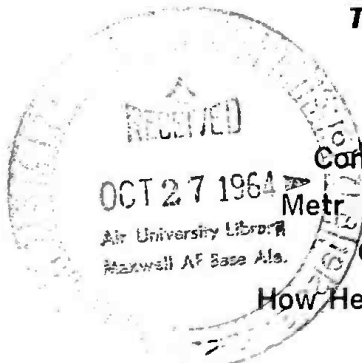




Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LI
USAF AIR UNIV
UNIT ACC BRANCH
MAXWELL AFB AL 30113
EXP 2/65



Competition getting tougher for late-night audience. p33
Metromedia buys Wolper Productions for \$3.6 million. p50
CATV's have adverse effect on station revenues. p74
How Herbert Hoover made the mold for American radio. p80

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WSYR-TV IN SYRACUSE, IS ONE OF THE MANY MAJOR STATIONS NOW TELECASTING THE 60 OUTSTANDING COLUMBIA POST-'50 GROUP II FEATURES, DISTRIBUTED EXCLUSIVELY BY **SCREEN GEMS**



They travel 65,000 miles a year on business for you

In fact, their business is your business. They're farm directors Orion Samuelson and John Almburg of the big voice of Mid-America farming—WGN-Radio, Chicago.

In places like Washington, D.C.; Verona, Wisconsin; Clinton, Iowa; and Pecatonica, Illinois, they talk to the nation's most knowledgeable farming people. People like Department of Agriculture officials, farm organization leaders—and *you*.

You hear the results on their daily WGN broadcasts. Facts to help you make more money. Plus farm news, weather, on-the-scene market reports, reports from the eight major Midwest markets, and *lively* entertainment.

Get to know Orion and John at 720 on your radio dial. Stay with them throughout the day, every day, for complete farm coverage that comes close to home.

FARM PROGRAMS AT 720

55 60 70 80 110 140 160

12 Midnight—Arrivals, Chicago Union Stock Yards
 3:00 A.M.—Arrivals, Chicago Union Stock Yards
 5:30-6:00 A.M.—MILKING TIME—Monday thru Saturday
 6:00 A.M.—Livestock receipts, Chicago, Indianapolis, St. Louis
 6:32 A.M.—Livestock receipts, Chicago, Indianapolis, St. Louis
 7:05 A.M.—Livestock receipts, Chicago, Indianapolis, St. Louis
 8:12 A.M.—Livestock receipts, eight Midwest markets
 9:32 A.M.—Hog receipts and trading trends, Chicago Union Stock Yards
 9:58 A.M.—Direct report: opening of livestock trading, Chicago Union Stock Yards; opening trading at Chicago Board of Trade and Mercantile Exchange

11:28 A.M.—Report from Chicago Union Stock Yards, Board of Trade and Mercantile Exchange
 12:05-12:55 P.M.—COUNTRY FAIR—Monday thru Saturday
 2:04 P.M.—Closing summary of trading at Chicago Board of Trade and Mercantile Exchange
 6:10 P.M.—Summary of closing trends at Chicago Board of Trade
 8:00-9:30 P.M.—WGN BARN DANCE on Saturday

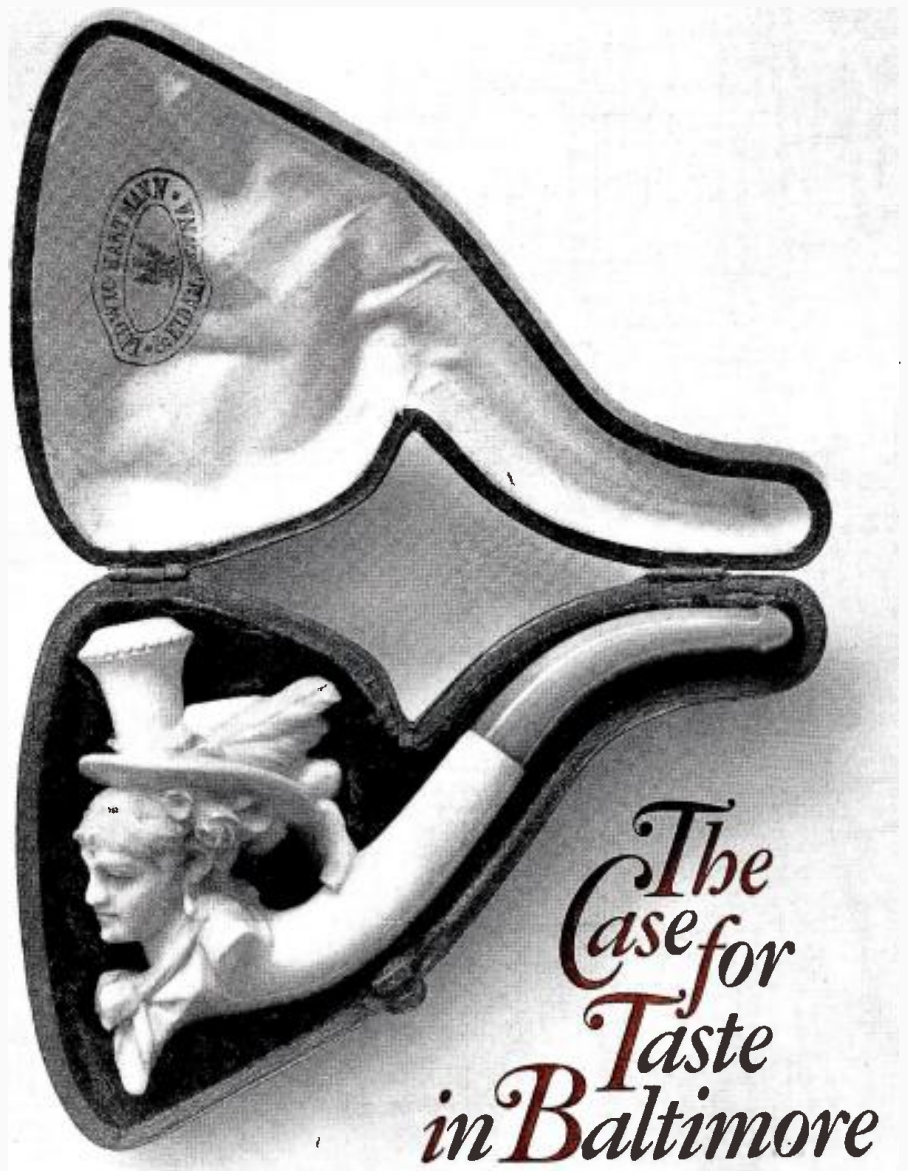
WGN

50,000 WATTS—CLEAR CHANNEL

RADIO 720 The big farm voice that helps you make more money

WCBM

The music: Frequently heard are Mr. Sinatra, Mr. and Mrs. Lawrence and others (vocal and not so vocal) of their ilk. Impressive sounds that appeal to Baltimore's adult listeners. The news: Comprehensive. CBS. Metromedia News Team. WCBM's local staff. Responsible adults demand it. Responsible WCBM Radio delivers it. The local shows: "Dialing for Dollars." Popular with listeners, popular with sponsors. "Conversation Piece" and "The Joe Pyne Show." Fast becoming the talk of the town. Sound like an exciting station? Of course it does.



*The
Case for
Taste
in Baltimore*

THE LEADER IN NEWS, TOO

With the addition of TIME-TABLE, 60 minutes of news, feature stories, weather, and time reports, KRLD-TV's award-winning News Department now brings Dallas-Fort Worth viewers 2½ hours of local, state, and world news every day, Monday thru Friday . . . by far the most extensive news service in the area.

TIMETABLE 7:00- 8:00 am
NOON EDITION . 12:00-12:30 pm
EVENING
EDITION 6:00- 6:30 pm
10 PM EDITION . 10:00-10:30 pm

Viewers depend on Channel 4 for all the news, making KRLD-TV the leader in information services as well as the top entertainment medium in the Southwest.

Get your message to the best-informed, most loyal TV audience in Texas. See your ADVERTISING TIME SALES representative.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

The profit machine

Healthy contribution that television broadcasting makes to revenues and profits, especially profits, of parent companies of television networks is seen in following calculations based on 1963 consolidated financial reports and on 1963 network revenue and profit figures recently made available (see page 88). At American Broadcasting-Paramount Theaters, ABC-TV provided \$209.7 million of \$386.7 million total revenues, or 54.2%, and \$11.6 million of \$16.9 million in pre-tax profit, or 68.6%. At CBS Inc., television provided \$329.2 million of \$564.8 million total revenue, or 58.3%, and \$73 million out of \$87.5 million profit, or 83.4%. At RCA, NBC-TV supplied \$281.4 million of \$1.789 billion total revenue, or 15.7%, and \$51.5 million of \$135.6 million profit, or 38.1%. TV figures are for network and owned-station operations.

Ford in NCTA's future?

Insiders in CATV still cling to hope that FCC Commissioner Frederick W. Ford will accept standing offer to become their spokesman—after Nov. 3 elections. Offer is presidency of National Community Television Association, headquartered in Washington. It's understood salary inducement will be in \$50,000 area (as against \$28,000 for FCC Commissioner under this year's increase and initial NCTA offer of \$35,000).

Since Commissioner Ford accepted reappointment at personal behest of President Johnson last May for seven-year term, he has turned away all queries as to his plans, other than to say he intended to complete his term. But fact that NCTA hasn't filled post leads proponents of his appointment to believe that he will reconsider and accept, immediately after elections or early next year.

Assertion of rights

Unpublicized letter sent by CBS to New York City Board of Estimate which is considering CATV franchise application of Sterling Information Services (see page 76) seems to indicate that CBS's CATV committee, set up six months ago to formulate domestic CATV policy for company, has begun to reach some basic decisions. Committee's first assignment, it was said last May, was to decide whether broadcasters have rights in their broadcasts. In letter advising board of estimate that programming of its WCBS-TV New York might not be available to Sterling, CBS now says

CLOSED CIRCUIT®

flatly that it "possesses rights"—not only in programs broadcast by its owned station, but also in those broadcast by its network affiliates.

Letter gives no clue to whether CBS has reached firm decision on how it will decide when to grant or withhold CATV pickup permission, which was another priority goal of CBS CATV committee. Letter merely says CBS doesn't know exactly what areas Sterling plans to serve and that this could have bearing on its own decision—apparently meaning that CBS, for example, might grant permission if CATV served area where CBS signal is poor, not where signal is good. Officials say committee, headed by Vice President Richard S. Salant, definitely has not decided crux question of whether CBS—which has bought into CATV in Vancouver, B. C. (BROADCASTING, Oct. 19)—should also get into CATV ownership in U. S.

Still no play

All are marking time right now on TV baseball package plan for Monday nights starting next spring even though broadcaster-Detroit Tigers' owner John Fetzer still reports more than enough advertiser support. Rating reports and network reaction appear to be key factors for moving plan off dead center. If no deal is made by Thanksgiving, plan would be dead for 1965 season at least.

Out of the freezer

FCC is getting ready to return to circulation number of UHF construction permits that have been long dormant. Staff has prepared list of about 50, including some held by broadcasters who put station on air but then let it go dark again before applying for license. Some CP holders would get chance to argue their case in hearing. But some who have shown no signs of life for years, would reportedly be asked to turn in permits. Commission wants authorizations in more willing hands. Action on matter is expected in week or two.

Lock on the washroom

Whispered about Washington last week was report that understanding had been reached between Republicans and Democrats to lay off any further disclosures involving sex deviation in wake of Walter Jenkins case. One report was that although Repub-

licans could probably come up with another Democrat, Democrats could come up with at least two in GOP camp. But, it was added, all were at low level and would not cause anything approaching sensation created by Jenkins disclosure.

Section 315 at work

If courts overturn FCC's decision that President Johnson's Oct. 18 television report was exempt from equal-time requirements (see page 54), at least five other candidates are lined up for prime-time appearances coast-to-coast on all three networks. Following five have entered their demands at networks: Barry Goldwater (Republican), Louis E. Jaeckel (American Party), Eric Hass (Socialist Labor), Clifton DeBerry (Socialist Workers) and Yetta Bronstein (Best Party).

Of the five, only Republicans and American Party have complained to FCC, but all would be entitled to equal time if FCC is reversed—as would any others who are legally qualified to run for Presidency in this election.

OK once

Although federal antitrust lawyers are dubious of legality of Network Election Service pool for reporting election returns Nov. 3, Acting Attorney General Nicholas deB. Katzenbach has told network officials Department of Justice does not intend to do anything about it this time—particularly since it's one-shot. Implication is, however, that networks and two wire services which have banded together to provide consolidated vote totals election night better bring in lawyers at beginning of next pooling arrangement. Key question in government attorneys' minds: Where's public interest in consolidation? Implication is that NES is beneficial only to media.

International casualties

If predictions that current crop of new television network series will produce most fatalities in years holds true, look for worrisome international repercussions. Trend in recent years has been for more and more stations abroad to schedule series simultaneously with their U. S. presentations. Large majority of 1964-65 network entries have been sold in markets abroad. Any time one of them goes out of production, U. S. distributors will be placed in awkward position.



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

Best way to tackle the problem of more sales in the rich 5th market is to make a play for WJBK-TV's loyal cheering section . . . the 18 to 39 year old gals with the money to spend and the urge to spend it. They go straight down the field with Channel 2 because we've got the winning team of great movies, fine variety shows, the best of CBS and a mind-stimulating full hour of dinnertime news. To score with more in '64, call your STS man for details and avails.

WJBK-TV
 **2** DETROIT

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

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

WEEK IN BRIEF

Competition is picking up for late-night television audience. NBC's 'Tonight' show and old movies are being challenged for viewers and attendant profits by season's new program entries. See . . .

WHO GETS LATE-NIGHT JACKPOT? . . . 33

Pitfalls and promise of creativity in advertising explored at American Association of Advertising Agencies meeting in Chicago. Strouse says creativity is threatened by limitation of word itself. See . . .

4A FOCUS ON CREATIVITY . . . 36

Community antenna television systems hit TV stations where it counts—the pocketbook. NAB-financed study shows specific dollar figures local TV outlets lose with each new CATV subscriber. See . . .

ECONOMIC IMPACT OF CATV . . . 74

Republican film withdrawn after NBC-TV refuses to show 'suggestive' sequences. Uproar over film, designed to tie Johnson administration to corruption, prompts Goldwater to turn thumbs down. See . . .

'MORALS' FILM BACK IN CAN . . . 58

Teleprompter vies with Sterling information Services for community antenna television system in New York City. Petition holds up board action and hearing will be continued in November. See . . .

CATV DECISION DELAYED . . . 76

Section 315 is focus of political scrap. Networks refuse to carry Goldwater's response to Johnson's foreign affairs speech, FCC ruling backs networks. GOP decides to take case to court. See . . .

SEC. 315 HITS POLITICAL FAN . . . 54

Metromedia pays more than \$3.6 million for Wolper Productions Inc. David L. Wolper says absorption of independent program production firm by radio-TV group gives him money to expand. See . . .

METROMEDIA BUYS WOLPER . . . 50

Willard Schroeder tells broadcasters to program for public, not government. He tells Des Moines regional meeting of National Association of Broadcasters that convention coverage should be changed. See . . .

COVERAGE FREEDOM URGED . . . 84

Field Communications' Captain Eddy says UHF can succeed with proper programming, but otherwise has no hope. He also claims pay TV and community antenna television might be "catalyst to UHF growth." See . . .

UHF CAN BE SUCCESS . . . 66

Death of Herbert Hoover marks passing of major force in shaping American broadcasting system. He nurtured radio through years of infancy, insisted on strong foundation of programming freedom. See . . .

HOOVER: FATHER OF RADIO . . . 80

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OMAHA SWINGER!

Golf is big in Omaha.
We just completed the Third Annual
KMTV City Championship Golf Tournament.
A record-breaker.
We organized it.
Ran it.
Televised it.
And sold it.
Other kinds of
Imaginative
Local programming
Are available to advertisers
Year-round.
KMTV is big in Omaha.
Ask Petry

KMTV OMAHA

Atlanta ad agency to merge with BBDO

Merger of Burke Dowling Adams Inc., Atlanta, with BBDO, New York, effective Nov. 1, is to be announced today (Oct. 26) by B. D. Adams, BDA president, and Charles H. Brower, board chairman of BBDO.

BDA's billings are approximately \$10 million and BBDO's run to more than \$250 million. BDA will continue to operate under its present name as wholly owned subsidiary of BBDO.

Mr. Adams remains as president and chief executive officer of BDA and becomes vice president and director of BBDO. Jack Hardy, executive vice president of BDA, continues in this post and will be named vice president of BBDO.

NCTA backs CATV open-door policy

National Community Antenna Television Association has added its voice to those of broadcasters who have asked commission not to foreclose broadcasters from community antenna television fields (see page 82).

NCTA, in comments filed with commission Friday (Oct. 23), went on to say that broadcasters who aren't alert to new developments in electronics, including CATV, may be left at post in competition with more "alert technicians."

NCTA said there is no basis for determining what public interest effect of cross ownership of CATV and TV station would be.

Consequently, it said, commission should act only on complaints of abuse of common ownership, on case-by-case basis, rather than adopt general rule.

That's show biz

In effort to win votes for Proposition 15 to outlaw pay TV in California, Pacific drive-in theaters are offering free passes to motorists who let bumper stickers be put on their cars with message: "Vote Yes on 15" (see page 87).

NCTA, which includes CATV-owning broadcasters among its membership, submitted comments in FCC inquiry into acquisition of CATV's by TV licensees.

Association noted that growth of television was spurred by networks and newspaper chains that owned TV stations and could afford funds for research and experimentation.

NCTA said distinction between CATV's that originate programs and those that don't isn't important. According to its information, NCTA said, few CATV's have attempted to originate programming and that many, if not all of them, have discontinued practice because it didn't increase business.

Brookings will make study of mass media

Board of Brookings Institution, Washington, voted Friday (Oct. 23) to approve "broad study" on subject of mass media coverage of governmental processes, thus clearing way for high-level look at problems of television and news coverage of courts and legislatures first suggested by Frank Stanton, CBS president, last March.

Brookings officials say study will be under supervision of George A. Graham, director of organization's governmental studies division. They also emphasized that study will not start until institution receives financing primarily, they hope, from foundations, and hires staff. Brookings will not, it is stressed, accept financial help from broadcasting industry.

Trustees acted after reviewing report by Professor J. Edward Gerald, University of Minnesota, recommending that study be undertaken (BROADCASTING, Aug. 17).

Boston's channel 44 awarded to educators

FCC has awarded educational channel 44 in Boston to WGBH Educational Foundation. Grant was announced Friday (Oct. 23).

WGBH had been competing with Integrated Communications Systems Inc. and United Artists Broadcasting Inc. But those companies dropped out and applied for channel 25 after channel 44 was reserved for education.

Only issue that continued to block commission approval of WGBH appli-

cation was educator group's financial qualifications. Commission, in its order Friday, said WGBH had provided new financing plan that resolved issue.

Nonprofit educational group already holds licenses for channel 2 in Boston and for FM's there (WGBH) and Amherst, Mass. (WFCR).

Morgan defends GOP film as documentary

Producer of GOP TV campaign film, "Choice" defended it Friday (Oct. 23), same day it was repudiated by Senator Barry Goldwater.

Ray Morgan of Anderson, Morgan, De Santis and Ball, Los Angeles advertising agency that handled film for Citizens for Goldwater and Miller, said: "Anyone who's looking for anything sensational won't find it in this film. All it does is document a rather serious problem that faces America today—morality, and not just in high places."

Earlier in day Senator Goldwater told news conference he hadn't heard of film until last Monday and immediately upon seeing it last Wednesday ordered that it not be shown anywhere (see page 58).

Film "does not contain pornography," but "it is nothing but a racist film," senator said. "It shows a lot of riots. They say they show a lot of white rioters as well, but I feel that it will incite trouble if it is shown. . . . I do publicly repudiate it now."

Upwards of 100 prints that had been circulated for use on local TV stations have been recalled by GOP.

Zenith increases TV budget

Zenith Radio Corp., Chicago, through Foote, Cone & Belding there, expands its use of TV this fall with buy of color spots on five NBC-TV color shows in 10 consecutive weeks. Traditionally heavy print advertiser, Zenith has in-

Bonus for veterans

Veterans Administration's weekly *Here's To Veterans* radio series will be spiced up by Beatles in November. Shaggy-headed Liverpudlians cut 15-minute show for VA in Hollywood, spoofing I Want to Hold Your Hand," and singing four of their hits straight.

creased fall budget 15% over last year for record drive which already includes Dec. 12 ABC-TV Nobel Prize awards special.

Report, book cloud Dodd's Senate race

Delay in release of Senate Juvenile Delinquency Subcommittee report on TV violence and children has become issue in re-election campaign of Senator Thomas J. Dodd (D-Conn.), chairman, and by weekend campaign seemed responsible for continued uncertainty regarding publication. Lack of endorsement for report findings by some Republican members of subcommittee also was involved.

Set in type and still awaiting senator's ok, report has been labeled by GOP candidate John David Lodge as symbol of "drawn-out" investigations panel has handled under Senator Dodd. Calling subcommittee senator's campaign instrument, Mr. Lodge, former Connecticut governor, has raised question whether figure in David Levy's book *The Chameleons* (BROADCASTING, Sept. 21) — "pious but headline-hunting amoral U. S. senator who launches an investigation into the morality of the mass media"—could be "Connecticut's own Tom Dodd."

In present form report not only calls on broadcasters to clean own house and make National Association of Broadcasters program codes mandatory by law (CLOSED CIRCUIT, Oct. 5), it concludes that "excessive amount of televised crime, violence and brutality can and does contribute to the development of attitudes and actions in many young people which pave the way for delinquent behavior."

Adverse effect of isolated scenes of violence "is not necessarily washed away or purged by a 'moral' ending in which 'good' triumphs over 'evil,'" report adds. "Continuous exposure of the young to programs containing violence, crime and brutality tends to produce a cumulative effect which can build up aggressive tendencies and the viewers' acceptance of excessive violence. . . ."

Embarrassment of riches for ABC-TV in Niensens

ABC-TV ran far ahead of other networks in 30-market Nielsen ratings of 7:30-11 p.m. periods for week of Oct. 12-18—so far ahead that ABC representatives, in making data available Friday (Oct. 23), stressed they did not consider these rankings typical or representative, because of large number of rating-depressing political pre-emptions

WEEK'S HEADLINERS

Anderson F. Hewitt has joined Geyer, Morey, Ballard Inc., New York, as senior vp. Before joining GMB, Mr. Hewitt was senior vp, member of board of directors and of administrative committee at Compton Advertising, New York. Mr. Hewitt was a founder and chief executive officer of Hewitt, Ogilvy, Benson & Mather (1948-1952), subsequently joined Kenyon & Eckhardt as vp, advancing to senior vp, director, member of executive committee and vice chairman of creative plans board.

For other personnel changes see FATES & FORTUNES

on CBS-TV and NBC-TV.

In this report ABC-TV's average for week was 21.7 rating and 33.7 share, against 18.1 rating and 28.4 share for NBC-TV and 17.5 rating and 27.4 share for CBS-TV. ABC-TV led on five nights (all but Wednesday and Saturday, taken by NBC-TV) and had 19 of top 35 shows while CBS-TV had 11 and NBC-TV 5. Here are top 35 shows in rank order but without individual ratings:

Rating	Oct. 12-18	Oct. 5-11	Program
1	1	1	Bewitched (ABC)
2	5	2	Fugitive (ABC)
3	4	3	Bonanza (NBC)
4	7	4	Combat (ABC)
5	3	5	My Three Sons (ABC)
6	6	6	Addams Family (ABC)
7	26	7	Donna Reed (ABC)
8	11	8	Peyton Place I (ABC)
8	10	9	Peyton Place II (ABC)
10	21	10	My Favorite Martian (CBS)
10	2	11	Gomer Pyle (CBS)
12	18	12	McHale's Navy (ABC)
13	11	13	Ed Sullivan (CBS)
14	13	14	Dick Van Dyke (CBS)
15	32	15	Wednesday Night Movie (NBC)
16	17	16	Saturday Night Movie (NBC)
17	9	17	Sunday Night Movie (ABC)
18	18	18	Patty Duke (ABC)
18	13	19	Petticoat Junction (CBS)
20	20	20	Munsters (CBS)
21	—	21	Virginian (NBC)
22	15	22	No Time for Sergeants (ABC)
23	29	23	Bing Crosby (ABC)
24	—	24	Bob Hope (NBC)
25	22	25	Wendy and Me (ABC)
26	24	26	Tycoon (ABC)
27	29	27	Farmer's Daughter (ABC)
28	23	28	Valentine's Day (ABC)
29	—	29	Lucy Show (CBS)
30	25	30	Gilligan's Island (CBS)
31	—	31	Andy Griffith (CBS)
31	33	31	Red Skelton (CBS)
33	—	32	Beverly Hillbillies (CBS)
34	8	33	Shindig (ABC)
35	35	34	Voyage to Bottom of Sea (ABC)

ABC-TV edges rivals in Thursday Arbitrons

ABC-TV edged NBC-TV by one-tenth of rating point and shaded CBS-TV by six-tenths in average ratings in Thursday night's national Arbitrons,

available Friday (Oct. 26). ABC had 16.1 average for 7:30-11 p.m. EDT period and led in four half-hours; NBC had 16.0 and led in two half-hours; CBS had 15.5 and led in one.

