongly against good food eating habits when they reach the age at which they are allowed more freedom of choice. On the other hand, if parents are following the Daily Food Guide as a pattern for family meals, then the consumption of milk and other dairy foods, for example, becomes a family eating pattern, rather than an act expected from children alone.

Parents who adopt foolish attitudes toward foods can easily lead their children into equally bad habits. There are adult women who shun milk because they think it is fattening. Milk actually is an excellent food for those concerned about weight control because milk provides a variety of essential nutrients. In many cases, if those nutrients were to be obtained in other foods, the calorie cost could be much higher than it is in milk. Thus, avoiding milk because of misconceptions about how many calories it has could result in depriving a person of adequate amounts of other important nutrients in milk.

Parents should try to understand how a well balanced diet—balanced in terms of providing nutrients and adequate, but not too many, calories for each individual—can contribute to good health. Diet, of course, is only one of the factors determining the state of health of an individual, but what we eat is very important. A well balanced diet can also be a varied and an enjoyable diet, thanks to the great abundance and variety of foods available to Americans at a reasonable cost. Parents will do well to follow the Daily Food Guide in planning meals for the entire family.

For more information about the Daily Food Guide, write: Daily Food Guide, American Dairy Association, 20 N. Wacker Drive, Chicago, Ill. 60606.

a message from dairy farmer members of



american dairy association

Monday baseball strikes out

Now major league committee is working on a plan for a Saturday-afternoon package for TV networks

The prospective advertisers were "crying to get this thing going," but the *Monday Night Baseball Spectacular* has struck out for 1965 (BROADCASTING, Nov. 9).

The plan to set up national no-black-out games for 26 weeks was offered to networks and advertisers in August by the Major League Joint Television Committee (BROADCASTING, Sept. 7). Originally bids were to be presented by Sept. 15. Then the deadline was extended to Sept. 30. Finally the deadline got an indefinite extension, but still there was no network interest.

John E. Fetzer, veteran broadcaster and president-owner of the Detroit Tigers, who had been the catalyst behind the Monday plan, was not discouraged last week.

The Monday night proposal has been put on the shelf until the 1966 baseball season, he said, and now "we're looking into the possibility of a similar plan for Saturday afternoons."

Timing Critical ■ Time is running against the major leagues. Any decision by a network, no matter how tentative, has to be known by the time of the major league meetings in Houston, Dec. 3-5, when the league schedules for 1965 will be set.

If baseball gets a network bite on its 26-week Saturday proposal, the league schedules will be set up so that only two games will be played on any Saturday. One game will be designated as the TV game for the day and the other game will be used as a backup game in case the first is postponed.

This varies somewhat from the Monday night plan which called for three games each week. One would have been fed to the East and Central areas and one would be fed to Mountain and Pacific regions. The eastern game would have been a backup contest.

Although the major league committee said that all local TV schedules had been cleared so that Monday night games could be seen everywhere, there appears to be some stumbling blocks for the Saturday plan.

The league lawyers, Mr. Fetzer said, are now checking team contracts to see if "we can get around two or three local ties." He did not identify the "ties," but it's believed the New York Yankees and Philadelphia Phillies are two of the clubs involved.

Blackout? ■ The snag for the major leagues would seem to lie in how many teams can guarantee that their local

TV outlets do not have the right or would not exercise the right to black out games. "It all depends," Mr. Fetzer said, "on how much control the owner of the team's broadcast rights has."

Mr. Fetzer admitted that baseball may have to go to the networks and offer them a package that would provide for no-blackout games on most Saturdays, but there might be some days when the teams involved would be committed to their local TV stations and their cities would be shut out of the national telecast.

Another item of concern is the Yankees' contract with CBS-TV (the team's new owner) for the network's *Game of the Week*. The contract, running through 1965, is thought to be the only pact between a team and network still in effect. Other contracts between teams and CBS-TV and NBC-TV expired at the end of the 1964 season.

CBS-TV and the Yankees would have to take some action on the contract to make the team available for the Saturday package. Considering the continuing controversy over the sale of the team to CBS, it's expected that the network would do all it could to make the Yankees available for the package.

Under both the Monday and Saturday plans, all 20 major league teams would share equally in the revenue, no matter how many times a team ap-

Beatles' TV cartoon

England's shaggy-haired contribution to show business, the Beatles, are entering the world of cartoons. King Features Syndicate has acquired the television animation rights to the quartet and is now preparing a half-hour series for night-time network presentation next season.

The series will be based on the movie "A Hard Day's Night," which follows the Beatles as they dodge pursuing fans and wander around between performances. The programs will depict the group's real and imaginary adventures in various cities through the world. The Beatles will perform at least two songs on the sound track of each episode.

peared on the broadcasts.

In 1964, 12 teams, whose home games were broadcast by CBS-TV and NBC-TV on weekends, shared about \$2 million in rights in proportion to their number of appearances on the networks.

Although there was talk of making the Monday night game a \$10 million package with each team getting \$500,000, no such figure is being bandied about for the Saturday games.

Not Prime Time ■ No one is prophesying what the networks might bid for the package, if they decide to bid. What is understood is that Saturday afternoon is not prime time and cannot command a price that Monday night games would bring and that there may be Saturday blackout areas, where there were none on Monday.

And, according to Mr. Fetzer, the networks will have to sell the games. For the Monday package, the major leagues checked out everyone and had advertiser interest, but the networks weren't interested and it became "too onerous to tackle by anyone but a self-made network," Mr. Fetzer noted.

Without spelling it out, he implied that Sports Network Inc., which had been thought by many to be the means of bringing baseball to TV on Monday nights in 1965, would not be called on to work on the Saturday games, if ABC-TV, CBS-TV and NBC-TV turn them down.

SNI or any other producer-packager would have just too much difficulty in getting clearances, Mr. Fetzer pointed out. It's a time-consuming effort that doesn't always pay off. The real trouble, according to Mr. Fetzer, is clearing stations in the top 10-15 markets.

To aid the major league committee of Mr. Fetzer; Robert O. Reynolds, president of Golden West Broadcasters and the Los Angeles Angels; Walter O'Malley, president of the Los Angeles Dodgers, and Judge Roy Hofheinz, president of the Houston Colts, who has broadcast interests in Texas, Tom Gallery has been signed as a fulltime consultant. Mr. Gallery, one-time head of NBC Sports, had been serving the committee as a parttime consultant, while heading sports programming for Subscription Television Inc.

For the teams who have not shared in network baseball proceeds, the work of Mr. Gallery and the committee is their hope for a cut this year.

And there is optimism among these teams. George Selkirk, general manager of the Washington Senators, last week expressed confidence that all of the teams will be able to clear their schedules and get the Saturday plan moving.

Baseball is looking for a hit in this inning.

Definitive Service

In keeping with our self-assigned task of showing the world that WMTland isn't Hicksville, we offer the following definitions of terms which may or may not be peculiar to Eastern Iowa:

Farm bloc: What some time buyers have about Iowa ("That's where the tall corn grows.") Fact is, Iowa's personal income from non-agricultural activities tops farm income \$3.2 billion to \$2.8 billion.

Copy bloc: What most agency layout artists have.

Station log: Where goofs are immortalized.

Secretary: What you need.

Typist: What you got.

S.O.P.: (1) Standard Operating Procedure (2) Guy you don't like.

Expense account: Piece of retroactive fiction.

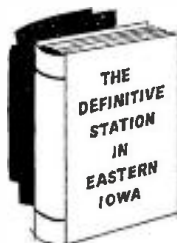
Talent: Ability of script writer to get two weeks behind in his work after a week on the job.

Vacant office: Where an account executive works.

National rep: What the nation thinks of you.

Image: (1) What has to be changed, when you're firing an agency. (2) What has to be maintained, when you're hiring an agency.

Proof: (1) My opinion. (2) Number on bottle. (3) Any Cedar Rapids—Waterloo rating service for any period.



WMT-TV

CBS Television for Eastern Iowa

Cedar Rapids—Waterloo

National Representatives:

The Katz Agency

Affiliated with WMT; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth

Returns affect few in Oregon

Survey shows only 19 of nearly 3,000 voters changed their opinions

Some West Coast voters have reported their judgments were influenced by broadcasts of results and projections from the East Nov. 3, but they represent a small proportion, according to a post-election survey conducted by students of Willamette University, Salem, Ore.

They found that of 2,961 voters interviewed in 40 Oregon precincts between 5 p.m. (when returns from the East indicating a Johnson landslide already had been broadcast in Oregon), to the time polls closed, 19 said that they'd changed their votes because of what they had heard.

Confusion ■ The survey also found that voters had difficulty distinguishing reports of actual results and projections based on the results.

Among nonvoters interviewed subsequently, about 40% said they thought the early return broadcasts affected people's decisions on whether to vote and about half as many felt the predictions influenced people in other ways.

The election survey was carried out by about 130 students under the direction of John A. Rademaker, PhD and chairman of the Department of Sociology & Anthropology at Willamette. They interviewed the great majority of those who voted after 5 p.m. in 40 precincts, 20 in Multnomah county and 20 in Marion county, selected to secure a representative sample of the Oregon population, Dr. Rademaker reported. Those precincts, he said, "included rural and urban; Negro, white and mixed

precincts; Republican, Democratic and mixed precincts, and upper, upper-middle class precincts, middle class precincts and working class precincts."

Heard Returns ■ Nearly 60% of the voters interviewed, 1,736 of 2,961, had heard election returns before coming to vote, Dr. Rademaker said. Those not hearing returns totalled 1,159 and 66 did not answer.

"Seven hundred and eighty-two reported hearing computer predictions of national results and 623 reported hearing commentators' forecasts," but "comments indicated a lack of clarity in distinguishing between computer forecasts, such as Vote Profile Analysis, and tabulated votes and comments about their implications," he said, adding that "378 reported hearing returns but no national forecasts."

Did this information have any effect on voters' behavior, either in coming to the polls or in the way they voted? Only 19 out of the 1,736 who had heard reports of eastern voting said it caused them to change their votes, but Dr. Rademaker said that this may well be an understatement. "In more than one precinct of Marion county," he reported, "votes were not marked in the presidential race and at least one ballot had the written remark, 'This has already been decided.'"

Most Deny Influence ■ "The great majority, however, maintained that there was no effect upon them (942 out of 1,422 who answered this question), though there probably was some effect upon others. A total of 561 said they had voted as planned, regardless of what they had heard; 314 did not give a "yes" or "no" answer and 132 said they did not like the release or predictions of results before the polls closed, although this question was not asked them directly. Of 131 non-voters queried on succeeding evenings, 50 felt the early predictions did more harm than good; 34 took the other side and 21 were undecided.

"People who did not vote were the

Stereo football

An American Football League game went stereo on Nov. 8 when WABC-FM New York carried the New York Jets-Buffalo Bills game from Shea Stadium, New York in multiplex. The game was heard in monaural on WABC.

To add stereo, the station tripled its engineering staff and used a special shotgun microphone that was always aimed at the ball. The remote board for the broadcast was a specially built eight-channel Bell Sound Studios console.

WABC-AM-FM is in the first year of a five-year contract with the Jets.

same in proportion and type as in previous elections," Dr. Rademaker noted. "Because of the landslide type of election, a very few may have stayed at home, but it was not of significantly detectable proportions. A close race might bring out one or two more in each precinct, but not more than that in the vast majority of cases."

The results of the survey, he concluded, "show that the possibility that people on the West Coast would stay home in droves if the race were a landslide (which it was) was not realized. . . . Because they felt they still wanted to express their preferences, nearly all eligible voters who were physically present and able did go and vote."

As for the few who changed their vote and said why: "The majority indicated that they did not want to be left out of the winning side," Dr. Rademaker said, but a few others "indicated that they usually favor the underdog and were so inclined in this case. However, the number of those who indicated this was so small that we shall have to await tabulation of actual votes before we will know how votes changed after computer predictions became available."

Oregon election officials made such comparisons possible by issuing different colored ballots to voters voting before and after 5 p.m.

Film sales . . .

MGM/5 (MGM-TV): KNBC(TV) Los Angeles; WCBS-TV New York, and WBBM-TV Chicago.

Science Fiction Theater (UA-TV): WMUR-TV Manchester, N. H.; WRBL-TV Columbus, Ga.; KSWO-TV Lawton, Okla.; WBKB(TV) Chicago, and WTEV(TV) New

DANIELS & ASSOCIATES
2930 EAST THIRD AVENUE
DENVER 6, COLORADO
TELEPHONE DUDLEY 8-5888

\$80 million in sales the last six years

**CATV's
ONLY EXCLUSIVE
BROKER - CONSULTANT - APPRAISER
Since 1958**



**Flexibility to
film any job
with the
16mm KODAK Reflex
Special Camera***

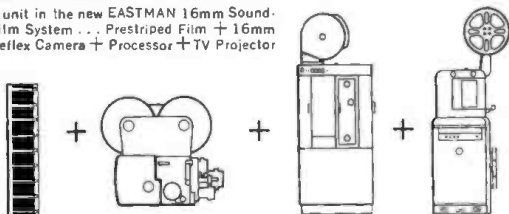
Here's a versatile 16mm camera designed for all types of filming situations—studio, field, animation. This superbly engineered, single-system camera features a precision reflex viewing system with virtually no image shift. Magnified ground-glass focusing and superb KODAK Cine EKTON lenses assure the sharp images required for telecasting.

At the same time, the 3-lens turret and variable shutter provide the versatility and exact control needed to meet any situation. Smooth transport system means optimum steadiness and resolution. Controls are simple, positive. Single-system sound is also available with the self-contained, completely transistorized sound recording unit.

The KODAK Reflex Special Camera is part of the new EASTMAN 16mm sound-film system, designed especially to speed and simplify film handling from exposure to playback. Other elements in this versatile system include prestriped EASTMAN RP Panchromatic Negative Film, Type 7229; the EASTMAN VISCOMAT Processor; and the EASTMAN 16mm Television Projector, Model 275.

For further information write or phone for special descriptive brochure S1-4:

*A unit in the new EASTMAN 16mm Sound-Film System . . . Prestriped Film + 16mm Reflex Camera + Processor + TV Projector



Motion Picture Products Sales Department

**EASTMAN KODAK
COMPANY**

Rochester, N.Y. 14650

Bedford Mass.-Providence, R. I.

Survival (Official Films): KTVU(TV) Oakland-San Francisco; KTVT(TV) Fort Worth-Dallas; WUW(TV) Cleveland; KGMB-TV Honolulu, and WGAN-TV Portland, Me.

Space Group One (Official Films): KTVU(TV) Oakland-San Francisco; KONO-TV San Antonio, Tex.; WBNS-TV Columbus, Ohio; WBRC-TV Birmingham, Ala., and WNBE-TV New Bern, N. C.

Peter Gunn (Official Films): WWAY-TV Wilmington, N. C.

Biography 65 (Official Films): WTEN (TV) Albany-Vail Mills, N. Y.

Almanac (Official Films): WZZM-TV Grand Rapids, Mich.

The Star and the Story (Official Films): KSOO-TV Sioux Falls, S. D.

My Little Margie (Official Films): KTVW(TV) Tacoma, Wash.

Yancy Derringer and Robin Hood (Official Films): WFMY-TV Greensboro, N. C.

'Grand Ole Opry' to be video-taped

WSM-AM-TV Nashville's *Grand Ole Opry* will be put on video tape next year and fed into major markets. Announcement of plans to expand the horizons for the 39-year-old show was made in Nashville Nov. 7-8 during a special 39th anniversary celebration for



L-r: Messrs: Taylor, Barnhart, Epstein

the pioneer show.

More than 400 radio stations in the U. S. and Canada are currently carrying taped one-hour daily broadcasts of the *Opry*.

The anniversary festivities included an "Opry Spectacular" breakfast in Nashville's Memorial Coliseum with a welcoming address by Governor Frank Clement, seminar discussions, and hours of entertainment.

A sales seminar held in conjunction with the celebration and moderated by Len Hensel, wsm's national sales manager, featured Joseph Epstein Jr., director of advertising for Luzianne coffee, Leland S. Barnhart, brand manager of the evaporated milk division of Pet Milk Co., and Joe Taylor, advertising manager of Martha White Mills. The participants discussed what country music stations can do to sell themselves, why sponsors invest in country music programs and how they choose their markets, what a sponsor looks for in the way of personalities, the part played by ratings, why national advertisers use country-type commercials, where the demand for country music is expanding and how to program country music.

The TV program: caught in a squeeze

One of television's toughest problems stems from the overconcern of the writer, director and producer—the so-called creative people—with their own ideas and the way they are expressed dramatically on TV and the lack of concern of the advertiser and agency over anything but cost-per-thousand, Rod Serling said Nov. 7. Addressing the dinner meeting of the Western Area Conference of the American Women in Radio and Television, the writer-director-producer said:

"The artist assumes too much responsibility. He too often automatically makes an assumption that what he writes is on granite, what he directs or produces is the most telling truth of the century, and what he

proposes by way of thought and philosophy is a few notches higher in historical value than the Dead Sea Scrolls.

"The advertiser does not have enough awareness of his importance and his responsibility. He too often is guided and, indeed, motivated by an arithmetic and quantitative approach to audience grabbing without concern for taste—without awareness of legitimacy—and with too little preoccupation with his own accountability to those twin judges—ethics and honor."

The dinner was part of the two-day meeting, the first West Coast conference in AWRT history. More than 100 women were in attendance at the affair.

767 U.S., Canadian outlets to carry fight

A lineup of 605 U. S. radio stations, 74 Canadian outlets and 88 Canadian satellites will carry Mutual's coverage of the Cassius Clay-Sonny Liston heavy-weight championship bout in Boston tonight (Nov. 16).

The fight will not be carried on home television, but will be presented on closed-circuit theater television throughout the country. Sports Vision Inc., New York, reported the bout will be presented by closed-circuit TV at 220 locations in the U. S. and Canada.

Mutual paid \$250,000 for the radio rights to the event. Radio coverage is being sold to four advertisers with the commercials rotated. The sponsors are Bristol-Myers' Score hair cream, through Grey Advertising, New York; Schick Safety Razor Co., Culver City, Calif., through Compton Advertising, Los Angeles; Pepsi-Cola Co., New York, through BBDO, New York and Chemical Compounds Inc., division of Studebaker Corp., South Bend, Ind. (STP additive) through Standart & O'Hearn, Kansas City, Mo. Each one-quarter sponsorship is being priced at \$62,500 (a total of \$250,000).

Robert F. Hurligh, Mutual president, noted that the network had no intention of making a profit on the broadcast but was presenting it "as a public service to our listeners and our stations."

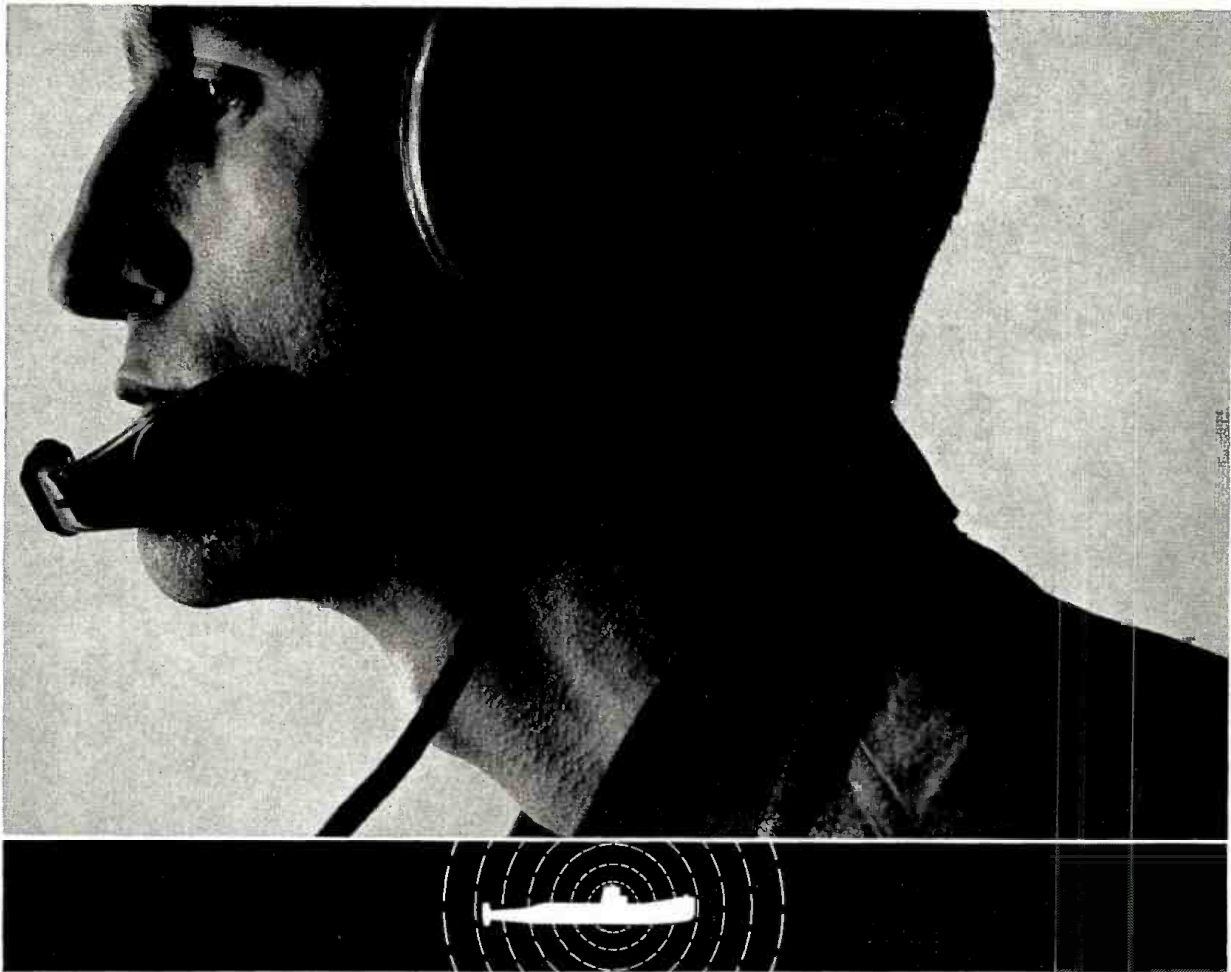
Program notes . . .

In syndication ■ National Telefilm Associates has acquired worldwide distribution rights to *The Conciliator*, a half-hour series dealing with marital problems. Initial 39 episodes of the series is in production by Cirrus Productions, Hollywood, and will be available for showing in January 1965. The series is available on tape or film.

New firm ■ Bardena Associates, San Francisco, has been formed by Richard C. Meyer, a film editor, to purchase and develop film properties for TV and motion pictures. More than \$100,000 already has been invested for properties, the company said. Headquarters is in the Columbus Tower building, San Francisco.

Eli production ■ *Yale Reports*, a weekly half-hour show produced by the university in cooperation with WTRC Hartford, Conn., is now available to other stations for \$5 per show plus postage. The programs usually consist of a discussion of current events by Yale faculty members and distinguished guests, although some music shows are presented.

Back again ■ The Wisconsin State High School Basketball Tournament, March



Is it fish or foul play?

Antisubmarine warfare is a tricky business.

No one knows this better than ITT. Today ITT is charged with one of the most ambitious programs ever undertaken by the U. S. Navy in the area of antisubmarine warfare.

It's called AUTEK—the new Atlantic Undersea Test and Evaluation Center. AUTEK will encompass a section of ocean off the Bahamas 100 miles long, 20 miles wide and 6,000 feet deep.

ITT will lace this ocean area with a network of hydrophones and other sensitive instruments, erect tracking gear to permit precision evaluation of our most advanced antisubmarine weapons.

ITT has been in this antisubmarine warfare business a long time.

World War II's HUFF-DUFF system that enabled antisubmarine warfare units to pinpoint U-boat radio transmissions, no matter how brief, was an ITT development.

And in 1957 an ITT System company developed equipment to record underwater acoustical environments. Now, ITT sonar

simulators using tapes of actual conditions can train up to 10 sonarmen at once.

Currently, ITT is developing DINAH, an advanced underwater detection system based on electro-magnetic principles.

International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022. World's largest international supplier of electronic and telecommunication equipment.

worldwide electronics and telecommunications



19-20, 1965, will be carried on a six-station state network. The tournament is being packaged for the second year by James Jeffords Associates, Milwaukee advertising and public relations firm.

Robinson series ■ Former CBS-TV program executive, Hubbell Robinson, was reported to be negotiating with CBS for a one-hour projected series, *Homicide*. Mr. Robinson, now an independent producer, had proposed the series several months ago to ABC. The series would dramatize real-life experiences of three retired New York City policemen.

Radio series sales . . .

12 Hours of New Years (Triangle): WSOQ North Syracuse, WWNY Watertown and WKSJ Jamestown, all New York; WERM St. Mary's, Ohio, and WHYL Carlisle, Pa.

30 Hours of Christmas (Triangle): KNK Anchorage; WTCA Plymouth, Ind., and WKSJ Jamestown, N. Y.

The Shadow (Charles Michelson):

WAVY Norfolk, Va.; WBNS Columbus, Ohio; WGPA Bethlehem, Pa., and WGGA Gainesville, Ga.

The Green Hornet (Charles Michelson): KMRE Anderson, Calif.; WTC Hartford, Conn.; WICU Erie, Pa., and WPON Pontiac, Mich.

Famous Jury Trials (Charles Michelson): WPON Pontiac, Mich.; KFQD Anchorage, and KEX Portland, Ore.

The First Christmas (Woroner Productions): WGBR Goldsboro, WAGR Lumberton, WFAI Fayetteville, WRNB New Bern, all North Carolina; WPBZ Lock Haven, WLBR Lebanon, both Pennsylvania; WNOR Norfolk, Va.; WHIZ Zanesville, WNXT Portsmouth, both Ohio; WMUU Greenville, S. C.; WAUB Auburn, N. Y.; WTAP Parkersburg, W. Va., and WMID Atlantic City.

July 4, 1776 (Woroner Productions): WHIZ Zanesville and WNXT Portsmouth, both Ohio.

Jimmie Fidler In Hollywood (Jimmie Fidler): KGPC Grafton, N. D.; WPXE Starke, Fla., and CFBC St. John, N. B.

BMI sells its last music publishing firm

Broadcast Music Inc. disposed of its last music-publishing subsidiary last week by selling Associated Music Publishers, a major publisher of serious American music, to G. Schirmer Inc., New York, for an undisclosed sum. BMI thus became engaged solely in its major business, the licensing of music.

BMI officials said the sale in no way changes BMI's policy of supporting American concert music and its creators, and that public performing rights in all music published by AMP will continue to be licensed by BMI. Since Schirmer is represented on the board of the American Society of Composers, Authors and Publishers, the AMP acquisition means it will have outlets through both of the leading music-licensing organizations.

BMI formerly owned a publishing firm called Broadcast Music Inc., which in turn had publishing subsidiaries, but these properties were sold some years ago.

THE MEDIA

Three more apply for New York CATV

RKO General, CATV Enterprises and Teleglobe

Cosmotronics apply to city for franchises

The potential of New York City as an area for community antenna television service was again attested last week as three more hopeful companies petitioned the city's Board of Estimate for permission to install and operate CATV systems.

RKO General Inc., CATV Enterprises and Teleglobe Cosmotronics added their names last Tuesday (Nov. 10) to those of earlier petitioners, Sterling Information Services and Teleprompter Corp. They ducked in under a deadline reportedly set by the city for any company which desired to have its arguments heard at a Board of Estimate hearing Dec. 3.

Sterling, the original petitioner for the system, is the only company expected to have its case considered at a Nov. 19 public hearing. A hearing on the Sterling bid had been continued from Oct. 22 (BROADCASTING, Oct. 26).

While the city would not grant an exclusive franchise to a CATV opera-

tor, it has been felt in some quarters that it might well grant a franchise to only one applicant, at least for an interim period. This presumably would give that company a clear advantage over possible future competitors. However the increasing number of applicants for franchises may reverse that thinking.

A principal in one of the companies applying last week said "it would be ridiculous to ask two companies to compete in this business in the same area of the city."

A new dimension was added to the increasingly complex situation by the specific request of CATV Enterprises that it be allowed to operate a service in all five boroughs of the city. Earlier applications had specified only Manhattan, though the Teleglobe Cosmotronics petition mentioned the "metropolitan area."

CATV Enterprises is headed by Theodore Granik, public-affairs program pro-

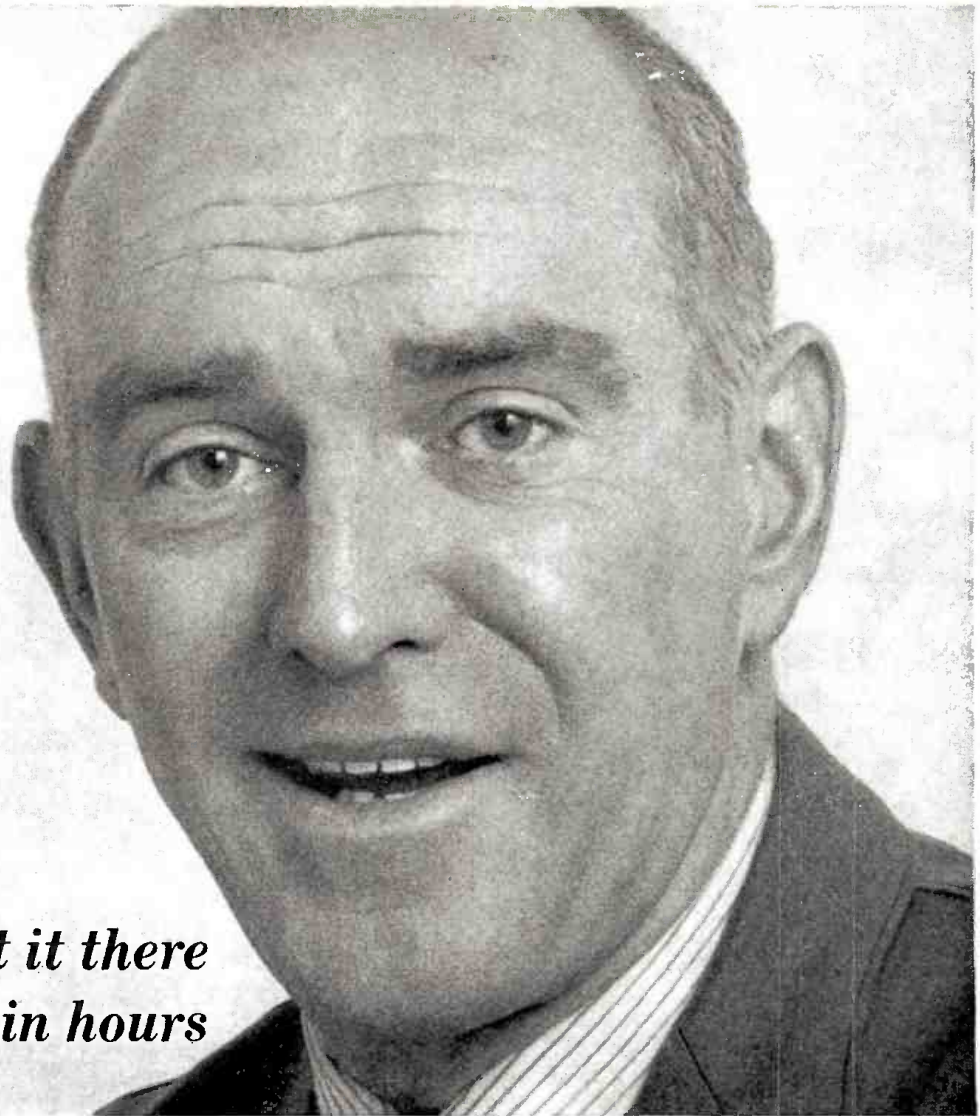
ducer and lawyer, and its executive vice president is Ira Kamen, an engineer formerly with Teleglobe Pay-TV System Inc.

The CATV Enterprises proposal included the proposition that it would program one of its contemplated 12 channels with its own public-affairs shows—programming developed by Theodore Granik Enterprises—and which might be sponsored, according to Mr. Kamen.

The company said its service would employ the type of cable used by Sterling Information Services for its Teleguide closed-circuit hotel information service. Like Sterling and other competing operations, it proposed to install its cables in the leased duct lines of the Empire City Subway Co., a New York Telephone Co. subsidiary.

The Enterprises petition said that viewers who receive telecasts over master antenna systems in New York City—an estimated million persons—cannot receive UHF signals over these antenna systems and that its system would make both UHF and VHF signals available.

Mr. Kamen said this argument took on added significance in light of an agreement signed between Electronic Installations, a master antenna installation company in Queens, New York, and CATV Enterprises. Mr. Kamen said that Electronic Installations leases master antenna systems serving 250,000 people in the New York area and that these systems could be hooked up to its proposed basic grid system under an exclusive agreement with the antenna



***“I can get it there
in hours***

...that’s why I ship by Greyhound Package Express!”

You can depend on Greyhound Package Express to get your shipment where it’s going, FAST! Packages you ship hundreds of miles, often arrive the very same day.

Your shipment travels aboard regular Greyhound buses on fast, frequent schedules. Greyhound buses travel over a million miles a day, providing package express service to thousands of communities not reached by any other form of public transportation.

Ship anytime, twenty-four hours a day, seven days a week, week-ends and holidays. Improve your customer service. Save time and money too! Ship by Greyhound Package Express. Convenient C.O.D., Collect, Prepaid or special charge account service.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-L, 140 S. Dearborn St., Chicago 3, Ill.

It’s there in hours...and costs you less

For Example: Buses Daily Running Time 20 lbs. 30 lbs. 40 lbs.*

| | | | | | |
|---------------------------|----|----------------|--------|--------|--------|
| NEW YORK— PHILADELPHIA | 32 | 2 hrs. | \$1.40 | \$1.55 | \$1.85 |
| LOS ANGELES— SAN DIEGO | 37 | 2 hrs. 30 min. | 1.15 | 1.25 | 1.45 |
| 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 |

*Other low rates up to 100 lbs.



One of a series of messages depicting another growing service of The Greyhound Corporation.

Alabama TV fights to keep slot on CATV system

UHF television stations often regard the presence of community antenna TV systems in their area as fatal. Sometimes, however, CATV's are looked on as vital to a station's survival. This is pointed up in a matter involving an Alabama TV station and a nearby CATV system.

WHNT-TV (ch. 19) Huntsville has asked the FCC, in effect, to protect the station's place on a Florence CATV system, approximately 55 miles distant and beyond the station's grade B service area.

North Alabama Broadcasters Inc., licensee of WHNT-TV, wants to keep its place on the Muscle Shoals TV Cable Co. system in Florence. The station asked the FCC to deny three microwave applications of Alabama Microwave Inc. and H&B Microwave

Corp. which, together, would establish a relay system to carry programs of several Nashville, Tenn., stations to the Florence CATV.

If the microwave applications are granted and a relay system is established, WHNT-TV said, it would be removed from the Muscle Shoals cable system in favor of the Nashville stations and lose, according to reliable audience survey figures, 15% of its total audience.

In support of its petition filed last week to deny the microwave applications, WHNT-TV submitted nearly a dozen letters from advertisers and agencies who buy time on the station expressing concern over reports that WHNT-TV might lose its service to the Florence area. The letters also indicated that one of the principal

reasons why WHNT-TV had been selected by the advertisers over three other area stations was because of the additional audience it offered through the Muscle Shoals CATV.

WHNT-TV also included correspondence from Lloyd Venard, president of Venard, Torbet & McConnell, New York, the station's national sales representative, which indicated that if WHNT-TV were removed from the Florence CATV system, thus losing 14-15% of its total audience, there would be a sharp reduction in the station's income from national sales. Mr. Venard said that a reduction by 10,000 homes would cause some national advertisers to either eliminate the station from their schedule or drastically reduce their ad budgets.

contractor. CATV Enterprises, he said, in return would use Electronic Installations antenna equipment exclusively.

The Enterprises application said it considered its franchise would have "the connotation of a public utility" and said therefore it anticipated having its rates set to produce a 6% return on its investment. This aspect departed from the proposals of other petitioners. The Sterling proposal, for example, suggested that it be allowed to operate to full profitability while charging a \$5.50 monthly service fee and also proposed that it pay the city 5% of its gross revenues.

The petition presented by RKO General Inc. to the Board of Estimate briefly stated the company's desire to operate a CATV system in the city while specifically limiting its requested service area to Manhattan.

Teleglobe Cosmotronics' petition stated that the purpose of its service

would be two-fold:

"To provide better, ghost-free and interference-free reception of television signals from all present and future television VHF/UHF channels for black-and-white and color TV.

"To provide via such a cable system diverse educational services . . ."

The Teleglobe request put its heaviest emphasis on the need for educational TV services in the city.

Meanwhile Sterling Information Services was offering an explanation to the press of its proposed cable system and emphasizing again the poor reception of TV signals now available in Manhattan.

Sterling officials said their plan for a basic grid system calls for about 160 miles of cable. Approximately 20% of this grid, they said, had already been installed for its Teleguide service. The Teleguide system reaches some 45,000 sets in 52 Manhattan hotels.

Hungry for space, FCC spreads out

The cramped quarters in which the FCC labors in Washington will become roomier early next year. Whole divisions of the agency are scheduled to move then into eight floors of a new privately owned 10-story building on 12th Street N. W., between E and F Streets.

The commissioners themselves will stay in their offices in the new Post Office building, on Pennsylvania Avenue. So will the members of the review board, the general counsel's office, the hearing examiners and Broadcast Bureau personnel, among others.

Those moving include the field engineering bureau and the chief engineer's office, safety and special services and common carrier divisions, budget and fiscal division.

The move will not only make more space available in the Post Office building, where the commission occupies all or parts of four floors. It will empty the old Washington Star building, a few blocks away, of the FCC personnel who overflowed there.

FCC Chairman E. William Henry and Curtis Plummer, the commission's executive director, made arrangements for the move with the General Services Administration. The GSA, the government's housekeeping agency, has been under pressure for some time to find new quarters for the commission.

The FCC will be the only government agency occupying space in the new building.



FM 10G by GATES

Broadcasting's new 10,000 watt FM Transmitter designed and manufactured utilizing the "Value Analysis" technique resulting in greater reliability and higher performance standards.



GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS, 62302

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

Shift in U. S. world trade balance in steel weakens U. S. economy

Combinations of tariff and nontariff trade barriers in foreign countries produce a higher cost of entry for American made steel exports, since the United States imposes no substantial trade barriers. U. S. rates of duty are among the lowest of all nations. For example:

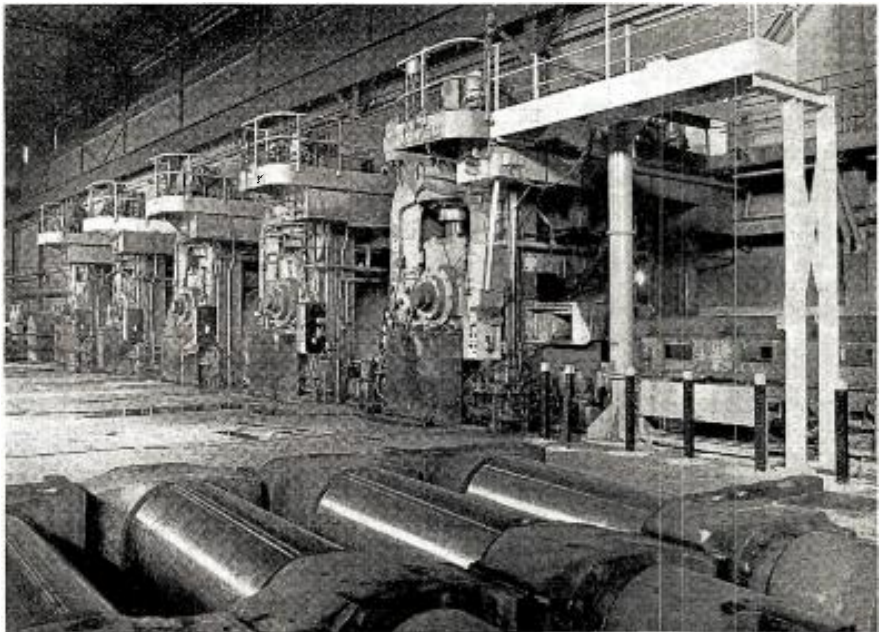
| | <i>Weighted Average</i> |
|--------------------------------------|-----------------------------|
| United States | 5.9% |
| Canada | 8.0% |
| European Coal and Steel Community | 8.5% |
| France | 9.3% |
| Japan | 14.2% |

Foreign rates are actually understated by about 10%, due to duties being imposed on a cost-insurance-freight basis, rather than on the f.o.b. value as in the United States.

All foreign countries have nontariff barriers, in addition to the fixed tariffs. This array of "turnover" taxes, stamp taxes, export promotion taxes, municipal taxes, commercial profit taxes, etc., etc., all add considerably to import cost—shutting out huge tonnages of American made steel. This is the disadvantage our steel suffers trying to enter other countries. But, steel from other countries is actually sold in the United States at prices lower than in its country of origin, because the United States tolerates this practice, called "dumping."

The result, in part, is a serious deterioration of the U. S. trade balance. The U.S. share of world exports of steel has declined from the historical level of 15% to as little as 4½% in 1962. While world trade in steel mill products continues to increase (recently about 45 million tons), U. S. imports have risen to 5½ million tons, and our exports have stagnated at 2 million tons. This balance would have employed 50,000 additional workers in 1962 and would have provided \$360 million in wages.

This is why leaders in the steel industry trust that the current GATT conferences will be able to effect changes in laws and regulations so that American steel will receive equal treatment to compete in world markets and thereby help protect American jobs. In a continuous effort to reduce steel production costs through modernization of plants and mills, Republic Steel will invest \$400 million in one phase alone of its current program.



REPUBLIC STEEL
CORPORATION
CLEVELAND, OHIO 44101

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



REPUBLIC STRENGTHENS ITS COMPETITIVE POSITION IN THE SOUTH WITH INCREASED FACILITIES AT GADSDEN
Addition of a fifth stand on the hot strip mill at Gadsden, Alabama, has greatly increased Republic's production capacity of flat-rolled products in this area. This new major facility is part of the \$15 million modernization and improvement program continuing here to make the Gadsden plant the most efficient of its kind serving the South in the South.

NAB roadshow nears end of the trail

Detroit and Albany, N. Y., sessions head discussions of pay TV, CATV, politics

The regional fall meetings of the National Association of Broadcasters moved into their final phase last week with sessions in Detroit and Albany, N. Y., as speakers debated program controls, community antenna TV, pay TV, the FCC's fairness doctrine and assorted other topics such as cutting station operating costs and FM programming.

The concluding regional conference opens today (Nov. 16) at Richmond, Va., with Jack Lee, vice president of Capital Cities Broadcasting Corp. and general manager of WSAZ-AM-TV Huntington, W. Va., and FCC Commissioner Robert E. Lee as featured speakers.

At both Albany and Detroit, broadcaster-publisher John F. Dille Jr., in his keynote address, noted that broadcasting stands on the threshold of a role "so dynamic its magnitude is hard to assess." But this is only potentially so, he warned, and may be realized only by "casting off some of our shackles and inhibitions."

Some of these, he said, are imposed by "self-aggrandizing ownerships or management, some by failure of broadcasters to stand up to the regulators and some by their own inertia."

Mr. Dille, vice chairman of the NAB television board, is president of the Communicana Group, including WKJG-AM-TV Fort Wayne, WTRC-AM-FM Elkhart and WSJV(TV) Elkhart-South Bend, all Indiana, as well as the *Elkhart Truth* and the *Mishawaka* (Ind.) *Times*.

Confusing Primer ■ Mr. Dille also cited the confusion of the FCC's fair-

ness-doctrine primer which tells the broadcaster on one hand the commission cannot substitute its judgment for that of the licensee, and urges him to use his own discretion in promoting fairness, but on the other hand "hamstrings" him by declaring that stations may not take note of the media mix of opinions available within the community when attempting to balance their programming.

"If there is confusion, I say broadcasters should straighten it out—and soon," he asserted. "The commission is overwhelmed with problems of various kinds," Mr. Dille continued, "and besides broadcasters are better equipped to find solutions in this area in any event."

Pointing out that newspapers and broadcasters are not enemies but natural though competitive friends, Mr. Dille said the "free interchange of ideas and information and opinion is the cornerstone on which our whole free society rests."

Newspapers and broadcasters "are the great mass carriers on which the citizenry depends," he said, yet "the one is free, the other fettered." Their interaction can be mutually strengthening, he said, as well as helpful to society.

"For broadcasters boldness is required," Mr. Dille asserted.

"The time has come," he said, "when we broadcasters acting maturely and responsibly as we have pledged ourselves to do must form our own value judgments on what is fair—not depend on government to tell us." In this way

only, he argued, "can the public interest be truly served and our own sense of independence and integrity preserved."

The nation's founders and the framers of the First Amendment, Mr. Dille said, had in mind a great continuing debate with the people hearing all sides and getting all the facts. "This can be reduced to working broadcasting terms," he said.

"In fact, in terms of dramatic effectiveness, in terms of persuasive power, no other media can match broadcasting," Mr. Dille claimed. "Our willingness to do so," he continued, "is the only effective means to shake off the regulatory shackles and stop further government encroachment."

Start Early ■ Describing the virtually unlimited areas of community issues in which broadcasters can contribute enlightenment, including politics, Mr. Dille urged stations to begin planning now since they have at least a year to the next local elections and two years to congressional elections. Radio-TV can start fresh and with a high believability quotient, he observed, since "any newspaper in your area is almost sure to be already labeled as partisan by its readers."

Mr. Dille said he is convinced that newspapers and broadcasting "can complement and catalyze each other—and both can prosper in the doing." Papers and stations under common ownership can stimulate the dialogue too with varied views, he said, noting that the sequence of action and reaction "is likely to produce a much more effective and audience-commanding product than a single action alone."

Such programming will expose broadcasters to the possibility of complaints, Mr. Dille said, and bring the FCC's fairness doctrine into play. "But it's time we quit worrying about complaints if we believe our actions have been just," he said. Exposure of the weaknesses of the fairness doctrine could result in its revision or abolition, he suggested.

Independent Judgment ■ One practice broadcasters might take with profit from newspapers, Mr. Dille said, is the role



Among NAB Detroit speakers were (l to r): John H. Pinto, RKO General Phonevision Co., New York; Raymond A. Plank, WKLA Ludington, Mich.; G. Richard Shafto, Broadcasting Co. of the South, Columbia, S. C., and member of the NAB's Future of Television in America Committee, and Roy Danish, of the Television Information Office, New York.



Detroit speakers included (l to r) Lester G. Spencer, WKBV Richmond, Ind.; the keynote speaker and vice chairman of NAB's TV board, John F. Dille Jr., WSJV(TV) South Bend-Elkhart, WTRC-AM-FM Elkhart and WKJG-AM-TV Fort Wayne, all Indiana; Richard Dudley, WSAU-AM-TV Wausau, Wis., and Ray Livesay, WLBH-AM-FM Mattoon, Ill.

of the editor who is completely independent of and usually quite disinterested in the revenue-producing side of the business. He observed there are stations which can claim an executive in a parallel role to that of the editor, but in radio-TV generally "can we say that the typical manager or his program personnel or his news directors practice this independence?"

There must be in top broadcasting management, Mr. Dille said, "an executive responsible for what might be called 'nonrevenue-oriented thinking.' This is too much a parttime job in too much of broadcasting."

All too often it doesn't really come from the heart or out of the pride of creation which many newspapermen do have, Mr. Dille said, "but rather a minimal defensive effort against potential FCC criticism."

FCC Commissioner Kenneth A. Cox told the Detroit meeting Tuesday that the commission's concern about over-commercialization in broadcasting probably was influenced most by complaints which the FCC members received in their face-to-face meetings with segments of the public. "We never really could point to any flood of mail," he said.

There still is concern expressed about the weight of commercials in local television news programs and late movies, Mr. Cox related, while peak driving hours appear to provoke the most mentions regarding radio. "While some of these complaints are not well based," he noted, "you still are going to have to live with it."

Urging broadcasters to "think twice" about the problems of excess commercials, Mr. Cox said, "I would suggest you proceed with moderation" and adhere to the industry codes. "If the public gets a little more unhappy," he continued, "you'll probably hear from the Congress." He felt Congress would turn to the NAB for corrective action rather than the FCC, however.

Some stations have not been always correct in their editorials about Section 315 and its equal-time requirement for candidates, Mr. Cox said. The press also "has been on your side," he observed, but the newspaper editorials have failed to understand the true facts about Section 315, too. The basic error, he explained, appears to be a belief that "the FCC dreamed up Section 315 and somehow is responsible for it."

No Easy Task ■ Mr. Cox cautioned broadcasters that they face a difficult job going to Congress for relief on Section 315 because the most "ridiculous results" of the past campaign stemming from the law concern only the presidential race and do not apply at the local level. He noted that congressmen "like the assurance that as a matter of right they are entitled to equal treatment" in

local campaigns, including possibly as future minority third party candidates.

As for suggestions that broadcasters or the NAB attempt to rule on the good taste or veracity of political announcements, Mr. Cox had his doubts. Noting how stations' headaches have become compounded as it is with political problems, Mr. Cox said, "If you're going to try to decide if Candidate A's pitch is true, you haven't heard anything yet."

Despite his claims of being wronged in political broadcasting restrictions, the broadcaster simply has failed to make full use of the alternative program opportunities, Commissioner Cox emphasized more than once. The Section 315

similar moves to curb FM service, the FCC commissioner pointed out, would possibly enable "an outsider to make a case that could pry that facility away from you."

Yes and No ■ The pros and cons of pay TV were debated in Detroit by John H. Pinto, vice president, RKO General Phonovision Co., New York, and Ward L. Quaal, executive vice president and general manager, WGN Inc., Chicago. Views on CATV were exchanged by G. Richard Shafto, member of NAB's Future of Television in America Committee and president of Broadcasting Co. of the South, Columbia, S. C., and Richard D. Dudley,



Also in Detroit (seated, l to r): Joe Kotler, Warner Bros. TV Inc., New York; Horace (Buddy) Raye, WAGA-TV Atlanta; William Michaels, Storer Broadcasting Co., TV division, Birmingham, Mich.; Art O'Neil, WSBT-TV

South Bend, Ind. (standing, l to r): Ken Bagwell, WJW-TV Cleveland; Marvin Grieve, ABC Radio, New York; George Hartford, WTOP-TV Washington, and Larry Carino, WJBK-TV Detroit.

exemptions for news interviews and spot news coverage haven't been capitalized upon, he indicated.

Many questions to Commissioner Cox concerned the new FM rule effective next August which will require the FM station to provide separate service from its companion AM outlet for at least 50% of the time. He said the FCC recognizes that the additional FM programs may not necessarily be better, but they will be "clearly different" and will offer the audience a program choice.

He said delayed broadcasting of the AM output would meet the separate FM program definition if the delay were of some reasonable period and not just minutes or an hour or two. FM stereo-casting of the AM programing won't count as "different," he said. Commissioner Cox warned operators about coming up to the August deadline and cutting back their FM schedules so as to reduce the hours of nonduplicated programs they would have to carry. Such a restriction of service could "possibly subject you to a competing application at the next renewal," he warned. Other

president, WSAU-AM-TV Wausau, Wis., and NAB board member. John T. Murphy, president of Crosley Broadcasting Co., Cincinnati, Alfred R. Stern, chairman of the board of Television Communications Corp., New York, and William L. Putnam, president of WWLP(TV) Springfield, Mass., replaced Messrs. Dudley, Quaal and Shafto on the Albany panel.

Mr. Pinto emphasized "we're trying to preserve 'home' TV as against theater TV" and explained that RKO General's ventures into pay TV are part of the firm's pioneering record in broadcasting. He said the Hartford test shows pay TV will be clearly supplemental to the present system and will compete more with the box office outside the home.

"The Kildares and Sullivans and Bennys are not the stuff out of which pay TV is made," Mr. Pinto said, explaining that there will not be competition for programs because pay TV will serve chiefly that segment of audience whose sets otherwise would be dark. Neither will pay TV eventually carry commercials, he said, simply because

the economics involved would not make it reasonable.

Beware the Electorate ■ Decrying the California vote stopping pay TV there, Mr. Pinto laid the public sentiment upon the successful lobby of the theater operators. He warned the precedent might result in some future referendum in which the people could vote to bar commercials from radio-TV. Mr. Quaal, however, termed the California vote "a triumph for the free enterprise system of broadcasting."

Broadcasters should not be in the forefront of an anti-pay-TV campaign, Mr. Quaal said, explaining that the California vote—in which broadcasters did not take an adversary position—demonstrated that "the people liked our free system of broadcasting."

Calling for a broad information program which would affirmatively show the public what broadcasting has done for them, Mr. Quaal noted that the nation in recent years has enjoyed great surges of cultural activity which have been attributed to the beneficial influences of radio and TV. He cited book reading, traffic at art institutes and similar indices.

Reaffirming his strong opposition to pay TV in any form on the air or by cable, Mr. Quaal questioned where pay TV would get its programs if not from free television. He cited the California pay-TV system's use of baseball for inaugural programing and its ability to get only small tune-ins for ballet and other cultural shows.

"These people would only steal from us and then charge the public for what they now are receiving free," Mr. Quaal claimed. He also questioned pay TV's ability to produce costly documentaries and big news programs such as election coverage. "Pay TV is still pie in the sky," he concluded.

Mr. Dudley recounted local experiences in poorly equipped CATV systems which through spurious radiation and other technical deficiencies ruined

the off-air signals of the commercial TV stations. Noting the trend to the carrying of AM and FM programs on free channels of the CATV as well as background music service, Mr. Dudley said the CATV issue "is a problem for all broadcasters." Inquiries at the NAB about CATV are now running five to one from radio stations, it was noted.

Equality ■ CATV is penetrating the major markets now, Mr. Dudley said, and the more that are built before controls are instituted, the more "grandfather clauses" there will be to exclude them from provisions of control. Calling for rules to govern CATV, he said "let's all be under the same restrictions and regulations."

Mr. Shafto predicted the continued growth of CATV because of the trend away from outside TV antennas and the need for use of cable to supply a superior picture in many locations, including major cities and particularly in the case of UHF. The need for cable to provide a choice of stations will be especially evident in the growth of color, he said, since most rooftop antennas are oriented to one outlet, deteriorate quickly, and represent such a critical link in the pickup of color.

"This is why New York is a very fertile field" for both CATV and color, Mr. Shafto explained, "and why no major city will be immune from cable."

Mr. Shafto felt the recent Fisher report on the impact of CATV on the economics of TV stations "overstates" the harm factor and "thereby its usefulness may be impaired" (BROADCASTING, Oct. 26). CATV in some cases has given TV stations added reach and revenue, he said.

Requirements ■ High technical standards of the CATV systems must be required, Mr. Shafto felt, and the proposed law must require all CATV's to duplicate the local stations if they so request. He said his NAB subcommittee is working with the National Community Television Association on some

form of legislation to be introduced to Congress in January.

Because of the wide interest in the CATV issue apparent at the earlier regional meetings, the session included both radio and TV personnel. At earlier meetings a radio meeting had been scheduled at the same time. The policy of holding a joint session was also in effect at Albany and will continue at Richmond.

Cutting costs in radio operations was explored by James M. Caldwell, WAVE Louisville, Ky.; Raymond A. Plank, WKLA Ludington, Mich., and Ray Livesay, WLBH Mattoon, Ill., at the Detroit meeting. The panel emphasized the need for continued attention to expenses as radio competition increases.

Mr. Caldwell reported extensive annual wage savings at WAVE as the result of a long-term program of technical modernization, combination operation, sharing of engineering talent with WAVE-TV and remote transmitter control. He cited advantages of IBM logging and billing systems which not only are more efficient but also faster.

Mr. Plank said the smaller market operator can increase efficiency by such WKLA practices as a good personnel policy to reduce turnover and making the fullest use of individual and group opportunities. Examples:

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Mr. Livesay felt it is better to have fewer good people and pay them well for highest efficiency. He noted a 4% annual raise is rule of thumb, however, just to keep up with inflated living costs. He also tries to take advantage of the latest technical innovations and makes every staff member a part of the news department to report news from meetings or events he may attend in capacities other than news.

Robert M. Peebles, vice president and general manager of WROW Albany, Donald A. Thurston, general manager and treasurer of WMNB North Adams, Mass., and David R. Wolf, station manager of WRTA Altoona, Pa., were the radio panelists in Albany.

Mr. Dille created a stir at a news conference in Albany when he said that recently defeated Senator Kenneth B. Keating (R-N. Y.) was "among the numerous names" under consideration for the vacant presidency of the NAB. Mr. Dille is a member of the NAB's selection committee. He also repeated NAB's assertion that the defeated Senator Pierre Salinger (D-Calif.) is not and never has been under consideration.



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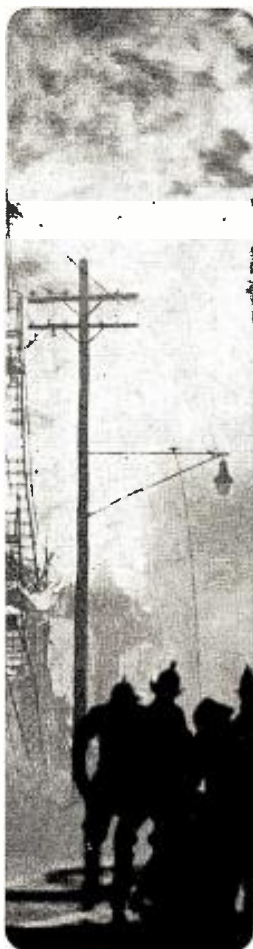
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Cleveland may get CATV

Proposed system would
bring in programs from
Detroit and Canada

A group of local businessmen and lawyers last week applied to Cleveland and 19 surrounding communities for franchises to build and operate a CATV system that would provide eight U.S. and Canadian TV's in addition to the area's three stations.

The six-man group, Telerama Inc., estimated its project would cost about \$5 million. A spokesman was uncertain, however, how many of the market's almost 1.36 million TV households could be wired for that sum.

Creighton E. Miller, president, said the project has been under discussion by its principals for about two years and is planned strictly as a CATV operation.

He observed that there are "no present plans for so-called pay-TV presen-

tation of such special events as new Broadway plays, new movies, championship fights and the like." But he added that "if a sufficient amount of this specialized programming becomes available for the Cleveland area at a later date, we will endeavor to make it available also on some fair and equitable arrangement which obviously will have to be determined at that time."

Telerama apparently is the first group to apply for a CATV in the Cleveland area. Letters outlining Telerama's request for a franchise and explaining what CATV is and why it is good for their town were sent Thursday (Nov. 12) to the mayors and councilmen of the affected communities. Telerama is offering each town 3% of the firm's gross in their area in exchange for a franchise that would be exclusive for five years, Mr. Miller said.