Thursday, Oct. 22

		Arbitron	
		Rating	Share
7:30			
ABC	Flintstones	12.4	24.0
CBS	Munsters	18.5	35.0
NBC	Daniel Boone	12.1	23.0
8:00			
ABC	Donna Reed	17.1	31.0
CBS	Perry Mason	17.0	31.0
NBC	Daniel Boone	14.1	26.0
8:30			
ABC	My Three Sons	18.9	33.0
CBS	Perry Mason	18.8	33.0
NBC	Dr. Kildare	17.0	30.0
9:00			
ABC	Bewitched	25.0	40.0
CBS	Password	16.3	26.0
NBC	Dr. Kildare	17.5	28.0
9:30			
ABC	Peyton Place II	28.0	42.0
CBS	Baileys of Balboa	10.7	19.0
NBC	Hazel	14.4	25.0
10:00			
ABC	GOP-Goldwater	10.2	20.0
CBS	Defenders	13.0	26.0
NBC	Kraft Theater	18.1	36.0
10:30			
ABC	Politics '64	5.4	12.0
CBS	Defenders	14.4	31.0
NBC	Kraft Theater	18.9	41.0

Loevinger urges no panic among groups

FCC's current consideration of multiple-ownership policy should not result in any divestiture, FCC Commissioner Lee Loevinger told broadcasters Friday (Oct. 23) at meeting of National Association of Broadcasters (see page 84).

Responding to question, Mr. Loevinger said that in his opinion "the situation in now tolerable." But, he added, "there may be new rules for transfers or new stations."

Real problem is how to arrive at multiple-ownership formula. "Limiting multiple ownership on the basis of station count isn't realistic," he said, indicating that other criteria — population served, power, etc.—must be considered.

Blunt-talking commissioner lived up to his reputation. On FCC and programming, he said: "If you don't know [how to program] and can't find out, then you should sell your station. If you do know, then don't worry about the FCC."

FCC, he said, shouldn't worry about programming; it should clean up its work backlog. "Instead of counting commercials," Mr. Loevinger said, "we're beginning to count our backlog . . . and I think this is a great improvement."

On community antenna TV question, Mr. Loevinger expressed his preference for regulating cable companies on basis that they should be under same rules as broadcasting. Pay TV, he said, doesn't have much future and doesn't pose threat to free broadcasting.



TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

October 1964



MAVERICK BROS. FAST ON THE DRAW. Two of the fastest men on the draw, when it comes to attracting big audiences, are the MAVERICK brothers, played by James Garner (left) as Bret and Jack Kelly as Bart. One of principal reasons for the tremendous rating success of MAVERICK is its unique "tongue-in-cheek" approach to western drama. Among new markets that will be exposed to the drawing power of MAVERICK (124 hours) are: Charlotte, Wichita, Tulsa, Little Rock, Columbia (S.C.), Augusta (Ga.), Decatur and Peoria.

KETV GETS "BIG ONES." Eugene Thomas (left), Vice President of KETV, Omaha, visits VP Joseph Kotler at Warner Bros. offices in New York to discuss television trends and the WARNER BROS. ONE features package he recently purchased. Among the 25 "big ones" in the group, which includes 19 pictures released in 1959 and 1960, are: "Rio Bravo," "The Nun's Story," "The Sundowners," "The Dark at the Top of the Stairs," "The FBI Story," "The Young Philadelphians," "The Hanging Tree," "Ice Palace," and "Up Periscope."



"SURFSIDE 6" SALES CONTINUE TO BOOM-BOOM. The glamorous "Boom-Boom Room" in Miami Beach provides a favorite meeting place for the attractive young stars of SURFSIDE 6—(l to r) Troy Donahue, Margarita Sierra, Lee Patterson, Diane McBain and Van Williams. Major new ports for SURFSIDE 6 (74 hours) are: Boston, Hartford-New Haven, Buffalo, and New Orleans.



COLOR BOOKINGS FOR WB FEATURES TRIPLE. Compared to May 1964, when only 10% of stations purchasing the WARNER BROS. ONE features package were booking in color, more than 30% are now using color prints. "The Sundowners," starring Deborah Kerr, Robert Mitchum, and Peter Ustinov is one of 17 WARNER BROS. ONE features available in color.

"77" ON THE SCENE.

Roger Smith (left) and co-star Efrem Zimbalist, Jr. look for clues in a jewel theft case on 77 SUNSET STRIP. Less than a week after completing its highly successful network run, 77 SUNSET STRIP "made the scene" on an individual market basis. Among those stations in major markets starting the series Monday, September 14, were WNEW-TV, New York; KTTV, Los Angeles; KPLR-TV St. Louis; WLW-I, Indianapolis; WMCT, Memphis; and WNYS-TV, Syracuse. Other stations with early starts include WBKB, Chicago (9/15); KPIX, San Francisco (9/15); WEAR-TV, Mobile-Pensacola (9/19); WTAR-TV, Norfolk.



NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE
LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT
FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"

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

PERSONALITY POWER



WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE WSYP SYRACUSE

- An Onondaga County farmer phones Deacon Doubleday with a farm news item.
- Syracuse shoppers make a buying rush on a downtown store after an Ed Murphy spot.
- Sports fans call Bill O'Donnell to settle arguments about yesterday's game.
- This is personality power at work.

With WSYP's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. Put this sales power to work for you.

Represented nationally by
THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



5 KW - Syracuse, N. Y. - 570 KC

DATEBOOK

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

■ Indicates first or revised listing.

OCTOBER

Oct. 25-28—National convention of the National Association of Educational Broadcasters. Speakers include Carl T. Rowan, director of the U. S. Information Agency, and Dr. Lester F. Beck, professor of psychology for the Oregon State System of Higher Education. Austin (Tex.) Auditorium.

Oct. 27—ABC Radio regional affiliates meeting, New Orleans.

Oct. 27—Annual convention of Massachusetts Broadcasters Association, Sheraton-Plaza, Boston.

■Oct. 27—Third session of Fall 1964 International Radio & Television Society Time-buying & Selling Seminar. Erwin Ephron, director of press relations, A. C. Nielsen Co., and Albert B. Petgen, director of client relations, American Research Bureau, speak. Chemical Bank New York Trust Company Auditorium, Madison Avenue at 59th Street, New York.

■Oct. 27—Meeting of Better Business of Greater Atlanta. Ward L. Quaal, executive vice president and general manager, WGN Inc., Chicago, is speaker.

Oct. 27-28—Seminar in programing by Television Program Development Group, WGN Mid-America Broadcast Center, Chicago.

Oct. 27-28—Meeting of Future of TV in America Committee of National Association of Broadcasters on CATV matters, Jung hotel, New Orleans.

Oct. 27-30—American Association of Advertising Agencies western region convention. John Crichton, AAAA board president, and Norman Strouse, AAAA board chairman, are featured speakers. Phase two of the consumer judgment of advertising study will be explained. Other sessions will include pretesting of TV commercials, new product introductions, a panel of TV film producers and a panel of advertising agency creative directors. Beverly Hilton hotel, Beverly Hills, Calif. Board of directors is scheduled to meet in Los Angeles on Oct. 27.

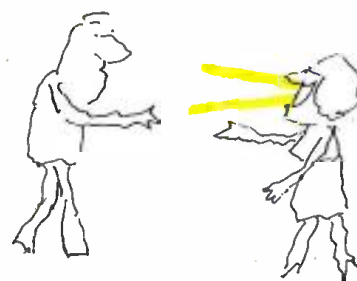
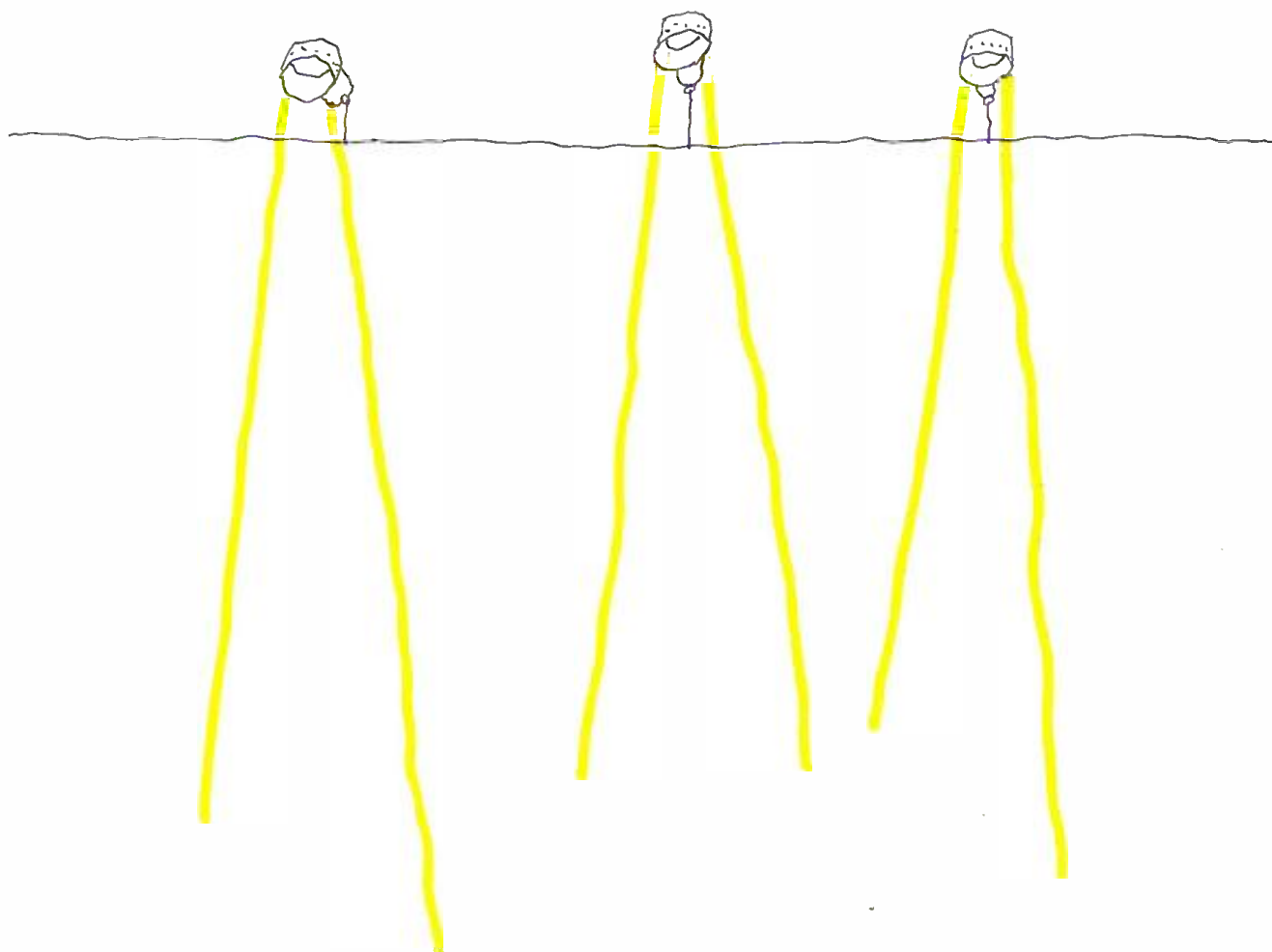
Oct. 28—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Louis Harris, political pollster, is guest speaker.

Oct. 28—Annual stockholders meeting of Official Films Inc. Delmonico's hotel, New York.

■Oct. 28—Combined meeting of American Women in Radio and Television, Atlanta chapter, and Advertising Club of Atlanta. Ward L. Quaal, executive vice president and general manager of WGN Inc., Chicago, is speaker.

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

Oct. 29 — Forum on Broadcast Controls sponsored by Indiana University. Among participants are FCC Commissioners Frederick W. Ford and Robert E. Lee. University campus, Bloomington, Ind.



Blechner

Who is Chicago's hostess with the mostest?

Beyond question, it's Lee Phillip. Her midday program on WBBM-TV is a favorite meeting place for visiting greats and near-greats, and for thousands upon thousands of viewers who have made Lee the year-in, year-out reigning first lady of Chicago television.* On "The Lee Phillip Show," Lee serves up an irresistible blend of fashion tips, homemaking hints and informal interviews. She is equally at home discussing UNICEF with Danny Kaye, religion with Norman Vincent Peale, show business with Carol Channing or mental health with Karl Menninger. And her warm, between-us manner makes her audience feel at home, too. Better yet, it sells products: Lee's ten-year record as a master saleswoman is second to none. Quite obviously, Chicagoans think Lee Phillip is "the most." She is just one of many vibrant, community-minded personalities you'll find on all the CBS Owned television stations, where responsible programming produces responsive audiences. **CBS TELEVISION STATIONS NATIONAL SALES REPRESENTING WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA AND KMOX-TV ST. LOUIS**





Know the difference?

A million-and-a-half viewers in Southern California do...now!

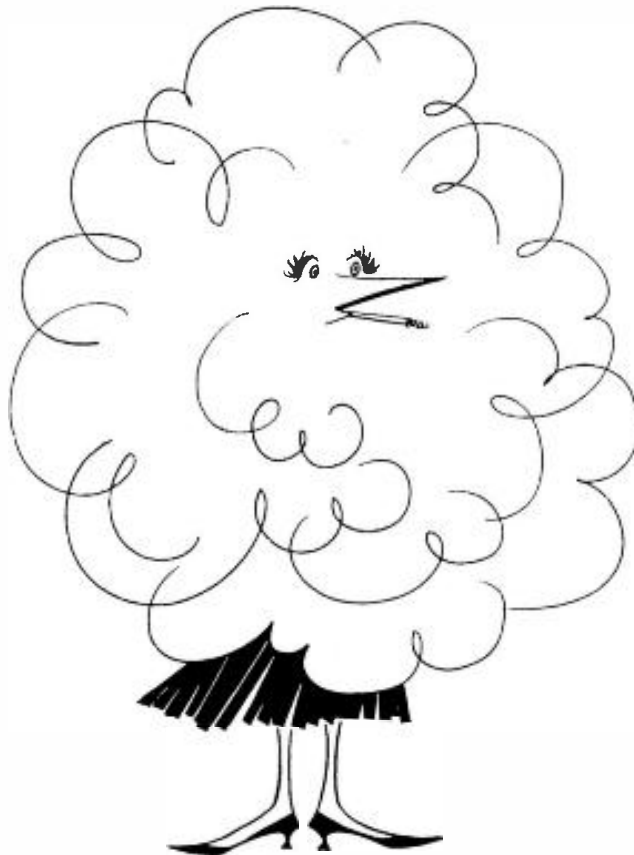
As part of a continuing campaign to bring voters in the nation's most populous state a balanced, sharp-focus picture of the candidates and issues in this election year, on October 5th KNXT originated an hour-long, "live" debate between the two candidates for U.S. Senator: incumbent Pierre Salinger, Democrat, and George Murphy, Republican.

For the first time in this heated campaign, the two opponents argued their causes face-to-face. It marked the first time ever that a local California television station originated a full-hour, prime time debate between opposition party candidates for a major national office. Cecil Smith of the Los Angeles Times wrote: "A face-to-face meeting like this has great value and is a superior use of television. Much credit for this must go to KNXT!" Even more important, an estimated 1,500,000 viewers* were enabled to judge the men in action, to contrast their positions on the issues, and to weigh their differences.

In pioneering ways to bring home all the facts to the largest number of voters, a mass medium fulfills its highest purpose. And no one does the job better than CBS Owned **KNXT@2 LOS ANGELES**

*Based on ARB television estimates, subject to qualifications which KNXT will supply on request.

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



Filtered Tipmouse

You'll find cigarette sales in the Louisville sanctuary another indication of this area's vital buying activity. Thanks to the Filtered Tipmouse, Louisville cigarette and tobacco sales are always up to snuff. (As a matter of fact, some of the nation's largest tobacco producers make their homes here.) Help yourself to the biggest bite of this market and talk to our Filtered Tipmice on WAVE-TV. Why WAVE-TV? Because:

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

* Source: ARB Market Coverage Information.

WAVE-TV
Channel 3 • NBC • Louisville
Represented by The Katz Agency

Oct. 29—Federal Communications Bar Association luncheon. Speaker will be Martin Codel, television consultant and former radio and TV trade publisher, who will speak on "Television Overseas." National Press Club, Washington.

Oct. 31—United Press International Broadcasters of Wisconsin meeting will hear Charles Klensch, ABC, discuss election coverage. Park Motor Inn, Madison, Wis.

NOVEMBER

■ Nov. 2—Hollywood Advertising Club luncheon. Sam Cooke Digges, president, International Radio & Television Society, will speak. Hollywood Roosevelt.

Nov. 5—Second Canadian Radio Commercials Festival, sponsored by the Canadian Radio Sales Bureau and the Radio & Television Executives Club. Entries closed Sept. 19. Duplicate awards will be made for English and French commercials. There are three entry groups and four commercial categories. Park Plaza hotel, Toronto.

Nov. 6-7—Fall meeting of Maryland-D. C.-Delaware Broadcasters Association, Washingtonian motel, Gaithersburg, Md.

Nov. 6-7 — WSM's Grand Ole Opry 39th birthday celebration. Nashville.

Nov. 6-8—Fourth annual conference of Advertising Federation of America's second district. Saturday program includes speech "Freedom Must Advertise" by Thomas C. Dillon, president, BBDO. Panel members for "How Well Has America Advertised Itself" include: Josephine Foxworth, vice president, Calkins & Holden; Melvin S. Hattwick, advertising director, Continental Oil Co.; Carl W. Nichols Sr., president, Cunningham & Walsh; Armando M. Sarmiento, president, McCann-Erickson; William E. Steers, chairman, Doherty, Clifford, Steers & Shenfield, and Walter Weir, chairman, executive committee. West, Weir & Bartel. Pocono Manor Inn, Pocono Manor, Pa.

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

■ Nov. 8-11—Annual meeting of Association of National Advertisers. Opening business session Monday will deal with professional and managerial responsibilities of the advertising executive; Monday afternoon session will study "important current advertising problems and issues," including developments affecting broadcast advertising. Tuesday session will deal with specific advertising and marketing concepts and case histories. Wednesday program includes first full report of American Association of Advertising Agencies' findings in its consumer-attitudes study, by William Weilbacher, C. J. LaRoche & Co.; and talks on "Are Your Ads Affected by the Company They Keep?" by Lee Rich, Benton & Bowles, and "Do They Go Out for Beer When Your Ads Appear?" by Ken Snyder, creative consultant. The Homestead, Hot Springs, Va.

■ Nov. 9—Broadcasters Club reception for members of Federal Trade Commission. Broadcasters Club, Washington.

Nov. 10—ABC Radio regional affiliates meeting, Detroit.

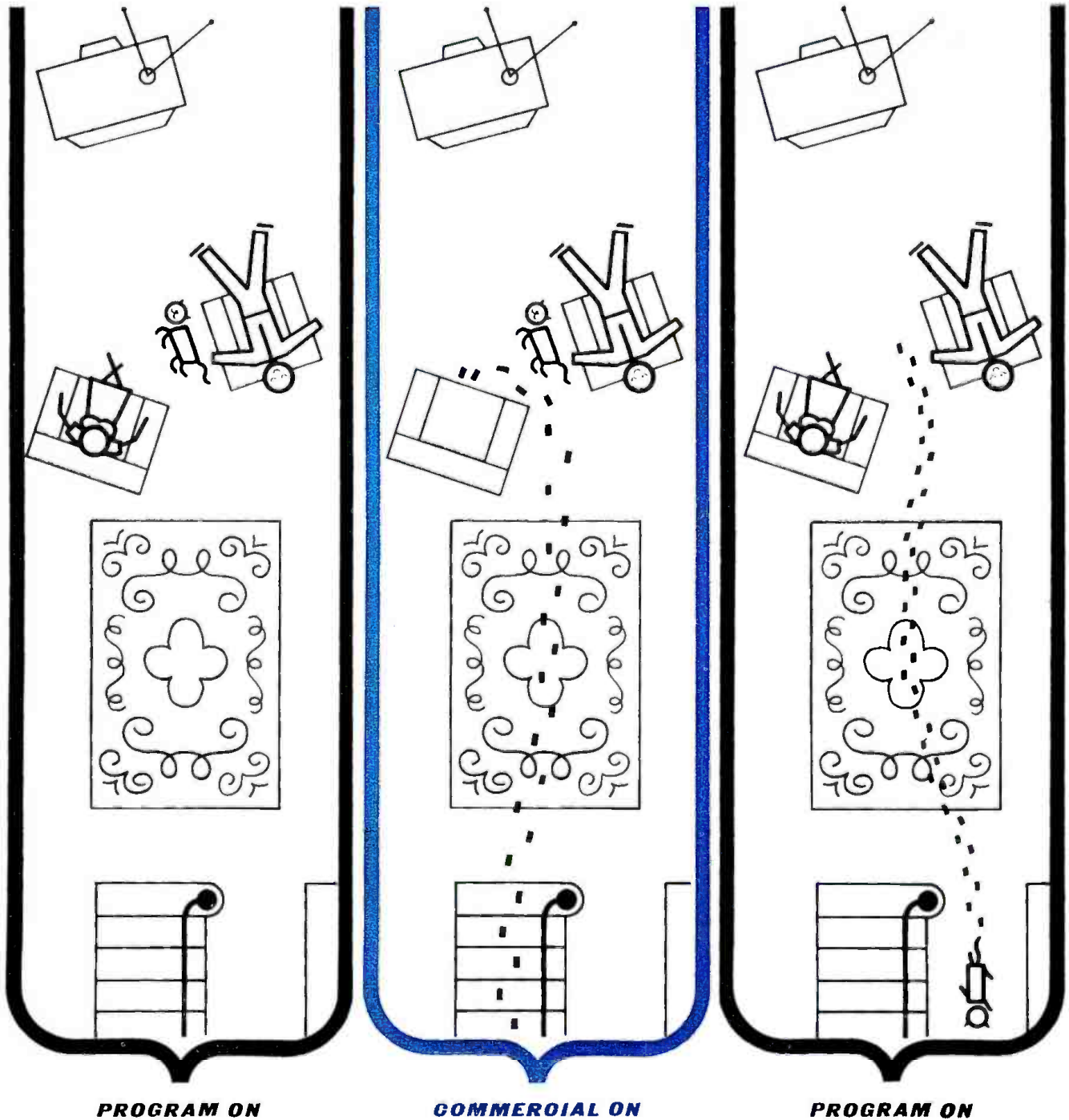
Nov. 10—Deadline for comments on Federal Trade Commission's proposed rulemaking to define description of TV screen sizes.

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

Nov. 11-14—Annual conference of Radio-Television News Directors Association. Rice hotel, Houston. Keynote speaker will be John B. Connally, governor of Texas.

Nov. 12—Public service workshop for personnel of civic, social and welfare organi-

■ Indicates first or revised listing.



PROGRAM ON

COMMERCIAL ON

PROGRAM ON

Do you always buy the best program for your spot commercials?

It's not just the rating anymore. There's also the degree of interest and attention to the program which studies continue to find match up with the degree of interest and attention for the commercial. Did you buy off-network series with a high TvQ among housewives? Your MGM-TV representative can point with pride to such availabilities.



NEW YORK • CHICAGO • ATLANTA • CULVER CITY • TORONTO



*"This area . . . one of excellent opportunity"
Paxton C. Judge, Division Vice President*

THE KROGER COMPANY ROANOKE DIVISION

"Television is an integral part of our merchandising and advertising program within the four-state area served by the Kroger Roanoke Division. National brands using this area in their marketing programs have enjoyed excellent results. It has also been used by many as an established test market. This area, therefore, should be highlighted by all marketing, advertising, and merchandising executives as one of excellent opportunity."

WDBJ Television would like to recognize the Roanoke Division of

The Kroger Company for its outstanding merchandising ability. It has been cited by its Cincinnati headquarters for continued excellence in product promotion. It is through the continuing efforts of such local and national companies that this area is recognized as a leading market and as "a perfect test market."

Roanoke television is a primary advertising force . . . when you market your product in this rich and growing area!

WDBJ-TV

Ch. 7

ROANOKE, VIRGINIA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

zations in how to use radio most effectively. All-day meeting sponsored under joint auspices of the Southern California Broadcasters Association and the University of Southern California at the university campus, Los Angeles.

Nov. 13—ABC Radio regional affiliates meeting, Albany, N. Y.