As far as he knew, Mr. Miller explained, none of the Telerama principals is prominently engaged in either broadcasting or CATV. In addition to himself, a lawyer who has been counsel to the National Football League Players Association for eight years, Mr. Miller identified the officers in Telerama as Malcolm B. Vilas Jr., vice president and real estate dealer; Herbert C. Hauser, secretary-treasurer and head of his own printing company and

real estate firm; plus three directors: Raymond F. Blosser, public relations vice president, Union Commerce Bank; James M. Carney, lawyer and real-estate dealer, and Frank V. Mavec, builder and real-estate investor. FCC records show Mr. Mavec is 74% owner of Superior Broadcasting Corp., an applicant for channel 65 in Cleveland.

The services Telerama would bring to Cleveland include WJBK-TV, WWJ-TV and WXYZ-TV, all Detroit; CKLW-TV Windsor and CFPL-TV London, both Ontario; WTOL-TV and WSPD-TV, both Toledo, Ohio and WVIZ-TV Cleveland, a new educational UHF station.

These stations, Mr. Miller said, will provide programming and news from the Canadian Broadcasting Corp., "American network and syndicated programs not usually viewed on the Cleveland stations," ETV from the local UHF and a promise of considerable sports programming—National Hockey League games from Toronto, Detroit Lions road games and other NFL games seen in Canada plus Canadian Football League contests, and at least 30 away games played by the Detroit Tigers.

Engineering studies performed by Kear-Kennedy, Washington, show master antennas erected at a suburban site—apparently without microwave relays—can bring in these signals, Mr. Miller said.

He pointed out that the group owners of two of Cleveland's three commercial stations have entered CATV: Storer Broadcasting, licensee of WJW-TV, operates CATV's in California and Westinghouse Broadcasting Corp. (KYW-TV) has purchased CATV's in Georgia.

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week subject to FCC approval:*

■ WTOL-TV Toledo, Ohio: Sold by Frazier Reams and associates to Broadcasting Co. of the South for \$12 million (CLOSED CIRCUIT, Nov. 9). BCS owns WIS-AM-TV Columbia, S. C.; WSFA-TV Montgomery, Ala., and community antenna systems in Ocala, Fla., and Florence, S. C. It is building a CATV system in Sumter, S. C., and holds CATV franchises in Darlington, Marion and North Augusta, S. C. BCS is owned by the B. Calhoun Hipp family, with G. Richard Shafto, president and minority stockholder. It is associated with Liberty Life Insurance Co. In addition to Mr. Reams, who owns 60% and is a former congressman from Ohio, other owners of WTOL-TV are Thomas S. Bretherton, 15%; Morton Neipp, 15%, and Dr. Glenn Reams, 10%. Mr. Bretherton will remain as executive vice president and general manager. WTOL-TV, founded in 1958, is on channel 11 and

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• WFMJ Daytona Beach, Fla.: Sold by John Creutz and Jack Siegel to Jim Walter for \$250,000. Mr. Walter is chairman of the board of the Jim Walter Corp., Tampa, and has investments in banking and real estate. Mr. Siegel will remain as technical consultant. WFMJ, founded in 1935, operates fulltime on 1450 kc with 1 kw day and 250 w night. Broker: Wasdon & Co.

• KRLN Canon City, Colo.: Sold by Raymond M. Beckner to Norton Warner and group for \$90,000. Mr. Warner's group owns KIMB Kimball, Neb., and KKAN Phillipsburg, Kan. KRLN operates fulltime on 1400 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

• WSMJ (FM) Greenfield, Ind.: Sold by John C. Byrne to Paul F. Braden for \$42,500. Mr. Braden owns WPFM-AM-FM Middletown and WPAY-AM-FM Portsmouth, both Ohio. WSMJ went on the air in 1962, operates on 99.5 mc with 18 kw. Broker: R. C. Crisler & Co.

APPROVED ■ *The following transfer of station interests was among those approved by the FCC last week (FOR THE RECORD, page 134).*

• WLOF Orlando, Fla.: Sold by H. H. Thomson and associates to William Clarke for \$525,000. Mr. Clarke is a Fort Lauderdale, Fla., businessman. WLOF operates fulltime on 950 kc with 5 kw.

Asheville CATV may buy Bell service

A broadcaster applying for a CATV franchise in Asheville, N. C., said last week if he wins the franchise he will probably subscribe to a system that would be built by the Southern Bell Telephone Co. If he does, he may be the first to buy a Bell CATV service.

Harold H. Thoms, president of WISE-TV Asheville, said Bell prices "look very attractive"—so much so that he prefers them to a proposal made earlier by a private CATV equipment manufacturer.

Bell system telephone companies have been offering CATV service for more than 10 years without signing a customer, but have just recently reduced their rates to the point where it is believed they may be competitive with private manufacturers (BROADCASTING, Oct. 19).

Mr. Thoms and Bell are far from signing a contract, however, because four other firms are competing for the Asheville franchise and the city itself may go after it. In addition, Bell's new

CATV tariff has been suspended by the state utilities commission until the company can show that its rates are just and reasonable.

A hearing set for Nov. 24 was postponed indefinitely last week.

Mr. Thoms believes Asheville has a potential of 15,000 CATV subscribers, and starting a system there would require between \$600-800,000.

In a letter to the city council Mr. Thoms urged them to reverse a decision to investigate the feasibility of building and operating its own system. The city manager has been studying CATV for months (BROADCASTING, Aug. 31).

Mr. Thoms said the city would do well to support Southern Bell's rate hearing before the state commission. A Bell CATV would be nonexclusive, he said, and the company's present franchise with the city for telephone service makes unnecessary either a further franchise or an election. (The city charter requires an election before the city can award an exclusive franchise.)

Other applicants in Asheville, in addition to WISE-TV: WLOS-TV Asheville (Wometco Enterprises), Broadcasting Co. of the South, Columbia, S. C. (also an applicant in Charlotte, N. C.—see page 116); Reeves Broadcasting Co., New York, and National Trans-Video Corp., Dallas.

What is CATV's effect on UHF?

That is question asked as Connecticut PUC continues its hearing

Possible effects of community antenna TV systems on potential or existing UHF stations engaged the attention of the Connecticut Public Utilities Commission last week as it continued its hearings on more than a score of applications for CATV franchises.

Witnesses as the PUC neared the end of direct presentations included Weston C. Pullen Jr. of Time Inc.'s Time-Life Broadcast, which owns 40% of Eastern Connecticut Cable Television Inc.; Harold Thomas of WATR-TV Waterbury, 40% owner of CATV of Connecticut Inc., and William L. Putnam of WWLP (TV) Springfield, Mass., who appeared on behalf of CATV of Connecticut.

The UHF aspects were explored during the presentation of CATV of Connecticut, whose owners besides WATR-

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TV are Rego Industries of Hoboken, N. J. (40%) and a Waterbury attorney, H. John Weisman (20%).

Mr. Thomas, president and owner of WATR-TV, on channel 20 testified he believed CATV systems could help keep in business UHF broadcasters who owned them. He said CATV ownership would work to offset a continuing loss in WATR-TV's advertising revenue. WATR-TV, he said, was never a money maker. Though nearing the break-even point, he said, the station was bound to be set back by a separately run CATV system.

Mr. Putnam, president and general manager of WWLP(TV) asserted that independently owned cable TV systems would prove detrimental to TV service in the state, hurt UHF and make of it "a cultural suburb of New York" by feeding New York signals into the area. He estimated five to six UHF channels available in the state would not be used if Connecticut is wired for CATV and broadcasters are not encouraged to run them.

Vermont and New Hampshire ■ He asserted that cable systems in Vermont and New Hampshire forced him to eliminate local programming on satellite WRLP(TV) Greenfield, Mass (ch. 32). He discontinued service there last Oct. 10, he said.

Mr. Putnam noted that all CATV's there had proposed nonduplication

agreements and some filed to that effect with the FCC but that CATV operators in Keene, N. H., and Brattleboro, Vt., who had agreed he could carry NBC signals, broke the agreements and caused him to lose revenue.

Also during the hearing, the question of whether or not cable companies will seek to induce home owners to dismantle roof antennas drew the PUC's attention. CATV advertisements offering such inducements were said to have been published elsewhere in New England.

Mr. Putnam emphasized that FCC-encouraged UHF would help fill all the public's needs by offering a greater variety to viewers and in effect do what CATV would hope to accomplish.

CATV of Connecticut's system would represent an investment of \$4 million for the Waterbury area.

In the presentation on Eastern Connecticut Cable Television's application, Mr. Pullen's testimony that Time Inc. would not seek control of the company was challenged by counsel for Teleprompter Corp., whose CATV application conflicts with Eastern Connecticut Cable's in some areas.

Mr. Pullen, who is president of Time-Life Broadcast, said its policy is to work with local people and have them control the local operations, and that even if Time-Life should gain financial control of the CATV company—which he did not anticipate—it still would not take voting rights to a controlling share of the stock.

Eastern Connecticut Cable, which represents Time-Life's first venture in CATV ownership, is set up as a \$4.4 million company. The owners—Edmund O'Brien, general attorney for Hartford Electric Light Co. and president of the CATV company, and Peter P. Mariani, electrical contractor and state senator, own 30% each, and Time-Life owns 40%—plan to invest \$1.1 million and borrow \$3.3 million.

Their proposed system would serve New London, Norwich, Groton and about a dozen smaller towns in eastern Connecticut. Their plans call for a transistorized, 13-channel system with construction costs estimated at \$3.2 million.

They expect to wire up 28,000 homes in the three main cities in the first year and subsequently increase the total to more than 80,000 with connections in the fringe communities. Proposed charges provide a \$25 drop fee per home and about \$5 a month for the basic service.

The company indicated it does not expect to break even on the service before the third year, and that its losses up to that point will be about \$564,000. Proposed programming includes service from three New York City independent stations and from stations in Boston and

in Providence, R. I., as well as in New Haven and Hartford-New Britain.

The PUC hearings, which started in September, thus far have been limited essentially to direct presentations. Cross-examination has been deferred until the second round, expected to get underway in December or January.

Broadcaster supports CATV for Charlotte

WSOC-TV Charlotte, N. C., told its city council last week that the community needs community antenna television and endorsed a fellow broadcaster as the man to do the job.

A spokesman for WBT(TV), Charlotte's other VHF, said the station wasn't so sure CATV would be a good idea there, and won permission to comment after the applicants have presented their cases.

Representatives of the Broadcasting Co. of the South, Columbia, S. C., and TV Transmission Co., Peru, Ind., competing applicants, both urged the council to authorize CATV in Charlotte and asked for a chance to come back later to show how each could do the job better.

C. George Henderson, wsoc-TV vice president and general manager, said CATV would bring fulltime service of ABC-TV to the area and help wccb-TV Charlotte, a new UHF. He endorsed Broadcasting Co. of the South on the basis of its experience as a broadcaster and CATV operator.

Wsoc is owned by Cox Broadcasting Corp., also a broadcaster and CATV system operator.

Wallace J. Jorgenson, vice president and managing director, WBT, said the station hasn't yet decided whether CATV would be good for Charlotte. He added, however, that prior to the hearing Tuesday (Nov. 10), Charles H. Crutchfield, station president, said while it had found no need for CATV there, WBT wasn't planning to fight CATV as such. He said he wanted the council to move slowly.

Mr. Jorgenson said WBT would prefer to see wccb-TV succeed. "This would seem logically to preclude much of the need originally seen for CATV in Charlotte," he said. In his view CATV could do nothing in the way of public service for the area that the three TV's could.

Cy N. Bahakel of wccb-TV told the council he feared CATV would harm his operation and that he was concerned whether he would be able to obtain network programs. Wsoc-TV is an NBC primary affiliate, WBT is a primary affiliate of CBS and both are secondary ABC.

Also opposing the CATV proposal was Wiloby Kinsey Theaters Interna-

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tional, owned by ABC Paramount, which stressed objections to pay TV. Richard Shafto, Broadcasting Co. of the South president, said there was no provision for pay TV in the proposed CATV ordinance.

Mr. Shafto estimated there are 33,000 TV households in the more densely populated areas of Charlotte and 70,000 altogether. He and Victor K. Cespinnase of TV Transmission estimated a CATV could be constructed there initially for between \$2-2½ million.

They promised all three Charlotte stations would be carried on their CATV's and that the stations would be protected from simultaneous duplication.

FCC adopts new call-letter rules

The station operator, disturbed by a competitor's call letters that could bear a phonetic or rhythmic similarity to his own, now has a chance to voice his objection to the FCC before he is hurt.

The commission last week amended its rules to provide "interested persons an opportunity to object . . ." before it makes changes in or assigns new call letters. Under the new rule, effective Dec. 22, the FCC will issue a public notice before it takes such action.

The new rule will also provide a 30-day delay before assigning calls. In addition, applicants will be required to notify by letter all other stations, "within a 35-mile radius of the applicant's main post office," of the request.

The rule requires that a construction permit be granted before a request for call letters can be made. Applicants for assignment of license or transfer of control, however, may express a preference for certain calls at the time an application is filed.

ABC-TV affiliate board, network heads meet

ABC-TV affiliate board of governors and ABC executives were to meet Nov. 14-17 at Montego Bay in Jamaica.

The ABC-Owned TV Stations Division also was to hold its meeting there on Nov. 14. The board of governors was to meet Saturday and Sunday and then hold joint meetings with ABC executives today and Tuesday. Heading the groups at the meetings: ABC by Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters Inc.; board of governors by Thomas Chisman, WVEC-TV Norfolk-Hampton, Va., who is chairman of the ABC-TV affiliates board; ABC-Owned TV Stations by Theodore F. Shaker, its president.

NAB begins radio board election

The first move in an involved yearly procedure to elect new members to the radio board of the National Association of Broadcasters is to be made Thursday (Nov. 19) when the NAB will send certification forms to all radio members. There are 13 board seats, four of them in the at-large category, up for election.

Each radio station is to certify one person at the station as eligible for board membership, and the forms are to be returned to the NAB by Dec. 17. A list of all the certified personnel in a given NAB district will then be sent to each station in that district for the station to designate its nominee. The NAB is to mail out these nominating sheets Dec. 31, and they must be returned by Jan. 15, 1965.

When the nominating lists are returned, the stage will be set for the final move in the election. The two biggest vote-getters for each open seat (or more than two if there is a tie) will then be put on ballots and sent to the stations for election. The ballots are to be mailed Feb. 1, 1965, and must be returned by Feb. 15. The new board members will

start their terms following the NAB's annual convention March 21-24, 1965, in Washington. Each of those who are certified must be "an owner, partner, officer or executive who devotes most of his time to a station's broadcast business. . . ."

Five of the 13 radio board seats are held by men who have served two consecutive two-year terms and are thus ineligible to be re-elected: Carleton D. Brown, WTVL Waterville, Me. (district 1); Ray Johnson, KMED Medford, Ore. (district 17); Willard Schroeder, WOOD Grand Rapids, Mich. (at large, class B); Ben B. Sanders, KICD Spencer, Iowa (at large, class C); Ben Strouse, WWDC-FM Washington (at large, FM).

Directors whose two-year terms expire this year but who are eligible for re-election are: Cecil Woodland, WEJL Scranton, Pa. (district 3); Kenneth R. Giddens, WKRK Mobile, Ala. (district 5); Gene Trace, WBBW Youngstown, Ohio (district 7); Richard D. Dudley, WSAU Wausau, Wis. (district 9); John H. Lemme, KLTP Little Falls, Minn. (district 11); John J. Coyle, KVIL Highland Park-Dallas (district 13); Hugh Turner, KTIM San Rafael, Calif. (district 15); Jack W. Lee, Capital Cities Broadcasting Corp., Providence, R. I. (at large, class A).



check the winter lineup at Scottsdale Country Club Resort

Dead-Eye Dan, a real tough golfer, claims you can't steal a putt on the 18-hole championship course. Society Sal swings at cocktail parties and the Club's social affairs; during the day she cases the nearby shops and stores; says she can pick up everything. Tex, tall in the saddle, likes wide open spaces and picturesque trails, says the horse hide's better at the Club (and that's something from Tex). The Sun Tan Kid always holes out in the West during the winter, he likes the two pools and average 80 degree temperature. Gorgeous Georgia gave up all the

rackets but one—she can't resist the fast set on the championship courts.

OH . . . OH! Where's Fast Fred? He made reservations early for one of the 80 superb accommodations. He's probably having a thick, juicy steak in the Club's dining room, right now. Why don't you hide out this winter? Write Jud Bunnell for the winter lineup.

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The fractionalized audience

Goldberg foresees breaking up of TV audience as result of multi-set homes and more individual viewing

Trends toward more multi-set homes and more individual viewing, coupled with the development of UHF, community antenna TV and pay TV, may make fractionalized audiences, specialty stations and audience-measurement headaches as common in TV as they are in radio today.

That outlook is offered by Melvin A. Goldberg, vice president for planning and research at John Blair & Co., New York, in a speech prepared for delivery today (Nov. 16) at the Broadcast Promotion Association convention in Chicago (see page 126).

Mr. Goldberg also called for the formation of a broadcast industry group to study the problems of computerization, to review the information currently being fed into the computers of major agencies and advertisers, to consider the quality and completeness of the information going in, and to prepare standards for research beyond those set by the Broadcast Rating Council.

He suggested that such an industry group work with the agency, advertiser and broadcaster associations and "any other interested parties" in developing stands for quality and completeness to avert not only the well-known computer problem of "GIGO" ("garbage in, garbage out") but also one he called "DIDO" ("data incomplete, data obsolete").

"Our problem is not to fight the computer but to guide it," according to Mr. Goldberg, former research vice president of the National Association of Broadcasters. "For a change, the broadcasters should attempt to lead, rather than be led."

He said trends already evident in multi-set TV homes, smaller TV sets



Mr. Goldberg

and battery-operated TV portables will mean more and more individual as opposed to family viewing, and that UHF, CATV and pay TV may fractionalize audiences even further.

Consequently, he said, TV stations may in time cater to specific audiences just as radio stations do now. The splintering of audiences, he continued, will mean smaller numbers of homes viewing each program, which in turn will mean higher costs-per-thousands and require more effective selling, pro-

motion and advertising.

For the researcher, he said, it will mean a need to "develop techniques to measure viewing on portable sets outside the home as well as within"—probably at higher prices.

"What radio has been living through for the past 10 years," he concluded, will be standard operating procedure for television.

Radio code subscriber list keeps growing

The number of subscribers to the radio code of the National Association of Broadcasters is growing steadily and several state broadcasters' groups are willing to add their weight to the push.

According to the first issue of the NAB code authority's new monthly publication, *Radio Code News*, at the end of October total membership was at 2,191, about 42.1% of all the country's AM and FM stations. Just a year ago, there were 1,819 members, or 36.2% of all stations. The radio code's ambition is to reach the 50% mark by the end of the year.

The same publication also notes that several state groups have said they wish to initiate stronger drives for code membership. The state associations include those in Louisiana, Indiana, Minnesota, Texas, Maine and Kansas. The North Carolina Association of Broadcasters, in a separate move, passed a resolution backing the codes at its fall convention. The resolution stated that "an even larger majority of stations is required to provide the effectiveness which self-regulation must have" and called on all the state's outlets "to seriously consider their support of, and adherence to, the NAB codes."

NCAB too late to stop Baptist plea to FCC

The North Carolina Association of Broadcasters last week attempted to make its voice heard before a religious group adopted a report calling for stricter control of broadcasters by the FCC. But the NCAB was able to protest only after the adoption of the report.

A convention of North Carolina Baptists Wednesday (Nov. 11) adopted a committee report asking for more FCC regulation because "of the increasing number of editorial commentators and commercial or religious crusaders whose objectives appear to be to poison the minds of the people" The Baptists were meeting at Greensboro, and the board of directors of the NCAB was holding a monthly gathering the same day at

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nearby Burlington. The NCAB heard of the report and immediately sent a telegram attacking it as "unfair and unjustified" and asking that it be tabled until the broadcasters could present their views.

The telegram arrived too late, and the Baptists said they would not reconsider the report. Its criticisms were made of the "national picture," the religious group said, and "we are grateful for any effort you are making to help correct these conditions and we will join you in any constructive effort toward correcting these conditions." The Baptists said they realized "there are local stations that do not come under this general description and we are grateful for their service."

The NCAB's telegram had said that "for the Baptists of North Carolina to urge that the FCC . . . tighten its grip on broadcasters' freedom of speech is an unprecedented, unwarranted and dangerous action." The association asked that Baptist officials meet with NCAB officers to discuss the report.

AB-PT, Madison Square to produce attractions

American Broadcasting-Paramount Theaters has become an equal partner with Madison Square Garden Corp. in a new company that will produce entertainment attractions for presentation in New York and at sports centers in other cities.

The new firm is MSG-ABC Productions Inc. It will create new shows and

offer existing entertainment features both in this country and abroad. Last week's announcement said many of the shows will open at the present Madison Square Garden until the new Madison Square Garden, now being built at the site of Pennsylvania station, is completed in the fall of 1967.

Both AB-PT, which is the parent company of ABC, and the Madison Square company said MSG-ABC would not engage in either "live presentation or television and radio coverage of the varied sports activities" regularly played at the garden and that MSG would continue to offer its attractions to TV and radio on a "competitive basis, as is its present policy." The Madison Square Garden Corp. owns the New York Rangers (National Hockey League), the New York Knickerbockers (National Basketball Association), and the New York Rovers (Eastern Amateur Hockey League).

Principals in both companies will serve as board members of MSG-ABC Productions. They include AB-PT's Leonard H. Goldenson, president; Simon B. Siegel, executive vice president; Everett H. Erlick, vice president and general counsel, and Thomas W. Moore, president of ABC-TV; Madison Square's Irving Mitchell Felt, chairman and president; Edwin M. Ost Jr., vice president and treasurer; William M. Jennings, secretary, and Ned Irish, who is president of the Madison Square Garden division.

Broadcasters hit plan for high-power stations

A resolution opposing the grant of any superpower experimental license to radio stations was passed at the fall meeting of the Maryland-District of Columbia-Delaware Broadcasters Association.

The FCC is considering allowing 500 kw or 750 kw for the eight clear-channel stations that have asked for the high power. The association earlier wrote to key government officials to oppose superpower stations (BROADCASTING, Sept. 7).

The resolution said high-power grants would result in interference to smaller stations and have a "severe adverse impact on the income and local public service potential of smaller stations everywhere. . . ." The association also complained that South and Central American countries might be encouraged to boost their stations' power, "creating additional interference in the AM portion of the spectrum," and that the grant of superpower stations will hamper local and regional stations in their efforts to cooperate with the Emergency Broadcast Service network.

Goldmark wants closing of intellectual gap

Broadcasters and advertisers can contribute to human progress by reducing "the gap between man's technological accomplishments and intellectual level," Dr. Peter C. Goldmark, president and director of research for CBS Laboratories, said last week.

Addressing a meeting of the International Radio and Television Society in New York, Mr. Goldmark said that broadcasters and advertisers have at their disposal "the most effective means of reaching and influencing huge segments of this earth's population. What books and patents helped to accomplish over the centuries in the sciences, broadcasting can do on a much larger scale and much faster in almost any field it chooses."

He cited television as "one example of how we can apply technology towards meeting one of the most essential requirements of our future world"—the task of increasing and improving education. "Well-prepared courses, superbly taught by the best teachers and recorded on a low-cost medium, played through television sets in well-illuminated classrooms under the control of the classroom teacher, could help the teacher shortage to a considerable extent."

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STV has just begun to fight

Wheels put in motion for court battle to overturn vote of Calif. electorate

At a few minutes after 11 p.m. PST Tuesday (Nov. 10), when the three-channel closed-circuit program service of Subscription Television Inc. concluded for the evening, the signoff was not just for that day. It was for perhaps two years or more, whatever time is needed for the legal battle STV has begun to undo what the California voters did just one week earlier. That was to vote into the California constitution an amendment that, in effect, outlaws pay TV within that state (BROADCASTING, Nov. 9).

The first step of that battle has already been taken in a petition to the California Supreme Court to enjoin the secretary of state from certifying the amendment into law, as "clearly unconstitutional." But STV attorneys do not expect to have any word from the court until later this week, at the earliest.

Meanwhile, STV President Sylvester L. (Pat) Weaver is supervising the shut-down operation, which involves collecting the program selector boxes from the homes of the 6,000 connected subscribers in Los Angeles and San Francisco and putting them into storage along with the elaborate electronic equipment from transmission headquarters, inventorying other equipment, such as film projectors and tape machines, and deciding what to keep and what to sell. Programs are also being inventoried and assessed as to salvage value. And there are numerous contracts to be reviewed in light of the election returns.

Move to New York ■ When these de-

tails have been taken care of, Mr. Weaver will move his headquarters to STV's New York offices, to begin negotiations with groups in major markets outside California who have expressed interest in setting up closed-circuit pay-TV systems on the STV pattern. These groups would be franchised to use equipment made under STV patents and it is possible that the actual gear used by STV in California might be shipped elsewhere to aid a franchise holder to get an early start in his community.

The advertising of the Citizens Committee for Free TV, the organization spearheading the fight to outlaw pay TV in California, drew criticism for such headlines as "Free TV or Pay TV—You Can't Have Both," which were considered misleading by some observers. The *Los Angeles Times*, for example, began its lead editorial on Nov. 10 with: "When the votes were counted, it was all too clear that the California electorate had been hoodwinked into eliminating a legitimate private enterprise."

"A well-financed campaign of flagrant misrepresentation succeeded in confusing enough people to assure the passage of Proposition 15," the editorial continued. "Even the Los Angeles Better Business Bureau, which seldom comments on political activities, censured the 'improper' statements of the proposition's backers . . . pay TV is outlawed only in the home, but the pay-TV monopoly of the theaters is preserved . . ."

Agency 'Obligation' ■ On Nov. 11, on the financial page of the *Times*, an ad headed "An Open Letter to Subscription Television Inc." ran over the signature of the Lester Co., advertising agency. The letter read in part: "As practitioners of advertising and publicity this company feels an obligation to the public and our clients to express our abhorrence of the type of advertising signed by the committee against Subscription TV . . . [which] reflected a flagrant misuse of the power of advertising by utilizing

misleading inferences and innuendos to achieve their ends . . ."

Subscribers who have been receiving STV's programs for the last few months are particularly indignant over the outcome of the balloting and have volunteered their individual help in reversing the ban on pay TV. The most frequent offer is for STV to keep the \$5 installation fee the company has announced it will return to subscribers and use the money to help defray the costs of its court fight.

Development plans of the Teleglobe Pay-TV System Inc. "are in no way affected" by the California vote, according to Solomon Sagall, president of Teleglobe.

In a statement issued last week, he expressed hope that the ban would be ruled unconstitutional and "set aside in the courts."

"Zenith does not consider that the California action constitutes any obstacle to its plans to develop its subscription-TV systems and plans shortly to ask the FCC for wider authority in this respect," Joseph S. Wright, president, Zenith Radio Corp., said last week.

California courts already have ruled, Mr. Wright said his counsel has advised, that the state "is without authority to interfere with the jurisdiction over broadcasting by the FCC, following the decisions in the federal courts on the same subject."

Examiner against KSHO-TV bids

A history of alleged misrepresentations to the FCC, failure to file required reports and unauthorized transfer of control led an FCC hearing examiner last week to recommend a death sentence for a bankrupt television station, KSHO-TV (ch. 13) Las Vegas.

Examiner Millard French, in an initial decision, recommended denial of the station's application for renewal of license. He would also scuttle efforts to sell the station.

Mr. French said the corporate owner, Nevada Broadcasters Fund Inc., had made "misrepresentations and statements that were calculated to deceive" the commission since assuming control of the station in December 1959.

The "latest and greatest misrepresentation" was in the pending application for transfer of control. He said that the application indicates two of the transferors, Reed Maxfield and Carl Hulbert, are selling 37,500 shares of stock they no longer own. He said the stock—Mr. Maxfield's 32,500 shares and Mr. Hulbert's 5,000—has been owned by KBLI Inc. since March 1960, a fact, he added, that has not been reported to

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he commission.

KBLI Owns Stock ■ The 37,500 shares gave majority control to KBLI Inc., licensee of KBLI Blackfoot and KTLT-TV Pocatello, both Idaho.

Mr. French said the purchase by KBLI was worked out with Howard Johnson, a prime mover in the Fund, who with his wife holds a controlling interest in KNAK Salt Lake City, which in turn owns a controlling interest in KBLI Inc. KNAK is also a controlling stockholder of KSUB Cedar City, Utah. The Johnsons in addition are 45% owners of KVET Vernal, Utah.

Other key owners of the Fund are Gage Anderson, an associate of Mr. Johnson's, Alex Gold, general manager of KSHO-TV since 1958, and Robert Hughes, a Salt Lake City attorney. Messrs. Hughes and Gold are also listed as proposed transferors of the Fund.

KSHO-TV, which has been in financial difficulties since at least 1958, went into bankruptcy in May 1961, 18 months after the Fund acquired it, and has been operated by a receiver since then. The pending assignment application would transfer the station's license back to the original licensee, Television Company of America Inc. The transfer application would give control of the Fund to Arthur Powell Williams, an executive of a food company.

Under the agreement with Mr. Williams, Mr. French said, KBLI would get \$38,750. In addition Mr. Williams would pay \$115,000 that the Fund still owes the original KSHO-TV owners. Mervyn Adelson, Nathan Adelson, and Irwin Molasky.