Nov. 13—OK-CATV Association (Oklahoma and Kansas) annual meeting. Sheraton-Oklahoma, Oklahoma City.

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

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

Nov. 16—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.

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

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, National Community Television Association. Nassau Beach hotel, Nassau, Bahama Islands.

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

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

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

DECEMBER

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

Dec. 4—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. 7—Hollywood Advertising Club luncheon. Howard Bell, director of National As-

■Indicates first or revised listing.

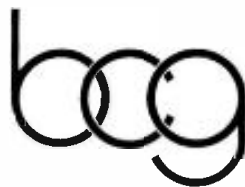
A New Broadcast Representative Corporation

NEW in the sense that the firm is a brand new corporate entity, namely BROADCAST COMMUNICATIONS GROUP, INC.

But not new in the sense that the firm is one of the oldest broadcast sales organizations in the industry. What used to be the sales organization of the Crosley Broadcasting Corporation is now BCG.

Our *raison d'etre* is to represent other dynamic broadcast facilities across the nation in addition to the Crosley radio and television stations.

Rather than make majestic statements about corporate creeds and accomplishments, we shall let the past and the future speak for us.



BROADCAST COMMUNICATIONS GROUP, INC.

Selling broadcast time since 1941

EXECUTIVE OFFICE: 415 Madison Avenue, New York, New York 10017

H. Peter Lasker, President

NEW YORK

CHICAGO

CLEVELAND

**“Can a
Worthy Advertiser
with an
Attractive Product
Find Happiness
by Winning the Loyalty
and Affection of a
Typical American
Housewife?”**

**DAYTIME ADVERTISERS
ON THE CBS
TELEVISION NETWORK
(1964, MONDAY-FRIDAY)**

Alberto-Culver Company
Aluminum Company of America
American Cyanamid Company
American Doll & Toy Corporation
American Home Products Corporation
The Andrew Jergens Company
Armstrong Cork Company
Arnold, Schwinn & Company

Best Foods (Corn Products Company)
Binney & Smith, Inc.
The Borden Company
Bristol-Myers Company
Calgon Corporation
California Packing Corporation
Campana Corporation
Campbell Soup Company
Carnation Company
Chesebrough-Ponds, Inc.
Church & Dwight Company, Inc.
Colgate-Palmolive Company
Columbus Coated Fabrics Co. (Borden)

Continental Baking Company, Inc.
The Dow Chemical Company
The Drackett Company
E.I. duPont de Nemours & Company, Inc.
Edward H. Dalton Company
F & F Laboratories, Inc.
Family Foods, Inc.
Father John's Medicine Company, Inc.
Florida Citrus Commission
The R. T. French Company
Frigidaire (General Motors Corporation)
Frito-Lay, Inc.
General Foods Corporation

Audience data are for Mon.-Fri., 7 am-6 pm; homes reached based on Nielsen average audience estimates; audience composition

\$103,000,000 Says He Can!

Of all the ways to a woman's heart, the surest is daytime television—on the CBS Television Network. America's advertisers put their money on it: 103 million dollars in the past 12 months. Far more than on any other advertising medium addressed to women.

For advertisers know that daytime television is a world of its own—inhabited largely by women. If you could lift the roofs off America's homes during the day you would find an average of 8.8 million women tuned to their television sets...*some 36 million* in the course of a week.

Advertisers know, too, that the most popular daytime shows come from the CBS Television Network. *All* of the Top 12 programs—a matchless schedule of comedy, studio diversions, news, and the irresistible daytime serial. In the average daytime minute this year 4,860,000 homes are tuned to CBS—59 per cent more than are tuned to the second network, twice as many as to the third! In a typical case an advertiser employing just 12 announcements in four weeks on the CBS Television Network has demonstrated his product an average of 3.3 times in 21 million homes.

Predictably, advertisers seeking the loyalty of the American housewife spend the greatest part of their budgets on the daytime programs of the CBS Television Network—nearly as much as they spend on the other two networks together and more than they spend on three leading women's magazines combined. They are saying, in effect, that the most important seat of the country's purchasing power is a chair in front of a daytime program on the CBS Television Network.



General Mills, Inc.
Gerber Products Company
The Gillette Company
Glenbrook Laboratories (Sterling Drug)
Gold Seal Company
Golden Grain Macaroni Company
Hartz Mountain Products Corporation
Heublein, Inc.
The International Latex Corporation
Johnson & Johnson
S. C. Johnson & Son, Inc.
Kayser-Roth Corporation
Kellogg Company

Kenner Products Company
Kirsch Company
Lever Brothers Company
P. Lorillard Company
Louis Marx & Company, Inc.
Mattel, Inc.
Menley & James Laboratories
The Mennen Company
Miles Laboratories, Inc.
Minute Maid (Coca-Cola Company)
National Biscuit Company
National Cotton Council of America
The Nestlé Company, Inc.

Noxzema Chemical Company
Chas. Pfizer & Company, Inc.
W.T.S. Pharmacraft Company, Inc.
The Pillsbury Company
Pittsburgh Plate Glass Company
Plough, Inc.
The Procter & Gamble Company
Purac Corporation Limited
The Quaker Oats Company
Rainbow Crafts, Inc.
Rexall Drug Company
Reynolds Metals Company
Sawyer's, Inc.

Shulton, Inc.
Simmons Company
Singer Sewing Machine Company
Standard Brands, Inc.
Sweets Company of America, Inc.
The Toni Company
United States Borax & Chemical Corporation
Warner-Lambert Pharmaceutical Company
James O. Welch Co. (National Biscuit Co.)
Westinghouse Electric Corporation
The J. B. Williams Company, Inc.
Wm. Wrigley Jr. Company
W. F. Young, Inc.

**LAST
CALL FOR
COPY**
Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
YEARBOOK

Final deadline for
station advertising
Nov. 1, 1964

Write, or call collect
today to any
BROADCASTING
office

NAB FALL CONFERENCE SCHEDULE

Dates and places for the fall conferences of the National Association of Broadcasters:

- Oct. 26-27—Jung hotel, New Orleans.
- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

sociation of Broadcasters code authority 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. 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 — 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.

JANUARY

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

■ 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, University of Georgia, Athens. Forum is sponsored by university and Georgia Association of Broadcasters.

FEBRUARY

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

■ Indicates first or revised listing.

OPEN MIKE®

Rural response

EDITOR: . . . since my Monday Memo (BROADCASTING, Sept. 28), I have received quite a bit of response, all from the people in the farm radio business. So far everyone has been complimentary. I'm keeping my fingers crossed.—*Clarence Thompson, vice president, Colle & McVoy, Minneapolis.*

Goodnight Sarah

EDITOR: In your Oct. 19 issue, "Sarah McClendon, news correspondent, Washington," attempts to grapple with an issue that disturbs her; to wit, can a nonpartisan news broadcaster find happiness with a wife who went out to campaign for the Democrats? The answer, to my satisfaction if not to Miss McClendon's, is yes.

Oh, I appreciate Miss McClendon's interest, of course. It is heartening to discover Washington's journalism ranks include a lady who will take the time to question her colleagues' rectitude and impartiality, even if her logic is faulty and her facts wrong. The pleasing thing is that she is willing to try. I welcome her morality lecture and I will look for-

ward to her future performances.

Painful as it is to correct a news correspondent on her logic as well as her facts, I regret that I must.

First, Miss McClendon tries to draw a comparison between Lisa Howard of ABC who broadcasts news on the air, and my wife, who does not. A better comparison would be between my wife and Miss Howard's husband, if she has one.

Second Miss McClendon says, "Unless I am mistaken, the Brinkleys, husband and wife, recently entertained at a prefunction dinner for Democratic fund raisers." Well, let me assure Miss McClendon that she is indeed mistaken. The affair she refers to raised money for needy children. It had no political connection whatsoever and the guests were members of all parties, or at least all the respectable ones. If any creeping Socialists were present, I was not aware of it.

But the point simply is that my wife is an intelligent adult who holds political opinions of her own and I saw no reason why she should not express them, so long as she made it clear (as she always did) she spoke only for herself, not for me.

Finally, the sensible way to assess a



November 2, 1920 Radio station KDKA, Pittsburgh, made news tonight by reporting news of the Harding-Cox election. In the first known news program ever broadcast, the station carried AP election returns through the cooperation of a local AP member newspaper.

The Associated Press Brings 116 Years of Experience and Reliability to This Year's Election Story.

THE ASSOCIATED PRESS *The Prestige Service*

What can a good
do for a good

KPOL

DISTINGUISHED RADIO LOS ANGELES • 5700 SUNSET BLVD., LOS ANGELES 28, CALIFORNIA • HOLLYWOOD 6-4123
September 11, 1964

Mr. Paul H. Raymer
President
Paul H. Raymer Co.
444 Madison Avenue
New York 22, New York

Dear Paul:

As we mark the fifth anniversary of our relationship, I want to tell you how enthused we are over the remarkable amount of business that has resulted, over these years, from your people and our people working so well together.

The increases in our national spot sales each year have been outstanding; from 44 to 86 percent, one right on top of another, year after year.

All this shows what can be done when you focus the strong selling forces you maintain in all your offices across the nation. In selling a station like ours, with its unique combination of rich music, thought-provoking news coverage and quality-produced commercials, great things are bound to happen.

Thank you, Paul, for contributing so importantly to our continuing success.

Cordially,

COAST RADIO BROADCASTING CORPORATION

Fredrick D. Custer
Fredrick D. Custer
General Manager

FDC:pb

KPOL AM 1540 KILOCYCLES • 50,000 WATTS • KPOL FM 92.9 MEGACYCLES • 100,000 WATTS

representative radio station?

WORK TOGETHER AND WORK WONDERS.

In the case of our station KPOL in the big Los Angeles market – our five year sales record is truly phenomenal.

NATIONAL BUSINESS

1961 over 1960	up 86%
1962 over 1961	up 65%
1963 over 1962	up 44%
1964 to date	up 81%

Fred Custer has made KPOL one of America's greatest stations. His programming is unique and brilliant, his management excellent and his principles high. We have cooperated with a record success in national business.

This is another example of what a representative can do if he does not have too many stations. He can give more personal interest, attention and effort to each station.

How many stations share your representative?



PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD



**Look! If I wanted
Syracuse
or San Diego
I'd call
a travel agent.
Just tell me about
KELO-LAND!**

Sure! KELO-LAND is the Sioux Falls-98 County Market. A whale of a market prize for any advertiser—and only KELO-LAND TV, with three transmitters operating as one station, has the coverage to get it for you. To realize how very important KELO-LAND TV is to you in your national campaigns, hold the phone for this! KELO-LAND TV plays to a bigger prime-time audience among CBS affiliates than does Syracuse, San Diego, Norfolk, Sacramento, Albany or Jacksonville. Your one film or live commercial on KELO-TV SIOUX FALLS sweeps through KELO-LAND's 98 counties, simultaneously, powerfully!

ARB, 6:30-10 p.m. March '64.
Submitted as estimates, not necessarily exact measurements.

KELO-TV LAND
CBS • ABC

KELO-TV • KDLO-TV • KPLO-TV
(interconnected)

Gen. Offices: Sioux Falls, S. D.



JOE FLOYD, President
Evans Nord, Executive Vice-Pres.
& Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by H-R
in Minneapolis by Wayne Evans

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news broadcaster's impartiality is by what he puts on the air, not by what his wife does on her own time. I write my news scripts, my wife doesn't.

Let me again offer my thanks to Miss McClendon for her anxious concern for my household's politics and assure her there is nothing for her to worry about.
—David Brinkley, NBC News. Washington.

Missing pages

EDITOR: We would like to get a list of the top 50-100 advertising agencies in the U. S. (We had it from your YEAR-BOOK, but the pages were lost.) We would also like a list of the top 100 companies in the U. S. in terms of advertising on television.—Lee Mendelson, president, Lee Mendelson Film Productions Inc., Burlingame, Calif.

(Tear sheets of the listings have been sent.)

Right state, wrong city

EDITOR: RE YOUR CLOSED CIRCUIT, WESTINGHOUSE CATV (BROADCASTING, Oct. 19), THE CITY OF STATESBORO HAS BEEN USED IN ERROR SECOND TIME. THIS SHOULD BE SWAINSBORO. STATESBORO CITY COUNCIL HAS YET TO ACT ON SEVERAL CATV APPLICATIONS, INCLUDING ONE FROM UNDERSIGNED.—Don McDougald, president, WWSN Inc., Statesboro, Ga.

Sec. 315 and public trust

EDITOR: There is a lot being said today about the mathematical formula of equality for all candidates for public office known as Section 315. I feel particularly close to the subject since I put several hundred man hours on the topic of political broadcasting for a thesis at the University of Georgia last year.

It appears that the question raised by the equal time requirements is basically . . . can broadcasters be trusted to carry out their civic responsibility in covering political campaigns and events of political importance? Congress, in enacting Section 315, apparently assumed they could not be trusted. The Congress, being a creature of politics itself, decided that broadcasters should not be given the "judgement factor" in determining who are the responsible and important candidates for public office. This seems to be incongruous with the authority broadcasters have over programming the remainder of the year. It does not follow that they cannot be trusted to act responsibly during campaign time.

That there were 18 candidates for President in the 1952 campaign says to

me that there is something wrong with the premise of Section 315. In 1960 there were 14 announced candidates for President. Can anyone honestly advocate that broadcasters, and more especially the major networks, give each of these people equal time commensurate with the major party candidates' time? . . .

Without some modification or entirely new approach to the problem of equal time, broadcasters will continue to have no choice but to turn their microphones and television cameras away from many candidates during campaign time. The result will be to stifle and to keep from the public the vital intelligence and information required to make effective and realistic political choices . . . The loss goes to the people . . . It is time to re-examine the considerable role which broadcasting plays in the democratic process.

If we are to change the basic law pertaining to political broadcasting, we must be prepared to take risks. Risks are implicit in all courses of action—even that of leaving Section 315 and the whole problem of political broadcasting alone.—Thomas C. Dowden, Houston sales representative, KHOU-TV Houston.

A little hot water

EDITOR: On page 112 of BROADCASTING, Oct. 12 an error has been made. Included in a group of stations . . . WANG (FM) and SCA Goldwater, Mich. are listed. This should be Coldwater.

However, that's not the worst of it. It so happens that WANG (FM) is partially owned by E. Harold Munn of Hillsdale, Mich., a candidate for President on the Prohibition party ticket. . . —Charles R. Palmquist, manager, KUFY (FM) San Mateo, Calif.

Classroom help

EDITOR: I am a student at Southern Illinois University enrolled in the School of Communications as a radio broadcasting major. This term I am taking a course, "Radio Station Management 390," . . . [and have been assigned] a research paper on "Should a radio station editorialize: why/why not?"

I solicit your opinion as editor of the leading trade magazine in the media. A brief statement of your views and reasons for your opinion will be greatly appreciated. —Mike McDaniel, Box 1011, Carbondale, Ill.

(BROADCASTING has carried quite a number of editorials over the years on the general subject of editorializing. An editorial in the July 13th issue states our opinion that there is need for more and better editorializing and points out some of the deterrents faced by broadcasters who wish to editorialize. That issue also contained a report of the National Broadcast Editorial Conference in Washington.)

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BROADCASTING, October 26, 1964

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*Occupation Required

MONDAY MEMO

from DONALD GORDON, copy chief, Kelly, Nason Inc., New York

Whither goest the tourist

There is an ever-increasing quantity of travel advertising in all media, particularly in television and radio. Yet, far too many potential travelers still stay home.

It used to be that with the exception of the airlines, travel advertisers mostly confined themselves to print media. The major international carriers and destinations concentrated their efforts in quality magazines; package tour operators and resort hotels utilized the travel sections of the major metropolitan newspapers. The use of this media reflected the travel market as it existed then. Only the wealthy went abroad, while the less affluent took modestly priced cruises, or went off to a resort hotel for a week or two.

The increased use of mass, rather than selective, media in travel advertising, whether on a regional or national basis, parallels the growing and changing nature of the travel market. As the cost of going somewhere has steadily come down, incomes have gone up. Consequently, an ever-growing proportion of the population can now afford to take distant and even overseas vacations.

In view of the travel market being considered a "mass class" market by many today, the use of radio and television not only by carriers, but also by some destination advertisers, makes more and more sense. The bulk of the increase in the use of radio and television has been made by the domestic airlines. But they have been joined by international flag-carrier airlines, railroads and long-distance coach lines, automobile renters and some destination advertisers.

The most interesting destination advertising being projected against the "mass-class" market is probably the television spots for Jamaica; and it is supported by some very tempting TV spots for Bermuda, Nassau and Jamaica for British Overseas Airways Corp. The BOAC commercials are interesting in that while the video is a fast and cheerful montage showing the delights of the destination, the audio carries a strong price story, the two combining to evoke a desire to travel and setting financial fears aside.

If the "mass-class" market can be persuaded by such evocative and reassuring advertising to travel to some of the nearer overseas destinations such as the Bahamas, Jamaica, Puerto Rico and Mexico, they will become prime prospects for more ambitious overseas vaca-

tions. Their early, modest trips to these close destinations will have converted them from "no-goes" into "goes" while they are young, so that as they prosper and acquire more leisure, they will think quite naturally and logically in terms of Europe and destinations beyond.

And though travel in fact, has increased as a result of more advertising and an expanded market, it has not done so at anything like the ratio it could: some 50% or more of the American population are "no-go."

No small reason for this sorry state of affairs is that much of the advertising is far too competitive. It tries, for the most part, to persuade people not to fly by airline "A" but to fly airline "B" instead.

Far too much of this persuasive effort is frankly frightening, and therefore gives the "no-go" additional reasons for staying at home. This advertising is addressed to people who have to travel, and therefore, does nothing to increase the travel market. Too many of us are fighting over how large a slice we get of a small cake, instead of trying to bake a bigger one.

If you tell a man who has never flown that when he does he must select a particular type of jet, he will read into this his conviction that flying is dangerous, and stay home. You have ignored the most basic rule of a persuasive travel campaign; you have failed to motivate him, because you have failed to reassure him.

This competitive element in carrier advertising is particularly evident in airline advertising, and shows up all too often in steamship line advertising. One airline has come so close to calling nonfan-jet aircraft downright dangerous

that the advertising is frightening even to experienced air travelers, and terrifies the nontraveler. Another, under a general and always-repeated promise, talks at such length and in such detail about the safety checks run by navigators, flight engineers and other technicians that it is all too easy to infer that nobody else in the airline business goes to such trouble.

All this contrasts with airline and steamship advertising that sells the destination as a wonderfully interesting place to visit, and theirs as the nicest and most delightful way of getting there. Pan American World Airways's latest radio commercials, for instance, evoke an almost feverish desire to dine in Paris this very evening.

The creation of persuasive travel advertising is not a mystique; it is marketing. Research has told us who are travel's prime prospects, and research has shown us what motivates them. They must be offered fun, opportunities to encounter other peoples and other ways, a vacation whose memories will justify the expense, and the facts that will set difficulties aside and reassure them. With these facts known, it is amazing that so many advertisers ignore them, and create campaigns that not only fail to expand the market, but, by scaring prospects, actually make certain that it will not expand.

It is ironic that the travel industry is dancing up and down in angry frustration over the "no-goes," when it has only itself to blame. It can afford to be indignant only when it has stopped frightening prospects and has spent a little time reassuring them. And when it learns to aim its advertising at its prospects, instead of at its own travel competitors.



Oxford-educated Donald Gordon joined Kelly, Nason Inc. this year and serves as copy chief and writer on Spanish National Tourism accounts. He had been copy director of Pritchard, Wood Inc. on British Overseas Airways Corp. and Greek National Tourist Office accounts. Earlier he was at Ogilvy, Benson & Mather and had taught English composition at the University of Wichita. In England, Mr. Gordon worked in press relations for Imperial Chemical Industries.



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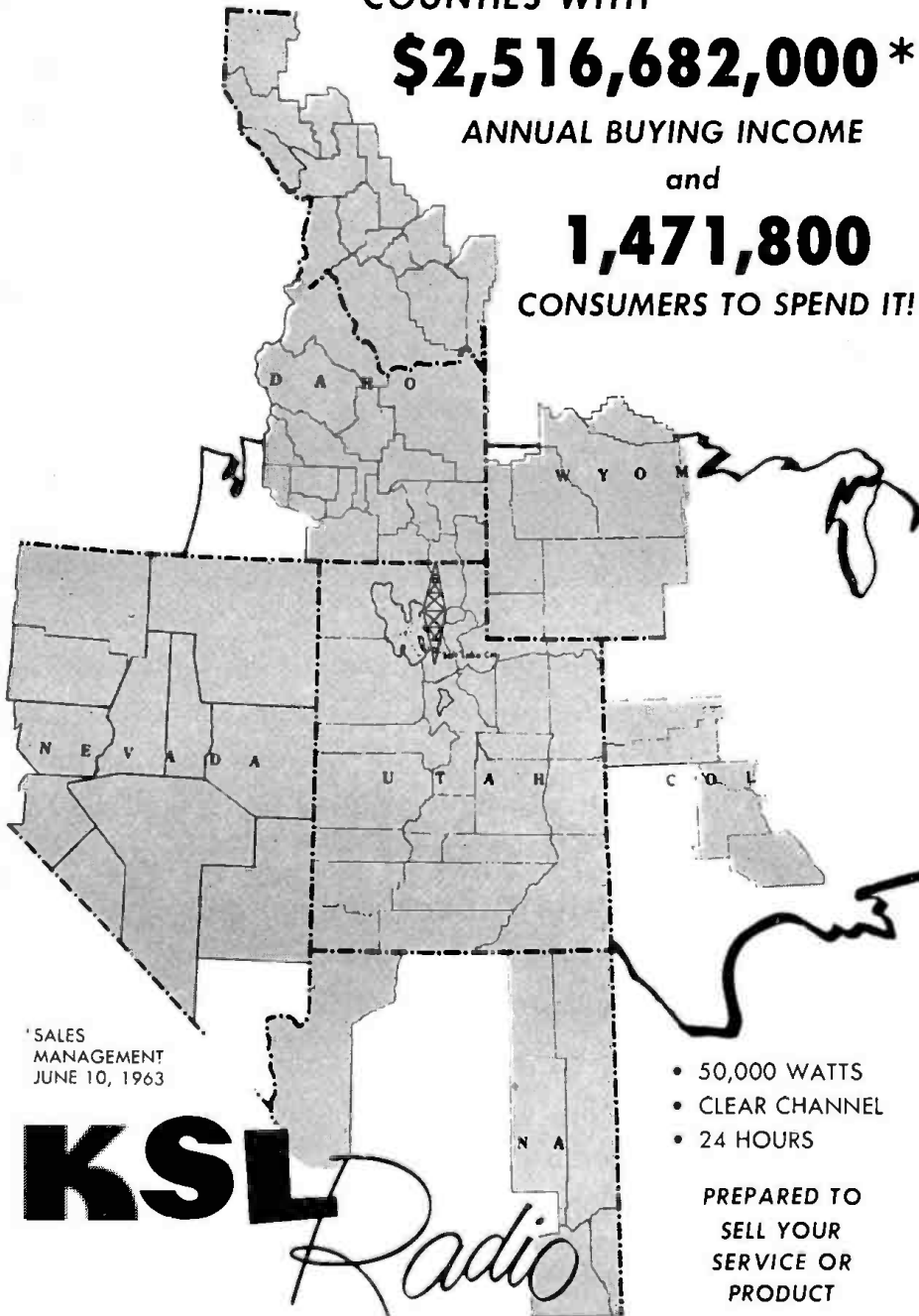
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weekdays.

Who gets the late-night jackpot?

NBC's 'Tonight' show has long dominated the field but new entries this season are hoping to expand the audience and siphon off some of the profits

Late-night television, a \$200 million-plus frontier long dominated by one network and thousands of old movies, may soon take on a new and livelier look.

More and more stations are beginning to experiment with new program forms for the after-11 hours, and more producers are showing interest—although it's still a cautious interest—in programming for these periods.

On the network level, NBC-TV's *Tonight* show, which under Johnny Carson and previous tennants has had no network challenger for more than a decade, gets competition from ABC-TV next month with the start of the *Les Crane Show* on Nov. 9 (Monday-Friday, 11:15 p.m. to 1 a.m.) and *Tonight* itself goes from five nights a week to six, starting in January.

In the syndication field, Westinghouse Broadcasting's new *That Regis Philbin Show* is being syndicated nationally as the successor to the late-night *Steve Allen Show*, and as of last week had been signed by some 20 stations.

MCA Entry ■ In addition it is known that Universal Television (MCA) has prepared a pilot for a series, titled *Celebrity Room*, a taped program of behind-the-scenes glimpses of Hollywood entertainment, which is envisioned as a late-night entry for either network or syndication.

Henry Jaffe Enterprises, in association with Desilu, is producing a 15-minute daily program, *The Julie London Show*, in Canada for syndication to stations in this country on a late-night slot.