Accommodating Signature ■ Mr. French said the names of Mr. Maxfield and Mr. Hulbert are on the transfer application as an "accommodation" to KBLI. If KBLI had submitted its name as transfer or, Mr. French said, the commission would have been alerted to the fact that KBLI had controlled the station without filing the necessary reports.

Mr. French said the KBLI Inc. principals decided not to inform the commission of the transfer of control because their attorney had said the company "was not financially qualified to obtain commission approval" of the transfer.

Part of the \$85,000 that KBLI was to pay Mr. Maxfield was to be raised through sale of stock in Idaho. However, the Idaho securities commissioner informed the company that it couldn't invest the proceeds from the stock sale outside the state and that it should withdraw from its Las Vegas investment.

As a result, KBLI made a new arrangement with Mr. Maxfield, under which he was to be paid from the accounts receivable of KSHO-TV.

Mr. French said that from the time the Fund acquired the station, it had filed reports late or not at all and had misprinted facts.



Magnuson cuts ribbon for KXLY-TV studios

Senator and Mrs. Warren G. Magnuson (D-Wash.) (l) cut the ribbon to open KXLY-TV Spokane's new studios as Mr. and Mrs. Morgan Murphy (r), president and secretary-treasurer, respectively, of the licensee, look on.

Also at the inauguration of the station's new hilltop building were former Senator Clarence J. Dill; Lloyd Griffin, president of television for Peters, Griffin, Woodward Inc.; James Murphy, president of the

Washington Broadcasters Association; William S. Day, speaker of the state house of representatives; Neil Fosseen, Spokane's mayor, Sylvan Fulwiler, city manager, and Ed Hall of CBS. Senator Henry Jackson (D-Wash.) appeared in a special taped telecast.

KXLY-TV broadcast the ceremonies, then opened its studios to the public, and more than 5,000 took the tour. For the children, there was a grand opening carnival in a parking lot.

Tallcorn to Iowa Radio

The Tallcorn Radio Network has changed its name to the Iowa Radio Network, Bernard Jacobsen, president, has announced.

KCBC Des Moines and KLEM Le Mars, both Iowa, were admitted to

membership at the same time. Other stations in the network, formed primarily for sales purposes, are: KROS Clinton, KWPC Muscatine, KOKX Keokuk, KXIC Iowa City, WDBQ Dubuque, KSIB Creston, KVFD Fort Dodge, KFJB Marshalltown, KSMN Mason City and KBOE Oskaloosa.

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Thurmond takes news media to whipping shed

Senator Strom Thurmond (R-S.C.), frequent critic of the news media and especially the broadcasting networks, last week said slanted reporting was responsible for Senator Goldwater's defeat.

Mr. Goldwater's loss to President Johnson wasn't a defeat for conservatism, the senator explained. "I don't think the people over the nation got the truth. All the people know is what they see and read and hear. Through the biggest of efforts, we were able to get the message to our people in South Carolina and they voted Republican. The rest of the nation would have done the same. . . ."



Senator Thurmond

"It was the news media. An extreme, radical, left-wing element controls networks, big newspapers and magazines, and they are determined to take this country to socialism. They slanted, falsified and misquoted Goldwater's position."

Asked why the news media would do this, Senator Thurmond replied, "That's what I would like to know."

Senator Goldwater himself said the week before that the reporters who covered him were fair but that commentators and columnists should hang their heads in shame for their distortions of his views (BROADCASTING, Nov. 9).

Senator Thurmond charged the networks with slanted reporting of racial news during a Senate Communications Subcommittee hearing on amendments to Section 315 last year (BROADCASTING, July 1, 1963). He opposed repeal, he said, because he feared broadcasters would abuse the privilege of reporting without mandatory equal time.

chairman and ranking Democrat on the communications panel. And if either of them wins the job he's after—Democratic whip (who rounds up votes and plays an important policy role in the Senate)—it could cause a shuffle on the communications subcommittee. (Senate Democratic whip in the last Senate was Vice President-elect Hubert H. Humphrey).

Here's how things shaped up last week. Senator Pastore was on vacation after writing letters to all the Democratic senators saying he was available for the whip job. And that he'd like to have it.

If he got it, Senator Pastore might give up his chairmanship. In addition to his commerce committee assignments—he's on two subcommittees there—he is chairman of the Joint Committee on Atomic Energy and will be vice chairman next year and he serves on seven subcommittees of the powerful Appropriations Committee and is chairman of one of them.

If he became whip, the senator might yield at least one chairmanship, and Senator Monroney could move up.

Senator Monroney also serves on the commerce and appropriations groups, and he heads one appropriations subcommittee and the aviation subcommittee on commerce. If Senator Monroney won the whip job he might give up a chairmanship himself.

The third man in the whip race is Senator Russell B. Long (D-La.). He's on a bunch of committees and subcommittees, too, but they don't involve communications.

This is scheduled to be resolved by Senate Democrats before Congress convenes Jan. 4.

Groups ask FCC for more time to comment

Fifteen owners, in a joint petition, have asked the FCC for a 90-day extension to file comments and replies in its duopoly and multiple-ownership inquiry and proposed rulemaking (BROADCASTING, Nov. 2).

The deadline for comments, now set for Nov. 23, would be extended to Feb. 21, 1965; reply comments would be due March 18, 1965.

Requesting the delay were Capital Cities Broadcasting Corp.; Chris-Craft Industries Inc.; Cox Broadcasting Corp.; Crosley Broadcasting Corp.; Crowell-Collier Broadcasting Corp.; Meredith Broadcasting Co.; Metromedia Inc.; Plough Broadcasting Co.; RKO General Inc.; Rollins Broadcasting Inc.; Storer Broadcasting Co.; Taft Broadcasting Co.; Time-Life Broadcast Inc.; United Television Inc., and Wometco Enterprises Inc.

Cleveland ch. 19 grant proposed

Cleveland Broadcasters Inc. last week was recommended for the grant of a new channel 19 television station in Cleveland.

FCC Hearing Examiner Charles J. Frederick issued the initial decision which, at the same time, proposed to deny the competing application of Community Telecasters of Cleveland Inc.

Among the factors that weighed heavily in Cleveland Broadcasting's favor, according to Examiner Frederick, were the convenient location of its main studio in downtown Cleveland, its past performance and experience in radio broadcasting since 1949, the positive showing the company made in the area of proposed equipment, and Cleveland Broadcaster's higher degree of integration of ownership with station management.

In opposing Community's application, Examiner Frederick emphasized two particular areas of the company's application that he said warrant demerit. One was the remote location of its main studio in Parma, Ohio, 10 miles from the heart of Cleveland.

The second point was said to be Community's failure to include in the hearing record any mention of the type and

amount of equipment it intended to use to carry out its program proposals.

Cleveland Broadcasting, which owns WERE-AM-FM Cleveland, had said it proposes to use a combined staff of 69 employees to operate the TV station along with its AM-FM facilities in Cleveland. Community Telecasters had proposed a staff of 20 persons.

Cleveland Broadcasting, headed by Ray T. Miller, executive committee chairman and largest single stockholder (17.14%), also owns KFAC-AM-FM Los Angeles and WLEC-AM-FM Sandusky, Ohio.

Community Telecasters, which was formed solely to apply for channel 19 and has no broadcast interests, is principally controlled by attorneys Charles W. Steadman (41.25%) and Homer H. Marshman (31.25%). The five other stockholders all own less than 5% of the company.

Senate whip job may cause committee change

Leadership of the Senate Communications Subcommittee may change as a result of a three-way race for a key post in the Senate Democratic leadership.

Two of the contenders, Senators John O. Pastore (D-R.I.) and A. S. Mike Monroney (D-Okla.), are respectively

A plan to improve political campaigns

J. Leonard Reinsch, a broadcaster who has worked in national politics since 1944, last week said repeal of Section 315 and shortening presidential campaigns to a maximum of six weeks would improve the effectiveness of national political campaigns.

He urged Congress, which convenes Jan. 4, to consider both of these measures to make "everyone . . . much more effective—the candidate, the broadcaster and the voter."

He also called on broadcasters to establish voluntary codes for political advertising.

Mr. Reinsch, president of Cox Broadcasting Corp. and director of Democratic national conventions in 1956, 1960 and this year, too, said lack of suspension of Section 315 this year put stations in "the ludicrous situation . . . of having to obey the law—and concurrently, abdicate a news responsibility. . . ." This occurred, he said, when the networks refused Senator Goldwater's request for equal time to answer President Johnson's free broadcast last month on Premier Khrushchev's removal and the Chinese nuclear explosion (BROADCASTING, Oct. 26).

Section 315 should have been killed, Mr. Reinsch continued, "when it was decided that the President could not broadcast a five-minute United Fund drive appeal without opening the door to requests for equal time" (BROADCASTING, Sept. 7).

Mr. Reinsch, who made these remarks in an address Tuesday (Nov. 10) before the Washington chapter of the Academy of Television Arts and Sciences, also said TV, radio and press

coverage and jet air travel have made it possible to reduce campaign time. "The past campaign was a great tribute to TV and radio," Mr. Reinsch went on, "but a greater tribute to the patience and fortitude of our audience."

As for the content of some of the campaign material aired on radio and TV, Mr. Reinsch called for voluntary restraints put on by broadcasters themselves. "While the NAB code boards have thus far chosen to skip the touchy matter of political advertising as an area of self-regulation, I do not think they can continue to ignore this responsibility," he said.

Standards of advertising should be applied to politics, Mr. Reinsch continued. "I do not think we can have a double code of advertising morality, nor do I think we can pick and choose those commercials that we will evaluate and weigh on the scale of public interest and concern.

"If political advertising indulges in distortions, half-truths, or excesses of any kind that range from the distasteful to the dangerous, our radio and TV professions should step in to demand that the material be cleaned up and cleared up."

A radio code board subcommittee is considering the matter and it also will be brought before the TV code review panel at its meeting Dec. 9-10.

Mr. Reinsch said stations broadcast all kinds of political messages, distorted and truthful alike.

" . . . Noxious evils of both parties and their leaders have been exaggerated incessantly over the airwaves. . . . I do not hold with those who assume that because we have broadcast political material of questionable accuracy, that we are then guilty of a conspiracy against the people of this country." The voter has been given information, he added, and the voter must judge.



Chatting after J. Leonard Reinsch's speech to the Washington chapter of the Academy of Television Arts and Sciences last week were (l-r) Mr. Reinsch, president of Cox Broadcast-

ing Corp., Mrs. Lillian Brown, president of the Washington ATAS chapter, and Jack Christie, TV-radio director of the Democratic National Committee.

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Relief promised on excise taxes

Set manufacturers among
those that would
benefit by action

An end to retail excise taxes and a look at excise taxes paid by manufacturers were promised by President Johnson last week. The first cut could come by July, it was reported.

Treasury Secretary Douglas Dillon made the announcement in Washington after returning from a meeting with the President at the LBJ ranch in Texas.

Repeal of the 10% retail tax, which brings in about \$550 million a year and which is levied primarily on jewelry, luggage, cosmetics, fur, handbags and toilet articles, is apparently the first step in a two-pronged look at the excise field.

Mr. Dillon stated that the tax reductions or eliminations would be more than \$550 million brought into the treasury by the retail tax, but, he added, the total cut would not exceed \$4 billion. The entire excise tax program brings in an estimated \$12 to \$13 billion to the treasury. It also includes levies on telephone calls, airline tickets, etc.

The manufacturer's excise tax, levied at the source, also runs 10% of the factory price of an article and covers a host of items—including television and radio sets.

Mr. Dillon refused to identify which of the manufacturer taxes he was contemplating reducing or repealing.

Earlier this year, the TV manufacturers, through the Electronic Industries

Association, attempted to persuade Congress to reduce the 10% manufacturers excise on TV sets in order to equalize the retail price of the VHF sets with that charged for the all-channel receivers. VHF-UHF sets were required after April 30 in line with the all-channel TV law passed by Congress in 1962. Although unsuccessful, they did receive assurances that the subject would be taken up again in 1965.

FTC closes record on tube-size comments

The Federal Trade Commission last week closed the record on comments on its proposed trade-regulation rules governing the advertising on television screen sizes. But last-minute filings were still being processed and were not yet included in the proceedings file. One of the late submissions was a summary of opposition filed by the Electronic Industries Association, which testified at the FTC's hearing last month (BROADCASTING, Oct. 26). FTC staff members are now working on an analysis of the information submitted and will make a recommendation for commission action sometime in the future.

The essence of the FTC proposal is that advertising for TV sizes should specify use of "the actual size of the viewable picture area measured on a single-plane basis," with a clear explanation of measurements other than horizontal. Under the present agreement with the FTC, diagonal sizes are often given, with the viewable picture area stated in square inches.

The EIA reiterated industry positions that consumers are not misled by current practices and that the FTC's proposed rules would cause chaos among both manufacturers and consumers. "To change television size measurement from the standard over-all diagonal to the

variable of the viewable diagonal or viewable horizontal measurement would create expense and confusion of great proportion in the industry. The other allied industries using television or display tubes also would be forced to modify their entire tube nomenclature system."

As she promised at the FTC hearing, Sarah N. Newman, general secretary of the National Consumers League, Washington, filed a statement in support of the FTC proposal. The viewable rectangular picture "would be most accurate in describing the set," the league said, and "the use of this area as a true descriptor of the set should be independent of any future technological changes either in tube manufacture or in other means of presenting a picture on the face of a TV set. Most consumers are concerned not with the size or shape of the tube, but only with the size of the picture." The league asked the FTC to act, the best rule being height times width measurements. Any method other than actual picture sizes of the tubes, the league said in agreement which it reached with the FTC, are "unfair and deceptive."

Class IV AM's still want higher power

The effort to gain increased nighttime operating power for all class IV stations was renewed last week by Community Broadcasters Association, an organization with local-channel stations as members.

In a petition requesting that a rule-making proceeding be initiated, CBA asked the FCC to amend its rules to permit class IV AM stations to operate with a maximum power of 1 kw during nighttime hours, as opposed to the present limitation of 250 w.

Such stations have been permitted since 1958 to operate with 1 kw during the daytime hours.

The association, in a similar petition filed in July 1962, sought the same rule change it now proposes. However, the commission, while acknowledging the potential advantages of increased nighttime power for class IV stations, last January denied the proposal and refused to initiate a rulemaking proceeding.

It reasoned that added nighttime interference might be caused to those class IV stations not operating with increased power. It also said that the improved service might not be sufficiently important to a large enough number of persons to warrant the proposed change.

In addition to its petition filed last



week, CBA submitted a survey made by A. D. Ring & Associates, Washington consulting engineers, which indicated "an overwhelming interest" by class IV station licensees for higher nighttime power, and an engineering report which shows that the commission could permit an across-the-board nighttime power increase up to 1 kw without creating electrical interference problems.

Ring's engineering report, which was also made for CBA in its 1962 action, lists three advantages for the proposed power increase: (1) improved reception at locations where nighttime service is presently degraded by electrical noise or other sources of man-made interference, (2) a simultaneous increase in nighttime power by all class IV stations on local channels would not increase co-channel interference, and (3) nighttime power increase would not present any problems of adjacent-channel interference.

In addition, CBA said, the survey shows that of the 989 stations authorized for operation on the six local channels (1230 kc, 1240 kc, 1340 kc, 1400 kc, 1450 kc, and 1490 kc), 783 are presently operating with 1 kw daytime or have an application on file with the commission for increase to that power. And of the 206 remaining stations which neither operate with 1 kw daytime nor have an application on file for that power, the association said the majority of these stations indicated by a questionnaire sent to them that they were interested in higher nighttime power.

CBA said that an increase in night-

time power for class IV stations would make possible a significant overall improvement in the service provided by local stations with no real adverse effect to existing service even though a limited number of stations might not be able to increase power because of foreign or domestic interference considerations.

Six companies submit proposals to Comsat

Six companies have submitted preliminary proposals to provide research data and consultant services for the design and performance of ground stations in the planned satellite communications system, the Communications Satellite Corp. reported last week.

The companies: AT&T; ARCS Industries Inc.; Daniel, Mann, Johnson & Mendenhall; Hughes Aircraft Co.; Page Communications Engineers Inc., and Westinghouse Electric Co.

Comsat had solicited proposals from 24 companies.

After they have been studied, Comsat said, one or more of the companies will be chosen for the work. The companies selected, it was emphasized, would be barred from providing equipment for the construction of the proposed four stations.

Before work on the ground stations can begin, Comsat must secure FCC permission.

FCC clarifies purpose of first-class rule

The FCC, in denying two requests to relax operator requirements for AM stations using directional antennas, said that it is becoming disturbed by a growing tendency by station licensees to invert the emphasis of its operator rules.

Mitchell Broadcasting, licensee of KGRN Grinnell and KNIA Knoxville, both Iowa, had petitioned the commission to amend its rules to allow a third-class radiotelephone operator or a restricted permit holder to perform certain duties now required of a first-class operator. E. Weaks McKinney-Smith, licensee of WDXR Paducah, Ky., asked that the operator rule be rescinded outright.

The present rule stipulates that an operator holding a first-class radiotelephone license be on duty at all times when a station employing a directional antenna is in operation.

Mitchell said third-class operators could be easily instructed to make the minor adjustments, now required of a first-class operator, to maintain antenna currents and phases. Mitchell also said that even now it is a common practice

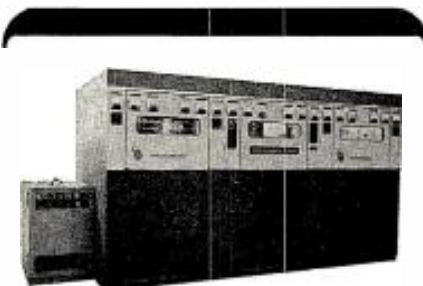
for a chief engineer to instruct the duty operator not to touch phasing controls, but to shut down the transmitter and call him if the phases and currents vary beyond the required tolerances.

Mr. McKinney-Smith said that because WDXR's directional array is extremely stable, no operator at all is necessary. He also noted that no one except his chief engineer is allowed to make any adjustments and that relaxation of the rules would give substantial financial relief to the station.

In denying the petitions, the commission said the requirement that a technically qualified operator perform certain functions at a radio station is to assure that one licensee's use of a frequency will not infringe on the rights of other users because of equipment malfunctions. And that while the commission recognizes that transmitting equipment and antenna systems have been brought to a high degree of reliability, none is capable of completely unattended operation.

Technical topics . . .

RCA Chicago move - The Chicago sales office and warehouse facilities of RCA Electronic Components and Devices will move into a new sales and distribu-



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|--------|------|------------|
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| 92 kw | av. | modulation |
| 120 kw | 100% | modulation |

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tion center at 446 East Howard Avenue, Des Plaines, Ill. The new Des Plaines facility will be the Chicago area headquarters for the RCA Commercial Receiving Tube and Semiconductor Division, RCA Industrial Tube and Semiconductor Division, and RCA Distributor Products sales offices. The new telephone number is 827-0033.

Film splicers ■ A new line of film splicers which use blank or nonperforated mylar tape to splice any perforated film base has been introduced by the Parliament Equipment Corp., New York. The unit, known as the "Guillotine," is available for 8, 16, 17½, and 35 mm perforated film and nonperforated microfilm. Prices start at \$175.

Thinks small too ■ Zenith Radio Corp., Chicago, has joined the ranks of TV set makers marketing small size receivers. On Thursday (Nov. 12), Zenith an-

nounced new personal TV portable line with 12-inch picture tube. List prices start at \$119.95.

Rule change ■ FCC last week amended its rules to permit TV stations to check their transmitter frequency once a day and the need for constant frequency monitoring while broadcasting has been eliminated. Previously the commission required that TV stations keep a continuous monitor of its frequency while on the air and also required a half-hourly transmitter frequency check.

Equipment change delays airborne rating test

A "design improvement" necessitated postponement of the planned airborne TV set count of the Chattanooga area during the week beginning

Nov. 7 (BROADCASTING, Oct. 19). The survey, to be conducted by Television Audit Inc., Winter Park, Fla., was scheduled for the same period as an American Research Bureau count in the Chattanooga area.

Dave Nicholson, president of TV Audit, expected the improvement in the antenna pattern to be complete about Nov. 20.

He anticipated that it would be four to six weeks before Airborne Television Audit could be used in a commercial test. It will take that much time to make field tests and adjustments in the gear, he said.

ATA is designed to count TV sets and tell how many sets are tuned to which channel by flying patterns that correspond to U. S. Census Bureau grids. The census tracts will provide information on population, income and other data.

FANFARE

Promotion men invade Chicago

BPA's convention to run through Wednesday

with full agenda ranging from ratings to latest in fanfare

This year will also be ladies' year at the Broadcasters Promotion Association's ninth annual convention at Chicago's Pick-Congress hotel, according to Paul Lindsay, WIND Chicago, general convention chairman.

Based on a record advance registration of 360 last Wednesday, he predicted a record attendance of over 430 delegates this week and one in four will bring his wife. A special ladies' program is planned.

The BPA convention will be opened today (Nov. 16) by President Clark Grant, WOOD-AM-TV Grand Rapids, Mich., and it will run through Wednesday afternoon. The broad program of seminars and talks on practical problems ranges from broadcast ratings (see story page 118) to on-air promotion and publicity.

The keynote luncheon speaker today will be Don Severn, vice president and manager of Media Relations, Ted Bates & Co., New York.

At Tuesday afternoon's business meeting, BPA will elect new officers and vote on by-laws amendments. Among these is a proposal to double membership dues. An active voting member's dues would be increased from \$30 to \$60 annually while an affiliate member's dues would be jumped to \$30 and an associate's to \$120.

Entertainment for Tuesday evening's

banquet includes Count Basie and his orchestra plus Jaime and The J's, radio-TV commercial group, with Lee Rodgers, WIND, as MC.

At Dallas in 1962 the BPA sessions were heralded by the ringing of a cowbell. Last year at San Francisco it was a Chinese gong. This year Philip Morris Inc. is sending "Johnny" to the BPA to "call" all meetings.

Convention committee chairmen assisting Mr. Lindsay include Gene Godt, KYW-TV Cleveland, program; Chet Campbell, WMAQ-TV Chicago, and Jim Green, TV Guide, registration; Harry Handley, WLS Chicago, facilities; Chuck Wilson, WCFL Chicago, women's special events; Carl Simonson, J. Walter Thompson Co., entertainment; Boyd Seghers, WGN-TV Chicago, press and publicity; Skip Gassensmith, WSBT South Bend, Ind., browse boards, and Tony Bachman, WBKB(TV) Chicago, printing.

Browse boards are station displays of their best work during the year, a feature which took hold last year and will be greatly expanded this year. WGN's exhibit, for example, will be a compact display of over 1,000 typical examples of its promotion activities during the past year all carefully indexed for quick access.

BPA's future convention sites: Washington, 1965; St. Louis, 1966, and To-

ronto, 1967.

The BPA agenda for Chicago:

MONDAY, NOV. 16

9-9:10 a.m.—Early-Bird Drawing—Chairman: Caley Augustine, WIICTV Pittsburgh.

9:10-9:40—Opening Session—Official Welcome—BPA President Clark Grant, WOOD-AM-TV Grand Rapids. Announcements and Recognition of BPA Founders—BPA Seminar Program Chairman Gene Godt, KYW-TV Cleveland.

MORNING GENERAL TOPIC: RATINGS AND RESEARCH

9:45-10:30—What's Happening to the Rating Situation?—Chairman: Bruce Wallace, WTMJ-AM-TV Milwaukee. Speaker: Melvin A. Goldberg, John Blair Co., New York.

10:35-11:45 (radio session)—How Rating Materials Are Being Best Used . . . I Have an Idea On the Use of Research/Ratings.—Chairman: Clayt Kaufman, WCCO Minneapolis. Speakers: Albert E. Sindlinger, Sindlinger & Co., Norwood, Pa.; Sydney Roslow, The Pulse Inc., New York.

10:35-11:45 (TV session)—How Rating Materials Are Being Best Used . . . I Have an Idea On the Use of Research/Ratings.—Chairman: Judd Choler, KMOX-TV St. Louis. Speakers: Bill Wyatt, NSI, A. C. Nielsen Co., Chicago; Gene Thompson, American Research Bureau, New York.

Noon-1:55 p.m.—Luncheon—Keynote Speaker Don Severn, Ted Bates Inc., New York.—Chairman: President Clark Grant.

AFTERNOON GENERAL TOPIC: BUDGET STRETCHERS

2-3—What's Right and What's Wrong with Reciprocal Agreements?—Chairman: Chet Campbell, WMAQ-TV Chicago. Speakers: S. Jay Reiner, S. Jay Reiner Co., Mineola, Long Island; Samuel Wyman, RDR Associates Inc., New York; W. Barrett Mayer, Screenboard Inc., Hollywood.

3-4—What's Right and What's Wrong with Syndicated Promotion Materials?—Chairman: K. C. Strange, WFBS-TV Indianapolis. Speakers: Robert E. Weimar, KSLA-TV Shreveport, La.; Mel Bernstein, United Artists Television, New York; Keith A. Culverhouse, MGM-TV, New York.

3-4—What's Right and What's Wrong with Radio Audience Promotion?—Chairman: Casey Cohlma, WFAA-AM-TV Dallas. Speakers: Paul Lindsay, WIND Chicago; Phil Harrison, WSB At-

lanta; David R. Klemm, WXYZ Detroit.

4-5—What's Right and What's Wrong with Radio Sales Promotion?—Chairman: John J. Kelly, Storer Broadcasting Co., Miami. Speakers: William J. Hoffman Jr., BBDO, New York; Jack Walsh, D. P. Brothier & Co., Detroit.

4-5—What's Right and What's Wrong with TV Sales Promotion?—Chairman: Art Garland, General Electric Stations, Schenectady, N. Y. Speakers: Joseph Costantino, KTVU(TV) Oakland-San Francisco; Laurence Frerik, Needham, Louis & Brorby Inc., Chicago; Harry Moses, Metro TV Sales, New York.

TUESDAY, NOV. 17

9-9:10 a.m.—Early-Bird Drawing.—Chairman: Casey Cohlma, WFAA-AM-TV Dallas.

MORNING GENERAL TOPIC:
GRAPHICS

9:10-10:10—Graphics in Broadcast Promotion.—Chairman: Paul Woodland, WGAL-TV Lancaster, Pa. Speakers: George Vickery, WTVJ(TV) Miami; Ken Saco, Ken Saco & Associates, New York.

10:15-Noon—How to Save Money On Print . . . Let's Take a Crack at Making an Ad.—Chairman: H. Taylor Vaden, Triangle Stations, Philadelphia. Speakers: Dale E. Landsman, Needham, Louis & Brorby, Chicago; Frank J. Nardi, WGN Inc., Chicago.

Noon-1:30 p.m.—Luncheon.—Chairman: Gene Godt, seminar program chairman. Speaker: Lou Dorfsman, CBS Inc., New York.

1:35-2:05—Presentation of BPA On-the-Air Promotion Award Winners.—Chairman: President Clark Grant; Awards Chairman David Klemm.

2:20-3:10—What's Right and What's Wrong about Award Entries?—Speakers: Jack Dorr, WRCV-AM-TV Philadelphia; Fred J. Mueller, KSD-TV St. Louis.

3:15-6—BPA Membership Business Meeting.
6:30-8—Cocktail Party. Sponsored by members of the trade press.

8-1 a.m.—Banquet and Entertainment.

WEDNESDAY, NOV. 18

9:30-9:40—Early-Bird Drawing.—Chairman: W. Thomas Daley, CFPL-TV London, Ont.

MORNING GENERAL TOPIC:
WORKING IDEAS

9:45-10:45—Five Ideas that Worked in Print Publicity.—Chairman: Caley Augustine, WIIC(TV) Pittsburgh. Speakers: Steve Fayer, WTOL-TV Toledo, Ohio; Bill Axtell, WJBK-TV Detroit; Don Burnes, KSD St. Louis; Richard J. Braun, Mullins Broadcasting Co., Denver; Robert L. Meyer, WISN-TV Milwaukee.

10:50-11:50—Five Ideas that Worked in Merchandising.—Chairman: Dick Paul, WAVY-AM-TV Norfolk, Va. Speakers: Doug Duperrault, WFLA-TV Tampa, Fla.; Eddie Allgood, WBTV Danville, Va.; Tony Visk, WPRO Providence, R. I.; A. Richard Robertson, KRON-AM-TV San Francisco. Fifth speaker to be announced.

Noon-1:15 p.m.—Luncheon.

AFTERNOON GENERAL TOPIC:
PROBLEM SOLVING

1:30-2:30 (TV session)—We've Got a Problem . . . and Here's One Solution.—Chairman: William Jones, WSIX Inc., Nashville. Speakers: George Rodman, KGO-TV San Francisco; Dorothy Mugford, Cox Broadcasting Co., Atlanta; David A. Course, WJRT(TV) Flint, Mich.; Guy Koenigsberger, KRNT-AM-TV Des Moines; J. F. Brembeck, KABC-TV Los Angeles.

1:30-2:30 (radio session)—We've Got a Problem . . . and Here's One Solution.—Chairman: F. C. Strawn, KCMO-AM-TV Kansas City, Mo. Speakers: Doug Shull, KYW Cleveland; Fred Birnbaum, WCAU Philadelphia; Michael Hauptman, WINS New York; Jack Townsend, KELO-AM-TV Sioux Falls, S. D. Fifth speaker to be announced.

2:30—Where Do We Go From Here? (closing session).—Chairman: President Clark Grant. Introduction and Remarks by President-elect. Adjournment.

BROADCASTING, November 16, 1964

Serling defends new Emmy

Criticizes CBS News' Friendly for unfriendly attitude on new system

Rod Serling, president of the National Academy of Television Arts and Sciences, last week praised the new Emmy award structure and criticized Fred Friendly, president of CBS News, for his failure to help in its development.

Mr. Serling told a NATAS membership meeting that the academy had "suffered at Mr. Friendly's hands because of . . . a propensity on his part to publicize his position to everyone on earth except the proper recipient—the television academy itself." He also accused Mr. Friendly of "taking pot-shots at us from the spectator's bench like any other hind-sighted Monday-morning quarterback."

Mr. Friendly has declined to endorse the academy's new system for selection of the annual Emmy awards. The new system involves a major overhauling of the method of selecting Emmy winners and includes steps to eliminate block voting and to do away with a category system which placed unrelated kinds of TV programs and performances in competition with each other (BROADCASTING, Nov. 2).

In reply to Mr. Serling's statement, Mr. Friendly was quoted last week as saying, "It's not my job to come to the academy. But I don't want to quarrel with them. I wish them nothing but good."

Networks Return ■ Since NATAS leaders formulated the new structure, both the CBS-TV network and ABC-TV have renewed their support of the awards. NBC-TV had maintained its support during the Emmy fracas. ABC-TV and CBS-TV—as well as CBS News—did not participate in this year's Emmy awards.

In response to past criticism of the awards, Mr. Serling said that some areas of the awards might require more re-evaluation, but that it was his "educated guess" that both the Emmys and the academy had been given a new legitimacy.

Mr. Serling also said that he favored the academy becoming more involved in controversies involving the television industry. "I think," he said, "it is time we divested ourselves of certain built-in and traditional fears and timorousness about dealing with controversy." He argued that the academy had an obliga-

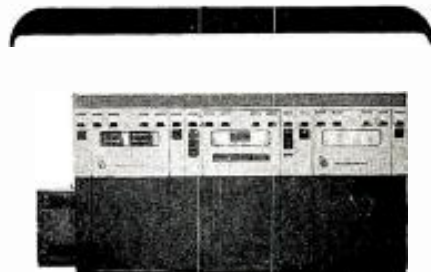
tion to take positions and speak its mind as an official body.

Mr. Serling pointed to another area of controversy: That of so called "blacklisting" performers, writers and others because of alleged political leanings or associations. He said that when the "blacklist" was apparently at its height, in the 1950's "the academy could have done much to address ourselves to this vicious, poisonous and destructive apparition," and could also have served as "educators and ultimately prime-movers in its elimination." Mr. Serling reproached himself for having "nodded in resigned assent" when academy directors at that time took the position that they could not act on the subject.

Mr. Serling, most recently producer of CBS-TV's *Twilight Zone*, is currently and "for the next few months" working on motion pictures in Hollywood. But he said that he expects to return soon to television.

WGIG and tourist group promote each other

Tourists and showmanship moved WGIG Brunswick, Ga., and the state's Jekyll Island Resort Motel Association into a productive alliance. The two are



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cooperating to construct a hospitality house-radio studio near U. S. 17, just before the turnoff to the Jekyll Island resort area.

The modern structure will feature a low, glassed-in tourist center united with a 60-foot studio-tower by a sweeping, curved wall. Object of the project is to persuade south-bound travelers to try Jekyll Island. WGIG will use the studio for daily broadcasts emphasizing the resort's attractions.

Drumbeats . . .

Print appraisal ■ WLBW-TV Miami each Friday morning offers a television appraisal of newspaper stories, coverage and practices of local and out-of-town papers in major cities. The 5-10 minute segment "Television Looks at Newspapers" is part of WLBW-TV's *Carousel* show. One recent show provided an analysis of the tendency of some of the press to criticize broadcasting at the slightest opportunity.

Break the (piggy) bank ■ Radio and TV stations are getting 60 and 20-second public service spots to help persuade people to part with their pennies. Ac-

cording to the American Bankers Association, there are enough coins in piggy banks, sugar bowls and dresser drawers to tide the nation over its temporary shortage if those holding them would exchange them for paper money.

For big wheels ■ Police safety officers checked 520 bicycles in the course of a bicycle safety campaign conducted by KRAK Sacramento, Calif. With the cooperation of local civic organizations, the station operated a bicycle check point, bicycle rodeo, obstacle course and motor bicycle exhibition. Prizes, donated by KRAK, were awarded in connection with the events.

Much money ■ WHAS-AM-TV Louisville, Ky., reports funds topping the \$300,000 mark in its 11th annual Crusade for Children. Proceeds of the 16½-hour weekend simulcast will be allocated to children's agencies during the Thanksgiving season.

Course for Paar ■ A "New England welcomes Jack Paar" luncheon was held in Boston in honor of the TV personality's move into ownership of WMTW-FM-TV Poland Spring-Portland,

Me. (BROADCASTING, April 20). The luncheon was co-sponsored by the Massachusetts Broadcasters Association, the Boston Ad Club and that city's Broadcasting Executives Club. The occasion was the first time Mr. Paar had been in Boston.

Rich sound ■ WSFC-FM Somerset, Ky., which is scheduled to go on the air this fall, promoted the opening of the new station by displaying its new Programmatic equipment in the First and Farmers National Bank, that city. The automated equipment played tapes inside the bank for 10 days showing the customers of the bank the equipment and letting them hear the FM sound.

Shades of Burma Shave ■ Road signs, 362 of them, in the eastern two-thirds of Kansas remind drivers to try WIBW Topeka. The signs are paired on opposite sides of major highways in the area, and, says the station, attract listeners for WIBW-TV and WIBW-FM, too.

WOWO plans seminar on civil rights

Wowo Fort Wayne, Ind., and the local Urban League, will sponsor a three-day seminar on civil rights to be held before 500 invited dinner guests Nov. 17-19. The station started its promotion of the seminar last night (Nov. 15).

The promotion entails the airing of 31 five-minute documentaries every hour on the half hour during peak listening hours. The interviews were recorded in Chicago, Washington, Indianapolis and Fort Wayne with leaders in human-relations fields.

Among the featured persons who were interviewed are:

Carl Rowan, director U. S. Information Agency; John Johnson, president and publisher of *Ebony* magazine; Ray Hilliard, director Cook county (Ill.) department of public aid; Secretary of Labor E. Willard Wirtz; James Howard Griffin, author of the best seller, *Black Like Me*; Edwin Berry, director Chicago Urban League; Senator Vance Hartke (D-Ind.); Representative Ross Adair (R-Ind.); Dr. Selma George, sociologist and former delegate of the U. S. to the United Nations, and Leo Bohannon, Midwest regional director, National Urban League.

Broadcasts will be 90 minutes each. The last half hour of each program will be devoted to questions from the studio audience to members of the panel.

The seminars will be followed by further in-depth studies, editorials and programs on civil rights as applied to the midwest area.



Fetzer employes stick with a good thing

Fetzer Broadcasting Co. employes seem to like the place. Those shown with owner John E. Fetzer (seated, r) and Executive Vice President and General Manager Carl E. Lee (seated, l) all have more than 20 years service. Two 20-year veterans are not in the picture of WKZO-AM-TV Kalamazoo, Mich., employes. Standing (l-r): Arthur Covell, chief engineer; Tom White, local sales manager; Kenneth Moore, Willis Jenkins, and

Ernest Berry, technicians; Richard Stohrer radio sales executive and Dr. Willis Dunbar, commentator. Mrs. Wilma Beertema, executive secretary, is seated between Messrs. Fetzer and Lee. Fetzer Broadcasting also owns: WJEF-AM-TV Grand Rapids; WWTV (TV), WWTV-FM Cadillac and WWUP-TV Saulte Ste. Marie, all in Michigan, and KOLN-TV Lincoln and KGIN-TV Grand Island, both located in Nebraska.

FATES & FORTUNES

BROADCAST ADVERTISING

David W. Stotter, president, Drewrys Ltd. U. S. A. Inc., joins Chicago office of Campbell-Mithun as marketing director. In 1930's and 1940's he had been with Lord & Thomas, Campbell-Ewald and MacFarland Aveyard & Co.

Robert O. Howard, manager of advertising for International B. F. Goodrich, appointed advertising and sales promotion manager for Associated Tires and Accessories division of B. F. Goodrich Co., New York.

Paul D. Campbell, on sales staff of WNBC New York, joins TV sales department of Advertising Time Sales Inc., New York.

F. Glenn Verrill, **Robert J. Olsen** and **Herbert Gunter** elected VP's at BBDO New York. Mr. Verrill and Mr. Olsen are copy supervisors; Mr. Gunter is associate creative director.

Henrietta Kieser, VP and copy chief of Bozell & Jacobs, Omaha, joins Knox Reeves Advertising, Minneapolis, as copywriter. Also joining Reeves copy department: **Ed Benson**, with Walser Advertising, Minneapolis, and **Gayle Render**, copywriter for Brandeis & Sons department store, Omaha.

William Kunkel, WBZ-TV Boston national sales coordinator, promoted to account executive. He succeeds **Donald O'Shea**, who joins Television Advertising Representatives, New York. **Francis D. Maguire**, WBZ-AM-FM-TV accounting supervisor, succeeds Mr. Kunkel as sales coordinator; **Andrew M. Seyffert**, financial accountant, promoted to accounting supervisor, and **Neil O'Connor**, in radio traffic department succeeds Mr. Seyffert.



Mr. Alspaugh

James M. Alspaugh, executive VP of H-R Representatives, New York, elected to board of directors of Radio Advertising Bureau for two year term.

Ted Stromberger, senior VP, western region, of Fuller & Smith & Ross, Los Angeles resigns.

Kent J. Fredericks, national sales manager at WXYZ-TV Detroit, and **Alfred T. Parenty**, midwestern sales manager for Metro TV Sales, Chicago, join ABC Television Spot Sales, Chicago, as account executives.

Jim Gaskin, with WJR-AM-FM Detroit, and **Gene Thomas**, formerly with *Detroit Free Press* and *Detroit News*, join WXYZ-AM-FM Detroit as account executives.

Michael Ben-Dror, VP and account

executive at Kenyon & Eckhardt, New York, named account supervisor.

Charles F. Bennett, account executive at Lynn Baker Inc., New York, joins Street & Finney, New York, as account supervisor on Colgate-Palmolive.

Douglas Talley, in media department of Arndt, Preston, Chapin, Lamb & Keen, New York, appointed director of media for Erwin Wasey, Ruthrauff & Ryan, Pittsburgh.

Herbert W. Neal and **James S. Withereil**, assistant product managers at Lever Bros. Co., New York, and **Manuel V. del Mercado**, product manager at S. C. Johnson & Co., Racine, Wis., named product managers in household products division of Lever Bros. **George L. Kergos**, assistant product manager, named manager in foods division.



Mr. McAdams

Martin McAdams, on sales staff of Metro TV Sales, Chicago, joins sales staff of Storer Television Sales, Chicago.

Kenneth E. Lane appointed manager of media and program analysis section and media group supervisor at Leo Burnett Co., Chicago. He joined agency earlier this year and formerly was VP in charge of media at MacFarland Aveyard & Co. there.

Peter H. Dailey, VP and account supervisor on Capitol Records account, with Foote, Cone & Belding, Los Angeles, appointed VP and manager of Los Angeles office of Campbell-Ewald. **Nelson Carter**, VP and manager of Los Angeles office, becomes coordinator between western division and Detroit headquarters of C-E.

Leon Meadow, copy department administrator, appointed VP at Doyle Dane Bernbach, New York. Also named VP's: **Paula Green** and **Jack Dillon**, copy group supervisors, and **Lester Feldman**, **Len Sirowitz** and **Richard Loew**, art group supervisors.

Leslie Wallwork, media supervisor, named associate director of media department of McCann-Erickson, Los Angeles.

Philip E. Dangerfield, with D'Arcy Advertising, joins creative department of Needham, Louis & Brorby, Chicago, as copywriter. Also joining NL&B as copywriters: **Philip T. Fairchild Jr.**, from MacManus, John & Adams, Detroit and Chicago; **E. Lynn Hauldren**, from Compton Advertising, Chicago, and **Dwight B. Miller**, free-lance writer.

Ted Worrall, manager of merchandising services for Dole Co., San Jose,



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Mr. McCabe



Mr. Hunter



Mr. Allport

ANA board elected at annual meeting

Thomas B. McCabe Jr., VP for marketing and member of board of directors of Scott Paper Co., elected chairman of board of Association of National Advertisers at 55th annual meeting (see page 27). **John B. Hunter Jr.**, director of marketing services, B. F. Goodrich Co., elected vice-chairman and **Peter W. Allport**, ANA president for past four years, re-elected.

Also elected to board were: **John**

R. Bowers, director of advertising and sales promotion for Ford Motor Co.; **Leslie C. Bruce Jr.**, VP for advertising and marketing research, Pu- rex Corp.; **J. Edward Dean**, director of advertising, E. I. du Pont de Nemours & Co.; **A. H. deGrassi**, director of advertising, Kaiser Aluminum & Chemical Corp.; **Daniel Ladd**, VP-advertising, P. Lorillard Co., **Edward S. McKay**, manager-marketing consulting service, General Electric Co.

Calif., joins Campbell-Ewald, San Francisco, with merchandising duties on Folger's Coffee account. **H. Eugene Dutil**, with Ernst & Ernst, Detroit accountants, named assistant treasurer and controller of Campbell-Ewald, Detroit.

Tom Carroll, joins Metro TV Sales, New York, as sales account executive. He had been with H-R Radio Sales, that city.

William McCluskey, director of "50-50 Club" client service for Crosley Broadcasting Corp., Cincinnati, appointed director of client service for Crosley.

Carl J. Miller, copy group head on Pacific Telephone at BBDO, San Francisco, joins McCann-Erickson, that city, as copy group head.

John Katz, radio executive at The Katz Agency, St. Louis, moves to New York office. **Peter R. Farrelly**, sales manager for WIL-AM-FM St. Louis, joins sales staff of Katz, that city.

Richard L. Henson, director of marketing for Divco-Wayne Industries Inc., New York, named account executive of Fuller & Smith & Ross, Pittsburgh.

Jim Barker, local sales manager of WGMS-AM-FM Bethesda, Md.-Washington, promoted to general sales manager.

William J. Sheehy, in sales department at WHAS-TV Louisville, Ky., for five years, appointed account executive at WLKY-TV Louisville.

Joseph B. Foster, regional sales supervisor for WBTW(TV) Florence, S. C.,

promoted to national sales manager, replacing **John H. Brock**, resigned.

Burke D. Rhind, account executive, promoted to sales manager at KBUZ-AM-FM Mesa, Ariz.

Harry G. Williams, executive VP of Alfred L. Lino & Associates, St. Petersburg, Fla., to head agency's new branch in Ocala, Fla.

David L. Morris, sales service manager, named account executive at KMOX-TV St. Louis.

Edward Williams, sales manager of KBCA Bay Minette, Ala., named salesman for Harlan G. Oakes & Associates, Los Angeles station representatives.

Mrs. Regina Ovesey, senior VP of Mogul Williams & Saylor, New York, named director of creative services. Before joining MW&S last June, she headed own agency, Regina Ovesey Inc., New York.

John R. Koelie, art director at North Advertising, joins John W. Shaw Advertising, Chicago, as art director.

Al Mackay, manager of San Francisco office of Daren F. McGavren Co., joins sales staff of KIXI Seattle.

Jay Carmichael, formerly with WANN Annapolis, Md., joins sales staff of KGJF Los Angeles.

Richard R. Rojas, sales representative for special products division of National Biscuit Co., joins sales staff of KGO-AM-FM San Francisco.

THE MEDIA



Mr. Marquis

Chalmers H. Marquis Jr., director of programing for WTTW (TV) Chicago, educational station, named executive director of Educational Television Stations, division of National Association of Educational Broadcasters. He takes over duties from **Gerard L. Appy**, who had been granted leave of absence from WGTW(TV) Athens, Ga., educational station, to launch national ETV effort. Mr. Appy will become director of field services at National Educational Television, New York, in January.

Richard B. Hull, managing director of Ohio State University Telecommunications Center, Columbus, re-elected chairman of board of directors of National Association of Educational Broadcasters.

John Box Jr., manager of Balaban stations, **Lee Fondren**, station manager and director of KLZ Denver, **Michael J. Foster**, VP in charge of press information and advertising for ABC, and **Robert E. Lusk**, chairman of the board

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at Benton & Bowles, all New York, appointed to board of trustees of Educational Foundation of American Women in Radio and Television Inc.



Mr. Newell

Peter C. Newell, on sales staff of KABL Oakland-San Francisco, appointed station manager of WPRO-AM-FM Providence, R. I.

Joe Fife, VP and general manager of KYOK Houston, resigns effective end of November.

November.

Andrew Buldoon, Chicago financier and member of board, named acting general manager of WCIV-TV Chicago. **Vincent dePaul Garrity**, VP of Metropolitan Sanitary District, named chairman, and **John Weigel**, former president and general manager of station, remains on board.

Robert J. Rock, VP and general manager of KEVE-AM-FM Golden Valley, Minn., resigns to devote more time to private business interests.

PROGRAMING



Mr. Gould

Michael J. Gould, with ABC Films for six years, joins MGM-TV, Chicago, as central sales division manager. He fills position vacant since death of Clayton E. Bond (BROADCASTING, Aug. 10).

Bernard H. Franzman, traffic manager at ABC Films, New York, named director of film operations. **Don Feldman**, booker in domestic film operation, succeeds Mr. Franzman as traffic manager.

Robert Hudson, VP of National Edu-

cational Television temporarily assumes duties as NET director of cultural programming until replacement is selected for **Don Kellerman**, who resigned from post Nov. 6 because of disagreement over program policy. Mr. Kellerman joined NET in November, 1963, and had developed several program series, including *Pathfinders* and *Spectrum*.

Chris Schenkel signed to exclusive three-year contract with ABC-TV Sports. His first assignment will be weekly telecasts of National Basketball Association games starting Jan. 3, day after his contract becomes effective. He will also appear regularly on *ABC's Wide World of Sports*, and various sports specials.



Mr. Koch

Howard W. Koch, Paramount Pictures Corp. production and studio head, elected VP of corporation. Before joining Paramount in September, he was executive VP of Frank Sinatra Enterprises.

Jay Carmody named critic-at-large for WTOP-TV Washington. He retired from *The Evening Star*, Washington, last year after 28 years as drama critic.

Chester R. Simmons, VP and general manager of Sports Programs Inc., New York, joins NBC as director of sports. He had been with SPI since 1957.

Jerry Lee, with Desilu Sales, Hollywood, appointed western sales manager of television division of Embassy Pictures, Los Angeles.

Don L. Higley, guide for Tanganyika Tours and Safaris, joins production staff of Fred A. Niles Communications Centers, Chicago.

Fred Karger named associate producer of MGM-TV's *Kissin' Cousins* set for NBC-TV 1965-66 season.

Warren Steibel, associate producer of NBC's *Calendar* show, named editor of ABC-TV's *Les Crane Show*.

Irwin M. Moskowitz, former Steve Allen and Paul Coates writer, named producer of KHJ-TV Los Angeles *9 on the Line* show.

Charles Andrews and **John Hess** named script writers for ABC-TV's *Dinah Shore* specials replacing Bob Carroll Jr. and Madelyn Davis, who have resigned.

Dana Andrews re-elected president of Screen Actors Guild for second one-year term at SAG's membership meeting (see story this issue). Other officers, also re-elected for coming year, are: **George Chandler**, 1st VP; **Charlton Heston**, 2d VP; **Walter Pidgeon**, 3d VP; **Dwight Weist**, 4th VP; **Ann Doran**, recording secretary, and **Gilbert Perkins**, treasurer.

Duane Brady, with Garland Advertising Agency, Phoenix, joins KOOL-AM-FM Phoenix, as program director.



Mr. Craver

Robert Craver, VP and founder of Mobile Video Tape Inc., named manager of newly created mobile facilities division of MGM-TV, New York.

Edward R. Scannell named to represent Triangle Program Sales in Midwest. He will continue as national sales executive for Filmvideo Releasing Corp., Chicago.

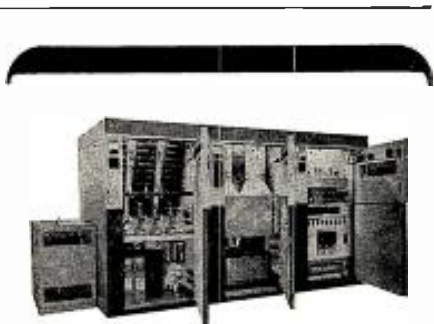
Thomas W. McDowell promoted to production supervisor of KYW-TV Cleveland.

S. M. (Mort) Rosenman, program manager of WTCN-TV Minneapolis-St. Paul, named program manager of WKBK (TV) Chicago.

William Bowen, chief announcer for KNDI Honolulu, joins KGMB Honolulu, in production and announcing.

Donald L. Shirley Jr., art director and scenic designer at NBC-TV, New York, joins VPI Productions Inc., there as art director.

Peter C. Cavanaugh, announcer at



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A RUST CRAFT
STATION

WTAC Flint, Mich., named program director of KSO Des Moines, Iowa. Both are Whitehall Broadcasting stations.

Jerry L. Joynes, formerly at WJTB Baltimore and WVEC Hampton, Va., named program manager and sports director of WDBJ-AM-FM Roanoke, Va.

Darryl Hickman signed by Desilu Productions to star in *The Good Old Days*, half-hour comedy series to be filmed in association with NBC-TV for 1965-66 season.

NEWS

Madison F. West, formerly editor of *Wichita Morning and Evening Eagle*, Wichita, Kan., appointed executive editor of news department at KTVH(TV) Hutchinson-Wichita.

Forest Amsden, executive secretary of Portland School Board's committee of race and education, joins KGW-TV Portland, Ore., as news commentator.

Mark Stacey, newscaster at KLAC-AM-FM Los Angeles, joins KFMB San Diego, as newscaster.

George Reading, formerly with WNEW New York, joins news staff of KMOX-TV St. Louis.

Lowell Oliver, promotion director at KOA-AM-FM-TV Denver, returns to news

department where he worked for three years before taking over promotion duties last May.

EQUIPMENT & ENGINEERING

Robert J. Brown joins The Magnavox Co., New York, as VP and general operations manager of government and industrial electronics division. He was formerly general manager of defense programs operations at General Electric Co. **James M. Whelan**, manager of bank relations of General Electric Co., New York, elected treasurer of Magnavox Co., New York.



Mr. Henry

and report directly to president.

Raymond L. Henry, regional manager for catalog center operations of J. C. Penney Co., appointed general operating manager of Allied Radio Corp., Chicago. He will oversee all operating functions of Allied Radio and report directly to president.

M. A. Weightman, director of office of organization and executive personnel planning at Philco Corp., Philadelphia, appointed director of industrial relations. He succeeds **Robert M. Jones**, who resigned as VP-industrial relations to become VP for personnel adminis-

tration, United States Plywood Corp., New York.

Aloysius J. Shanley promoted to manager of Jerrold Electronics purchasing department, Philadelphia. He will be responsible for procurement for two Jerrold plants in Philadelphia.

Edwin C. Tracy elected to newly-created position of division VP, broadcast, technical and scientific sales department of RCA Broadcast Communications Products Division, Camden, N. J. Mr. Tracy will continue as manager of sales of radio-TV broadcast equipment, closed circuit TV systems, overall sales of RCA electron microscope and related items.

Irving Kuzminsky, consulting analyst for electronic system design at General Electric Co., Bethesda, Md., named director of advanced engineering for Entron Inc., Silver Spring, Md.

A. James Killrakis and **Harold S. Robertson** join national field sales engineering staff of Packard Bell Electronics closed-circuit TV products, Los Angeles.

FANFARE

William B. Sprague Jr., who resigned post as public relations director of the Republican National Committee, Washington, in July, appointed director of corporate public relations of the Parker Pen Co., Janesville, Wis. He succeeds **Richard W. Holznecht**, previously named U. S. division VP for foreign marketing.

John L. Nanovic, director of public relations of Kudner Agency, New York, elected VP-public relations of agency.

Quintin E. McCredie, art director and production manager of Mark Schreiber Advertising, Denver, joins KOA-AM-FM-TV Denver, as promotion director. **Thompson R. Watt**, news and special events director at KOA assumes additional duties, handling publicity and public relations.

Jack F. Agnew, assistant promotion manager of KPX(TV) San Francisco, appointed director of press information. He succeeds **Ron Wren**, named associate at Cancilla, Gore & Knapp, San Francisco advertising-public relations firm.

William Philip Smith, with West, Weir & Bartel, New York, joins Arnold Bakers Inc., Greenwich, Conn., as VP for communications.

Joseph C. Donohue, with Ronald Schiller & Associates, New York, named corporate VP of Thomas Wilck Associates, public relations firm, Burbank,

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Mr. Nanovic

NAB assigns conference projects

Two subcommittees of Engineering Conference Committee of National Association of Broadcasters, making plans for 19th Annual Broadcast Engineering Conference, to be held in Washington March 21-24, named at meeting in Washington.

To determine recipient of annual NAB Engineering Achievement Award: **Russell B. Pope**, KHSL-AM-TV Chico and KVCV Redding, both California; **R. A. Holbrook**, WSB-AM-

FM-TV Atlanta; **Eldon Kanago**, KICD Spencer, Iowa; **James D. Parker**, CBS-TV, New York; **George W. Bartlett**, NAB engineering manager.

To select three luncheon speakers: **Frank L. Marx**, ABC, chairman; **William S. Duttera**, NBC; **Clyde M. Hunt**, Post-Newsweek Stations; **Charles L. Jeffers**, WOAI-AM-TV San Antonio, Tex.; **Leslie S. Learned**, MBS; **Harry B. Whittemore**, RKO General.



At meeting seated (l-r): Messrs. Holbrook, and Marx. Standing (l-r): Messrs. Duttera, Hunt, Parker, and

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Calif. **Lee Hutson**, staff writer on *San Fernando Valley Times*, joins media relations and client publications department of Wilck Associates.

Don Widener, former newspaper reporter and editor, named administrator of publicity and press relations for KNBC(TV) Los Angeles.

Roy Pedersen, promotion manager of WDAY-TV Fargo, N. D., and **Doug Duperrault**, promotion manager of WFLA-TV Tampa, Fla., appointed to NBC's affiliates promotion committee.

Sander A. Flaum, account executive on Phillip Morris Inc. at Ruder & Finn, New York public relations firm, joins Straus Broadcasting Group, New York, as public relations manager for day-to-day operations. He replaces **Franz Alina**, named director of marketing and public relations, supervising corporate public relations.

ALLIED FIELDS



Mr. Taylor

Thomas A. Taylor joins Sindlinger & Co., New York, national research firm, as VP and director of broadcast services. He resigned as VP-radio at Peters, Griffin, Woodward Inc., New York, to join Sindlinger.

Gerald Lukeman, account executive with Schwerin Research Corp., New York, named sales and service supervisor for Audience Studies Inc., Los Angeles.

Richard Lindheim, with CBS Television, named project director at Audience Studies Inc., Los Angeles. Also joining ASI as project directors: **Eve Pohlo**, with *Los Angeles Times*; **June Thomson**, with Lockheed California Co., and **Richard Racer**, with ABC Radio.

Paul Fox, management consultant, joins Institute for Motivational Research, Croton-on-Hudson, N. Y., as program director.

INTERNATIONAL

W. Vic George, general manager of Canadian Marconi Co., Montreal, which owns CFCF-AM-TV Montreal, named president of company, succeeding **S. M. Finlayson**, who was elected board chairman. **J. A. Boyd**, formerly VP, named vice chairman of board. **L. M. Daley**, formerly assistant general manager elected VP-operations, and **A. G. McCaughey** named VP and secretary-treasurer.

Ned C. Smith III, research account supervisor for Gardner Advertising, New York, named marketing director of Gardner's Milan office, Publicis-Gardner-Butler Stip.

Canadians elect Murray

Frank Murray, general manager of CJBQ Belleville, Ont., elected president of Central Canada Broadcasters Association at annual meeting at Niagara Falls, Ont. He succeeds **Gordon Keeble**, CTV Television Network Ltd., Toronto. Also elected: **Don Martz**, CFCF-TV Montreal, 1st VP; **Wes McKnight**, CFRB Toronto, 2d VP; **R. P. MacGowan**, CJLX Fort William, Ont., secretary; **Russ Ramsay**, CJIC-TV Sault Ste. Marie, Ont., treasurer; **Ward Cornell**, CFPL London, Ont., and **Jack Jackson**, CJOY Guelph, Ont., directors.

Donald M. Hine, program manager of ABC International, will join Screen Gems as director of international sales, effective Nov. 30.

Jack M. Hill, program manager of CKOC Hamilton, Ont., appointed assistant manager.

M. J. Davies, on sales staff of CFUN Vancouver, B. C., promoted to retail sales manager.

Maurice Petit, publicity director of CKRS-AM-TV Jonquiere, Que., joins CKAC Montreal as research and market analysis director.

Paul Martel, radio and television director of Young & Rubicam Ltd., Montreal, named manager of Montreal office of Hardy Radio & Television Ltd., station representation firm.

Bruce Sabsay appointed executive director of Academy TV Productions of Canada, Toronto.

Pierre Stein named station manager and national sales manager of CFCL Timmins, Ont.

R. A. Batten, president of Rabko Television Productions Co. Ltd., and Filmpro Ltd., Toronto, appointed executive VP and director of Rapid Grip and Batten Ltd., Toronto. Rabko Television and Filmpro were recently purchased by Rapid Grip and Batten.