An apparently growing number of stations around the country meanwhile are scheduling foreign-made features and one-hour off-network programs in the post 11 p.m. periods, and an example of another kind of local experimentation is seen in WPIX(TV) New York's new telephone-discussion show.

Called *Hot Line*, it features producer David Susskind, author Gore Vidal and columnist Dorothy Kilgallen and is presented two nights a week from 11:15 to 1—and WPIX is attempting to expand

the program to stations in Boston, Washington and Philadelphia.

Whether these various local forays into late-night diversification will significantly shake the historic hold of motion pictures, at least for the foreseeable future, is still a moot question. A sampling by BROADCASTING last week among executives at leading advertising agencies, station representation firms



Probably the first successful live late-night programing on television was the 'Broadway Open House' on NBC. Starring Jerry Lester and Dagmar (above), 'Open House' was a broad comedy and variety show leaning heavily on vaudeville gags. It was carried in 1950-51 after which the time was turned back to stations for local programing. Steve Allen started in 1954.

and syndication companies found little belief that movies were anywhere near the end of the late-night trail.

Other Experiments ■ But it also found substantial indication that other formats are being tried, whether by necessity or by preference, and even greater indication of belief that more experimentation is desirable.

Agency and rep officials applauded the moves to infuse the late-night periods with "new blood." Leading syndicators expressed interest in furnishing some of the blood, but as a rule they were not enthusiastic about the economics.

The syndicators generally cited these considerations: high cost of producing and selling for syndication, the stern competition already offered by *Tonight* and feature films, difficulty in obtaining time slots and "reasonable" prices, and, despite reports of shortages, their own feeling that the supply of feature and off-network shows is still considerably short of exhaustion.

Several agency and rep officials felt that the late-night periods seem particularly suited for experimentation and the development of local talent.

Billing Important ■ Although late-night billing is relatively low compared to prime-time revenues, billing in the post-11 p.m. period is still impressive. The Television Bureau of Advertising estimated that almost \$191 million was spent in spot TV in "late night" in 1963, and other authorities estimate that more than 90% of this amount was allocated between 11 p.m. and 1 a.m.

TVB's figures do not reflect revenues accruing from strictly local advertisers or from the network sponsors on the Carson program on NBC-TV.

NBC sources reported that the Carson show brings in an estimated \$16 million yearly in network advertising alone. This covers the six minutes that the network sells but does not include the 14 minutes that stations sell locally.

ABC-TV is hopeful that the *Les Crane Show*, which will start on 95 sta-

WHO GETS THE LATE-NIGHT JACKPOT? continued

tions (about one-half as many as in the Carson line-up) can bring in about \$8 million a year in network sales. This figure is predicted on full sponsorship of Crane for the six minutes the network sells each evening. The remaining minutes in the program are sold locally by the stations.

The audience for late-night programming in the 11 p.m.-1 a.m. period is estimated at 12 million by the A. C. Nielsen Co. This is less than one-half of the 28 million for prime-time viewing, according to Nielsen.

Over 4,000,000 Watch ■ NBC-TV claims it is the leader in the post-11 p.m. period. One executive said the latest Nielsen shows that it reaches an estimated 4,250,000 viewers each night. In a research study completed last summer, using ARB reports in local markets, NBC-TV claimed Carson reached 1,383,000 homes as against 1,075,000 homes for late movies and 741,000 for *Steve Allen Show* (22 markets included in study).

Station clearances are a vital factor in late-night programming. NBC-TV reports that the Carson show is on 177 stations, representing 97.5% of its affiliates. ABC-TV expects to have 95 stations carrying the Crane program by Nov. 9.

Many ABC-TV affiliates, it was explained, already had made commitments for features and syndicated films in advance of the announcement that the network would schedule the Crane show in the late-night period. Some affiliates reportedly have elected to stick with features and syndicated shows at least until the Crane program has a chance to prove whether it will be a success or a failure.

A cross-section of opinion on the status of late-night programming and prospects for the future follows:

A program executive at a large agency felt keenly that the schedule should be broadened. One suggestion he made was that "old 90-minute dramatic films of the *Playhouse 90* type be resurrected and used as late-night product. He offered the view that the trend seems to be away from the movies, but he felt that Les Crane probably will "do better in larger markets . . . he may be considered offensive in other areas."

Sees Carson Best ■ The vice president in charge of programming for a leading agency felt that neither Mr. Philbin nor Mr. Crane will be able to succeed against Johnny Carson. He added: "The audience for this type of show is limited and Carson has it. They might siphon off some of the Carson audience but they won't create new viewers."

A director of programming for a large agency said he "doubted" that there is a

"three-network economy" for after 11 p.m. programming. He indicated that Les Crane could amass a reasonably sized audience but he held out less hope for Regis Philbin. He welcomed the "diversity" and "excitement" that he thought the Crane show would provide. There is still a substantial audience for feature films and reruns are not a "serious problem," he added.

"I can't see either Crane or Philbin making it," a vice president in charge of radio-TV for another agency commented. "Better quality movies are now coming on TV in some markets, and they will have their effect initially on the Carson show as well as Philbin's and Crane's. But I do think that the problem of supply of feature films can be serious in about a year."

Watch-and-Wait Posture ■ A senior vice president in charge of broadcasting expressed the view that Les Crane had "a chance," but he was adopting a watch-and-wait posture. He was not familiar with Regis Philbin, he said, but

ABC-TV wins PGA rights

ABC-TV last week outbid CBS-TV and NBC-TV to get the rights for 1965-67 to the Professional Golfers Association championship tournament. ABC offered \$606,000 for the three-year package. The CBS and NBC bids were not disclosed.

CBS held the 1963-64 rights for \$150,000.

ABC will telecast two days of the annual PGA event with 90 minutes on Saturday and two hours on Sunday. The tournament is held in July or August.

added: "I think it's wonderful to experiment this way. Who knows? Philbin may turn out to be another Red Skelton. Remember in the early days of television when Jerry Lester and Dagmar made such a big hit? It could happen again."

A program official at a leading representation firm was skeptical of the ratings that could be garnered by the Crane and Philbin shows. He felt, too, that ABC-TV would not be able to clear a substantial number of markets, since some affiliates have commitments for feature and syndicated product.

An executive at another representation company also was bearish regarding Philbin and Crane. Motion pictures are "very satisfactory" vehicles in late-

time and NBC-TV has attained "a tradition" with the *Tonight* program, he added. Both syndicators and stations find it too difficult and unprofitable to produce solely for this time period, he claimed.

The president of one station rep firm declined to comment specifically on the Crane or Philbin projects, pointing out he did not know enough about them, but said "the hours after prime time are ideal for experimentation." He hoped that some TV stations would develop their own programs in this time period. Feature films, he added, can continue to be prime attractions in late hours, provided there is a sufficient supply of films to replenish those "worn out" through repeated usage.

A media vice president at a major agency attributed the rise of network entertainment programming in late evening hours to a network desire to obtain "additional time" in certain markets, and to stations who see the year "when sooner or later many will run out of feature films." But, he said, there are other stations which have paid "good money" for their film packages and "will want to stay with movies."

In the agency point of view, he said, late-night programming obviously will attract advertisers only so long as the shows return an audience. Advertisers with regular network or spot TV schedules will add late-night advertising for frequency, he said.

Rumors precede revamping of Emmy

The new plan for conducting the awards program of the Academy of Television Arts & Sciences will definitely include a place for daytime programs, John Guedel, president of the ATAS Hollywood chapter, said Thursday (Oct. 22) at a chapter meeting on the subject of daytime television (see page 70).

As of late last week, that was all that was definite about the new Emmy procedure, so far as anybody but the academy governors knew. The plan, developed after vehement criticism of the old procedure all but wrecked the last Emmy awards presentation, was to have been made public last Thursday at news conferences held simultaneously in New York and Los Angeles. At the last moment they were put off until today (Oct. 26). The reason for the delay is another secret the academy fathers chose not to reveal.

The absence of facts did not stop the flow of rumors, however.

Among the more credible were that the new plan eliminates the most per-

Here's the line-up for sleepy-time programing

The "not-so-secret weapon" against late-night movies has been personality programs. The *Tonight* program on NBC-TV spotlighting Steve Allen, Jack Paar and now Johnny Carson, has proved successful over the past 11 years. The latest contenders in the "battle after 11 p.m." are *The Les Crane Show* on ABC-TV and *That Regis Philbin Show* syndicated nationally by Westinghouse Broadcasting Co.

The Philbin program marks WBC's third effort to find a niche for itself in the late-night schedule. Its earlier ventures were *PM East* and *PM West* programs on the East and West Coasts, respectively, in 1961 and *The Steve Allen Show*, which began in June 1962. The Allen program attained a high-level of 47 stations. Tapes of his programs will continue in Australia but it is not known whether they will be distributed here.

Regis Philbin was elected to succeed Mr. Allen as star of the 90-minute program after the latter elected to relinquish his own program to concentrate on CBS-TV's *I've Got a Secret* and other projects. The Philbin show will start tonight (Oct. 26), on at least 19 stations, scheduled on a Monday-through-Friday basis.

San Diego Talent ■ Mr. Philbin had been conducting a two-hour Saturday night program on KOGO-TV San Diego for three years.

The program will originate in Hollywood from a 400-seat theater. The format will include five variety acts each night and at least five "new faces" every week. A well-known performer will appear on all five shows each week.

Mr. Philbin also will present peo-



Johnny Carson's success with 'Tonight' is the inspiration and could be the downfall of the two latest entries in the field. Whether the late night audience is big enough to support the new 'Les Crane Show' and 'That Regis Philbin Show' as well as Carson is a question to be decided.

ple who are prominent in the news. There are plans to use a new mobile unit to film significant and topical events.

Terry Gibbs will serve as musical director of the show and his sextet will provide the music. Chet Collier is executive producer and Richard Brill the producer.

The program will be carried on WBC stations in Boston, Pittsburgh, Cleveland, Baltimore and San Francisco and on other outlets in New York; Dallas; Denver; Albuquerque, N. M.; Colorado Springs, Colo.; Des Moines, Iowa; Hamilton, Ont.; Kan-

sas City, Mo.; Las Vegas; Los Angeles; Milwaukee; Phoenix and Tucson, both Arizona.

ABC-TV reported last week that *The Les Crane Show* had been cleared for showing on 89 of its affiliated stations, starting Nov. 9 (Monday-Friday 11:15 p.m.-1 a.m.) and expects to have at least 95 outlets in the lineup by the premiere date. Officials estimated 75% of the country will be covered by the program by Nov. 9.

Affiliates' Share ■ The network has set up a compensation structure under which affiliates will sell 14½ minutes of commercial time, including two 70-second station breaks, and retain this revenue. The network will be permitted to sell six minutes of time nationally. It already has sold participations in the program to Hazel Bishop through Daniel & Charles, New York, and Consolidated Cigar Corp., through Lennen & Newell, New York. Four one-minute spots each night are still open for sponsorship.

Richard Lewine, producer of the Crane program, describes it as a "gutsy version" of late-night shows. He said it would have "overtone of Jack Paar," but will avoid "chit-chat."

The program will attempt to develop four segments each evening, including talks by groups of people, remote interviews, entertainment appearances and question-and-answer periods with the audience.

The program has assembled a production staff of 28. For the first two weeks, the Crane show will be taped 24 hours in advance but subsequently it will originate live, though it will include film and tape segments.

sistent complaint—that a comedian is pitted against a dramatic actor for top individual honors—by replacing that person-to-person competition with a new scoring method whereby each is measured against perfection, in somewhat the same way that a golfer's score is measured against par.

Another improvement that the new plan is reputed to have over the old method of selecting Emmy winners, is that it does away with the familiar criticism that "people are voting for programs they didn't see" by providing, in an unexplained manner, that enough voting academy members will have seen every broadcast to give each one proper recognition in the final tally.

Actors Studio shows to be taped for TV

The Actors Studio Theater in New York and producer Ely Landau signed an agreement last week under which Mr. Landau will be permitted to present a minimum of 12 of the studio's future productions on television and in pictures.

The arrangement covers a three-year period, starting with Chekov's "The Three Sisters," which closed a run of 119 performances on Oct. 3. The Chekov play will be taped and filmed in a television studio, as will future productions. Mr. Landau will pay the Stu-

dio Theater an advance, reported to be \$50,000 for each play he prepares. This sum is deductible from the Actors Studio's 50% share of the profits.

Mr. Landau already is in rehearsal with "The Three Sisters," which will star Geraldine Page, Kim Stanley, Kevin McCarthy and Gerald Hiken of the recent cast. Paul Bogart is the director.

"Our concept is to bring 'The Three Sisters' and other shows as close as possible to the Actors Studio Theater's interpretation of the full-length presentation," Mr. Landau said.

He indicated that most of the presentations will be offered initially for network sale, although some will be shown first in theaters.

Agencies seek ways for more creativity

Chicago 4A meet also discusses means to improve advertising, how to run agencies more efficiently

The tendency to so overuse the word "creative" in advertising today that it has become trite, did not deter agency executives from probing ways to enhance their creativity at the annual meeting of the central region of the American Association of Advertising Agencies in Chicago last week.

A record attendance of nearly 600 agency executives at the Wednesday-Thursday sessions (Oct. 21-22) spent considerable time exploring how they can make advertising better and run their agencies more efficiently.

As Norman H. Strouse, chairman, J. Walter Thompson Co., New York, told the group, "Our first threat to creativity is to limit application of the word itself." He recalled that when he entered the business 35 years ago the word was seldom used and it didn't have to be.

"We knew what kind of a business we were in," he said, "and avoided being self-conscious about it. We simply went ahead creating ads, devising

president, Campbell-Ewald Co., Detroit, said many agencies are still in the dark ages when it comes to personnel practices and this policy actually hurts income.

"Many agency managers fail to see the direct line between personnel and profits," he said, "between imaginative personnel procurement and personnel training and the treasury. Yet nothing is more closely tied to the company's future profits than management's provision for a continuation of its standard of service to its clients."

In discussing the creative process itself, Don Tennant, executive vice president, creative services division, Leo Burnett Co., Chicago, asserted that creativity does not spring from isolation, rather it springs, he said, "from an awareness of the world and participation in it, plus a desire to reshape it in a fresh, meaningful way, plus the guts and the initiative and the drive to get going and do something about it."

Mr. Tennant's magic ingredient for



Mr. Strouse



Mr. Adams



Mr. Tennant



Mr. Crichton

unusual marketing plans, developing imaginative media plans, designing new forms of research—all with the idea that our total job was that of doing things just a little bit differently."

Mr. Strouse held that everyone in the agency can be creative in his own particular area, finding better ways to do his job. If each thought of himself as creative in these terms, he said, there would be less interference with the writing and art processes both inside the agency and among clients.

Personnel Policy ■ Thomas B. Adams,

making something out of the world of ideas: action.

Asking his audience "who wants a plain brown board?," Don Johnson, Buchen Advertising, Chicago, related how a campaign for Masonite developed and won customers through originality, including the successful use of TV. He recalled that after 13 weeks on NBC-TV *Tonight* show, the sale of Masonite paneling "shot up 500%" and this new product "was off and running" in all media and all markets.

Reviewing advertising around the

world today, Constantine Pope, president, Studio Associates Inc., noted that for centuries influence and knowledge were crossing the Atlantic from east to west but now the flow is reversed. "America is the only important influence in the world of advertising," he said, and American advertising "culture" is being looked to and called upon wherever advertising is pursued.

John Crichton, 4A president, paid tribute to the central region's Institute for Advanced Advertising Studies, now in its second year. The value of this educational project to the participating agencies themselves was cited by Robert Ross, Leo Burnett Co. vice president and chairman of the Chicago 4A council board of governors.

Earle Ludgin, board chairman of the Chicago agency bearing his name, and Dr. Charles H. Sandage, professor of advertising and head of the department of advertising at the University of Illinois, were honored for their role in the founding and development of a cooperative program between advertising and education.

4A's sets agenda for California meeting

Six producers of TV commercials will attempt to tell what makes a good one, Friday morning, at the Beverly Hilton hotel, Beverly Hills, Calif., where the American Association of Advertising Agencies will be winding up its four-day western region convention, Tuesday-Friday, Oct. 27-30. Actually, for most of those attending the meeting, it's a three-day affair, as the only Tuesday event on the agenda is a meeting of regional and council governors.

The Friday morning session on "What Makes a Good TV Commercial?," will be conducted by Alfred A. Atherton, president of Atherton-Privett, Los Angeles. Participants will be: Jack Denove, Jack Denove Productions; Gus Jeckel, Filmfair; Chris Jenkyns, Jenkyns, Sheehan & Elliott; Lee Lacy, N. Lee Lacy & Associates; Chris Petersen, The Petersen Co., and John Urie, John Urie Co.

The AAAA western region meeting is to open Wednesday with a morning session for members that will begin with talks by John Crichton, AAAA president, and Richard Turnbull, AAAA senior vice president, with Paul R. Jordan of Hixson & Jorgensen, Los Angeles, presiding; King Harris, Campbell-Ewald Co., San Francisco, will preside over the second segment of the Wednes-

Metro Area Population, Rank, Percent of U.S.

January 1, 1964

Rank	Metro Area	Population	% of U.S.	Rank	Metro Area	Population	% of U.S.
1	New York	11,154,400	5.8729	31	Tampa-St. Petersburg	903,600	.4758
	New York-North eastern N. J.			32	Portland, Ore.-Wash.	882,200	.4645
	Consolidated Area	15,460,000	8.1399	33	Providence-Pawtucket (Official S.M.S.A.)	846,800	.4458
2	Los Angeles-Long Beach	6,661,800	3.5075		Providence-Pawtucket (county basis)	887,100	.4671
3	Chicago	6,510,900	3.4280	34	Columbus, Ohio	813,300	.4282
	Chicago, Ill.-North western Ind.			35	San Jose	807,900	.4254
	Consolidated Area	7,126,600	3.7522	36	Phoenix	799,900	.4212
4	Philadelphia, Pa.-N. J.	4,585,000	2.4140	37	San Antonio	797,300	.4198
5	Detroit	3,939,200	2.0740	38	Dayton	782,600	.4120
6	San Francisco-Oakland	2,829,600	1.4898	39	Louisville, Ky.-Ind.	778,600	.4099
7	Boston (Official S.M.S.A.)	2,620,600	1.3798	40	Rochester, N. Y.	776,700	.4089
	Boston (county basis)	3,216,900	1.6937	41	Memphis, Tenn.-Ark.	731,200	.3850
8	Pittsburgh	2,473,600	1.3024	42	Sacramento	716,100	.3770
9	Washington, D. C.	2,224,800	1.1714	43	Albany-Schenectady-Troy	689,100	.3628
10	St. Louis, Mo.-Ill.	2,219,000	1.1683	44	Birmingham, Ala.	668,600	.3520
11	Cleveland	2,023,700	1.0655	45	Toledo, Ohio-Mich.	659,200	.3471
12	Baltimore	1,808,200	.9520	46	Akron	644,000	.3391
13	Newark, N. J.	1,767,000	.9303	47	Fort Worth	641,300	.3376
14	Minneapolis-St. Paul	1,582,700	.8332	48	Norfolk-Portsmouth	625,300	.3292
15	Houston	1,399,100	.7366	49	Gary-Hammond-East		
16	Buffalo	1,390,200	.7319		Chicago, Ind.	615,700	.3242
17	Cincinnati, Ohio-Ky.-Ind.	1,347,800	.7096	50	Jersey City, N. J.	613,200	.3229
18	Milwaukee	1,322,900	.6965	51	Syracuse	603,200	.3186
19	Paterson-Clifton-Passaic, N. J.	1,284,300	.6762	52	Hartford (Official S.M.S.A.)	586,600	.3088
20	Dallas	1,211,800	.6380		Hartford (county basis)...	833,000	.4386
21	San Diego	1,211,700	.6380	53	Oklahoma City	580,500	.3056
22	Seattle-Everett, Wash.	1,203,800	.6338	54	Honolulu, Hawaii	576,300	.3034
23	Kansas City, Mo.-Kans.	1,167,000	.6144	55	Youngstown-Warren	537,100	.2828
24	Atlanta	1,143,500	.6021	56	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	517,900	.2727
25	Miami	1,093,800	.5759		Springfield-Chicopee- Holyoke (county basis)...	558,800	.2942
26	Denver	1,073,500	.5652	57	Salt Lake City	511,700	.2694
27	New Orleans	971,000	.5112	58	Allentown-Bethlehem- Easton, Pa.-N. J.	510,900	.2690
28	Anaheim-Santa Ana-Garden Grove, Calif.	963,700	.5074	59	Jacksonville, Fla.	507,800	.2674
29	Indianapolis	961,700	.5063				
	Bernardino-Riverside San Diego	935,800	.4977				

Can you name the top 25 radio markets?

Yes, you're right (or no, you're wrong!) — that clipping, above, furnishes no answer as to America's top 25 radio markets.

All the top 25 radio markets are NOT centered around the top 25 Metro Areas.

Matter of fact, WHO Radio, Des Moines, gives you the 23rd radio market in America — gives you more people than "the big station" in some of those top 25 Metro Areas!

WHO Radio's Market is the 117 counties it covers in Iowa, Missouri, Illinois and Minnesota. WHO actually reaches 42% of all the 812,270 radio homes in that area, weekly. And 239,000 families listen every day to WHO Radio.*

This is why so many top radio advertisers specify "TOWA PLUS" among their "top 25 markets." Ask PGW for some instances.

*All figures from NCS '61, and SRDS, '64

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

day morning session, with Ralph Smith, McCann-Erickson, New York, speaking on "Experience with Fees."

The closed session will conclude with a panel discussion on "Getting Adequate Compensation — Problems and Practices," moderated by William A. Marsteller, Marsteller Inc., New York, with Robert E. Daiger, Van Sant, Dugdale, Baltimore; James Henderson, Henderson Advertising, Greenville, S. C.; Philip Schaff, Leo Burnett Co., Chicago, and Allen Smith, Aitken-Kynnett Co., Philadelphia, as panelists.

Open to All ■ Guests will be admitted to the remainder of the meeting, beginning with the Wednesday luncheon, at which Mr. Jordan will preside as chairman of the western region, and Norman Strouse, J. Walter Thompson, chairman of the AAAA board, will speak. That afternoon will bring phase two of "The Consumer Judgment of Advertising," reports by Alfred J. Seaman, Sullivan, Stauffer, Colwell & Bayles, New York; William Weilbacher, C. J. LaRoche Co., New York, and Raymond Bauer, professor of business administration at Harvard's graduate school of business, with Donald B. Kraft, Kraft, Smith & Ehrig, Seattle, presiding. Mr. Seaman is chairman of the AAAA committee on improving advertising and Mr. Weilbacher is vice chairman of the organization's committee on research. The afternoon session will conclude with a talk by Charles Adams, MacManus, John & Adams, Bloomfield Hills, Mich., on "Creative Interpretation of the Research."

On Thursday, Donald Arvold, vice president, marketing-grocery products group, Purex Corp., will discuss "New Product Introductions" and David Learner, director of research, BBDO, New York, will speak on "From Concept to Copy: a Program for Creative Research," with Duncan Jennings, Jennings & Thompson, Phoenix, presiding. A panel of presidents—Norman Buehling of Fensholt Advertising, Chicago; Edward Bond of Young & Rubicam, New York; Jack Smock of Smock, Debnam & Waddell, Los Angeles; Robert Davis of Davis, Johnson, Mogul & Colombatto, Los Angeles; Trevor Evans of Pacific National Advertising Agency, Seattle, and John Pingel of Ross Roy, Detroit—will be moderated by John Hofer of Hofer, Dietrich & Brown, San Francisco, with Wallace X. Aron of Richard Meltzer Co., San Francisco, presiding.

Following the session on television commercials, there will be a panel of agency creative directors moderated by Paul Waddell of Smock, Debnam & Waddell. Panelists are: Adrian Brown, McCann-Erickson, Los Angeles; Robert Pritikin, Campbell-Ewald, San Francisco; James Nelson, Hofer, Dietrich & Brown, San Francisco; Robert Wheel-

er, Young & Rubicam, Los Angeles. The meeting will conclude with a talk by Ray Mithun, Campbell-Mithun, Minneapolis, on "A Creative Approach to a Creative Product," with Mr. Atherton presiding.

Roses, stones from Abrams

Says radio and TV are most dynamic of ad media, but they lack originality

George J. Abrams, founder and former president of Maradel Products, last week praised radio and television as probably the most dynamic of all advertising media, and almost in the same breath berated them for a lack of originality.

The former advertising executive as well as company president, claimed an "almost neutral" position as to media preference but said the "overwhelming success of certain products when advertised on radio or television must prejudice me on the side of broadcasting."

Mr. Abrams cited Revlon's use of \$64,000 *Question*, which he said "jumped their business 100% overnight," and on the other hand asserted, "television is no magic medium." He said "people like Max Factor, Lehn & Fink and Helene Curtis were burned badly by it and use it sparingly even



Mr. Abrams

today."