Jim Johnson, formerly of All-Canada Radio and Television Ltd., Toronto, joins sales staff of Screen Gems (Canada) Ltd., Toronto.

James M. Merrell, assistant systems supervisor for Page Communications Engineers Inc., Spain, joins Radio Liberty on Mediterranean coast of Spain.

DEATHS

David Gordon, 43, music director and later VP at WPAT-AM-FM Paterson, N.J., died Nov. 9 of injuries suffered in automobile accident. At time of his death, Mr. Gordon was establishing music consultant service for broadcasters.

Norman Gittleson, 46, one time manager of WJAR-AM-TV Providence, R. I., and WMUR-AM-TV Manchester, N. H., and with *Sponsor* magazine since early this year, died in his sleep Nov. 9 at Statler-Hilton hotel, Detroit, while attending regional conference of NAB.

Edward Schulz, 56, director of personnel at RCA Laboratories, Penns Neck, N. J., died Nov. 7, in his home in Princeton, N. J., after heart attack. Before joining RCA in 1954, Mr. Schulz was assistant professor of business management at New York University's School of Commerce, Accounts and Finance. Survivors include his widow, Caroline, and son, Roger.

Jimmie Dodd, 54, featured on Walt Disney's *Mickey Mouse Club*, died Nov. 10, at Queen's hospital, Honolulu. Among survivors are his widow, Ruth.

Raymond Lewis, 55, previously with law department at FCC for about 10 years, died Nov. 4 in Seattle. He was on staff of Federal Mediation and Conciliation Service.

Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 5 through Nov. 11 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing case, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTION BY FCC

Largo, Fla.—WTSP-TV Inc. Granted CP for new TV on VHF channel 10 (192-198 mc); ERP 316 kw vis., 177 kw aur. Ant. height above average terrain 980 feet, above ground 1,036 feet. P.O. address 1450 Gandy Boulevard, St. Petersburg, Fla. Estimated construction cost \$1,351,110; first year operating cost \$905,767; revenue \$950,000. Studio location St. Petersburg, trans. location Tarpon Springs, Fla. Geographic coordinates 28° 11' 04" north latitude, 82° 45' 39" west longitude. Type trans. RCA TT-25BH, type ant. RCA TW-15A10. Legal counsel Kirkland, Fleming, Green, Martin & Ellis; consulting engineer A. D. Ring & Associates, both Washington. Principals: Sam G. Rahall (26.3%), N. Joe Rahall (26.4%), Farris E. Rahall (26.3%) and others. Messrs. Rahall have controlling interest in WKAP Allentown, and WNAR Norristown, both Pennsylvania, WNNR Beckley, W. Va., and WLCY St. Petersburg. Granted Jan. 19, 1962 and affirmed Nov. 4, 1964.

Existing TV stations

CALL LETTERS ASSIGNED

■ KBSA(TV) Guasti, Calif.—Broadcasting Service of America.

New AM stations

ACTION BY FCC

Manistique, Mich.—Manistique Broadcasting Co. Granted CP for new AM on 1490 kc, 250 w-N, 1 kw-LS. P.O. address c/o David

M. Kelly, 3956 Fort Street, Lincoln Park, Mich. Estimated construction cost \$15,000; first year operating cost \$30,000; revenue \$32,000. Principals: David M. Kelly and Edmund Selleck (each 50%). Mr. Kelly has 31% interest in WLIN-FM Detroit and is employed at Studio Broadcasting Systems, same city. Action Nov. 6.

APPLICATIONS

Clinton, Miss.—Clinton Broadcasting Co. 1110 kc, 1 kw, D. P.O. address 414 Howard Street, Greenwood, Miss. Estimated construction cost \$8,550; first year operating cost \$40,000; revenue \$52,000. Principals: William E. Hardy and James E. Myers (each 50%). Mr. Hardy is licensee of WLEF Greenwood. Messrs. Hardy and Myers are applicants for new AM in Eupora, Miss. Ann. Nov. 9.

Following application was erroneously reported for Charlotte, N. C., last week:

St. Anthony, Idaho—Theodore W. Austin. 1400 kc, 250 w, 1 kw-D, unl. P.O. address 910 Lansdowne Road, Charlotte. Estimated construction cost \$18,014; first year operating cost \$36,000; revenue \$42,000. Mr. Austin is program manager of WSOC-TV Charlotte, licensed by Carolina Broadcasting Co. Ann. Oct. 29.

Existing AM stations

CALL LETTERS ASSIGNED

■ WYNR Brunswick, Ga.—Dixie Radio Inc. Changed from WKLW.

■ WWCM Brazil, Ind.—Albert S. Tedesco. Changed from WBZI.

■ WKFR Battle Creek, Mich.—Southern Michigan Broadcasting Corp. Changed from WELL.

■ KQRS Golden Valley, Minn.—Minneapolis-St. Paul Radio Broadcasters. Changed from KEVE.

■ WPNH Plymouth, N. H.—Pemigewasset Broadcasters Inc.

■ WTTTO Toledo, Ohio—Rossford Broadcasting Inc.

■ KHFI Austin, Tex.—Southwest Republic Corp. Changed from KASE.

New FM stations

ACTIONS BY FCC

Tucson, Ariz.—Associated Broadcasters of Tucson Inc. Granted CP for new FM on 96.1 mc, channel 241, ERP 30 kw. Ant. height above average terrain minus 80.6 feet. P.O. address c/o David S. Drubeck, Box 1353, Studio City, Calif. Estimated construction cost \$24,805; first year operating cost \$2,400; revenue \$12,000. Principals: David S. Drubeck (44%), Barnett Sorkin (44%), Cliff L. Gill (9.5%) and Remond A. Owen (2.5%). Associated Broadcasters is licensee of KCEE Tucson. Action Nov. 5.

Woodstock, Ill. McHenry County Broadcasting Co. Granted CP for new FM on 105.5

mc, channel 288A, 3 kw. Ant. height above average terrain 213 feet. P.O. address 511 North Rose Farm Road, Woodstock. Estimated construction cost \$17,300; first year operating cost \$35,000; revenue \$40,000. Principals: Lloyd Burlingham (75%) and Robert A. Jones (25%). Mr. Burlingham is majority owner of WIXN Dixon, Ill.; Mr. Jones is consulting engineer. Action Nov. 6.

New Orleans—Wagenvoord Broadcasting Inc. Granted CP for new FM on 92.3 mc, channel 222, 51 kw. Ant. height above average terrain 292.5 feet. P.O. address c/o David W. Wagenvoord, 614 North Rampart Street, New Orleans. Estimated construction cost \$25,000; first year operating cost \$30,000; revenue \$60,000. Principals: David W. Wagenvoord (66%), Fred Westerberger (17%) and Myrtle Robbert (16%). Wagenvoord Broadcasting is licensee of WWOM New Orleans. Action Nov. 5.

Poplarville, Miss.—Ben O. Griffin. Granted CP for new FM on 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 140 feet. P.O. address 101 Main Street, Picayune, Miss. Estimated construction cost \$24,850; first year operating cost \$12,000; revenue \$18,000. Mr. Griffin, sole owner, also owns WRPM Poplarville. Action Nov. 5.

Tamaqua, Pa.—Sky View Broadcasting Service. Granted CP for new FM on 105.5 mc, channel 288A, 1.296 kw. Ant. height above average terrain 0.75 feet. P.O. address c/o James W. Reichard, R.D. #2, York, Pa. Estimated construction cost \$5,275; first year operating cost \$10,000; revenue \$12,000. Principal: James W. Reichard. Mr. Reichard is engineer with United Broadcasting Co. Action Nov. 5.

APPLICATION

Texarkana, Ark.—Gateway Broadcasting Co. 102.5 mc, channel 273, 35.4 kw. Ant. height above average terrain 259.63 feet. P.O. address Box 1318, Texarkana. Estimated construction cost \$32,100; first year operating cost \$14,310; revenue \$15,000. Principal: W. Decker Smith. Mr. Smith is licensee of KOSY Texarkana. Ann. Nov. 9.

Existing FM stations

CALL LETTERS ASSIGNED

■ KAVR-FM Apple Valley, Calif.—BHA Enterprises Inc.

■ WCON-FM Cornelia, Ga.—Habersham Broadcasting Co.

■ WMTM-FM Moultrie, Ga.—Colquitt Broadcasting Co. Changed from WNTM-FM.

■ WSIP-FM Paintsville, Ky.—Big Sandy Broadcasting Inc.

■ WTGI(FM) Hammond, La.—Tangi Broadcasting Inc.

■ WLAM-FM Lewiston, Me.—Lewiston-Auburn Broadcasting Corp.

■ WPAA(FM) Andover, Mass.—Trustees of Phillips Academy.

■ WKFR-FM Battle Creek, Mich.—Southern Michigan Broadcasting Corp. Changed from WELL-FM.

■ KQRS-FM Golden Valley, Minn.—Minneapolis-St. Paul Radio Broadcasters. Changed from KEVE-FM.

■ KRMG-FM Tulsa, Okla.—Swanco Broadcasting of Oklahoma Inc. Changed from KIH(FM).

■ WELP-FM Easley, S. C.—Pickens County Broadcasting Co.

■ KHFI-FM Austin, Tex.—Southwest Republic Corp. Changed from KHFI(FM).

■ KWHO-FM Salt Lake City—Radio Station KWHO.

■ KGME-FM Centralia, Wash.—Charles O. Ellsworth.

■ WTMB-FM Tomah, Wis.—Tomah-Maus-ton Broadcasting Inc.

■ WVA(FM) Charleston, W. Va.—Capitol Broadcasting Corp. Changed from WCAW-FM.

■ WTIO(FM) Charleston, W. Va.—Chemical City Broadcasting Co. Changed from WTIP-FM.

Ownership changes

ACTIONS BY FCC

KBRR Leadville, Colo.—Granted acquisi-



EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 10

| | Lic. | CP's | NOT ON AIR CP's | TOTAL APPLICATIONS for new stations |
|----|------------------|------|--------------------|--|
| AM | 3,975 | 59 | 74 | 364 |
| FM | 1,179 | 64 | 212 | 266 |
| TV | 548 ¹ | 36 | 89 | 177 |

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 10

| | VHF | UHF | TV |
|---------------|------------------|-----|-----|
| Commercial | 508 ² | 163 | 671 |
| Noncommercial | 58 | 56 | 114 |

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

| | AM | FM | TV |
|---|-------|-------|-----|
| Licensed (all on air) | 3,945 | 1,168 | 539 |
| CP's on air (new stations) | 46 | 53 | 42 |
| CP's not on air (new stations) | 84 | 197 | 89 |
| Total authorized stations | 4,075 | 1,418 | 670 |
| Applications for new stations (not in hearing) | 169 | 203 | 74 |
| Applications for new stations (in hearing) | 67 | 52 | 60 |
| Total applications for new stations | 236 | 255 | 134 |
| Applications for major changes (not in hearing) | 198 | 40 | 34 |
| Applications for major changes (in hearing) | 37 | 5 | 10 |
| Total applications for major changes | 235 | 45 | 44 |
| Licenses deleted | 3 | 0 | 0 |
| CP's deleted | 1 | 0 | 0 |

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

tion of positive control of licensee corporation, Continental Divide Broadcasting Co., by John H. East (45% before, 100% after) through purchase of stock from Thomas T. Farley (45% before, none after) and John B. Farley (10% before, none after). Consideration \$33,750. Action Nov. 9.

WLOF Orlando, Fla.—Granted assignment of license from Mid-Florida Radio Corp., owned by Harris H. Thompson (68.4%), Vasil Polyzois (29%) and Howard S. Kester (2.6%) to Clarke Broadcasting Corp., owned by William S. Clarke (100%). Consideration \$525,000 and agreement not to compete for five years within 50 miles of Orlando. Mr. Clarke has interests in real estate. Action Nov. 9.

KNIA Knoxville, Iowa—Granted assignment of license from KNIA Broadcasting Co., owned by Mitchell Broadcasting Co., which is owned by Forrest J. Mitchell Jr. (53.34%), Joseph D. and Andrew Dianis (each 20.3%) and Robert D. Ray (2.71%) to Stevens Broadcasting Co., owned by Francis Max and James Dennis Stevens (each 50%). Consideration \$110,000. Mitchell Broadcasting is licensee of KGRN Grinnell, Iowa. Action Nov. 5.

WQDY Calais, Me.—Granted assignment of license from St. Croix Broadcasting Co., owned by John H. Vandell Jr. (55.6%), Robert D. Hawley (41.6%) and Barbara H. Vandell (2.8%) to WQDY Inc., owned by Robert E. Smith (50%), Mildred C. Smith (49.9%) and Francis E. Day (0.1%). Consideration \$110,000 and agreement not to compete for five years in area. Mr. Day is attorney. Action Nov. 9.

WSJR Madawaska, Me.—Granted assignment of license from St. Croix Broadcasting Co., owned by John H. Vandell Jr. (55.6%), Robert D. Hawley (41.6%) and Barbara H. Vandell (2.8%) to Vaughn P. Currier (63%) and Dr. Melvin R. Aungst (37%). Consideration \$25,000 and agreement not to compete for ten years within 50 miles of Madawaska. Dr. Aungst is physician and surgeon in Fort Kent, Me. Mr. Currier is district manager of utility company in Fort Kent. Action Nov. 9.

WAKN Aiken, S. C.—Granted assignment of license from Aiken Electronics Advertising Corp., owned by Oliver R. Grace (100%) to Radio WAKN Inc., owned by Joseph A. Warren, Gasper L. Toole III, T. Clifton Weeks, James D. McNair and Robert E. Kennedy Jr. (each 20%). Consideration \$135,000. Mr. Toole is attorney. Action Nov. 9.

APPLICATIONS

KUDL Fairway, Kan.—Seeks assignment of license from Heart of America Broadcast-

ers Inc., owned by Tele-Broadcasters Inc. which is owned by H. Scott Killgore (50.8%), Arthur D. Hogan (4.1%) and others to KUDL Co., owned by Kamina Inc. (80%) and Zimmerman Enterprises Inc. (20%). Kamina is owned by Eugene and Carol Burdick (each 50%). Zimmerman is owned by William L. Zimmerman (100%). Mr. Zimmerman is general manager of KUDL. Ann. Oct. 21.

KXTR(FM) Kansas City, Mo.—Seeks assignment of license from Telesound Broadcasting Corp., owned by Newton E. and Lilas A. Jerome (35.83%), John L. Humphreys (14.7%), Nancy J. Lytle (14.7%), Robert B. Collins (11.37%), William R. Green Jr. (11.37%) and Charles L. Gardener (11.37%) to Gene A. DeLeve, receiver. No financial consideration. Ann. Nov. 9.

Hearing cases

OTHER ACTIONS

■ Commission gives notice that Sept. 11 initial decision which looked toward granting application of Horace C. Boren to increase daytime power of KWON Bartlesville, Okla., on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions, became effective Nov. 2 pursuant to Sec. 1.276 of rules. Action Nov. 6.

■ Commission gives notice that Sept. 15 initial decision which cancelled Sept. 15 hearing, closed record, and looked toward granting application of Taylor Broadcasting Co. for new TV on channel 10 in Roswell, N. M., became effective Nov. 4 pursuant to Sec. 1.276 of rules. Action Nov. 6.

■ By memorandum opinion and order, commission granted application for review by North Atlanta Broadcasting Co. to extent of remanding proceeding on application for new AM on 680 kc, 5 kw, DA-1, unli. in North Atlanta, Ga. to review board for resolution of Sec. 73.35 issue and determination as to whether partial grant authorizing daytime only operation would serve public interest, convenience and necessity; also granted petition by Jupiter Broadcasting of Georgia Inc. (new owner of WQXI), Atlanta, to be substituted as party respondent. Commissioner Bartley dissented; Commissioner Cox not participating. On May 28 review board denied North Atlanta's application in entirety, and on Aug. 17 denied applicant's request for reconsideration insofar as daytime-only authorization is concerned. Action Nov. 4.

■ Commission announced decision in Lar-

go, Fla., channel 10 proceeding which affirmed Jan. 19, 1962 grant of CP to WTSP-TV Inc. for new TV on channel 10 in Largo, Fla. It vacated stay of construction which was imposed following June when commission, on own motion, remanded case to examiner for further proceedings to determine WTSP-TV's character qualifications. Remand issues sought determination as to whether programming of WLCY St. Petersburg, Fla., which was relied upon by WTSP-TV at original hearing, was sham designed to obtain comparative past broadcast preference in proceeding. Decision affirmed examiner's exoneration of WTSP-TV from charge of misrepresentation. Decision denied petitions for rehearing and reconsideration, etc., filed by losing applicants, City of St. Petersburg, Fla. (WSUN-TV), Florida Gulfcoast Broadcasters Inc., Tampa Telecasters Inc., and Suncoast Cities Broadcasting Corp., and dismissed as moot petition for leave to amend filed by losing applicant Bay Area Telecasting Corp. Commissioner Hyde concurred and issued statement; Commissioner Bartley dissented and issued statement; Commissioners Ford and Cox not participating. Action Nov. 4.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend time to Nov. 20 to file exceptions to initial decision in proceeding on AM application of Norristown Broadcasting Inc. (WNAK), Norristown, Pa., in Doc. 14952. Action Nov. 6.

■ Scheduled oral argument for Dec. 8 in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., in Doc. 14817. Action Nov. 5.

ACTIONS ON MOTIONS

By Commission

■ Commission granted joint motion by National Community Television Association Inc. and National Association of Microwave Common Carriers Inc. to extend time from Nov. 16 to Dec. 1 to file comments and from Dec. 4 to Dec. 18 for replies on parts I and III in rulemaking proceeding concerning frequency allocations and technical standards for microwave service to CATV systems. Action Nov. 9.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's in Cocoa, Fla., in Doc. 15476-7, granted WEZY motion to continue Nov. 9 hearing to Dec. 21. Action Nov. 6.

■ Pursuant to agreements reached at Nov. 5 prehearing conference, scheduled hearing for Dec. 8 in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM's in Prattville, Ala., in Doc. 14878-9. Action Nov. 5.

By Hearing Examiner Charles J. Frederick

■ On own motion, formally scheduled Nov. 23 hearing for 9:00 a.m., in lieu of 10:00 a.m., in proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc. for new FM's in Kingston and Hyde Park, N. Y., respectively. Action Nov. 5.

■ On own motion, rescheduled Nov. 23 hearing to commence at 11:00 a.m., in lieu of 10:00 a.m., same date, in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex. Action Nov. 5.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM application of North Central Video Inc., Rochester, Minn., issued order reflecting understanding reached at Nov. 6 prehearing conference concerning North Central's petition for leave to amend. Action Nov. 6.

■ Continued without date Nov. 9 further hearing in proceeding on application of Bay Shore Broadcasting Co., for new AM in Hayward, Calif. Action Nov. 6.

By Hearing Examiner H. Gifford Irion

■ Pursuant to agreements reached at Nov. 5 further hearing in Columbus, Ohio, TV channel 40 proceeding in Doc. 15619-20, converted Nov. 16 hearing to further hearing conference to be held at 2:00 p.m., same date, and continued Nov. 16 hearing to Dec. 16. Action Nov. 5.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, granted Broadcast Bureau petition to continue date

(Continued on page 143)

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RADIO—Help Wanted

Management

Daytimer in small Ohio city needs experienced station manager who can do a bit of everything and has experience to prove it. Prefer man with first phone ticket but not essential. Box K-213, BROADCASTING.

Immediate opening for manager-sales N.Y.S. Must be experienced and alert. Salary open, terrific opportunity. Send photo and resume. Box L-88, BROADCASTING.

Salesman-announcer to assume operation of branch studio. 20% commission plus compensation for air work. Upper Midwest. Send resume, snapshot, and tape, Box L-117, BROADCASTING.

Virginia . . . medium market station going on the air in early '65. Need experienced manager. First phone preferred . . . not essential . . . \$4,500 salary plus commission and bonus. Real opportunity. If you are good—Reply. Box L-167, BROADCASTING.

Sales

Virginia station needs an experienced salesman who will work closely with station manager as his assistant. This is a permanent position filled with opportunity. Excellent income with many company benefits. Send resume, and if possible photograph to Box K-216, BROADCASTING.

Detroit. Best radio buy in the nation's fifth largest market! Need top notch salesman to tell the story to agencies. Excellent working conditions—private office. If you can sell agencies write to Box L-2, BROADCASTING.

Salesman, Boston market, agency list & direct, opportunity for advancement. Send resume and references to Box L-166, BROADCASTING.

If you can sell, if you want to make money, contact station with biggest potential East coast Florida market today. Box L-176, BROADCASTING.

If you are a good, aggressive time salesman and have great desire to earn good money in one of north eastern Ohio's largest markets, let us hear from you. Box L-204, BROADCASTING.

Southern California, medium-size market station looking for a young, aggressive salesman willing to put in time to earn good money. Send resume immediately to Sales manager, KOWN radio, Escondido, Calif. 92025.

Exceptional opportunity for salesman-announcer to manage long established branch studio. Robert Cavanaugh, KSMN, Mason City, Iowa.

Increased power necessitates increased territory. Contact in person or send resume, picture to Paul Ransom, Commercial manager, KVON, Napa, California.

Do you think you can hold down a sales manager's job supervising and directing sales staff of three? If so, there's a job starting from \$150 to \$170 a week plus bonus and some moving allowance if applicant can sell himself. Applicant must have actual radio sales background or comparable experience in advertising. Job can start now or January 1, 1965. Station rates number one in billing and audience in Hudson Valley. Send resume, picture and references to Harry M. Thayer, President, WGHQ, UPO Box 427, Kingston, New York.

Sales—(Cont'd)

Only station in rapidly growing market of 75,000 offers tremendous opportunity to an outstanding salesman. Want a man who will become a part of our community and who has the stuff to make a good sales manager and, possibly, general manager. Send particulars to Chuck Norman, President, WGNU, Granite City, Illinois.

The Radio Advertising Bureau seeks a mature sales executive who, though based in New York, will be regional sales manager for the Southwest. The man we want has a strong broadcast background, preferably with station management experience. He will travel his area two weeks out of three, with the third week at N.Y. headquarters. Compensation will be liberal, based on salary, commission and expenses. This is a career opportunity. Please forward your resume to Harry Haslett, Radio Advertising Bureau, 116 East 55 St., New York City, N.Y.

Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

Newsman-announcer. Westchester county. Send tape, resume and salary requirements. Box L-39, BROADCASTING.

Mid-Atlantic AM daytimer with fulltime FM need morning man with technical knowhow. Permanent position. Write Box L-121, BROADCASTING.

Experienced announcer in 5 kw Midwest regional. Must run own board and have 3rd class, FCC endorsed license. Ability to do accurate news and production essential. Box L-165, BROADCASTING.

Resonant, rich voice with first phone, wanted for adult format music operation. Send tape, resume, salary requirements to Box L-168, BROADCASTING.

Maryland station needs announcer with 1st phone. No maintenance. Box L-172, BROADCASTING.

Downstate Illinois middle-of-the-road full-time needs and will pay well for a polished, mature announcer with news gathering and writing ability. Rewards include top pay, bonus, profit sharing, many other benefits. Pleasant, progressive community, congenial, professional staff. Please write fully to Box L-177, BROADCASTING.

Country and western announcer with 1st phone license . . . must be top professional. Well experienced in pop-adult music also. Married dependable, 30-40 years old. Ready to settle in excellent medium size community—good schools. Must have good commercial voice without area accent. Station is mid-west. Starting salary \$140 or more if your experience will justify. Send full details, complete background, credit and employment references, photo, tape. No drifters . . . this is a job with a future, Box L-186, BROADCASTING.

A fast growing four-station chain in Eastern N. C. has openings for announcer-salesman and announcer-engineer with first class ticket. If you are industrious and willing to work and want to line up with a company that has advancement opportunities, please send tape and resume to Box L-207, BROADCASTING.

Mature thinking, mature sounding announcer-news-caster for good music station. Excellent wages. Beginners or weak voices—do not apply. Airmail tape, application, references to Bill Harpel, KHAR, Anchorage, Alaska.

Immediate opening for all around announcer for middle of the road format. Send complete resume, photo and salary requirements to KPBM, Carlsbad, New Mexico.

Announcers—(Cont'd)

Staff announcer, experienced, mature for MBS kilowatt. Third class license, car. Send resume, tape, references: KSIB, Creston, Iowa.

Outstanding opportunity for creative, modern format dj looking for the chance to expand within the framework of one of America's most rapidly advancing broadcast organizations. Send tape, picture, and complete resume to Program Director; KSO Radio, Des Moines, Iowa. Immediate opening.

Morning man with play-by-play experience for multiple station operation. Liberal fringe benefits with advancement limited only by ability in expanding organization. First class ticket a plus but not necessary. Salary open. Send data sheet and tape to WALM, Albion, Michigan.

Announcer who can write copy or copy writer who can announce. WBYS RADIO, Canton, Illinois.

Adult format AM station needs experienced announcer, copywriter, 80,000 watt FM now under construction. \$80 week to start. Must have knack for production and know good music. Send tape and resume to WCME, Brunswick, Maine.

Experienced announcer. Radio and TV. Good music radio. Send tape and resume to WCNY-TV, Watertown, N. Y.

WDUZ, Green Bay, Wisconsin has an opening for a bright experienced dj who can make an afternoon shift move. Send tape-resume to Tom Hoppe.

Suburban Chicago, 1st class combo. Permanent position with growing organization. WEAW, Evanston, Ill.

We are looking for an experienced announcer. Mature voice and good delivery essential. Above average income plus many company benefits. Send tape, resume and if possible photograph to J. W. Poole, WFLS radio, 305 William St., Fredericksburg, Virginia.

Immediate opening for experienced announcer with 1st phone (no maintenance). Send resume, tape, photo, salary requirement to: WGBR, Goldsboro, N. Carolina.

Need switcher-director. NBC-ABC TV affiliate, Channel 10, WGEM TV, Quincy, Ill. Contact either Joe Bonensinga or Fred Colgan.

Opening for staff announcer with first phone ticket. Good pay, medical benefits and payed vacation. WJBM, Jerseyville, Illinois.

Immediate opening for announcer. Send tape (which will be returned), snapshot, background, and salary requirements. Station WJWL, Box 111, Georgetown, Delaware.

Staff announcer—wanted for combination rock and modified beat station in fast growing market. Opportunity for advancement with small chain. Job available now or after first of year. Send tape. Hudson Millar, WKUL, Cullman, Alabama.

Personality, morning man with first phone. Engineering secondary. To handle morning shift at No. 1 station in market. ABC, 5000 watts Florida Gulf Coast. Middle of road format, no R&R or C&W. Send full details, photo, references, salary, tape, etc. first letter. Write E. L. DuKate, Radio station WPCF, Box 1430, Panama City, Florida.

Full-time and part-time combo man, 1st class ticket plus a production announcer for WPOP Hartford, Conn. First PM and night in county Hooper. Send resume and tape to Jim Gearhardt, P.D.

Nightman with good voice and production ability for quality sound station. Experience in copy-writing desirable but not necessary. Work with professional staff. Send resume, tape, references and requirements. WSTP, Salisbury, North Carolina.

Announcers—(Cont'd)

Maryland station needs announcer with 1st phone license immediately. Phone 301-398-3883.

Announcing problems? Audition failures? Self-confidence? Technique? I can help you! Free brochure "C". Hal Fisher, Consultant, 678 Medford, Patchogue, New York, 11772.

Modern personality deejays: "Up Your Ratings!" Ideas Ink weekly 'Why Not Be Funny' service still open on an exclusive basis in some markets. Is yours one? For free sample, write: Ideas Ink, Box 53332, New Orleans, Louisiana.

Personalities and newsmen. 5 kw fulltime in 79th market expanding staff for middle road programming. Excellent opportunity and good salaries for right people. Send audition, resume, photo, salary expected to Jon Holiday, WWOK, Charlotte, N. Carolina.

Technical

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

Immediate opening for engineer-announcer with stable Mid-South station. Good working conditions. Airmail full details on training and experience. Box L-212, BROADCASTING.

Chief engineer, that can do a creditable announcing job. 6 to midnight shift. Take complete control of transmitter, remote control equipment, two tower directional array, remote units. Permanent position. Ed Mack, KCOY-radio, Santa Maria, Calif.

Chief engineer needed for 500 watt station. You can work for us full time and still go to college. Since 1951 three of our Chief engineers have completed all their college work—one with Westinghouse, another at Oak Ridge, and currently one going with a major U. S. industry. If you have the desires and talent to further your career, forward us your training and experience to date plus three references. Immediate situation. Maurice K. Henry, Radio Station WMK, Middletown, Kentucky.

Qualified chief engineer needed at once to maintain AM, FM & SCA equipment. Light air shift. Excellent company benefits and salary scale. Contact General Manager, WNNJ-AM-FM, Newton, N. J.

Production—Programming, Others

Creative copywriter for South Texas radio station. Box K-282, BROADCASTING.

Newsman—Write and air news on major Eastern market radio-TV station. Journalism graduate preferred. At least two years experience. Box L-77, BROADCASTING.

Here's opportunity for assistant director wanting quick advancement to full directorship. Quality VHF station in Southeast looking for a man with at least two or three years experience; with ability to supervise studio personnel. Invite inquiries from Southeastern states. Box L-113, BROADCASTING.