Futile Exercise ■ Speaking to a seminar of the International Radio & Television Society, he referred to current TV shows as "an exercise in creative futility."

"The word goes out that this is the season of the monsters. So we have two comedies—*The Munsters* and *The Addams Family*—as close a pair of look-alikes as you've ever seen." He questioned whether programmers reach far enough for diverse formats and themes.

Mr. Abrams said the uncertainties in backing a network television program often reduce the advertiser to the status of "the frequently shorn Broadway investor . . . an airwaves angel who often has his wings clipped at the expense of his product and his profits."

The growth cycle of a successful advertiser was explained briefly by Mr. Abrams: "If a product sells then everything moves up along with it . . . selling expenses are less because the same men are selling more." Advertising expenses, he said, are reduced with the beginning of repeat buying.

This, he asserted, is the strength of television: "It has all the glow of a salesman who brings in business, and there is no better kind."

Ratings ■ Turning to audience measurement, Mr. Abrams described the interview method as "the bunk" and said mechanical devices "can no more tell who is actually sitting in front of that set than the bird sitting on the television antenna." He added that he doubts the ratings of all existing rating services, asserted that an earlier study he had conducted had proven him right, but that those in a position to support him had never done so.

Mr. Abrams stressed the importance of "courage" in conducting an advertising campaign—the courage to plow dollars back heavily into advertising. He cited the example of Alberto Culver, stating that without the willingness to maintain high ad budgets, Alberto-Culver could not have achieved the share of market it did at the expense of larger competitors.

In the drug field he mentioned Bristol-Myers, Sterling Drug, Plough and American Home Products as examples of companies who understand the importance of sticking consistently with advertising in building brands.

In the food field he listed Nabisco, Ralston-Purina, General Mills, Campbell Soups, Hunt Foods and General Foods.

Business briefly . . .

Ideal Toy Co., through Grey Advertising, both New York, is running an extensive TV advertising campaign for its new "Cuddly Kissy Doll" and "Snoozy Baby Doll." Campaign began Aug. 21 and will run until approximately Dec.



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

Charlotte's WSOC-TV

NBC-ABC affiliate. Represented by H-R



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.

12, with commercials in Ideal-sponsored *Magilla Gorilla* and *Peter Potamus* shows on 150 stations along with spots in 75 markets.

The Institute of Life Insurance, through J. Walter Thompson Co., both New York, has purchased half sponsorship in five prime-time NBC-TV news specials to be scheduled during the first half of 1965.

Guerlain Inc., through Gilbert Advertising, both New York, will spend approximately \$300,000 in radio-TV advertising for two of the company's perfumes in the eight weeks preceding Christmas. Two-thirds of the budget will go for Chant D'Arômes perfume with the remaining third going to Shalimar perfume. Twenty-second and ten-second film spots are scheduled for New York, Chicago, Philadelphia, Boston and Cleveland, and radio spots will be placed in the top 14 markets.

General Mills, Minneapolis, for new national introduction of Betty Crocker chocolate parfait angel food and chocolate parfait fluffy frosting dessert mixes,

plans heavy daytime schedule on NBC-TV and CBS-TV news programs as well as both day and night spot schedules in major markets. Agency: Needham, Louis & Brorby, Chicago.

American Character Inc., through Helitzer, Waring & Wayne, New York, has purchased spot TV schedules (totaling 3,600 announcements) in 41 markets for its Tressy doll products and accessories of its Tiny Tears dolls.

Palco Products Inc., New York, has appointed Venet Advertising, Union, N. J., to promote its novelty product, Toys-A-Popping Caramel Corn. Initial campaign will use spot TV in Cincinnati and New York and in Lancaster, Scranton, and Wilkes-Barre, all Pennsylvania. Advertising budget for the first year was announced as more than \$100,000.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor a color special of Cecil B. DeMille's career, *The World's Greatest Showman*, on NBC-TV, Sunday, Nov. 29 (8:30-10 p.m. EST). The program is a repeat.

Bauer and Black division of the Kendall Co., Boston, through Tatham-Laird Inc., Chicago; **Colgate-Palmolive**, New York, and **Wilkinson-Sword Inc.**, New York, both through Ted Bates, New York, have purchased sponsorship in *The Huntley-Brinkley Report* on NBC-TV. The Monday-Friday news program is now sold out for 52 weeks.

PAB argues against SRDS 'discrimination'

The Pennsylvania Association of Broadcasters last week took action to ease the force of a "discriminatory" decision by Standard Rate & Data Service Inc., which publishes station listings, to relegate FM's and small-market AM's to separate, twice-a-year publications. SRDS, effecting the new policy with its November edition, will still list large-market AM's monthly.

At an emergency board of directors meeting last week, the PAB heard a report on the change from Harvey A. Harkaway, assistant to the SRDS publisher, who said the firm "will welcome and invite any constructive suggestions that would help us to achieve our objective." PAB President Cary H. Simpson of WEND Ebsenburg appointed an ad hoc committee to submit recommendations to SRDS, and any further PAB action will be determined after those suggestions are acted on one way or the other by SRDS.

The PAB called the meeting because it thought SRDS's announcement of its change came too late (mid-October) for counter-arguments and its decision was "arbitrary and based on the publishing economics of SRDS alone. . . ." Prior to the meeting Mr. Simpson also said the "psychological reaction to a separate listing of some 1,400 to 1,800 AM stations will be to cut them off of national spot lists."

Wasilewski Acts ■ On Thursday (Oct. 22), the day the PAB was meeting, a statement critical of the SRDS decision was released by Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters. The PAB was not aware of the statement until its meeting was ended.

Mr. Wasilewski said the NAB has asked SRDS "to reconsider its plan on the grounds that it would render immeasurable harm to the radio industry and particularly to some 1,700 small-market radio stations that will be affected by such action." Mr. Wasilewski said that Sherril Taylor, NAB's vice president for radio, has talked to SRDS officials and plans have been made for a meeting, "possibly late next week," to discuss the problem.



The whole party changes to Cinzano

"Ah, your excellency," gushes the hostess, "care for your usual?" "No, thank you," he replies. "I'm changing to Cinzano."

And with that, his excellency physically changes into a giant size bottle of Cinzano French Dry Vermouth. In the next frame of this 20-second TV commercial, the lady snaps her fingers and "changes to Cinzano." One by one the other guests change to Cinzano but when the waiter tries

to do the same, he fails. At the close of the commercial the waiter is seen surrounded by giant bottles of Cinzano while the musical tag echoes "Cinzano, Cinzano, Cinzano."

The 10- and 20-second commercials are currently running on WCBS-TV, WPIX(TV), WOR-TV, WNBC-TV and WABC-TV, all New York. The campaign was created for the Munson G. Shaw Co., Cinzano distributor, by Lennen & Newell, New York.



**THE SERVICE
COUNTS
IN SACRAMENTO**

Four McClellan-based aircraft flying over Sacramento River and Port of Sacramento.

and **BEELINE RADIO KFBK** . . . is the way to reach, among others, the military and civilian employees who live and earn over \$275.2 million in this market.

In metropolitan Sacramento, McClellan and Mather Air Force Bases, U.S. Army Depot, Navy, Marine, Coast Guard and government civilian employees have an annual combined payroll of \$134.2 million.

Within a 50 mile radius of Sacramento, Beale and Travis Air Force Bases add another \$85.5 million in annual military and civilian payroll.

KFBK's 42 years of successful service to the ever-growing Sacramento Market is your assurance your advertising message will be heard. And KFBK is only one of four Beeline stations that deliver your message to California's rich inland valley and Western Nevada.

(Sources: Sacramento Chamber of Commerce, U.S.A.F.)

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



KFBK • Sacramento
BROADCASTING, October 26, 1964

KBEE • Modesto

KMJ • Fresno

KOH • Reno

40 commercials win awards

International Film and TV Festival also honors four

TV stations with five awards for public-service programs

Forty awards in the TV commercial category and five awards in the public service TV program category were announced last Friday (Oct. 23) at the International Film and TV Festival of New York by Herbert Rosen, executive director.

In the program category, WFIL-TV Philadelphia won the Grand Award for *The Speed Revolution*. Winners of silver awards were WGN-TV Chicago for *The Hall of Mercy*, sponsored by Sears-Roebuck, and WBNS-TV Columbus, Ohio, for *Suffer Little Children, Strangers in the Shadows* and *The Quitters*. Bronze awards were presented to WRCV-TV Philadelphia for *Whatever Happened to 8* sponsored by Fels and to WFIL-TV for the series, *Colorful World of Music*.

Winners in the TV commercial category follow:

GRAND AWARD

Insel-Film GMBH. & Co., Munich, West Germany, for "Veith-Pirelli"; produced by Insel-Film.

LIVE ACTION UP TO 30 SECONDS

Silver award to La Comete S. A., Neuilly, France, for "Ice and Water"; Sponsor: Volkswagenwerk A. G.; produced by: La Comete.

Bronze award to Mather & Crowther Ltd., London, for "New Jam"; sponsored by: Chivers-Hartley Ltd.; produced by: Studio Lambert Ltd.

LIVE ACTION OVER 30 SECONDS

Silver awards to: Gerald Schnitzer Productions, Hollywood for "Trade-n'-Travel-USA"; sponsor: General Motors Corp., Chevrolet Division; produced by: Gerald Schnitzer Productions. Ketchum, MacLeod & Grove, New York, for "Classic Beauty"; sponsor: Calgon Bath Oil Beads; produced by: Creative Cinema. Grey Advertising, Beverly Hills, for "San Francisco"; sponsor: American Honda Motor Co.; produced by: DePatie-Freleng Enterprises. Grey Advertising, New York, for "Tiger"; sponsor: Revlon; produced by: Louis Florence.

Bronze awards to: Hutchins Advertising Co., Rochester, N. Y., for "Maestro"; sponsor: Candaigua Industries Co.; produced by: Elliot-Unger-Elliott. Pepsi-Cola Co., New York, for "Night Beach"; produced by: Delta, SAC, Buenos Aires. Trylon Films Ltd., New York, for "Toute Sweet St. Bernard"; sponsor: Hermes Sweeteners Ltd.; produced by: Trylon Films Ltd.

LIVE ACTION OVER 30 SECONDS (SERIES)

Silver award to: the TVA group, New York for Heinz "Mansion," "Restaurant," "Youngsters"; sponsor: Heinz Tomato Ketchup; produced by: the TVA Group Inc. in London.

Bronze award to: Les Cineastes Associes, St. Maurice, France, for "Mona Lisa," "Orchestra," "Little Mary"; sponsor: General Mills; produced by: Les Cineastes Associes.

ANIMATION AND PUPPET UP TO 30 SECONDS

Silver award to: TV Cartoons Ltd., London, for "Museum," "Nelson Column," "Hunter"; produced by: TV Cartoons Ltd.

ANIMATION AND PUPPET OVER 30 SECONDS

Silver award to: Ketchum, MacLeod & Grove, New York, for "Patterns"; sponsor: U. S. Army; produced by: Pintoff Productions.

Bronze award to La Comete S. A., Neuilly, France, for "Garcon de Cafe"; sponsor: Esso;

produced by: La Comete.

LIVE AND ANIMATION UP TO 30 SECONDS

Silver award to: Insel-Film GMBH. & Co., Munich, West Germany, for "Mylflam"; sponsor: Mylflam Metallwarenfabrik; produced by: Insel-Film.

LIVE AND ANIMATION OVER 30 SECONDS

Silver awards to: La Comete S. A., Neuilly, France, for "La Preuve Par l'Oeuf"; sponsor: Pates Lustucru; produced by: La Comete. Deutsche Dokumentar-und Werbefilm GMBH, Berlin, for "Rot Oder Weiss"; sponsor: Francesco Cinzano & CIA; produced by: Deutsche Dokumentar-und Werbefilm GMBH.

Bronze award to Ugo Torricelli, New York, for "Le Farfalle"; sponsor: the Singer Co.; produced by: Ugo Torricelli.

SPECIAL AWARDS

Best direction: Deutsche Dokumentar-und Werbefilm GMBH, Berlin, for "Black & White"; sponsor: Henkell & Co.; produced by: Deutsche Dokumentar-und Werbefilm GMBH.

Best visual effect: Erwin Wasey, Ruthrauff & Ryan, Pittsburgh, for "Rolling Tires"; sponsor: Gulf Oil; produced by: M.P.O., New York.

Best animation: Stars and Stripes Productions Forever, New York, for "Ronson Oily Bird"; sponsor: Ronson Corp.; produced by: Stars & Stripes Productions Forever.

Best production in combining live action and typography: Audio Productions, New York, for "Nancy Thornton"; sponsor: Philip Morris Multi-filter; produced by: Audio Productions.

Best production in combining live action and art work: Kim & Gifford Productions, New York, for "Horse Race"; sponsor: American Tobacco Lucky Strike; produced by: Kim & Gifford Productions.

Best color: VPI Productions, New York, for "Balloons"; sponsor: Upjohn; produced by: Sheldon B. Satin.

Best original music score: VPI of California, Hollywood, for "Beach"; sponsor: Sanka Coffee; produced by: Peck Prior.

Best cinematography (color): the TVA Group,

New York, for "Night Lights"; sponsor: General Motors, Chevrolet; produced by: the TVA Group.

Best cinematography (black & white): D'Arcy Advertising, Chicago, for "Inside Story"; sponsor: American Oil Co.; produced by: Russell Young, Robert Lewis.

Best editing: Fuller & Smith & Ross, New York, for "High Rise Construction"; sponsor: Aluminum Company of America; produced by: Fuller & Smith & Ross.

Best product demonstration (color): Campbell-Ewald, New York, for "New York Corvair"; sponsor: Chevrolet; produced by: E-U-E.

Best product demonstration (black & white): VPI Productions, New York, for "Salem"; sponsor: Friends Beans; produced by: Carl A. Carbone.

Best copy approach: VPI Productions, New York, for "Apples"; sponsor: Upjohn; produced by: Sheldon B. Satin.

Best art design: Carson/Roberts, Los Angeles, for "Cream Puff Lashfull"; sponsor: Max Factor; produced by: Bob Reagan.

Best sales message: The Bruns Advertising Agency, New York, for the series "G. I. Joe"; sponsor: Hassenfeld Brothers; produced by: James Love Productions Inc.

Best TV program promotional billboard: Kim & Gifford Productions Inc., New York, for "IX Winter Olympics"; sponsor: ABC Sports Programs; produced by: Kim & Gifford Productions.

Best innovation of design concept: Stars & Stripes Productions Forever, New York, for "Country Corn Flakes"; sponsor: General Mills; produced by: Stars and Stripes Productions Forever.

Best unusual camera effect: JLN Productions, New York, for "Suspense Theater Abstractions"; sponsor: NBC-TV; produced by: Norton Gretzler.

Best humor in live action: Les Cineastes Associes, St. Maurice, France, for "Dubonnet"; sponsor: Schweppes Ltd.; produced by: Les Cineastes Associes.

Best performance by an actor in a commercial-1964: King Donovan for Jello; agency: Young & Rubicam.

Best performance by an actress in a commercial-1964: Barbara Feldon for Revlon; agency: Grey Advertising.

New yardstick for commercials' effect

A method devised by the Market-scope Research Corp., New York, to measure the advertising effectiveness of television commercials was described by R. E. Spinner, president of Market-scope, during the fourth International Film and Television Festival of New York last Friday (Oct. 23) (for festival award winners see story this page).

Mr. Spinner reported his firm has been engaged by a national advertiser to develop a method of evaluating TV commercials and said that a study of existing techniques (portable projector, trailer or mobile unit, theater and closed-circuit testing) showed them to be inadequate, in Market-scope's opinion, because of such factors as artificial viewing situation, special conditioning or knowledge in advance of the test, a nonrepresentative sample and overstatement of measurement criteria scores.

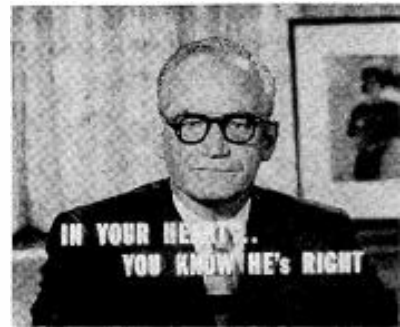
After a year of investigation, he continued, Market-scope set forth certain criteria it considered important in any TV evaluative system. He described

FTC reception planned

The Broadcasters Club, Washington, announced last week it will have a reception for members of the Federal Trade Commission Nov. 9.

Club President Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, said guests would include Mary Gardiner Jones, named to the FTC in a recess appointment by President Johnson last week (see page 91). There will be no formal receiving line, Mr. Lindow said, but each commissioner, accompanied by a club member, will "circulate throughout the room thus giving all of us an opportunity to meet and visit with our distinguished guests.

An indication how hard Republicans are hitting the morality theme in a campaign against the Johnson-Humphrey ticket can be seen in stills from "Morality", typical five-minute program segment being run on network TV for the Republican National Committee through Erwin, Wasey, Ruthrauff & Ryan, GOP ad agency.



GOP, Dems keep merrily spending for television

Republicans and Democrats added several 30-minute programs to network TV schedules last week as the 1964 political campaign headed into its final days.

Republicans, despite cancellation of a controversial campaign film last Thursday (Oct. 22) (see page 58), seemed to lead in total time, four hours to two in the final two weeks not counting segments smaller than 30 minutes. Erwin, Wasey, Ruthrauff & Ryan, agency for the Republican National Committee, indicated this schedule of 30-minute GOP programs:

Oct. 20, 10:30-11 p.m., CBS-TV.

Denison Kitchell, manager of Senator Goldwater's campaign, said the broadcast enjoyed the highest rating of any political telecast.

Oct. 21, 10:30-11 p.m., ABC-TV, pre-empting a campaign special for Xerox.

Oct. 22, 2-2:30 p.m., NBC-TV, pre-empting *Loretta Young Theater* and 10-10:30 p.m., ABC-TV, pre-empting first half of the *Jimmy Dean Show*.

Oct. 23, 11:30 a.m.-noon, NBC-TV.

Oct. 27, 9:30-10 p.m., NBC-TV, pre-empting *That Was the Week That Was*.

Oct. 29, 9:30-10 p.m., CBS-TV.

Nov. 2, half-hour at undetermined time, CBS-TV.

A 13-state hour regional telecast, *The Solid South Speaks for Goldwater*, is to originate Oct. 31 from WIS-TV Columbia, S. C. Republicans also are using many five-minute program segments on the networks (see cuts).

Plans for Democratic network programs, through Doyle Dane Bernbach, included 9-9:30 p.m. Oct. 24 pre-empting *Kentucky Jones* on NBC-TV, 8:30-9 p.m. Oct. 28 pre-empting *Beverly Hillbillies* on CBS-TV and 10-11 p.m. on CBS Nov. 2.

them as follows:

1. A realistic on-the-air viewing situation, under which a pre-test of a new commercial is made by cutting out a regular spot and inserting a test commercial on stations in local areas.

2. No prior knowledge of the test should be disclosed because "conditioning" respondents creates bias which dilutes realistic measurement.

3. A representative sample should be assembled on geographical lines so that a cross-section of product users and viewers will be obtained.

4. Comparisons should be made from test to test among viewers only because the characteristics of viewers and nonviewers are different.

5. The technique devised should be applicable for measuring the advertising

effectiveness of a new commercial as well as an existing one and be adaptable for testing commercials for new products as well as existing products.

6. Such variables as the liking of a show, the attentiveness of the audience to the show, the influence of test cities and the study of product class usage should be weighted properly so that the scores achieved will reflect the influence of the commercial and not that of other variables.

In summary, Mr. Spinner suggested that the most efficient use of the advertising dollar can be achieved by creating a commercial that changes the attitude, behavior and awareness pattern of the viewer; selecting a program that is well liked by the viewer and appeals to a high percentage of users of the

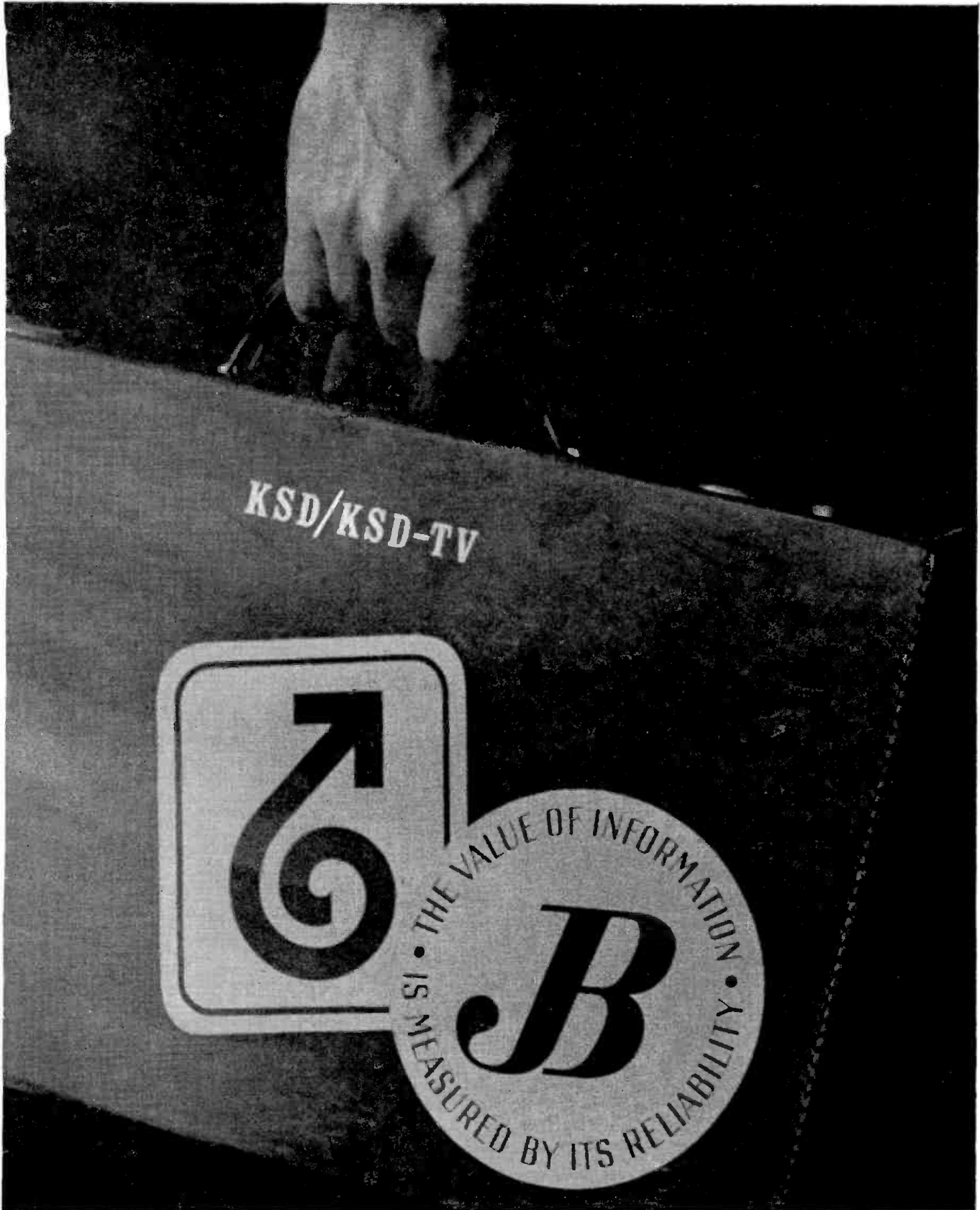
product category; using a commercial within a program rather than a spot position, and using a system to evaluate commercials which encompasses all the criteria established.

AMA seminar is set

The New York chapter of the American Marketing Association will offer a series of eight seminars on media research for personnel in advertising, marketing and research, starting Nov. 17 with "The Function of Media Research." Enrollment will be limited to 30 applicants. Information is available from Arnold Corbin, New York University Graduate School of Business Administration, and Elizabeth Richards, BBDO, New York.



Going places!



The Pulitzer Publishing Company stations of St. Louis, KSD-TV and KSD Radio, join America's most influential group of stations. General Manager Harold Grams announces the appointment of Blair Television and Blair Radio as their exclusive national representatives, effective November 1, 1964.

H-R ready to turn on its computer

H-R Representatives' IBM 1050 computer will be completely installed, along with H-R's other New York employes, in its new home at 277 Park Avenue, New York, by Nov. 2.

Edward P. Shurick, vice president in charge of forward planning, also told BROADCASTING that data on one H-R represented TV station is "now being translated into machine language" and "we expect that all 25 of our television stations will be on the system by the spring of 1965." The system is scheduled to be completely operable with availabilities, rates, ratings, advertiser history, programs and demographic data on each station fed into the computer system by summer 1965 "in time for the fall buying season." Mr. Shurick noted that the firm will eventually include its radio stations in the computer setup.

H-R's electronic data processing system, the first to be installed by a spot radio-TV representative (BROADCASTING, June 27, 1963), holds the place of honor in the interior design of the firm's new headquarters. The room housing the computer has a glass facade and is situated to the rear of the reception room. Departments which have a direct hand in processing data (H-R Facts Division) are arranged in a horseshoe shape around the computer area.

H-R's Chicago office will be linked directly to the New York based 1050 IBM computer console by Western Union's Broadband Switching System, thereby eliminating the use of Teletype machines for transmitting

availability data between Chicago and New York.

"A lot of research and planning went into the design of our new headquarters," Mr. Shurick said. "And we have room to expand; 25,000 feet of office space are in use now and we have an extra 5,000 feet of growing room."



Sheila Dobrushin of H-R loads tape into the new H-R computer system.

Stanley Tools going into network radio

The Stanley Works of New Britain, Conn., maker of quality tools and hardware, is making its first test of network radio with a 17-week schedule on ABC Radio West, using 40 stations in California, Arizona and Washington. Stanley will run six 60-second spots weekly on *Don Allen West* news programs at 8-8:10 a.m. and *Sports West with Keith Jackson* at 5:45-5:55 p.m. Messrs. Allen and Jackson will deliver personalized commercials for the Stanley "products of the month." The tool company will also use CBS Radio nationally for three weeks in December for a "Christmas Spreestakes" contest promotion. Agency is Hugh H. Graham and Associates, Farmington, Conn.

Chicago retailer buys time on New York FM

A Chicago discount chain that has no East Coast outlet has renewed a schedule of 520 one-minute announcements on WTFM(FM) New York. It is Polk Brothers, appliance and furniture dealer, and it uses the spots to invite New York World's Fair visitors to come to Chicago.

WTFM, a 24-hour daily stereo FM station, broadcasts its daily schedule from a studio at the New York World's Fair and carried Polk Brothers announcements during the fair season just completed. The station will resume broadcasting from the fair and will carry 20 one-minute spots weekly for Polk Brothers during the second season, April-October, 1965. The copy on the spots discusses the attractions of Chicago and invites tourists at the fair to continue their travels and see Chicago.

CBS Radio adds several new advertisers to list

Florists' Telegraph Delivery Association, Detroit, through Campbell-Ewald Co., that city, will begin 26 weeks of participations in CBS Radio's *Arthur Godfrey Time* on Nov. 10. The twice-weekly commercials will promote the association's selection guide, a catalog enabling customers to order flowers by number.

Sun-Maid Raisin Growers of California, through Maxon, Detroit, and Sunsweet Growers Inc., through Long Advertising, San Jose, Calif., have purchased weekly participations in *Godfrey*. Their campaigns to begin Nov. 2 are for six months.

Other new CBS Radio orders include:

Lever Bros. Co., New York, through J. Walter Thompson Co., that city, a six-month campaign on *Godfrey* for Mrs. Butterworth's pancake syrup; Campbell Soup Co., Camden, N. J., through BBDO, New York, six-month campaign for soups on *Personal Close-Up*, Mike Wallace *Dimension* feature; Florida Development Commission, Tallahassee, Fla., through Louis Benito Advertising, Tampa, holiday tourism campaign on *Godfrey*.

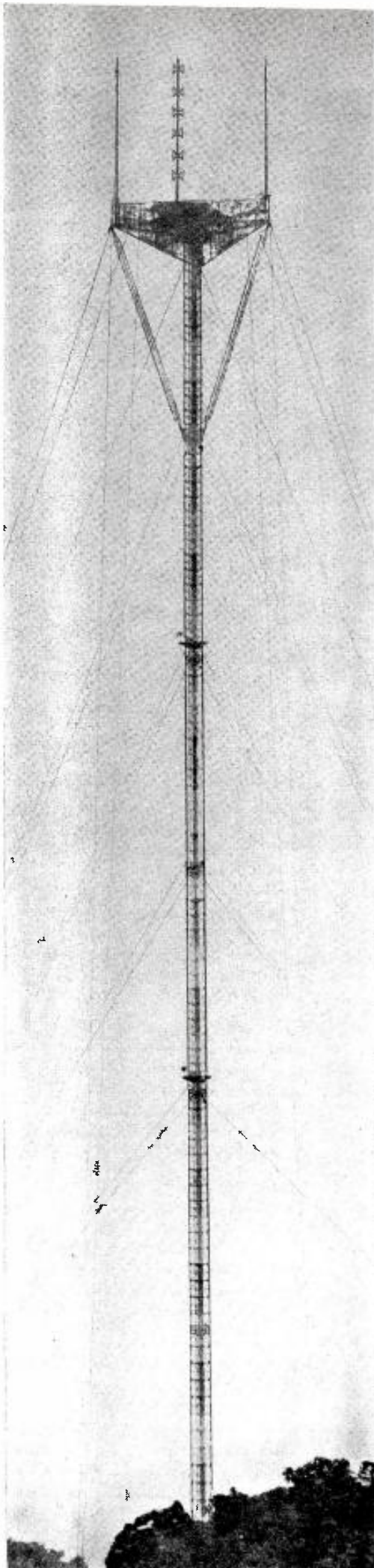
Rep. appointments . . .

- WJMY(TV) Allen Park-Detroit and WHCQ Spartanburg, S. C.: Vic Piano Associates, New York.
- KBTR Denver: Robert E. Eastman & Co., New York.
- WBBW-FM Youngstown, Ohio: Good Music Broadcasters, New York.

TVB plans annual membership meeting

The Television Bureau of Advertising last week announced plans for its tenth membership meeting, to be held Nov. 16-19 at the New York Hilton hotel in Rockefeller Center. The meeting's theme will be "The Years Ahead," with key speakers and gatherings discussing the future of television.

Norman Cash, TVB president, said that 1964 will be as important as 1954 in being a starting point for TVB and the industry. He noted that the past 10-year period was the nation's greatest time of economic growth, and that television had become the leading medium



Baltimore's new candelabra tower,
tallest structure in Maryland
Height above ground: 1000 feet
Height above sea level: 1319 feet
Height above average terrain: 1041 feet

NOW... INCREASED COVERAGE... IMPROVED RECEPTION

WMAR-TV, Channel 2, delivers increased signal strength throughout the Channel 2 coverage area . . . telecasting with maximum facilities authorized under FCC standards. Operating from its new increased height, Channel 2 reaches more homes with a stronger signal, in addition to adding thousands of new homes because of its enlarged contour. The combination of WMAR-TV and CBS programming . . . plus improved reception and increased coverage . . . means Channel 2 is a better "buy" than ever before in this important market!

In Maryland Most People Watch

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

● WMAR-TV IS NOW CELEBRATING ITS 17th ANNIVERSARY!

for national advertisers. "The new highs in individual and national prosperity present a formidable challenge to television broadcasters and advertisers," Mr. Cash said.

The meeting agenda includes a board of directors meeting Nov. 16 and 17, the fourth annual sales managers' day on Nov. 18, and the bureau's major presentation, membership meeting and formal dinner Nov. 19.

The new presentation, titled "Prologue," will be given at a breakfast session for advertisers and agencies.

Agency appointments . . .

■ Century City, 180-acre Alcoa urban development in West Los Angeles, Calif., has appointed Erwin Wasey, Ruthrauff & Ryan, Los Angeles as its new agency. The account had been handled by Fuller & Smith & Ross, Los Angeles.

■ The Colgate-Palmolive Co., New York, has named Lennen & Newell of Puerto Rico to handle Puerto Rican and Caribbean area advertising for 10 of its products, effective Nov. 1. Among the products to be handled by L&N's San Juan office are Fab, Halo, Colgate 100, Lustre-Creme Spray and Florient.

GE buys NBC-TV variety shows for Latin America

The General Electric Co. has purchased 15 hours of NBC-TV taped variety programs for showing in Argentina and Uruguay. The selected hours are from *The Dinah Shore Show*, *The Andy Williams Show* and *The Lively Ones*, NBC announced last week.

Lead-ins and lead-outs for the musical numbers will be filmed with Latin

American talent. There will be no other editing or dubbing of the shows, according to Joseph M. Klein, president, NBC International, a division of NBC Enterprises, "since [the shows] are primarily music."

The sale is the first of a taped variety-type program to be made to a Latin American country, according to NBC. Grant Advertising, New York, was the agency for GE.

ARB TV market guide is now available

The American Research Bureau's *TV Market Survey Guide* for 1964-65 is being sent to the firm's clients and is available to interested parties, ARB announced last week.

Intended for use by agencies and their clients, stations, groups and reps, the annual guide covers the more than 235 markets subject to ARB local market surveys. Individual maps are used to illustrate coverage areas, and information is provided for each on home market TV stations, location, channel number, affiliation, report format, estimated homes and TV homes in survey area, estimated homes and TV homes in metropolitan area, frequency of reports and survey report months.

Copies are distributed from 4320 Ammendale Road, Beltsville, Md.

Broadcast research advances are cited

"All media need new thinking about the way in which their values and characteristics are and should be measured," William M. Weilbacher, senior vice president for marketing, media and re-

search, C. J. LaRoche & Co., New York, told the annual meeting of the Audit Bureau of Circulations in that city last week.

Speaking before a joint gathering of the advertiser and advertising agency members of the ABC, Mr. Weilbacher hoped "that these new measures and this new thinking would be more specifically geared to the buyer's need than to the short-sighted interest of the seller."

Drawing examples from the progress in audience measurement in radio-TV to illustrate how the ABC could enlarge its own goals. Mr. Weilbacher cited the advances being made by the industry's Broadcast Rating Council. He also paid tribute to the leadership of Westinghouse Broadcasting Co.'s Donald McGannon who "has made the researchers come to grips with their own problems in a way that a committee without forceful leadership could not."

Calling upon the ABC to consider in the print media field an expansion of the traditional concept of audited circulation to the auditing of media audience sample-based studies, Mr. Weilbacher indicated the need for more qualitative analysis of advertising's impact. Too long, he said, the qualitative values of media vehicles has been relegated "to luncheon conversation" and "hard research data" is lacking.

Also in advertising . . .

New office ■ Gross, Roberts & Rockey, San Francisco-based agency, has opened a Los Angeles office at 6725 Sunset Boulevard. Telephone: 466-4585. Ed R. Ratcliffe is office manager.

More space ■ Peters, Griffin, Woodward, station representative firm, has increased the physical size of its Los Angeles offices, in the Lee Tower at 5455 Wilshire Boulevard, by more than 50%.

Low real-estate ad revenue laid at radio's door

Radio has only itself to blame for not getting a larger share of real estate advertising, Charles H. Parr, president of Coleman-Parr Advertising, Los Angeles, said Thursday (Oct. 22). Speaking to the Southern California Broadcasters Association, Mr. Parr noted that when radio decided to go after department store advertising the medium conducted an extensive research program and came up with a plan for department stores to use radio most effectively. As a result of this preliminary effort, he said, radio has obtained extensive business from store operators.

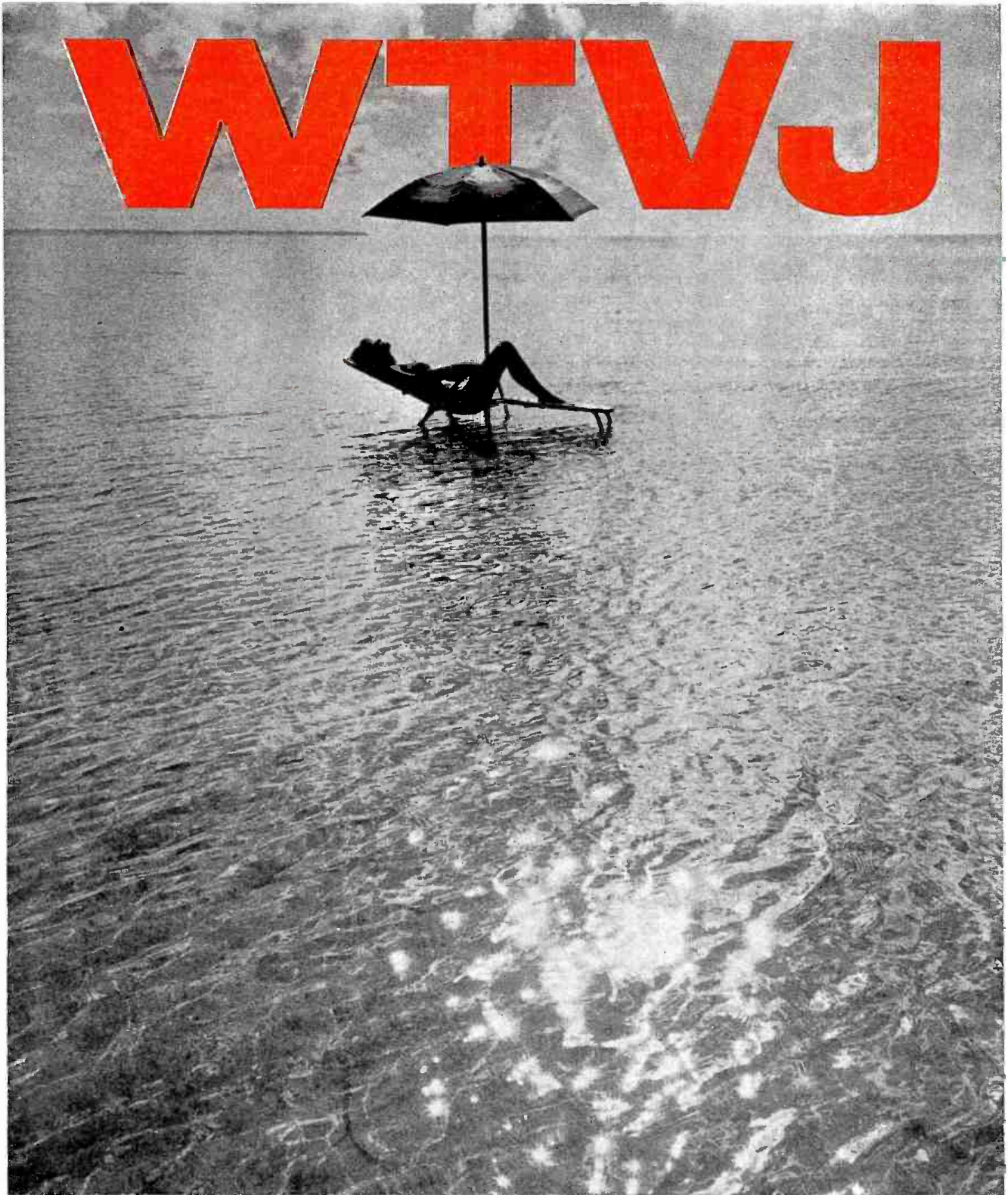
But in the real-estate field, the

agency head noted, the average radio station salesman approaches a builder with the message: "I've got so many spots open. Want to buy them?" As agency for 74 different builders and real estate developers, Coleman-Parr helps them develop all aspects of marketing, advertising and selling, he said. "We recommend radio at times," he told the broadcast executives, "but when we do we are fighting an uphill battle against a group that is traditionally print minded, and we are fighting it alone, with very little if any help from you radio people."

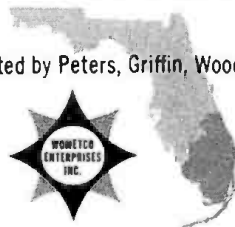
Mr. Parr urged the broadcasters

to do some research, even if only stationing a man at a new development weekends to ask people what brought them out and to double check their answers. Frequently a visitor will say he came out as the result of a newspaper ad, but when questioned will say, "Oh, yes, I heard about it several times on the radio so when I saw the ad in the paper this morning I came out." Yet, Mr. Parr noted, the newspaper ad would have gotten all the credit if no one had asked further questions. And, he added, only rarely are they asked. Perhaps that is why newspapers get about half of the \$40 million a year spent for advertising by Southern California builders.

Only the sunshine covers South Florida better than



WTVJ / South Florida's largest daily circulation / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate



Metromedia acquires Wolper Productions

Stock and cash bring total deal to \$3.6 million
as radio-TV group owner buys program firm

Metromedia Inc., one of the nation's major owners of radio and TV stations, last week entered the field of program production and distribution by acquiring the entire stock of Wolper Productions Inc., major independent producer of documentary programs for television.

The transaction involves an exchange of 69,551 shares of Metromedia common stock and approximately \$1 million in cash for the Wolper stock, for a total purchase price of over \$3.6 million (based on the Thursday quotation of \$40 a share for the Metromedia stock). David L. Wolper, president of Wolper Productions, owned 75% of the stock, with four key employees holding the remaining 25%.

The acquisition was announced Thursday (Oct. 22) at a news conference in Hollywood, conducted by Mr. Wolper and Richard Geismar, vice president of Metromedia, representing John W. Kluge, board chairman and president. Under the agreement, which is expected to be closed before the end of the year, Metromedia becomes full owner of the Wolper production organization plus five subsidiaries: Wolper Television Sales, a television syndication operation handling all nonnetwork sales of programs in the U. S., Major Newsreel Inc. (formerly Paramount News) and three Wolper music companies. Mr. Wolper remains as president of Wolper Productions and head of its operations, and also will become a vice president of Metromedia.

Metromedia's other divisions include: Metropolitan Broadcasting Television (owner of TV stations WNEW-TV New York; WTTG Washington; KTTV Los Angeles; KMBC-TV Kansas City, Mo., WTVH Peoria, Ill., and WTVP Decatur, Ill.); Metropolitan Broadcasting Radio (WNEW-AM-FM New York, WIP-AM-FM Philadelphia, KLAC-AM-FM Los Angeles, WHK-AM-FM Cleveland and KMBC-AM-FM Kansas City, Mo.); Metro TV Sales and Metro Radio Sales, station representative organizations; Foster & Kleiser, outdoor advertising firm; Metro Transit Advertising; and The Ice Capades.

Cash to Expand ■ Metromedia gains

a major program source in acquiring the Wolper organization, Mr. Geismar observed, adding that this is very important for any independent television broadcasting company. Mr. Wolper said that the transaction gives him immediate capital for expansion that otherwise "I might have to wait three to five years for." A statement from Mr. Kluge, released in Hollywood, stated: "This is a logical step in Metromedia's corporate development, combining two young and aggressive broadcasting and entertainment entities. It will make possible better entertainment and informational programs for the public and simultaneously achieve a growth objective for the company."

Mr. Wolper started in the TV documentary production field some four years ago with a capital of \$2,500, a small office, himself, Jack Haley Jr. (his top production executive next to himself) and a secretary. His first production, *The Race for Space*, was rejected by the TV networks, whose general policy is to broadcast no documentaries except those they make themselves. With the help of an advertiser who liked the program and wanted to put it on, he got it broadcast on a special network of over 100 stations. Since then, most Wolper programs have been broadcast outside the networks, with such notable exceptions as *The Making of the President 1960* which was broadcast on ABC-TV (winning four Emmys) and *Hollywood and the Stars*, which NBC-TV broadcast after ruling that its subject matter was not hard news and therefore it did not violate the NBC rule against non-NBC documentaries.

Wolper Productions is currently producing six TV specials for The Xerox Co., six more for the 3M Co., with 15 more specials and five TV series in the planning stage. Additionally, arrangements have been made with United Artists Corp. for Wolper to produce four documentaries, of about two hours each, and four entertainment feature pictures for theatrical release through UA. The first theatrical documentary,

"Four Days in November," is now being shown. The second, "Adolph Hitler and the Third Reich," has been in production for about a year and should be completed in another year, Mr. Wolper said.

There are definite plans for getting into daytime television, Mr. Wolper stated, with a program about Hollywood probably the first to be developed, and a number of panel programs. These will be taped, according to present plans, possibly at KTTV, although he admitted he had yet to inspect their facilities. One of his first personal projects, he said, will be to visit all Metromedia stations to see what he can do for them and how they can fit into his production plans.

Program development group to have seminar

A six-man exploration committee of Program Development Associates, the new group of independent TV station executives studying future program sources, is to meet in Chicago today (Oct. 26) preceding a two-day program seminar of participating stations starting the next day at WGN-TV Chicago.

The group is expected to organize on a more formal basis in early December. The first informal meeting was held Sept. 10 at the invitation of Ward L. Quaal, executive vice president and general manager of WGN Inc.

The committee, to meet at the Hotel Continental, is headed by Willard Michaels, vice president, television division, Storer Broadcasting Co. Those serving with him to find out what cooperative efforts can be implemented to stimulate production of new quality products in all categories of programs include Thomas A. Bland, vice president, TV programs, Crosley Broadcasting; Dalton Dannon, director, film programming, KTLA-TV Los Angeles; Thomas B. Jones, executive program manager, Triangle Broadcasting; Richard Krolik, program manager, Time-Life Broadcast, and Richard Shively, executive vice president, Polaris Broadcasting.

The Tuesday-Wednesday seminar of program managers and program development chiefs will deal largely with an exhibition of both film and videotape shows to determine if there is a desire by stations in the group to purchase one another's product.

The committee headed by Mr. Michaels is scheduled to report to a full management meeting of the participating stations in New York on Dec. 2 at the Time-Life Building. Formal organization is expected then.



If it's newsworthy **JOSEPH McCaffrey** will comment on it

Joseph McCaffrey is one of the most widely-quoted, highly respected political reporters working the Hill. He is quoted frequently in "The Congressional Record," the official report on the proceedings of the U.S. Congress. On his 20th anniversary in broadcasting this year, Congressional leaders of both parties took time out to pay tribute to McCaffrey's outstanding contribution to the news media.

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

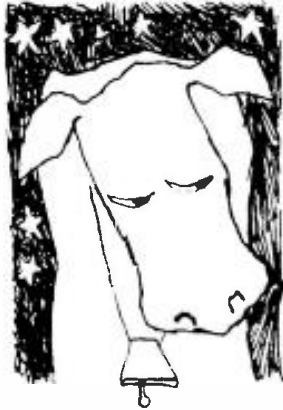
 **wmal** radio and television 

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

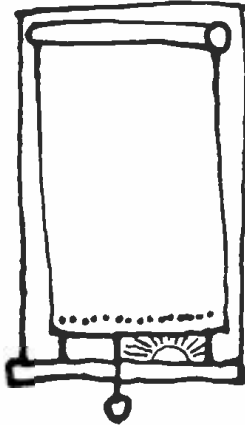
Evening Star Broadcasting Company, Washington, D. C.

TALENT MAKES GREAT RADIO



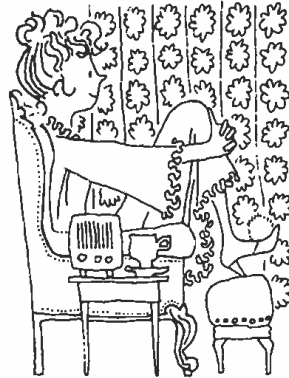
BOYD EVANS 5:00-5:30 am

Boyd Evans is the only qualified Farm Director in Birmingham radio. His early morning program, Alabama Farmer's Journal, is "must listening" for rural Alabamians. Working closely with the U.S.D.A., Boyd brings his listeners late market reports, vital weather information, and news of farm developments in Congress and the Alabama Legislature. Boyd Evans is BIRMINGHAM FARM RADIO.



CHARLIE DAVIS 5:30-9:00 am

Birmingham is on the move during this strategic broadcast period. And Charlie Davis' music on The Early Riser's Club reflects careful selection to please the revolving audience segments. World and local news, weather and time signals keep the listener informed. From farmer to factory worker . . . from tycoon to teacher . . . Charlie Davis is BIRMINGHAM WAKE-UP 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 Carney is BIRMINGHAM PERSONALITY RADIO.



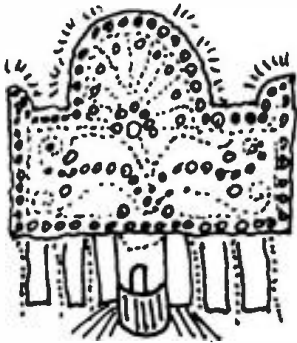
CLANCY LAKE

As WAPI News Director, Clancy Lake heads the largest broadcast news operation in Alabama. As former City Editor of The Birmingham News, Lake knows news and sources for news. He reports complete news roundups at 12:05 and 6:00 pm with frequent five minute capsules throughout the day. Clancy Lake is BIRMINGHAM "NEWS" RADIO.

Sally Gordon 9:30 am
Sally Gordon Reports keeps the ladies up-to-the-minute on timely subjects. Her lively, often controversial interviews, are examples of radio journalism at its best. To the ladies. . . Sally Gordon is BIRMINGHAM RADIO FOR WOMEN'S AFFAIRS.