Top southern format radio station has an outstanding position open for the right man on his way up. He would be assistant to the operations manager and be involved with all facets of the operation. Great chance to learn programming from an ex big chain program director. He must be a top production man right now. If you are not interested in producing sales speculation tapes program promotional material, locking a top 40 program, and if you are not good following up on details, please do not apply. We want a man with his eyes and ears open, mouth shut, and sleeves rolled up. Box L-164, BROADCASTING.

Experienced newsman only, preferably 25 to 40. Good salary, new mobile unit yearly all expenses paid. Large metropolitan market. No desk jockeys. Need go-getter to dig out top stories, gets mad when one is missed, which better be seldom. Resume, references, salary required. Box L-187, BROADCASTING.

News director-announcer, wanted between now and March 1st, for prosperous smaller market station in deep South. Duties would include coverage of all newsworthy events, meetings of governing bodies, police blotters, etc. with 15-20 hours staff announcing weekly. Send resume and tape to Box L-192, BROADCASTING.

Production—Programming, Others

Continued

Program director. Major market suburb. Midwest. Salary commensurate with ability. 1st class license preferred. Must be able to supervise and organize. Permanent position with growing organization. Established AM and FM facilities. Box L-216, BROADCASTING.

Medium Northeastern market needs top news director for four man staff. Must be experienced collecting, writing, announcing news. We want man who lives and breathes news. Must weld young department into unit for accurate, authoritative, and exciting presentation. Good pay for right man. Box L-218, BROADCASTING.

Large Northeast market convenient to New York has opening for newswriter/reporter in 5 man department. Fine opportunity for young man to develop abilities. Local news gathering and writing of prime importance in this market of 1 million. Must have minimum 1 year commercial experience. Air ability necessary. Chance to do sports, documentaries, special events too! Excellent salary. Only applicants submitting complete resume, airchecks, writing samples, photo and salary requirements considered. Mail replies to Box L-221, BROADCASTING.

Wanted: Experienced news director who feels at home with a full mobile unit, portable tape recorder, two way radio in car, beeper phone, can set up tipster system, etc. Meet public well. South Florida waterfront city needs the right man to run news department with imagination and drive. Resume, tape, photo to: Box L-222, BROADCASTING.

Radio newsman for suburban station. Minimum two years experience. Must be capable of writing and airing local news. Send tape and resume to WLNA, P.O.B. 188, Peekskill, New York.

WPOP, Hartford, Connecticut. Top rated modern station. Immediate opening for experienced copy production man. Also modern music announcer or newsmen with 1st class ticket. No maintenance. Send tape, resume to Jim Gearhart, PD.

WPTH (FM), Ft. Wayne, Indiana, is expanding and needs programming and production minded announcer. Man selected must be alert and ambitious. Prefer man with small market AM-FM background. Tape references and resume required.

Wanted: Experienced newsman capable of reporting, writing, and airing on radio and television. Emphasis will be on sports—but should be able to handle any newsroom assignment. Contact Gene Terry, WTAD, Quincy, Illinois.

Situations Wanted—Management

"Tight Shop" Administrator; sales, savvy; family man; excellent references; 12 years experience; available on reasonable notice. West preferred. Box L-40, BROADCASTING.

Station manager-program director with ten years experience ready for general manager position. Active family man. 40 years old. Excellent references. Want to remain in East. Box L-159, BROADCASTING.

Young aggressive manager seeks position in small-medium market. Proven record: brought station from red to black in ten weeks; increased billing 80% in same period. First phone, outstanding announcer. Seeking good salary plus commission. Working presently, available soon. Box L-174, BROADCASTING.

General manager or sales manager; medium or large market. 15 years strong sales and promotion-creative programming. Can sell without numbers. Highest references. Box L-180, BROADCASTING.

Forty three year old family man ready to manage your station. Fourteen years experience sales and station management in tough market. Box L-193, BROADCASTING.

Currently sales manager . . . same California station since 1959. 24 years radio . . . all phases. Age 44 married . . . home owner. Desire general managership small-medium market. No hurry, write Box L-209, BROADCASTING.

Management—(Cont'd)

Hard working manager who knows how and likes to sell. Currently manager of station that was just sold and I desire change. Want management or sales manager of radio or TV. Good health, thirty, caucasian, married. Southern states wanted, but consider others. Ready now. All inquiries answered. Top references. Box L-219, BROADCASTING.

Need help? Successful young manager, proven performance, highest recommendations. Complete background in announcing, programming, sales, management. First phone. Active in community affairs. Pierce Burgess, 202-589-7852.

Sales

Salesmanager 500,000 market. Sales increase 28% over last year. 35-qualified all phases broadcasting. Seeking management or sales management with opportunity. Prefer Group operation. Available with 2 weeks notice. Box L-70, BROADCASTING.

East coast stations—aggressive young sales manager now employed—ready for management in larger market—excellent references and background. Versatile all departments except engineering. Box L-96, BROADCASTING.

Announcer-salesman. Good on sales. West-ern Iowa. Details first letter. Box L-215, BROADCASTING.

Announcers

Top morning, programming, production man seeks station needing spark in above departments. Box L-57, BROADCASTING.

Want-Jazz, commercial, Big Band sound. 1 year experience. Can do sports & news. Permanent. Box L-78, BROADCASTING.

Hey man! I'm the only . . . King of Soul! Fantastic! Crazy! Box L-101, BROADCASTING.

Female voice—young lady with first phone . . . three years experience . . . \$100.00. Box L-129, BROADCASTING.

Currently P.D.: 10 years experience. Mature announcer, newscaster. Married, third class license. Looking for staff position, radio (or TV booth) NYC-NJ-Phila. area. Solid references. Box L-149, BROADCASTING.

Sports announcer—part time—strong on play-by-play. New York, New Jersey, Conn. area only. Box L-152, BROADCASTING.

"Expanding"—Need experienced personality? 3rd endorsed, music, news, production, copy, sales, 29, married, presently employed, seeking responsible position, aggressive management. Include details, compensation, first letter. Replies answered confidentially. Box L-155, BROADCASTING.

If you need a mature experienced announcer or program director for a good music station located in the Southwest. Contact Me. Box L-156, BROADCASTING.

Announcer/dj, five months experience in middle-road format, will relocate . . . Box L-160, BROADCASTING.

Experienced first phone combo announcer, salesman. Highly versatile. Available immediately! Box L-161, BROADCASTING.

Major markets—Non-frantic pop personality. Experience at top stations in the East. Best references, 1st phone too, and not that expensive. Box L-163, BROADCASTING.

Need a good talk show? A good salesman? Hire both in one responsible person. Outstanding record in sales and community relations. Adult, competent. First phone. Box L-175, BROADCASTING.

I am ready and willing to work hard, what can you offer me. Radio-television B.F.A. graduate. 3rd phone, single, draft free, experience. Box L-178, BROADCASTING.

Top pd-dj, college grad, 3 years experience, news, A-1 sportscaster, production. Need me? Box L-181, BROADCASTING.

\$200 a week! Big-voiced, former Top 10 radio announcer available February 1st. Write Box L-183, BROADCASTING.

Three-in-one. Production man, jock, newsman. 5 years experience. Box L-184, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

DJ, newscaster, bright, mature sound. Dependable, willing to travel. 3rd class. Box L-185. BROADCASTING.

Personality, top 40 or modified. #1 in five station market. 4 years experience, news, production, sales and programming College background. Will relocate. Box L-190. BROADCASTING.

Live Top 40 deejay, sharp production, news, hard working personality. Box L-194. BROADCASTING.

First phone. Country disc jockey available. Experienced. Presently employed. Box L-195. BROADCASTING.

Air personality experienced, mature, family man. Will relocate. Knowledge of newscasting. 3rd class. Box L-196. BROADCASTING.

Top 40 only, experienced, mature bright sound, live medium market, East or South. Reasonable, ready now. Box K-201. BROADCASTING.

Announcer-experienced, 23 years old military completed—3rd class ticket Prefer Midwest—Will consider all. Resume and tape upon request. Box L-202. BROADCASTING.

Eleven years, solid references. Finest background. All phases airwork. Veteran with college. Production. Third ticket. Like nights. Box L-203. BROADCASTING.

First phone, some experience seeking work as combo man in West coast area. Box L-205. BROADCASTING.

Experienced deejay announcer; mature newscaster and air salesman. Married, willing to relocate. Third phone endorsed. Box L-208. BROADCASTING.

Polished pro; dj or newscaster. Now tops, major market. First phone. Mature, married. Will deliver. Let's hear from you. Box L-211. BROADCASTING.

Versatile performer of 11 years radio and television—B.S. degree—age 30—humorous—conversations—good interviewer—bonus! Excellent character-voice man, very professional dual voice show. No objection to after-midnight show in good market. Prefer Ne.—Will consider others. Box L-214. BROADCASTING.

Top 40 dj, 1st phone, 4 years experience. Desires position in large or major market. Box L-220. BROADCASTING.

Please don't answer this ad if you're not looking for an adult-personality with a bright, happy and human approach. If you're not looking for one who works well for and with people. If you need a button-pusher and time and temperature man, please don't answer this ad. Tape, resume. Box L-224. BROADCASTING.

Announcer. 1st phone. No teenage. Experience 6 years. Age 40. Permanent. Box L-225. BROADCASTING.

Negro dj. R&B, nite spot, good market, experienced. Box L-226. BROADCASTING.

DJ/announcer: Authoritative newscaster, bright air personality, dependable; not a floater. Box L-232. BROADCASTING.

Inexperienced but ambitious. Good voice, college, third phone, want start. Box L-233. BROADCASTING.

Personality dj, six years air, first phone, available today, 345 Nw. 205th Terr. Miami, Fla. 1-305-624-7042.

Have first class ticket, want early morning or night time show in major market. 5 years experience. John Meder, WMRR, Box 135, Marshall, Michigan. Phone 616-781-2841.

Experienced, dedicated, seeks permanent position with good music station. 3rd phone, married. Presently employed. \$125. Available Jan. 10. Box 589. Winter Haven, Fla.

Capable announcer, prefer Top forty. 416 Mitchell Street, Bolivar, Tennessee.

Announcer first phone. Family. Available immediately. If you have opening now Call: John 314-0L 4-2174.

Announcers—(Cont'd)

Gal dj/announcer . . . control board . . . news gathering . . . writing . . . clerical . . . sales . . . car . . . dependents . . . unemployed . . . Please call Berlin, N. H. 652-W or write, Apt. 3, 46 Main St., Berlin, N. H.

Situations Wanted—Technical

Experienced first class engineer, now working, N. Y. C., will relocate for position with future. Quality board production, writing and technical ability. Box L-133, BROADCASTING.

Competent engineer, announcer. Family man, experienced, will relocate. Salary negotiable. Box L-191. BROADCASTING.

Production—Programing, Others

Fully qualified all sports play-by-play. Experience all phases of radio. Family, college, journalism grad. Seeking top notch sports job. Minimum \$750 monthly. Box L-143, BROADCASTING.

Newsman. Name your style. Presently working. Minimum salary requirement, \$10,000. Box L-145, BROADCASTING.

Experienced gathering-writing-reporting radio-TV news, Traffic-continuity. Prefer mid or South Atlantic. Box L-170, BROADCASTING.

Attention overseas broadcasters! Former Top 10 market announcer desires position overseas as radio producer-director/English language announcer. 6 years radio-television experience. College educated. Big, mature, authoritative voice. Highly stable and willing to do excellent job for a good salary. Box L-182. BROADCASTING.

Employed TV-radio copy writer moving to Houston-Galveston, Texas. Additional experience as continuity director and secretary. Any openings? Box L-210. BROADCASTING.

California only—7 years news and sports experience—family—college, Box L-227. BROADCASTING.

Newsman. Experienced in gathering, writing, and airing. Broadcasting school and college graduate. First phone. Box L-231. BROADCASTING.

TELEVISION—Help Wanted

Sales

We are seeking an experienced, creative salesman who has established a track record of solid sales growth and management potential. Excellent opportunity for advancement with top TV station in Northern California. Salary opportunities upwards of \$20,000 yearly. Send complete information and resume to Box L-188, BROADCASTING.

Two good crackerjack TV salesmen that know the business, want top earnings in a wide open market. You've got to be good. If you're interested in money, Jim Ranger, KCOY-TV, Santa Maria, Calif.

TV local-regional sales manager wanted by 16-year-old CBS affiliate. Your chance to step up to a big quality market in the center of the rich Piedmont crescent. Fine schools, living conditions excellent. Opportunity and good compensation. What is your record? Tell us all about yourself in letter. Information will be kept 100% confidential. Enclose photograph if available. Ours is a strong NAB Code station. Write: Sales Manager, WFMY-TV, Greensboro, N. C.

Technical

Expanding South Florida VHF has openings for both studio and transmitter engineers. Must have previous experience in TV. Broadcasting or good technical background. First phone and car necessary. Submit resume to Box K-218, BROADCASTING.

Florida ETV seeking young, ambitious engineer. Position with a future, minimum of 1 year experience—Send photo, resume with reference. salary to: Box L-153. BROADCASTING.

Technical—(Cont'd)

Opening for a competent maintenance engineer with VTR, microwave, studio and transmitter experience. Also need a good switcher and VTR operator. Must be able to run good board in a first class operation. Both men should have some schooling and a 1st phone. Send complete resume to Box L-229, BROADCASTING.

TV engineer—station expanding technical facilities has opening for young man thoroughly grounded installation and maintenance TV equipment or who has fundamental knowledge and capability, learn quickly under guidance of Chief Engineer. WSAV-TV, Savannah, Georgia.

Production—Programing, Others

Southwestern VHF needs experienced copywriter. Box K-263, BROADCASTING.

Central Florida television station needs experienced copywriter. Radio or TV experience. Please send complete resume & salary requirement, Box L-179, BROADCASTING.

Southeastern ABC affiliate needs an experienced photographer. Excellent working conditions. No booze artists need apply. Also need experienced traffic man or woman. Send all details in first letter. Box L-198, BROADCASTING.

Experienced weather personality. Will consider No. 2 man ready to move up or weatherman-announcer combination. Send qualifications, references and tape to Al Dullnig, KEMS TV, Avenue E at 4th. San Antonio, Texas.

Need switcher-director. NBC-ABC TV affiliate, Channel 10, WGEM TV, Quincy, Ill. Contact either Joe Bonensinga or Fred Colgan.

TELEVISION—Situations Wanted

Management

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 39. A high-caliber producer. Box K-183, BROADCASTING.

Station manager—with 25 years' broadcasting experience; 14 radio, 11 TV. Seeking immediate change for valid reasons. Finest references. Prefer small or medium market or Assistant Manager in major market. Age 42, reliable, conscientious, perspicacious. Complete resume available. Box L-98, BROADCASTING.

Announcers

Part time staff announcer, college student. Five years experience. \$150 per week minimum. Box L-61, BROADCASTING.

Good mature voice. 10 years radio experience. Looking for booth or staff TV announcing job in NYC-N. J.-Phila., area. Box L-150, BROADCASTING.

Production minded, operational 1st phone desires opportunity to gain experience. Box L-223. BROADCASTING.

Technical

Engineer radio & UHF desires to continue education in Indiana educational institution. One year pre-engineering. Box L-13, BROADCASTING.

Chief engineer—14 years broadcast experience AM-FM-TV. Good maintenance and construction, prefer Eastern location. Box L-189, BROADCASTING.

Presently employed as maintenance supervisor in large metropolitan area station. Desire position as chief. Experienced with all types of broadcast equipment and administration. Box L-200, BROADCASTING.

Production—Programing, Others

Wanted: One progressive organization that can utilize 3 year's experience in film, floor, switching, directing. Reply to Box L-82, BROADCASTING.

Cinematographer, news photographer, writer/producer, seeks position in strong public affairs station. Experienced in all phases. Box L-154, BROADCASTING.

Production—Programing, Others

Continued

TV director, announcer, newsman, continuity writer seeks permanent position with progressive North Central TV station. Presently employed, salary open. Write Box L-173, BROADCASTING.

Sports & newscaster—9 years TV, 4 years radio. Good writer-reporter. Box L-217, BROADCASTING.

NY 50 kw N. D., news film syndicate exec., 10 yrs. experience all aspects radio-TV news. Box L-230, BROADCASTING.

Experienced television movie and lab technician, receive discharge from Marines 27 November, prefer Midwest. Mr. Thomas Fox, 12 Holly Drive, Havelock, N. Carolina.

WANTED TO BUY—Equipment

Wanted to Buy—Six bay channel 6 TV antenna in good condition. Please contact Roy Adamson, P.O. Box 270, Grand Junction, Colorado.

RCA 76-B2 consolette, 500 feet 3 1/4" transmission line, 10 kw. FM transmitter. Homer Akers, 246 Baldwin Street, Bloomfield, N. J. 07003.

We are interested in purchasing an R.F. power amplifier capable of an output of 4000 watts on 88 mc. Either a channel six aural amplifier or an FM amplifier would be acceptable. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Wanted to buy, 5 kw FM transmitter. Send age, make, model, condition, asking price, etc. to WQIK, Jacksonville, Florida, 32206.

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.

Four bay Andrew multi-V FM antenna type No. 1304 tuned to 97.3 mc with approximately 400 feet 1 5/8 inch transmission line. Any reasonable offer will be considered. Box L-12, BROADCASTING.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Bristol, Tennessee.

Replace your outdated, bulky, inefficient 1 kw transmitter with our Collins 20V-2 single cabinet transmitter. Spare final, modulator, and rectifier tubes included. We want 5 kw. Asking \$3,500 F.O.B., Denver. KFML—Denver, 80206.

1.—Gates spotter Mod. ST-101 \$395.00. 3.—ATC spotters play back mod. PCI-190 and 1.—Recorder ATC mod. AN-190 all \$1,150.00. 1.—Ampex 300-C 7 1/2-15 \$1,100. All equipment A-1 condition, ready to go. Continental Electronic Wholesale, 457 W. 28th St., Hialeah, Florida.

RCA BF-18A 8-section FM Pylon antenna. Horizontal power gain 12 times. Complete coaxial feeder system. Tunes 88 to 96 megacycles. Sandblasted. Painted. New condition. Original cost \$9,000.00; Price \$3,950.00 IDECO heavy duty 100 ft. self supporting galvanized steel tower to support RCA BF-18A FM Pylon. Sandblasted. Original cost \$10,000.00; Price \$4,250.00. On ground ready to transport. Specifications and photos free. WWLA, 518 State Street La Crosse, Wisconsin.

UHF television transmitter, 1 kw, channel 26 antenna and 200 feet 3 1/4 inch transmission line \$12,000.00. Chapman, WCRT, Birmingham, Alabama.

RCA color xmtr 2 kw-VHF never used, with rack exciter. Cases mishandled in shipment, \$5,500. Ampex 300 series tape transports, one 1/4" tape, two 1/2" tape, excellent for duplicator slaves. Send for list of used test equipment at bargain prices. Box L-171, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Ampex 350 portable 1 channel (Monophonic) recorder/reproducer full-track model. One owner, not more than 200 hours of use. Has been checked out for top performance by Ampex factory engineers, Redwood City Calif. Perfect condition, has not been used since checkout. Phone 617-523-4996, 6 Whittier Place, S-103, Boston, Mass. 02114.

Make an offer: One Audiomation automation unit, complete with two music playbacks and one spot playback unit. Includes program switching unit and extension arms to handle large reels on Magnacorder. Used about six months. In perfect condition and ready to save you money. Write Box 189, Elk City, Oklahoma.

Television antennas RCA TF6AH now on channel 9, Federal 23A-4. 4 bay on channel 12, Alford 1 bay on channel 12 with mast large enough for 3 bays. Television transmitter Federal 10 kilowatt now tuned to channel 12, 1 Calorimetric dummy load Federal 10 kw capacity, 25 sections 3 1/4" 50 ohm RCA transmission line. Write Box L-206, BROADCASTING.

Cartridge! I have one Gates cartridge record and play back unit plus one Spotmaster 505 playback, that must be sold. Used but in excellent condition. Call now and reap tremendous savings . . . less than half the original price. Repeat . . . excellent condition. Call area code 806-789-5311 and ask for Baldrige.

Limiting amplifier, Gates SA-39. Like new, with new tubes, distortion and response excellent. \$275 or offer. Phono Trix battery tape recorder, \$25. Western Electric X66065B Audio oscillator, variable output, \$25. KAHR, Redding, California. Phone Tom Kelly.

Complete cartridge setup. Includes two Gates model M5944 playback units, one Gates model M5952 recording amplifier, wiring harness and instruction manual with all schematics. Purchased new in June 1962. Buy complete package for \$675.00. WOKJ, P.O. Box 3228, Jackson, Mississippi.

Heliac coaxial cable, HJ5-50 type, new 85 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to \$100,000 on terms for 10 to 50% interest in dominant money maker. Desire Northeast. Box K-45, BROADCASTING.

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-22, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners. Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

Tape dubbing—moderate rates—Ampex 351's presently doing business with Pacifica foundation, Los Angeles, New York, Radio advertising — communications — Box 3364, Anaheim, California.

MISCELLANEOUS—(Cont'd)

\$200.00 quality MERCHANT JINGLES, \$66.00 up. Why pay more. Get less? Tailor-made for your local sponsor. Fast service, free lyric ideas. Free demo-details! JINGLEMASTER, 6000 Sunset, Hollywood, California.

New weekly comedy service strictly for dj's. Begins January 1st. None of the old jokes. 75 original openers, closers, special dj and topical lines. Send \$1.00 for week's sample. Write: FUNNY FACTORY. Box 164, Mt. Prospect, Illinois.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 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 January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.00—private rooms \$10 per week, job placement free. Class begins Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 614 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Bob Johnson Radio License Training. First phone in six weeks. Tuition \$330. Write, 1201 Ninth Street, Manhattan Beach, Calif. FR 6-6128.

Help Wanted—Announcers

MORNING MAN

deep voice, outgoing personality, able to use humor. Needed about January first for station in Top 50 markets, Great Lakes area. Salary? You tell us. Send resume to Box L-1, BROADCASTING. We will request tape and arrange personal interview.

WANTED—1 Swingin, Movin morning man

\$150.00 per week.

5 day week.

3 week paid vacation 1st year.

Rush tape & resume to:

**Bob Dell
Program Director
WTAC
Flint, Michigan**

No Phone Calls Please.

Sales

**\$20,000 to \$40,000
AVERAGE EARNINGS**

Rare opportunity for right man with experience, and contacts in selling to top level decision makers in Radio, Television, Newspapers or other media. Extensive travel, initially, then New York office. Continuing income from initial sales. Unlimited growth potential. Immediate draw. Detailed resume (photo if possible). Our personnel know of this ad. Replies confidential.

Box L-228, BROADCASTING

Production—Programing, Others

**RADIO-TV
FARM REPORTER**

Openings in Sacramento and Fresno. 1 to 3 years experience in farm radio or farm television preferred, but will consider agricultural journalism graduate or newscaster with farm background. Apply in person or send detailed resume to:

**PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING COMPANY
21st and Q Streets
Sacramento, California**

Production—Programing—(Cont'd)

**IMAGINATIVE!!
COPY—PRODUCTION
MAN NEEDED**

Must be able to write motivating commercial that sells, able to create exciting and entertaining promotion, able to produce well, able to work hard in this highly competitive major market.

Box L-169, BROADCASTING

NEWSMAN

News conscious, aggressive, adult, prestige, network station in top market needs all around professional. Send tape, photograph, resume, and writing samples to:

Box L-213, BROADCASTING

TELEVISION—Help Wanted—Sales

**LOCAL
REGIONAL
SALES MANAGER**

TV Local Regional Sales Manager wanted by 16-year CBS affiliate. Your chance to step up to a big quality market in the center of the rich Piedmont crescent. Fine schools, living conditions excellent. Opportunity and good compensation. What is your record? Tell us all about yourself in letter. Information will be kept 100% confidential. Enclose photograph if available. Ours is a strong NAB Code station.

WRITE:

**SALES MANAGER
WFMY-TV
GREENSBORO, NORTH CAROLINA**

Technical

**RADIO-TELEVISION TECHNICIAN
(With First Phone)**

Needed in an expanding closed circuit television system utilizing professional equipment only. Requires experience in all phases of television operation and maintenance of RCA Type Video Tape Recorders preferred but not essential.

**Apply Employment Office, Room 4
Morrill Hall, University of Minnesota
Minneapolis, Minnesota**

(46)

55414

TELEVISION—Help Wanted

Technical—(Cont'd)

**BROADCAST
ENGINEER
EXECUTIVE**

**Unusual Opportunity
for operating and administrative responsibilities**

This station is operating VHF television and 50,000 watt 1-A clear channel radio. Major expansion program includes new studio, office building and FM. This immediate opportunity offers unusual potential for advancement. Position requires a graduate engineer with broadcast experience and a broad knowledge of all major lines of equipment. Preferable age 30-40. All replies confidential. Send resume to Cleve Rumble, Director of Employee Relations.



HAS, INC.

LOUISVILLE, KENTUCKY

Production—Programing, Others

**TV NEWSMAN
KOVV**

Sacramento, California

Wanted, experienced TV newsman capable of gathering, writing, and delivering on camera. Submit resume and 16 mm SOF audition, if available, to:

**Personnel Department
McCLATCHY BROADCASTING COMPANY
21st & Q Streets
Sacramento, California**

TELEVISION

Situations Wanted—Announcers

SEASONED ANNOUNCER/ENGINEER

Seeks a new home. Seven years of experience in every phase of Broadcasting, other than sales, with polished on air, and production delivery, plus extensive engineering ability and experience. To date, this experience has been gained in major market AM stations, where top ratings and sponsor acceptance have marked my work. With an eye to the future, I am in quest of my first solid position in TELEVISION. Limited experience, both on camera and booth. Looking for a medium or major market slot, in The Rocky Mountain or Minnesota, Wisconsin area. Would also be interested in Hawaii, or Pacific Island area, and would fit right in, at a TV-AM facility. In engineering, fully qualified for AM construction from the ground up, powers to 10 kw, and six tower arrays, although seeking announcing position, would be willing to double in brass, or engineering department. Your inquiry will bring a resume and recent photo. Sorry, no tape. Audition by personal interview, at my expense. 28, single, with excellent references from leading stations.

**Salary range, to \$800.00 per month.
Box L-162, BROADCASTING**

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS

Radio & TV only. No one will know you are looking unless a firm offer is made. File with complete confidence. Office, talent, airmen, technical, management, production. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

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These jobs are waiting for experienced Broadcast Personnel. Write or phone. Your future may be listed above.

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Radio-TV Division**

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MISCELLANEOUS

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Complete custom service for broadcasters, including coverage maps, brochures, rate cards, personality and program sheets, etc.

Top agency-quality art, layout, and copy at reasonable prices . . . supervised by major-market broadcast sales and management people.

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OF COMMUNICATIONS MEDIA
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Desires qualified man for NEW YORK OFFICE. Interested applicants send resume to:

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16 millimeter Kodachrome suitable for backgrounds for TV advertising. Subjects various flowers, vines and plants. Write for details —Richard Hersfeld, 3541 North Lake Drive, Milwaukee, Wisconsin 53211

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Small radio station (SOUTH)
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Will buy all or part.
Principals call or write:
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WEST COAST AM. \$400,000. 29% down. Tremendous potential. Major Market. \$100,000 in real estate and equipment included. Need group know-how or owner manager-ship.

MIDWEST. Excellent frequency and power. Top market. Few stations. \$715,000. Doing approximately \$400,000.

FAR WEST. Doing approximately \$600,000 gross. Asking one million dollars on terms.

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Pacific NW Metro Market Daytime Tremendous potential but partnership difficulty requires sale \$135,000. 29% down terms—Principals only.

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CENTRAL CALIF.—Major Market \$250,000.00 terms.

SOUTHERN ARIZONA — FULLTIMER — \$10,000.00 down

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Confidential Station Negotiations
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S.E. Ga. Coastal 250-D. Fine freq. 5 down. Approx. 50,000 price. Balance 10 yrs. @ 6%. Call: 265-3330, no collect, Brunswick, Ga. P.O.B. 1416, Jack Barton.

Southwest regional

daytime AM-FM in excellent growth market. 29% down. Principals only.

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F—M

**Radio Station
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1 KW Power

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PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

(Continued from page 136)

for filing of proposed findings pending further order. Action Nov. 6.

■ In proceeding on applications of Northwestern Indiana Radio Inc., Valley Broadcasting and Livingston County Broadcasting Co. for new AM's in Valparaiso, Ind., Kankakee and Pontiac, Ill., in Doc. 8218 et al., scheduled hearing for Nov. 5. Action Nov. 5.

By Hearing Examiner Herbert Sharfman
 ■ In proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, Fla., and Robert Hecksher (WMYR), Fort Myers, Fla., in Doc. 14909-10, on unopposed oral request of Broadcast Bureau, further extended time from Nov. 9 to Nov. 16 to file initial proposed findings and from Nov. 23 to Nov. 30 for replies. Action Nov. 4.