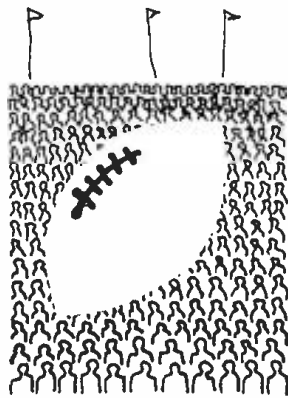


WAPI IS BIRMINGHAM RADIO



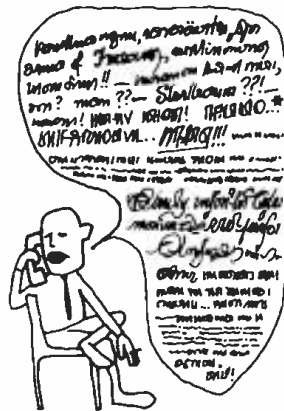
GEORGE SINGER
12:30-3:00 pm
7:10-8:00 pm

The George Singer Show adds zip to afternoon listening. Frequent contests, off-beat polls, good music and George's great sense of humor provide a laugh a minute for his receptive audience. His evening show, *Broadway After Dark*, takes listeners on a mythical trip by album to the "Great White Way." George Singer is BIRMINGHAM FUN RADIO.



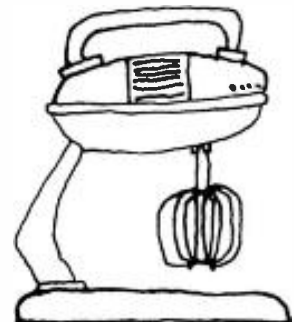
BUDDY RUTLEDGE

The only true Sports Director in Birmingham radio, Buddy Rutledge is currently in his fourth year as play-by-play announcer for Auburn football and basketball. Buddy hosts three five minute Sports Digest shows each afternoon and a complete Sports Roundup at 6:15 pm. Buddy Rutledge is BIRMINGHAM SPORTS RADIO.



DAVE CAMPBELL
9:05 pm to midnight

Dave Campbell was a pioneer in the field of the telephone forum radio program. His *The People Speak* is now in its eighth year. The topics, chosen by the audience, are usually controversial and the debate between listeners sometimes even bitter. Listening to *The People Speak* is the best way to keep your fingers on the opinion pulse of the city. Dave Campbell is BIRMINGHAM NIGHT-TIME RADIO.



Mix these powerhouse personalities with news, features and special events programs from NBC and you understand why WAPI is Birmingham Radio.

WAPI
RADIO
50,000 WATTS
 BIRMINGHAM, ALABAMA

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

Section 315 hits political fan

FCC backs networks in denying equal time to Senator Goldwater; Republicans take commission to court in attempt to overturn decision

For the equal-time section of the Communications Act, the week of Oct. 18 was the week that was.

It was the week in which the kind of major controversy anticipated since August, when Congress killed a proposal to suspend Section 315 for the presidential campaign, finally came to pass.

The basis was laid when the three radio-TV networks granted President Johnson free time Sunday, Oct. 18, to address the country on the extraordinary international news events of the preceding week, and then denied equal time to his Republican opponent, Senator Barry Goldwater (Ariz.). Mutual also carried the presidential talk but was not asked for equal time.

The controversy took shape when the FCC, by a 6-1 vote, upheld the networks' right to refuse time to the senator—or any of the other 12 reported presidential candidates—and promptly became an issue in the campaign, with the FCC a defendant in a law suit brought by the senator's attorneys.

The commission based its decision on a precedent established in 1956, when a broadcast appearance by President Eisenhower dealing with a foreign crisis

was declared exempt. It also held that President Johnson's address was a bona fide spot news event of a kind that Congress in 1959 specifically excluded from the equal-time requirement.

Hyde Dissents ■ Commissioner Rosel H. Hyde, a Republican, was the lone dissenter. But Commissioner Robert T. Bartley, a Democrat, joined the majority only in citing the 1956 decision as precedent. He dissented on the second ground.

Dean Burch, GOP national chairman, who had attempted to get equal time for Senator Goldwater, assailed the commission as being a part of the apparatus used by the administration to suppress the news. And the senator's attorneys asked the Circuit Court of Appeals in Washington on Thursday (Oct. 22) to stay the commission's order and command the FCC to require the networks to grant the Republican candidate equal time—about 19 minutes. They also asked for a reversal of the commission's ruling on its merits.

The court, which held a hearing on the request for immediate relief within hours after the papers were filed, did not issue an immediate decision. But

it asked attorneys for both sides to file briefs on the merits of the matter by noon today (Oct. 26).

The speed with which the court appeared ready to act indicated it would not grant the interim relief requested but would, instead, decide the case on the merits. Senator Goldwater's attorneys said that, in view of the closeness of the Nov. 3 election, he would suffer "irreparable harm" unless the intermediate relief requested were promptly given.

However, the representatives of each of the networks, who were present in court, told the judges that arrangements could be made to put Senator Goldwater on the air within 48 hours, at most, of a decision overturning the commission's ruling.

Importance Indicated ■ An indication of the importance of the case was evident in the court room. Six members of the nine-member court heard the case instead of the three-judge panel that customarily presides at hearings.

The FCC was represented by its general counsel, Henry Geller, who played an important role in drafting the commission's opinion. In most court cases, a lesser-ranked attorney appears. And

Burch prefers free TV time to free newspaper space

Dean Burch, chairman of the Republican National Committee, went after free network time for his candidate, Barry Goldwater, last week, and he wouldn't settle for newspaper space.

He made that clear at a news conference Monday (Oct. 19) called to discuss a "communications block" caused in part, he said, by the FCC's decision that President Johnson's appearance on network television the day before was not subject to Section 315's equal-time requirements (see above).

Mr. Burch read a prepared statement, then turned down a reporter's suggestion that many of the nation's leading newspapers were represented at the news conference and that their

reporters would be happy to convey the Republican chairman's message to the American people. Mr. Burch said this wasn't as good as getting free time coast to coast on three networks.

He also turned aside a question from Bill Downs of ABC News, who said his network would be pleased to give Senator Goldwater time for a news conference. In fact, he continued, reporters covering the candidate had been trying to arrange a conference with the senator for two weeks. This was not what the Burch news conference was about, Mr. Burch said.

He also charged that Democrats had first tried to buy time to put President Johnson on the air, and

when that failed, Mr. Burch said, Mr. Johnson "put on his presidential hat and demanded that the networks give him free time. . . ."

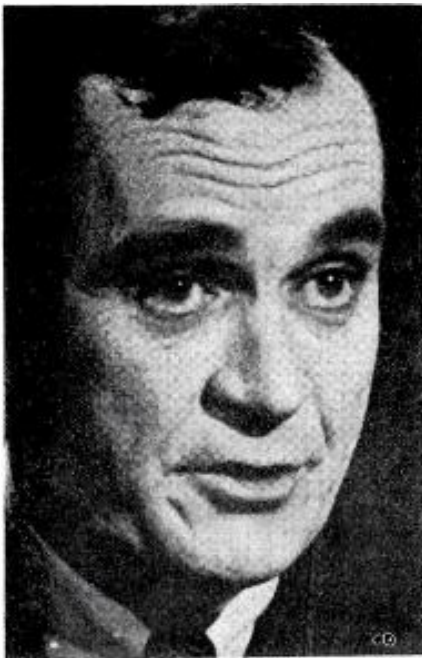
Samuel C. Brightman, public relations director of the Democratic National Committee, denied that allegation. Doyle Dane Bernbach, the national committee's advertising agency, had been shopping for availabilities on the networks that weekend "but they're always shopping" this late in a campaign, Mr. Brightman said. To have done what Mr. Burch alleged "would have nullified the President's purpose . . . which was to go on air as President," he added. "We may have pointed heads over here, but they're not that pointed."

the benches were crowded with network officials and attorneys, as well as commission staff members.

The President went on three networks Sunday night, before an audience of an estimated 27 million homes, to discuss the fall from power of Nikita Khrushchev in the Soviet Union and the explosion of a nuclear device by Communist China.

Following that talk and preceding the court hearing were some lesser occurrences that lent color to a week in which Section 315 received considerable public attention in broadcast news programs and newspapers:

▪ Mr. Burch, offered 15 minutes of free time by NBC, in a "spirit of fairness," to talk on the issues discussed by President Johnson, used the time Monday night (Oct. 19) to attack the Pres-



GOP's Burch

ident and the FCC and to appeal for \$500,000 to buy air time for Senator Goldwater on the networks. NBC officials saw Mr. Burch's script before he went on but, according to a network statement, decided "it was impractical to withdraw the offer of time."

▪ John Bailey, chairman of the Democratic National Committee, indicating the belief that NBC had been unnecessarily fair, asked for time to reply to Mr. Burch, but was turned down. William R. McAndrew, NBC vice president for news, said the network would cover any newsworthy remarks of Mr. Bailey's in its news shows, and the Democratic chairman has apparently decided to let the matter drop. He did appear in a taped segment on the NBC *Huntley-Brinkley Report* show Wednesday night.

▪ The commission, caught Monday

morning by Mr. Burch's request for a ruling with only four members in Washington—and all four Democrats, at that—brought in the three absent Republican members by conference telephone. In this manner, Commissioners Hyde, in Los Angeles, Frederick W. Ford, in Cincinnati, and Robert E. Lee, in Boston, were able to participate in the decision. The commission took less than two hours Monday to reach and announce its decision. But it wasn't until Wednesday that the reasons were drafted by the staff, in a letter to Mr. Burch, and formally approved by the commission.

1956 Precedent ▪ In its letter, the commission held that the circumstances surrounding the President's appearance Sunday night were identical to those surrounding the appearance of President Eisenhower in the closing days of his re-election campaign in 1956, when he went on radio and television to discuss the Suez crisis.

The commission held then that his appearance did not entitle Adlai Stevenson, the Democratic candidate, to equal time because it didn't believe Congress intended Section 315 to require that equal time be given to all candidates when "the President uses the air lanes in reporting to the nation on an international crisis."

The commission noted that Congress had been informed of that interpretation and that, in the course of amending Section 315 in 1959, "did not comment adversely."

In holding that the Johnson appearance fell within the amendment exempting coverage of bona fide news, the commission said that the developments on which the President commented "are news events of an extraordinary nature." The networks could reasonably conclude, the commission said, that the President's appearance "was a spot news event in the sense intended by the 1959 amendments, that it was not only a report to the nation setting forth the government's position, but that it also advised other nations as to that position and the response of the United States to the events."

Act of Office ▪ "In short, we think that the networks could reasonably conclude that statements setting forth the foreign policy of this country by its chief executive in his official capacity constitutes news in the statutory sense," the commission said. "Simply stated, they are an act of office of the President of the United States."

Mr. Geller, in his appearance before the court, conceded that this interpretation favored an incumbent President. But he said, in answer to a question from Chief Judge David L. Bazelon, the 1959 amendments weren't in-

tended "to equalize things—the incumbent is always going to get more news coverage."

Mr. Geller acknowledged that the commission added a new dimension to the equal-time law with its 1956 decision. But he defended that action on the ground that the commission has authority to "flesh out" the statute "with ad hoc decisions." The commission thought then, he said, that it was reasonable to exempt special presidential reports during a campaign to avoid requiring stations to carry all presidential candidates.

Commissioner Hyde, the lone dissenter, was also the only commissioner to disagree with the Suez decision in 1956. In a dissenting statement issued last week, he indicated he still thinks that decision was wrong and noted it



Democrat's Bailey

has never been subjected to judicial review.

As for the 1959 exemption for on-the-spot coverage of news events, Commissioner Hyde said he doesn't presume to define what is "news." But he said the networks should be required to explain why they regard the discussion of international events by one candidate as news but say that the presentation of another candidate on the same subject would not be news.

No Distinction in Law ▪ The petition filed by Senator Goldwater's attorneys in seeking a reversal of the commission ruling argued that Section 315 makes no distinction between a President as chief executive and as a candidate. The commission's attempt to make such a distinction, it added, is "illegal, arbitrary and capricious."

The petition noted that Congress in



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1959 exempted only four categories of programs from the equal-time section—bona fide newscasts, news interviews, news documentaries and news events—but the commission, the petition said, is attempting to write a "fifth or 'Report by the President' exemption."

The petition added that, "by specifying four situations [as exempt], and four only, Congress clearly intended that all other appearances would be 'use' giving rise to equal time. . . ."

The petition said the commission erred also in holding that the broadcast of the President's address constituted on-the-spot coverage of a news event. It said this departs from the commission's ruling last month, in response to a query from CBS, that presidential news conferences are not bona fide news events which would be exempt from Section 315 (BROADCASTING, Oct. 5). Furthermore, the petition said, the commission has previously "indicated its understanding of the term 'news event' to mean something other than a speech which makes news."

But if Senator Goldwater still had not been given free time on the three networks, as of Thursday (Oct. 22), the week was far from being a total loss. Mr. Burch's appeal for funds resulted in a "truly magnificent response," according to Republican National Committee spokesman Lee Edwards. He didn't say how much was received, but said it would cover the costs of a national broadcast. The senator's half-hour appearance on ABC Wednesday night, hastily arranged as an answer to the President's talk, cost \$95,000.

KPRC-TV turns down Burch's NBC talk

KPRC-TV Houston, Tex., was one NBC affiliate that didn't take the network's programming when it presented Dean Burch, Republican national chairman, Monday night.

The network made the time available after it, along with CBS and ABC, denied a request for time for Republican presidential candidate Barry Goldwater to respond to President Johnson's address Sunday (see story page 54).

But Jack Harris, president of KPRC-TV, observed that the FCC had ruled that the Republicans were not entitled to equal time, and that was enough for him.

He said the network's decision opened the door to demands for free time from the Democratic national chairman—whom the station won't carry either, Mr. Harris said. The network, however, has already turned down a request for time from John Bailey, Democratic chairman.

KTBC-TV to reschedule Republican shows

KTBC-TV Austin, Tex., last week refused to carry two Republican shows with Senator Goldwater on ABC-TV in their network time slots and thus became embroiled in a minor controversy. KTBC-TV is a primary CBS affiliate and secondary ABC and NBC affiliate.

KTBC-TV, owned by the family of President Johnson and held in trust for them since he assumed the Presidency, said that the Goldwater show would interfere with one-hour programs. J. C. Kellam, station manager, said the political shows would be rescheduled at a more acceptable time. He added that the station had also rescheduled a Democratic show because of a program conflict.

Republicans jumped on the initial refusal to carry the shows. Senator Goldwater's Texas campaign manager, Tad Smith, criticized the decision not to run the shows, and Senator Carl T. Curtis (R-Neb.) sarcastically suggested a fund-raising campaign to get up money to buy time on KTBC-TV. "Lyndon can always use the money," he said, and "Barry wants Texas television coverage."

Kennedy-Keating debate hope grows dimmer

The chances of a face-to-face debate between New York's senatorial candidates, Republican incumbent Kenneth B. Keating and his Democratic opponent Robert F. Kennedy, appeared last week to be slim. But WABC-TV New York yesterday (Oct. 25) scheduled what it considered a workable substitute.

Mr. Keating and Mr. Kennedy were questioned separately for a half-hour each by a combined panel of three members of the New York Young Republicans and New York Young Democrats.

The sessions were taped Oct. 23 and combined into the first hour of a 90-minute noontime program Oct. 25 entitled *New York, New York*. The final half-hour was devoted to a question and answer "free for all" among the six panel members in which the candidates took no part. An ABC spokesman said that the candidates were not allowed to edit the tapes after the interviews.

While consenting to an appearance on *New York, New York*, the Kennedy forces did not consider the program a "real debate," according to a Kennedy official, and stated they would continue to press for a live face-to-face debate between the two candidates.

●● Psst.

What's bright and breezy? Free and easy?
A new kind of late evening television show?
It's direct from Hollywood.
It's loaded Entertainment-wise with
big name talent, guest star of the week,
and fresh new discoveries.
It's premiering October 26th! ”

“IT'S REGIS”

THAT REGIS PHILBIN SHOW

Attention Mr. Astute and Wise Television Buyer:

THAT REGIS PHILBIN SHOW
consists of five great 90 minute
tape syndicated shows a week.
It will give you new zip and appeal, and will
help to make you rich and well-loved.
Preview it now! Write — Wire — Phone:
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122 E. 42nd St., New York, N.Y.
Telephone: 983-6535



GOP 'morals' film back in can

'Choice', film program depicting sex, scandal in government, crime, mob violence, called back after Goldwater decides it is not 'appropriate'

Early last week Republicans planned a network run of "Choice," a 30-minute, hard-hitting campaign film on American morality. But it failed to meet Senator Barry Goldwater's program standards and he ordered suspension of scheduled network and local station showings.

Democrats, having previously screened their own copy for news media and released transcripts of a revealing "Choice" story conference ("focus their anger on Johnson and this administration"), created such a critical clamor that Republicans ended the week trying

to round up the more than 100 prints they had distributed for use on local TV stations.

By the weekend a few stations had obtained excerpts for TV newscasts, but Republicans were already at work on recovered prints, snipping out scenes of a strip tease, a fig-leafed male and a well-filled but topless bathing suit (see pictures). There was still a possibility, however, that a revised version would be approved for network showing, and plans for spots using excerpts from "Choice" were in the works.

Nonetheless it seemed an inglorious week for Republican programing, although a top party official beamed at a claim that a televised Goldwater speech had earned the highest rating of any political telecast (see page 43).

'I'd Rather Do It Myself' ■ Republicans probably would have escaped serious trouble if it hadn't been for unsolicited Democratic "help". Despite their voluble protests over the film, however, Democrats were reported secretly to prefer a showing, figuring it would boomerang to their advantage.

This is what happened.

Mothers for a Moral America, a group associated with Citizens for Goldwater-Miller, had produced the film through a Los Angeles advertising agency, Anderson, Morgan, De Santis & Ball, for about \$50,000. At least 100 prints were distributed to state groups and it was scheduled for network showing on NBC-TV at 2 p.m. EDT last Thursday (Oct. 22), pre-empting *Loretta Young Theater*. Cost for network time would have been \$35,000.

Tuesday, Democrats screened a print they had somehow bought from the national Citizens for Goldwater-Miller headquarters, which had been selling them to state groups for \$55 each, and gave reporters copies of a transcript of a Sept. 22 "Choice" story conference, inexplicably obtained. Russell Walton, public relations director of the national citizens organization, outlined what the Republicans wanted: depict scandal in government, crime, immorality, mob violence, "remind these people what is happening. . . . Take this latent anger and concern which now exists, build it up, and subtly turn and focus it on the man who drives 90 miles an hour with a beer can in his hands, pulls the ears of

beagles, and leave them charged up to the point where they will want to go out and do something about it . . ." (vote for Senator Goldwater).

Mr. Walton said last week that the film is "shocking—because we believe what is happening today in America is shocking." The film, which also features Raymond Massey and John Wayne, depicts a contrast between an immoral America and a moral one. It implies a vote for the senator is a vote for the latter.

NBC Cites Objections ■ Reports were

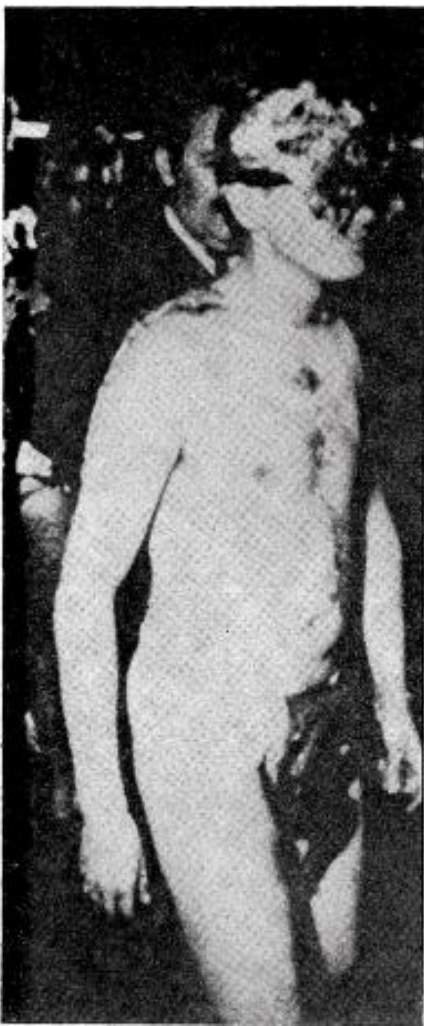


Fig-leaf-clad Mardi Gras parader favored by GOP film makers depicting immorality in America but banned by Senator Goldwater.



Stripper nearing end of performance also was too raw for senator. He ordered her snipped from more than 100 film prints.

the film was skillfully executed, but in documenting immorality it included scenes that also caught headlines and the attention of NBC Broadcast Standards.

NBC "does not attempt to censor editorial content of paid political broadcasts, but does reserve the right to question material that might be defamatory or morally improper," said Ernest Lee Jahncke Jr., vice president and head of the network political broadcast unit. NBC Broadcast Standards "requested the deletion of certain sequences which it considered suggestive, and these deletions were agreed to by the sponsoring organization," Mr. Jahncke added. NBC wouldn't say which scenes.

A hint that Republicans were backing away from their film came Wednesday morning when a citizens committee spokesman cancelled a screening of "Choice" that the GOP had planned at the National Press Building in Washington.

A suggestion that public relations and advertising officials at the Republican National Committee were upset at the citizens-group film was evidenced an hour later when one said the screening cancellation was "the best news I've heard all day."

Senator Goldwater, meanwhile, had requested a screening for himself and viewed "Choice" in a Philadelphia hotel room. A few hours later Dean Burch, chairman of the national committee, announced that the senator had ordered the film "withdrawn." Paul Wagner, the senator's news secretary, said "he does not believe it ["Choice"] is appropriate for a political campaign in its present form."

The citizens group retained the NBC time slot, however, and reran a taped speech on morality from a Goldwater rally in Salt Lake City that the national committee had run in prime time on CBS-TV two days earlier.

Future plans for "Choice" are indefinite. Immediately after Mr. Burch made his announcement, the citizens committee headquarters wired state groups that they should return their prints to the producers in Los Angeles for editing. It was believed, a spokesman said, that local TV stations would hesitate to show a film that failed to pass NBC standards, so all copies were being called in for revision.

Code authority officials of the National Association of Broadcasters said last week that they had received no complaints or queries on the film, either from stations wanting a code compliance ruling or from political groups.

Code staffers said they hadn't seen it, but from reports agreed that certain segments would violate the code. Howard H. Bell, code authority director, has made it clear that he wants no code

office rulings on political advertisements, at least until a policy is devised after the elections. A code source said that the one exception to Mr. Bell's hands-off political stance was where spots violate normal code standards apart from politics: Showing a woman's bare breast and use of a four-letter word were examples cited. It was indicated, however, that stations might edit out such objectionable material.

Democrats requested an investigation by the Fair Campaign Practices Committee, a nonpartisan group in New

York, and complained that "Choice" was "the sickest political program to be conceived since television became a factor in American politics." Bruce Felknor, executive director, said he had wired Republican headquarters asking them "to refute or take responsibility for the film," but hadn't received a reply by late Thursday.

Earlier in the campaign Republicans complained of Democratic spots featuring a little girl threatened by atomic war that, it was implied, would probably follow election of Senator Goldwater.

'Far right' programs monitored

National Council for Civic Responsibility will inform

persons attacked on radio-TV what was said about them

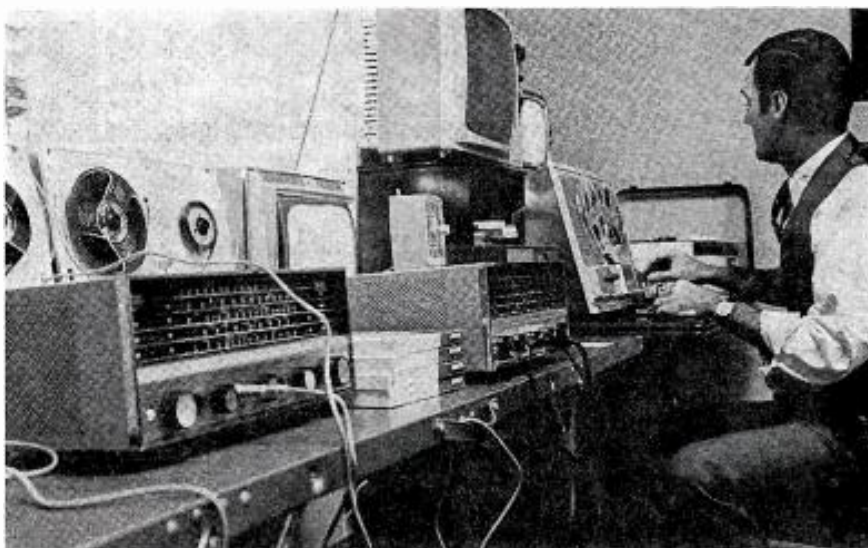
A private agency began monitoring so-called right-wing radio and television programs in Washington last week and announced plans for similar operations in New Orleans and Oklahoma, although on a smaller scale.

Dr. Arthur Larson, chairman of the National Council for Civic Responsibility, of the Public Affairs Institute, said he learned as head of the U. S. Information Agency (1956-57) that monitoring was one of the most effective weapons against propaganda. Much propaganda gets by because it's ephemeral—"it goes out and disappears."