BROADCAST ACTIONS
 by Broadcast Bureau

Actions of Nov. 9

■ Granted renewal of licenses for following main and co-venting auxiliaries: WAAF Chicago; WAPL Appleton, Wis.; WBEV Beaver Dam, Wis.; WBY5 Canton, Ill.; WCMY Ottawa, Ill.; WCUB Manitowoc, Wis.; WDLB Marshfield, Wis.; WEAQ Eau Claire, Wis.; WEBQ-FM Harrisburg, Ill.; WEEF-FM Highland Park, Ill.; WEEL Eagle River, Wis.; WFHR Wisconsin Rapids, Wis.; WFIW Fairfield, Ill.; WGEN-FM and SCA Quincy, Ill.; WHA Madison, Wis.; *WHAD(FM) Delafield, Wis.; WHFC(FM) Chicago; *WHLA (FM) Holmen, Wis.; *WHRM(FM) Wausau, Wis.; WHSM Hayward, Wis.; WIAL(FM) and SCA Eau Claire, Wis.; WIBA-FM Madison, Wis.; *WILL-FM Urbana, Ill.; WINI Murphysboro, Ill.; WIOK Normal, Ill.; WIXK New Richmond, Wis.; WAKO Lawrenceville, Ill.; WBEL South Beloit, Ill.; WBKV West Bend, Wis.; WCAZ Carthage, Ill.; WCNT Centralia, Ill.; WDNAN Danville, Ill.; WDNQ Du Quoin, Ill.; WEAU-FM and SCA Evanston, Ill.; WEEF Highland Park, Ill.; WEIC Charleston, Ill.; *WETN(FM) Wheaton, Ill.; WFHR-FM Wisconsin Rapids, Wis.; WGEN Quincy, Ill.; WGN Chicago *WHA-FM Madison, Wis.; WHBL Sheboygan, Wis.; *WHKW (FM) Chilton, Wis.; WHOW Clinton, Ill.; *WHSA (FM) Highland Township, Wis.; *WHWC(FM) Colfax, Wis.; WIBA Madison, Wis.; WILL Urbana, Ill.; WIND Chicago; WINU Highland, Ill.; WISV Viroqua, Wis.; WJBC Bloomington, Ill.; WJBD Salem, Ill.; WKAN Kankakee, Ill.; WKEI Kewanee, Ill.; WKKD-FM Aurora, Ill.; WKRO Cairo, Ill.; WLDS Jacksonville, Ill.; WLUV Loves Park, Ill.; *WMTH(FM) Park Ridge, Ill.; *WMBI-FM Chicago; WOBT Rhinelander, Wis.; WOKZ-FM Alton, Ill.; WPCR Portage, Wis.; WQUA Moline, Ill.; WRMS Beardstown, Ill.; WSDR Sterling, Ill.; WSVI Pekin, Ill.; WSMI-FM Litchfield, Ill.; *WVVK(FM) Rock Island, Ill.; *WVVC(FM) Galesburg, Ill.; WVMC Mount Carmel, Ill.; WAIK Galesburg, Ill.; WAWA West Allis, Wis.; WBEL-FM South Beloit, Ill.; WEKZ-FM Monroe, Wis.; WFAW-FM Fort Atkinson, Wis.; WKAI Macomb, Ill.; WKBH La Crosse, Wis.; WKKD Aurora, Ill.; WKOW Madison, Wis.; WLBH Mattoon, Ill.; WLDY Ladysmith, Wis.; WMBI Chicago; WNAM Neenah-Menasha, Wis.; WNIB(FM) Chicago; WOKZ Alton, Ill.; WOPA-FM Oak Park, Ill.; WFPF Park Falls, Wis.; WRAJ Anna, Ill.; WROK-AM-FM and SCA Rockford, Ill.; *WSIU-TV Carbondale, Ill.; WSMI Litchfield, Ill.; WTIM Taylorville, Ill.; WTRW Two Rivers, Wis.; WVLN Olney, Ill.; WXMT Merrill, Wis.; WAKX Superior, Wis.; WBBY Wood River, Ill.; WECL Eau Claire, Wis.; WFAW Fort Atkinson, Wis.; WFNYP(FM) Racine, Wis.; WGEN Geneseo, Ill.; WKAK(FM) Kankakee, Ill.; WLDS-FM Jacksonville, Ill.;

STATIONS FOR SALE

FAR WEST. Fulltime \$150,000. Excellent terms.

JACK L. STOLL & ASSOCIATES
 6381 Hollywood Blvd.
 Los Angeles 28, California

| | | | | |
|-------|--------|----------|--------|-------|
| N. Y. | single | fulltime | \$100M | terms |
| Fla. | medium | daytime | 80M | nego |
| N. Y. | medium | daytime | 65M | 40M |
| South | suburb | daytime | 75M | 30% |
| East | TOP 50 | daytime | 400M | 29% |

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
 2045 PEACHTREE RD., ATLANTA, GA. 30309

WPRE Prairie Du Chien, Wis.; WROY-AM-FM Carmi, Ill.; WSAB(FM) Mt. Carmel, Ill.; WSWW Platteville, Wis.; WWIS Black River Falls, Wis.; KLPL Lake Providence, La.; WAJR Morgantown, W. Va.; WKMK Blountstown, Fla.; WJBC-FM Bloomington, Ill.; WLBH-FM Mattoon, Ill.; WNNW(FM) and SCA Arlington Heights, Ill.; WRIG Wausau, Wis.; WRTL Rantoul, Ill.; WSPT-AM-FM Stevens Point, Wis.; WVON Cicero, Ill.; WXRT(FM) and SCA Chicago; KVEE Conway, Ark.; WERE Cleveland; WLEO Ponce, P. R., and WMAK Nashville, Tenn.

KNAL Victoria, Tex.—Remote control permitted while using non-DA.

KYOU Greeley, Colo.—Granted change in remote control authority.

KOTA-TV Rapid City, S. D.—Granted license covering changes.

WCAU-TV Philadelphia—Granted license covering installation of an auxiliary aural exciter in main aural trans.; conditions.

WSAI Cincinnati—Granted license covering use of old alternate main trans. as auxiliary trans. at main trans. site.

KLZ-TV Denver—Granted CP to change ERP to 316 kw vis. and 158 kw aur., and to operate without beam tilt.

WHIZ-TV Zanesville, Ohio—Granted mod. of CP to reduce aur. ERP to 37.2 kw.

WMAR-TV Baltimore—Granted mod. of CP to reduce aur. ERP to 11 kw.

Actions of Nov. 6

KEYL Long Prairie, Minn.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

KSOM(FM) Tucson, Ariz.—Granted CP to change from class A on channel 221 (92.1 mc); ERP 3 kw; ant. height 15 feet to class C on channel 225 (92.9 mc); ERP 38 kw; ant. height 65 feet.

KHQA-TV Hannibal, Mo.—Granted licenses covering changes and use of main trans. as alternate main trans.; and mod. of licenses to reduce aur. ERP to 45 kw, and change type aur. trans. for main trans. and ant.

WCEN Mt. Pleasant, Mich.—Granted CP to install new auxiliary trans. at main trans. site, using DA-N.

WGPA Bethlehem, Pa.—Granted CP to change ant.-trans. location; delete remote control operation.

KOVO Provo, Utah—Granted CP to install new auxiliary trans. at main trans. site, using non-DA.

K07DI Hinsdale, Mont.—Granted CP to change type trans. and make changes in ant. system, and include Rock Creek and Vandala, Mont. in principal community for VHF-TV translator.

WKBD(TV) Detroit—Waived Sec. 73.613 of rules, and granted mod. of CP to change ERP to 347 kw vis., and 69 kw aur.; change trans. location; specify studio location same as trans. site; change type trans. and type ant.; make changes in ant. system, and change ant. height to 970 feet.

■ Granted licenses for following UHF-TV translators: K78BM, KIRO Inc., Point Pulley and surrounding west shore line of Puget Sound, Seattle; W73AG, WHYI Inc., Milton, Del.; K72BK, Nebraska Council for Educational Television Inc., Kearney, Neb., and specify type trans.; K70DF, K75BK, San Bernardino County Superintendent of Schools, Running Springs, Redlands, Ontario and Victorville, Calif.

■ Granted licenses for following VHF-TV translators: K11GL, Farley TV Club, Farley and rural area, N. M.; W11AL, Flintstone Community Television Inc., Flintstone, Md.; K02DQ, K06DQ, Lake George Volunteer Fire Dept., Lake George and Florissant, Colo.; K07CG, K09GI, Shoshone River Power Inc., Clarks Fork area of Yellowstone River and Sugarloaf Mt. area, Wyo.

■ Granted licenses covering changes for following TV translators: K04DM, TV Committee, Wray, Colo.; K74CF, K81AO, Winter Garden Translator System Inc., Carrizo Springs and Crystal City, Tex.

■ Following were granted extensions of completion dates as shown: WSLM Salem, Ind., to Jan. 1, 1965; WAEB Allentown, Pa., to April 10, 1965; KRCS(FM) San Bernardino, Calif., to May 24, 1965.

K71BB Daggett, Calif.—Granted CP to replace expired permit to make changes in UHF-TV translator.

Actions of Nov. 5

KMHT Marshall, Tex.—Granted mod. of license to change name to Radio Marshall Inc.

*KUSU-FM Logan, Utah—Granted CP to change facilities from channel 201; ERP 10 w to channel 218; ERP 1 kw; ant. height minus 570 feet; conditions.

WCEN Mt. Pleasant, Mich.—Granted extension of completion date to May 4, 1965.

American Broadcasting-Paramount Theaters Inc., New York—Granted extension of

authority for delivery of programs to stations under control of Canadian Broadcasting Corp. or to any licensed stations in Canada where programs have been, are being, or will be broadcast in U. S. by ABC licensees or permittees for period ending Dec. 5, 1965; conditions.

WMAS Springfield, Mass.—Remote control permitted; condition.

Action of Nov. 4

Ottumwa Area Translator System Inc., Ottumwa, Iowa—Granted CP for new UHF-TV translator, on channel 74, to rebroadcast programs of KCRG-TV (ch. 9), Cedar Rapids, Iowa.

Action of Oct. 30

■ Granted KFIV Inc. (KFIV), Modesto, Calif., request for mod. of pre-sunrise operation condition attached to CP for changed facilities to extent of authorizing operation with 500 w, DA, between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ St. Albans, W. Va.—St. Albans Broadcasting Co. and WCHS-AM-TV Corp. Request amendment of FM table of allocations to add channel 286 to St. Albans. Received Oct. 29.

■ Urbana, Ill.—Illini Publishing Co. Requests amendment of FM table of allocations to add channel 296A to Urbana with presently assigned 280A. Received Oct. 30.

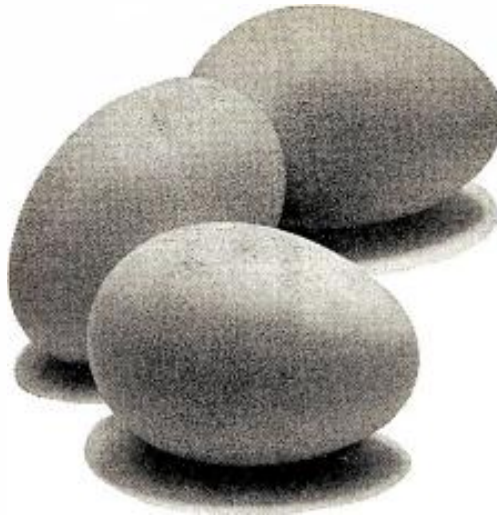
■ WTCA Plymouth, Ind.—Community Service Broadcasters. Requests amendment of FM table of allocations to make following changes: (all Indiana cities) Goshen: delete 232A; Plymouth: add 232A; or Goshen: add 249A; Dowagiac, Mich.: delete 249A. Received Oct. 30.

■ Mustang, Okla.—Nall Broadcasting Co. Requests amendment of FM table of allocations to make following changes: (all Oklahoma cities) Chickasha: delete 285A, add 288A; Bethany: add 285A. Received Nov. 2.

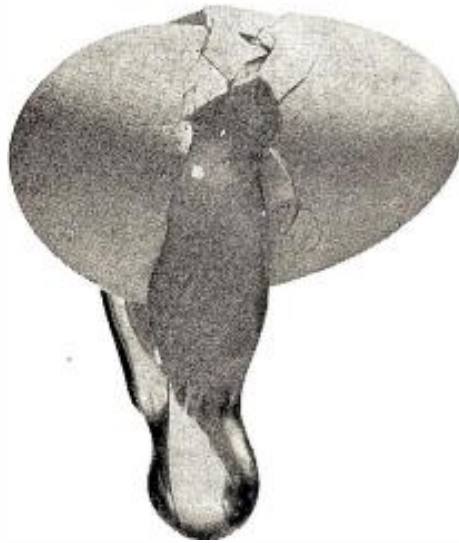
USE CHRISTMAS SEALS

Fight Tuberculosis and other Respiratory Diseases

nas Gree



HOW TO TELL THE BAD EGGS



...FROM THE GOOD EGGS!

That's the fastest way...crack 'em open. But, in business there's a faster, easier way to spot the bad eggs! Just *look at their advertising*. If it's misleading and packed with bait, we know *these are the bad eggs*: the advertiser, those who prepared his advertising and those who accepted it for publication or broadcast. Yes, we *all* know who the bad eggs are. The problem is how to dispose of them. Member dealers of NADA are actively engaged in a growing campaign to get the

bad eggs out of the retail automobile industry—to eliminate dishonesty in advertising and selling. We invite advertising and other industries to join with us in a drive toward quality. You in media hold one of our most effective weapons: the power to reject dishonest advertising. It is also the power to preserve your own business by preserving believability...which is the essence of the power of advertising. May we hear from you?

Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," published by NADA and the Association of Better Business Bureaus, Inc.



THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers • 2000 "K" Street, N.W., Washington 6, D.C.

BROADCASTING is more than an occupation for Clayton Brace, general manager of KOGO-AM-FM-TV San Diego. It is more than a career; it is a way of life. "Ever since I can remember, I wanted to get into radio," he says. "It never occurred to me that I might do anything else."

As a boy, Clayton lived in Kansas City, Minneapolis, Rochester, N.Y., and Denver and one thing those cities had in common was radio. When he entered the University of Denver, he signed up for speech, dramatics and debating, to which he soon added an extension course in the technical end of radio from the University of Colorado. When he needed a job to help defray expenses, he found one at KLZ as a page boy.

Page Boy to Producer ■ World War II took Mr. Brace out of Denver and into the Army Signal Corps, where, as staff sergeant in a signal service battalion, he had a chance to travel over most of Europe. In Wiesbaden, West Germany, he met a man who had directed "The Drunkard" in Los Angeles and they decided that they were in an ideal location for a show put on for a beer-drinking audience. One night General Omar Bradley dropped in, liked what he saw and Sergeant Brace shortly found himself touring the continent as head of a theatrical road company. This led naturally to a production post with Armed Forces Radio Service.

In 1946 he returned to civilian life, to Denver and to KLZ where he was assigned to programing, as a writer, producer and sound effects man. In 1948, he became production manager.

About that time television had begun its westward trek and KLZ wanted to be part of it. So the station manager, Hugh Terry, gave young Clayton Brace the title of television research director and sent him out visiting TV stations to see how they operated. What he learned became an important part of KLZ's presentation at the FCC hearing. KLZ got the grant and when KLZ-TV went on the air Nov. 1, 1953, Clayton Brace was its program director.

In 1958 he was made assistant to Mr. Terry, who now was in charge of both KLZ and KLZ-TV, which in the meantime had become a part of Time-Life Broadcast organization. "Everything was going great for me in Denver," Mr. Brace observed, "when I got a phone call from Sig Mickelson in New York, asking 'How'd you like to go to Beirut?' I said 'Where's that?'"

"When I learned that it was in Lebanon, I thought of my wife and four kids, the youngest only six months old, and decided Beirut was not for me. But when I also learned that Time-Life had bought an interest in a TV station there and I was being offered the chance to help run it, I asked for time to think it

The road west had a detour through Asia

over. Jeanne [Mrs. Brace] pooh-poohed the risk and pointed out what a wonderful experience it would be for the children as well as for her and me, so off we went."

TV in Beirut ■ That was in 1961. For the next two years the Braces called Beirut home. "Jeanne was right, as usual. It was a great experience and it forced all of us to improve our French, which is the social and business language

of Lebanon. All, that is, except the baby who started making strange noises which we took at first for just infant gurgles until we were informed that she was speaking Arabic which she had picked up from her nurse."

The Beirut station, CLT, operates on two channels with two program services, one in Arabic, one in French. A commercial station, it has complete freedom of operation in theory and a fair amount in practice, Mr. Brace observes, "although we had two government censors at the station all the time. Probably it's a wise precaution. The Lebanese population is divided about equally between Christians and Moslems and both groups are very touchy in ways an American producer wouldn't be apt to realize."

Live programing was not as difficult a problem as one might think, Mr. Brace notes. "Beirut is a beautiful city where the sheiks come in off the desert to play and it's the entertainment center of that part of the world. It's often called the Paris of the Middle East, although to me it's more like Las Vegas. Anyway, there is plenty of talent available."

The TV Explosion ■ In September 1963, Mr. Brace was made vice president of Time-Life Broadcast and given his current post as general manager of the KOGO stations. During his two years at CLT he had traveled extensively around the Middle East and he is impressed, excited and a little bit awed about the force of television in these lands where life hasn't changed much since biblical times.

"The television explosion is changing all that," he says. "Today a nation isn't a nation unless it has an airline and a TV network. Ask the people in the remotest sheikdom what they want and it's movies and television first, with schools and roads and hospitals away down the list. Sure, it's entertainment and escape from the drudgery of their everyday life that they want most, but they also count on movies and television to tell them about the world and what's going on out there."

"The Beirut newspapers don't penetrate very deep into the desert; the sheiks get their news via their transistor radios, but they believe that the newspapers and the radio stations tell them only what the government wants them to know and, right or wrong, they don't trust the government always to tell them the truth. But a TV show or a movie made in America is going to be rid of that bias and to give them a picture of the real world. Or so they believe."

"It's a sobering responsibility for our program producers. But there's no escaping it. With the TV explosion, we simply have to know the rest of the world and they've got to know us a lot better than either we or they do today. Television inevitably is making us one world."

WEEK'S PROFILE



Clayton Henry Brace — VP, Time-Life Broadcast Inc. and gen. mgr., KOGO-AM-FM-TV San Diego; b. Aug. 8, 1923, Topeka, Kan.; U. of Denver, 1941-42; U. of Colorado, 1942; U. S. Army Signal Corps, 1943-45; Armed Forces Radio Service, 1945-46; m. Jeanne Haney, 1947; children—Kim, 13; Dianne, 10; Lynne, 9; Kerry, 3½; page boy, KLZ Denver, 1941-42; writer, sound effects man, production assistant, KLZ, 1946; production mgr., 1948; director, TV research, 1950; program director, KLZ-TV, 1953; assistant secretary Time-Life Broadcast, Colo. (KLZ-AM-TV) 1954; assistant to pres., KLZ-AM-TV, 1958-62; member Time Inc. team to study TV in Europe, 1959-60; operations mgr., CLT(TV) Beirut, Lebanon, 1962-63; VP and gen. mgr., KOGO stations, 1963; past president, Colorado Broadcasters Assn.; board member—California Broadcasters Assn., Better Business Bureau, Chamber of Commerce, Advertising and Sales Club, Convention and Tourist Bureau, Library Commission, Propeller Club, United Community Service, Rotary Club, Red Cross, Salvation Army, United Cerebral Palsy, United Nations Assn.; hobbies—reading, photography, golf.

TVB's tenth

FOR 10 years now, television has been the top totem in national advertising. By coincidence or otherwise, that is also how long the Television Bureau of Advertising has been in operation.

From 1954 to 1964, advertising investments in television rose by 168%. Local billing is up by 91%, spot by more than 250%, network by almost 160%. The share of these gains traceable to the TVB cannot, of course, be isolated. But it is apparent that the bureau's performance has been aggressive and alert and, undoubtedly, has contributed much to TV's growth.

It might be noted, incidentally, that the TVB does its job on a budget only a little more than half of that at the disposal of its newspaper counterpart—currently about \$1.2 million a year for TVB against \$3 million for the newspapers' Bureau of Advertising. In selling against those odds, TVB must be credited with superiority in performance as well as superiority of product.

The one area where television has not been able to break the newspaper hold is in local advertising. TVB's efforts in this area, combined with those of local broadcasters, have made substantial progress in loosening the hold, but TV still has a long way to go to pull even with newspaper billings from local advertisers.

Nor has the job been even nearly finished at the national level, either—as TVB quickly points out. No matter how far television goes ahead, there will always be new advertisers to sell and old ones to sell more. As President Norman E. Cash and the TVB members and staff hold their 10th annual meeting this week, they can look back on the first 10 years as being, in the title word of their main presentation, a "prologue." The best years may lie ahead, but it's been a good beginning.

Radio is perpetual

AS television gallops to new world's records with each turn of the computer, its sister medium—radio—is being rediscovered by national marketers as well as by old settlers among local and regional advertisers.

They are finding that radio really had never lost audience; merely that it was redistributed. The facts show that radio is omnipresent, all-inclusive, perpetual and personal as an advertising medium. Newspapers claim a daily morning and afternoon circulation of about 59 million. There are 215 million radios in the United States, always there to work again another day with live news, information and entertainment.

Last Sept. 28 we published a Special Report on the many facets of radio in the context of today's competitive economy among the mass media. The response has been enthusiastic, not only from advertisers and agencies but from other segments of the advertising universe. Thousands of reprints have been sold.

So enthusiastic was this response that we wondered what to do for an encore. The answer: "Special Report: Radio, Part 2." It's coming Dec. 14.

Our managing editor, with typical understatement, says of this Special Report:

"It will deal with radio programming formats and their appeal to advertisers, based on our industry-wide survey from which we received more than 1,500 detailed replies. It will be divided into three principal sections (large, medium, small markets) each of which will be of considerable interest to everyone in radio and particularly to agency buyers

and advertisers who are using radio or are considering its use to market their products."

Thus favorable response to one Special Report covering a special medium that had overcome its inferiority complex begets another.

Election footnote

THERE were three winners in the national elections this year: (1) the Johnson-Humphrey ticket; (2) the public, and (3) radio-TV.

The public got the fastest coverage and the most accurate analysis ever through the broadcast media. And the broadcast media, beyond question, cemented themselves as the primary news media on Nov. 3.

What happened was in contrast to the rip-and-read days of not many elections ago when networks and stations relied upon the press associations and local newspapers for national, state and county returns. In the 1964 elections, the press associations and the newspapers depended upon and gave credit to the broadcast-developed Network Election Service, to the advantage of all.

No need to gloat. Each medium did its particular job and did it better than ever before.

It's just further proof of the maturity and growing dimensions of broadcast journalism. Last week the annual convention of the Radio-Television News Directors Association was told that more than one-third of the broadcasting work force of 80,000 has duties in the news area. Can there be any further doubt about news as a primary function of the broadcast media?

Yet there's something fundamental missing. That news work force cannot perform in our democracy while seven Big Brothers in Washington look over its shoulder.

Until Section 315 is expunged from the law, with no conditions and no strings attached, broadcasters will not enjoy the journalistic freedom of their brethren of the printed page press.

Section 315 and all of its appendages and interpretations, including the specious fairness doctrine, is expendable, intolerable and, in the clear context of the First Amendment, unconstitutional.

Almost everybody, except a few politicians and bureaucrats, now agrees that Section 315 must go. But it won't disappear by osmosis, or by a gentle nudge. It entails an all-out campaign in the in-between-elections year of 1965.



Drawn for BROADCASTING by Sid Hix
 "Don't be so damn stubborn, J. P. . . . shift our advertising back into television!"

**NEW HEIGHTS OF POWER
ON KIRO-TV...**

**DELIVERS
A CLEARER
STRONGER
PICTURE!**



**REACHING MORE HOMES...BETTER
WITH TOP-RATED CBS PROGRAMMING!**

This newest technical improvement is another step in the planned progress of a great STATION-ON-THE-GO in the growing Puget Sound Market. Tested and proved by some sixty of the nation's leading stations, the traveling wave antenna delivers a clearer, cleaner and higher-powered signal.

Your PGW "Colonel" will give you the full story on the many other STATION-ON-THE-GO plans and accomplishments of the new KIRO-TV, the station to buy because it's the station-to-watch in the nation's SIXTEENTH market!

Affiliated with: WRUL RADIO NEW YORK WORLDWIDE

KSL-AM FM TV

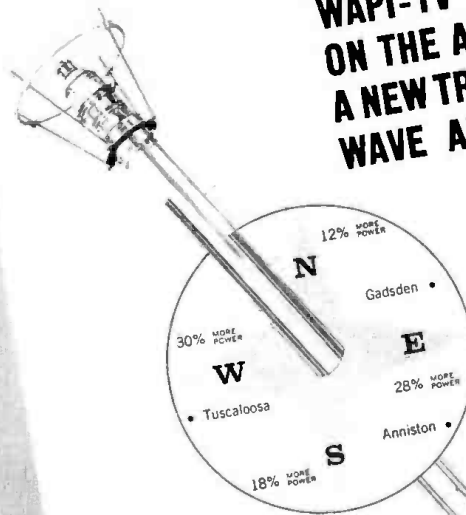
KID-AM FM TV

KBOI-AM FM TV

**KIRO
TV 7**

CBS FOR THE GREAT NORTHWEST

just in time for the new Fall Season
**WAPI-TV IS NOW
ON THE AIR WITH
A NEW TRAVELING
WAVE ANTENNA!!**



INCREASING PICTURE POWER IN EVERY DIRECTION

Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much greater signal strength in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

SUPERIOR METRO COVERAGE

A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for superior close-in reception.



WAPI-TV BIRMINGHAM



They switched... and are they glad!

KIRO and WAPI are two of a growing number of TV stations that have switched from another type of antenna to the RCA "Traveling Wave" Antenna. Both of these stations are so pleased with the improvement that they have taken ads (above) to tell about it.

Naturally, we are pleased, too—but we are not surprised. Some sixty stations have

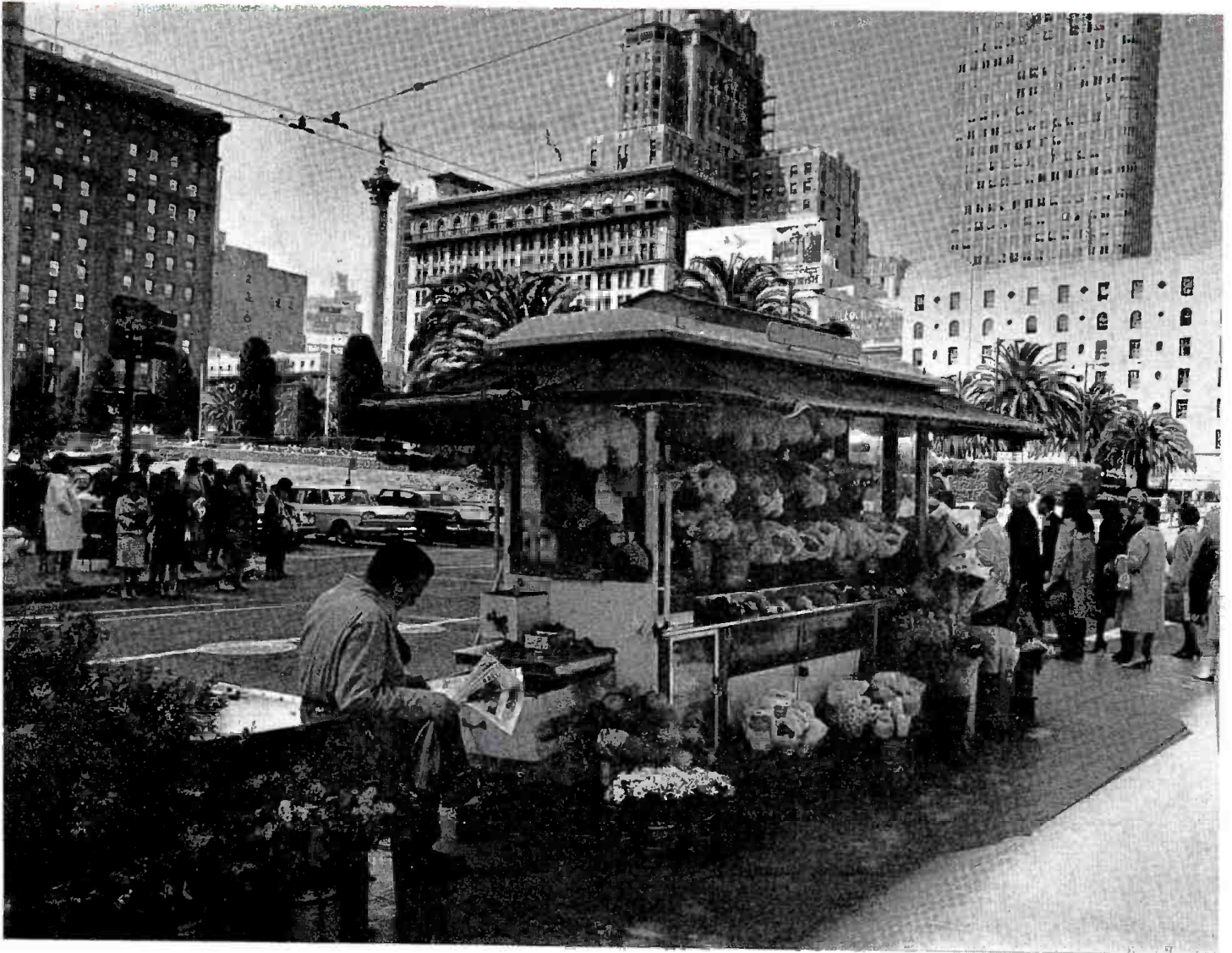
installed RCA "Traveling Wave" Antennas in the past few years.

The "Traveling Wave" Antenna, like other RCA broadcast equipments—cameras, tape recorders, transmitters—is for those who want the best. Your RCA sales representative will be pleased to tell you about it in detail. RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN TELEVISION

If you lived in San Francisco...



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