The council's monitoring activity is being coupled with *Spotlight*, a daily radio series of its own, and an effort to advise persons attacked on the moni-

tored programs what has been said about them. This is to "challenge the 'far right' spokesmen with their own words," Dr. Larson said at a news conference last Thursday (Oct. 22).

Programs to be monitored (with the council's figures on stations used): *Howard Kershner* (weekly on 148 radio), *Manion Forum* (weekly on 240 radio and 30 TV), *Dan Smoot* (weekly on 70 radio and 40 TV), *America's Future* (weekly on 365 radio), *Independent American Radio Edition* (weekly on 39 radio), *Billy James Hargis* (daily on 55 radio and seven TV), *Church League of America* (weekly on 17 radio), *Life Line* (daily on 325 radio and 69 TV), *Twentieth Century Reformation Hour* (daily 546 radio) and *Citizens' Council Forum*



Bill Anderson, radio-TV producer for the National Council for Civic Responsibility, works the monitoring area of Group Research Inc., Washington, described by the council as "an independent research organization rec-

ognized as an authority on right wing activities." Group Research has contracted with the council to prepare digests and transcripts of so-called right wing broadcasts of 10 radio-TV series.

CBS News gives policy on election coverage

CBS News last week said it would refrain from "declaring" a winner in its election night coverage Nov. 3 until victory became a virtual mathematical certainty, but would make every effort to be first in predicting the "probable" outcome.

CBS News President Fred W. Friendly explained that declaration of winners on the basis of the network's Vote Profile Analysis (VPA) would give way to less definite language such as: "On the basis of VPA (candidate) is the 'indicated winner'." A higher degree of assurance that a particular candidate would be the victor might be explained by the term "probable winner."

But, Mr. Friendly said, no winner in the presidential race will be announced by CBS until he has attained

the requisite 270 electoral votes for election.

Early last month a special committee of state governors met with news media representatives to discuss the practice of broadcasting computer based projections of election winners and to discuss the possible ill effects which may result from forecasting winners before all polls in the country are closed.

The committee decided to take no action against the projection of winners (BROADCASTING, Sept. 7). ABC announced at that time that it would continue to use the word "projection" when identifying a probable winner and NBC also assured the governors it would clearly label its projections as based on computer data.

(weekly on 1,500 radio and TV).

The council's own five-minute radio series, which began last month (BROADCASTING, Sept. 28), on 34 radio stations in paid time, mostly in the West, Midwest and South, and in such major markets as Los Angeles, Chicago, San Francisco, Dallas, New Orleans and Miami, a council source said.

In answering a reporter's question Dr. Larson denied that the council was established at the suggestion of Senator Hubert H. Humphrey (D-Minn.), who is a director of the Public Affairs Institute, Washington, described as a non-profit educational organization. Fund-raising newspaper ads in New York and Washington already have generated about \$25,000 in contributions, Dr. Larson said, and more will be run in other cities.

Spotlight will be placed on more stations as money becomes available, Dr. Larson said. Few stations declined requests for time, he added.

RPI has 50-man team for election coverage

A team of more than 50 reporters will provide election night coverage for Radio Press International. The voice news agency said last week it will send its reports to 180 subscribing stations throughout the United States, Canada, Australia, Asia and Africa.

Starting at 8 p.m., RPI stations will receive hourly, live 10-minute programs reporting voting results in each geographic section of the U. S. The reports will focus on "voting trends and the

meaning of the vote," according to Michael J. Minahan, general manager of RPI. Bill Scott, director of news, will serve as RPI anchorman in New York.

At 20 minutes past each hour, starting at 8:20 p.m., stations will receive news and feature material for immediate or delayed use.

This year's coverage will mark the first time that Australia has received live coverage of a U. S. presidential election. More than 30 stations of the Australian Major Network have been receiving RPI feature programs and news reports since December 1963. RPI broadcasts are beamed to Australia through the 13,000 mile Commonwealth Pacific cable.

ABC Radio sets own election coverage

ABC Radio plans to continue its policy of providing independent radio news coverage on election night.

Tom O'Brien, director of ABC Radio News, said last week that in its coverage for radio exclusively, more than 40 newsmen would participate in New York and other correspondents would be used in more than 20 remote locations throughout the country.

ABC Radio's election night coverage will begin at 6:05 p.m. EST. The anchormen will be correspondents Don Gardiner and Keith McBee. Mr. O'Brien is executive producer and Walter Porges, assistant director of radio, is producer.

The network will have radio corre-

spondents at the election night locations of the major presidential and vice presidential candidates; at Republican and Democratic national headquarters in Washington and at candidates' headquarters in New York; Hartford, Conn.; Cleveland; Detroit; Chicago; Los Angeles; San Francisco; Little Rock, Ark., and Montgomery, Ala.

Mr. O'Brien said the decision to separate radio from the TV coverage was that "by nature, radio news coverage is faster, more mobile, more flexible, and we don't want to sacrifice these elements."

EVA and DIVCON aid NBC's election team

A preview of the systems and set-up by which NBC News expects to give NBC-TV viewers and NBC radio listeners on Nov. 3 the "first truly analytical job" of reporting election returns was presented by closed-circuit TV to editors and writers across the country last Thursday (Oct. 22).

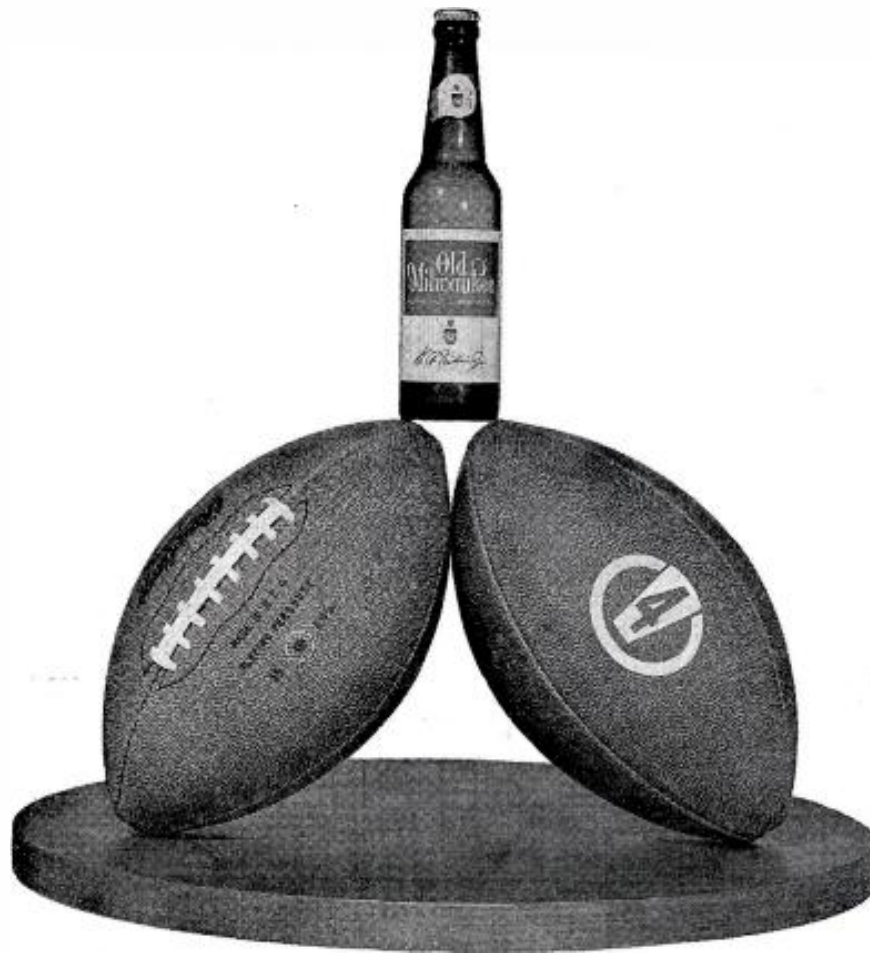
NBC newsmen showed off the computers and display boards and explained the techniques by which NBC's own reports from some 6,000 selected precincts around the U. S. will augment the 177,000-precinct coverage of the Network Election Service's pooled efforts and thus provide projections and analyses of election outcomes as well as running accounts of the actual vote as it is counted.

NBC claims to be the only network with two systems for projecting election results and two to analyze the vote. Together the systems form "EVA," NBC's Electronic Vote Analysis system.

The first system is based on precinct samples, some consisting of groups of precincts which together form a miniature of an entire state, and some composed of precincts which individually have proved to be a miniature of the state in past elections.

The second projection system employs a computer-based examination of the actual county-by-county vote in a state. The computers, NBC said, can examine this vote from as many as 50 different viewpoints—age, income, education, urban vs. rural, ethnic groups, etc.

The precinct system, according to NBC, is somewhat faster, but the county-by-county system is somewhat more accurate. If one system shows a wide margin for a candidate, NBC can call the winner on that basis. If one shows a wide margin while the other indicates a close race, NBC will take this as a caution signal and withhold its projection until the two systems agree—or, if they agree only that the race is too close to call, will wait until the actual vote



**CAN YOU THINK OF A BETTER WAY TO CLIMB
FROM 59th TO 3rd IN WISCONSIN BEER SALES
IN LESS THAN THREE YEARS?**

That's the fastest sales rise any beer has ever had!* How did it happen? Since its introduction three years ago, Old Milwaukee Beer has sponsored "The Vince Lombardi Show" on WTMJ-TV, featuring the head coach of the Green Bay Packers. And in those three years Old Milwaukee has risen from 59th to 3rd place in Wisconsin beer sales. The advertising director for Old Milwaukee writes, "We consider WTMJ-TV a major factor in the rapid sales growth of Old Milwaukee. Using the leading adult station in Milwaukee, WTMJ-TV, has helped us become one of the leading beers." This response is typical of the influence WTMJ-TV has on Milwaukee. Put your sales message on WTMJ-TV...see why it continues to be the number one station in Milwaukee for both adult viewers and advertisers.

**40th Annual Milwaukee Journal Consumer Survey*

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

Huntley gets award in New York, Brinkley his in Washington

Research may have limitations, but they "certainly are not involved" in data reflecting "the continuing, accumulating supremacy of broadcast journalism," Dr. Sydney Roslow, director of The Pulse, said last week in presenting the 22d annual Pulse man-of-the-year award to NBC newsmen Chet Huntley and David Brinkley.

Mr. Huntley received his award from Dr. Roslow before more than 400 agency, advertiser and radio and television executives at the research organization's annual awards luncheon at the Plaza hotel in New York last Wednesday. Mr. Brinkley received his award in a presentation made in Washington but carried to the New York luncheon audience by closed circuit radio. His presentation was made by Henry J. Kaufman, managing director of the Washington

agency that bears his name.

While broadcast journalism in general has taken over "supremacy" in news reporting and interpretation, Dr. Roslow said, "the names of Huntley and Brinkley" have "stood out in luminous relief."

Mr. Brinkley said that in the current political campaign "equal time" has become a "symbol" that political partisans use to demand "equal treatment of unequal news," or construe to mean that "people should have equal time to say equally nasty things about each other." Mr. Huntley said the use of the morality issue by politicians reminded him of the temperance zealot who got roaring drunk to demonstrate the evils of drink.

Third LQR Survey ■ Before the presentations Dr. Roslow, in "a minimum Pulse commercial," told the audience that his organization is

about ready to launch its third "LQR" (Local Qualitative Radio) demographic and product-use survey of radio stations in 100 top markets.

He said Pulse's use of Wide Area Television Service (WATS) for interviewing is "working very nicely" and "continuing to give us the highest ratio of validations to field interviews in our history, and perhaps anywhere in the world of research."

Dr. Roslow also said that "we are deeply gratified by the growing understanding of the nature, the potentialities, the economics and yes, even the limitations of audience research." He said that limitations can often be mitigated by "liberal doses of judgment, brains, intuition in their use"—but that "restraint" is also necessary: "Research data must not be projected unwarrantedly or taken out of context," he said.



At a two-city presentation ceremony tied together by closed circuit radio, Henry J. Kaufman, Washington agency president (l), and David Brinkley enjoy an informal lunch in Washington with the aid of Mr. Brink-



ley's man-of-the-year award, while Chet Huntley receives his from Dr. Sydney Roslow, Pulse director (r) following a more conventional meal at the Plaza hotel in New York.

tabulation shows who the winner is.

For analyzing the results, NBC also uses two systems—one again based on precinct samples, one on a running examination of the county-by-county vote, but both designed to show the voting behavior of different demographic and geographic elements and thus explain why the winners won and the losers lost.

NBC also will use what it calls "DIVCON" for Digital-to-Video Converter—which translates computer information into English, ready for on-air display at the punch of a few keys. The

device was developed by RCA Victor Co. Ltd., Montreal, and in effect makes the home screen the end-part of the computer, NBC newsmen asserted.

NBC will keep track of the senatorial, gubernatorial and presidential races in separate on-camera bays, the first headed by Frank McGee, the second by Edwin Newman and the third by Chet Huntley and David Brinkley. There will also be recap boards showing the running tallies and projections in these categories.

NBC said more than 8,000 people will be working exclusively on its EVA

operation.

The material compiled in the television operation will also be used by NBC Radio, officials said.

The closed-circuit preview featured William R. McAndrew, executive vice president for NBC News; Julian Goodman and Robert Northshield, respectively vice president and general manager of NBC News, and John Chancellor, who will report EVA findings on election night. TV editors and writers gathered in studios of NBC-TV affiliates for the 30-minute taped preview.

SILENCER

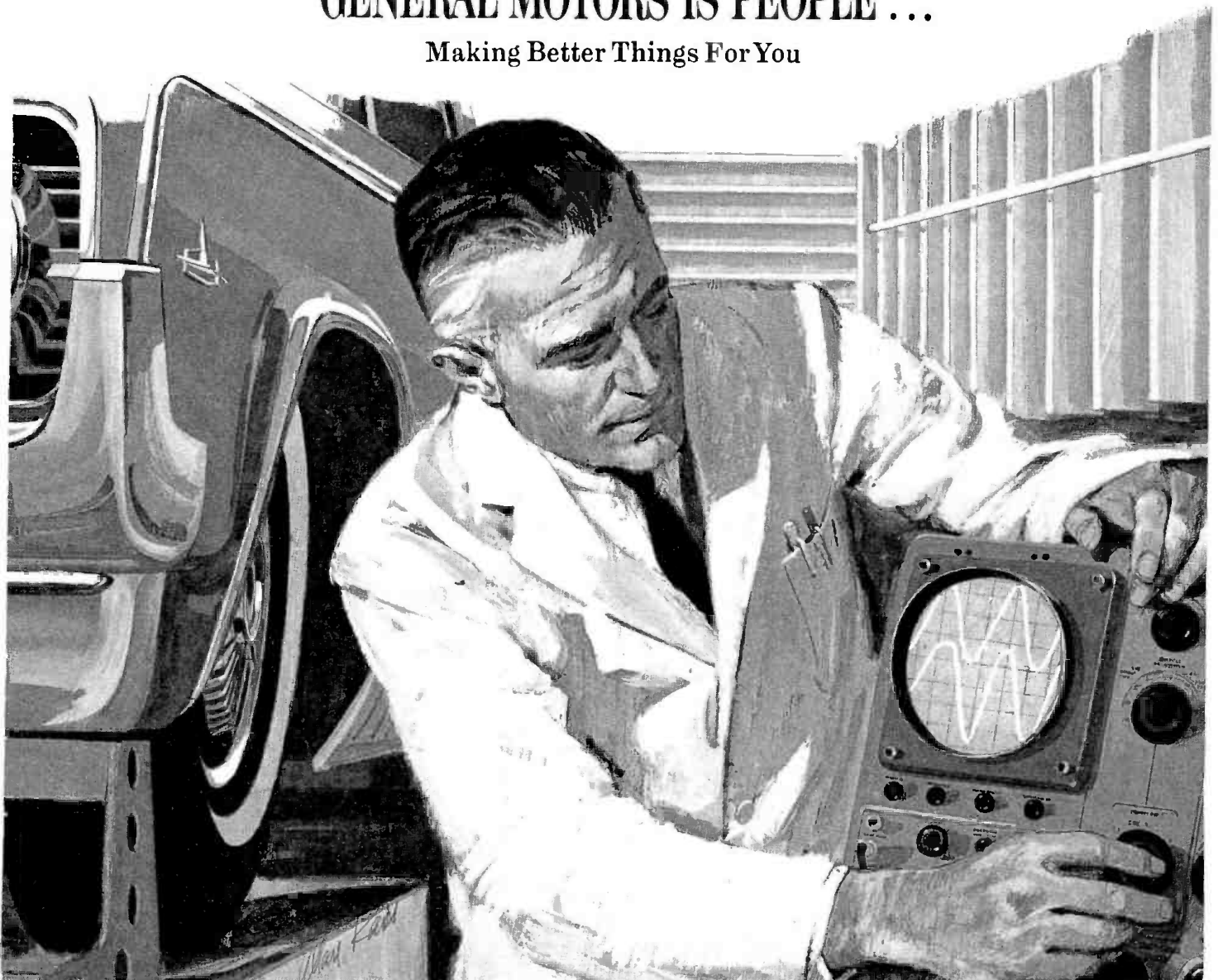
His business is *quiet*. He's a General Motors development engineer and his job is to help see to it that every GM car operates as smoothly and quietly as advanced technology and human skill can reasonably achieve. His work takes him into an anechoic chamber at the Milford Proving Ground where walls made of glass-fiber-wedges up to a yard deep absorb 99 percent of the sound made by a car in operation.

In this room GM cars are "road proved" on a chassis dynamometer under many driving conditions and at varying speeds. Every significant noise, no matter how slight, is studied, charted, evaluated. Object: quiet. This man and others like him never stop striving to reach that goal.

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CBS News displays its election studio

CBS News last week displayed the nerve center of its Nov. 3 election night operations—its new studio 41—and the banks of IBM equipment that will process election data reported from all over the country by Network Election Service and its own correspondents in over 2,000 key precincts.

The network said its months of preparation for election night had been directed at enabling its newsmen to give CBS audiences "the anatomy of a victory" and not simply vote tallies in the various contests.

CBS installations for election night include 30 IBM data communications units and an IBM 1440 computer in tandem with an IBM 7010/1301 system. The equipment is said to be worth about \$7 million. The computers are backed by an alternate system in the event the first-line equipment should fail.

They are programmed with past voting information and related data about the 2,000-plus key precincts that have been selected on the basis of geographical considerations and discernible voter characteristics.

CBS moved to dispel the notion that if a particular ethnic group or other distinguishable voter group should vote contrary to the way it is expected to vote, it could throw the Vote Profile Analysis system off the track of the winner.

The system, it was explained, is not based on the assumption that a particular group will vote in a foreseeable way, but rather that members of some groups tend to vote the same way, whatever way it may be.

For this election CBS has set up desks to handle the election night returns by type of race—presidential, congressional and gubernatorial—and has abandoned its past practice of reporting the races state by state (BROADCASTING, Sept. 21).

The switchover, CBS explains, was necessitated by the extraordinary speed at which returns will be available from Network Election Service and its own precinct reporters. Even in past years under the old system CBS feels that analysis of returns often lagged behind available data.

The IBM system at CBS will provide read-outs of information in each state, with up to four reports on each race in each state or more if desired. This information will include breakdowns by region of how the vote is going by religious and ethnic groups and degree of population density. These voting patterns will be compared to those in past

elections by the IBM equipment and presented in read-out form.

CBS has announced that its Nov. 3 coverage will start with the 6:30 p.m. EST *CBS Evening News with Walter Cronkite* but that its studio 41 election center would commence operations at 5 p.m. and would be available for early bulletins from that time on.

Program notes . . .

Puerto Rican producer ■ Inter-American Films Inc., San Juan, P. R., has been established to produce and sell TV film commercials and programs, feature films and industrial motion pictures. Its studio is located at 646 Fernandez Junco Avenue, Miramar, P. R. Frank Marrero, previously with Film Production International of Hollywood, is producer-director for the new company.

Pop topic ■ *The Music Goes Round and Round*, a 13-part radio series that examines popular music, will be broadcast on the radio stations of Westinghouse Broadcasting Co. starting Nov. 1. The series is keyed to the question: why are so many people so emotionally for or against popular music?

Schoenbrun reports ■ David Schoenbrun, news commentator and analyst, will be a member of the United Press International Audio election night team. He will be heard twice each hour with interpretation of national and state returns. Mr. Schoenbrun was associated with UPI Audio at the Republican and Democratic national conventions this year. He is employed by Metromedia Inc., which has a working arrangement with UPI Audio.

Manly approach ■ Warner Bros. will produce a new series, *Man Among Men*, for CBS-TV for the 1965-66 season. Richard Linkrout created the dramatic-adventure show.

Radio series sales . . .

Audio Program Service (Triangle Sales): WLBB Carrollton, Ga.; WJMX Florence, S. C., and KCLU Rolla, Mo.

12 Hours of New Year's (Triangle Sales): WDMJ Marquette, Mich.; WJER Dover, Ohio, and WNBZ Saranac Lake, N. Y.

The First Christmas (Woroner Productions): WCUM Cumberland, Md.; wsoc Charlotte, wcps Tarboro, WRAL Raleigh, and wgtm Wilson, all North Carolina; WAAB Worcester, and WHYN Springfield, both Massachusetts; WCRO Johnstown, WHJB Greensburg, WMAJ State College, and WCPA Clearfield, all Pennsylvania; WHLS Port Huron, and WTRX Flint, both Michigan; WJTN Jamestown, N. Y.; WSPD Toledo, Ohio, and CJRN Niagara Falls, Ont.

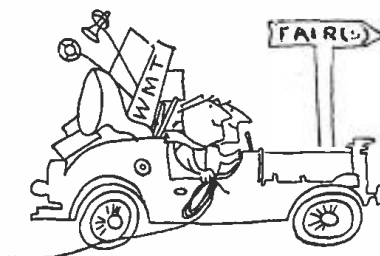
Fair Game

WMT's Bob Nance was at Hawkeye Downs last month as the grand champion baby beef was chosen at the All-Iowa Fair. A shorthorn exhibited by John Stoner of Mt. Vernon, Iowa, won the slap of approval from the judge, who just missed our Bob, also in the ring to broadcast the champ's reactions.

Dean Borg and Jerry Brady provided WMT listeners with a beef's eye report from the Iowa State Fair in Des Moines as a Hereford owned by Doug Simons of Marcus, Iowa, got the winning nod.

Steve Padgitt, WMT Farm Scholarship winner (summer employment at WMT and all the live bulls he can lift), managed WMT's 18th Annual Gadget Show at the State Fair. Winner was Junior Coon of Morning Sun, Iowa, with a hydraulic post driver. (Winning is a habit with Mr. Coon—his brush grubber won a fourth prize in the open class in 1953.)

The four ag college graduates who man our Farm Service Department covered 36 county and state fairs this year, traveling 6,500 miles in the fair month of August with mikes in hand. They get about 100 miles to the hour of air time from 56,000 miles of yearly event-hopping: programs daily at dawn's crack waking up Iowa's dirty capitalists; market reports and other tidbits at noon; special events any time. They provide informed reporting for WMTland—46 Eastern Iowa counties and eight in Illinois, Minnesota and Wisconsin—and contribute to WMT's balanced programming for a balanced industrial/urban/farm market.



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Programing key to UHF success

That's advice of Eddy of Field Communications, who also cites pay TV and CATV as factors that may be 'catalyst to UHF growth' in future

A television pioneer who is now a consultant to Field Communications Corp., Chicago, Captain W. C. Eddy, has advised his client that programing is the key factor in the future success of UHF.

He also suggests that pay TV, and perhaps community antenna TV, might serve as the sparks which could make the higher frequency TV band really glow.

Mr. Eddy is president of Television Associates of Indiana Inc., Michigan

City, Ind., a subsidiary of Melpar Inc. A prolific inventor even before World War II and founder-director of WBBK-TV Chicago for Balaban & Katz (WBBK now is owned by ABC), Mr. Eddy presented his views on UHF as a portion of a 600-page report on all aspects of pay TV which he has prepared for Field Communications.

Sterling C. (Red) Quinlan, who heads the new communications subsidiary of Field Enterprises Inc., last week said that Field has invested a substantial sum

in the study—it covers in great detail every technical facet of the pay TV field today as well as all known potential future developments—and for this reason does not wish to make it public at this time. The UHF section, however, was made available. Mr. Quinlan cited Mr. Eddy as one of the best research and development experts in the nation today.

Field Communications earlier was one of four applicants for channel 38 in Chicago but has withdrawn from

Tom McDermott takes a look at programing

Popularly, the television viewer is supposed to control the destinies of the programs available to him by what he chooses to watch and what he ignores. But actually, the viewer has very little to do with setting or breaking television's program trends, according to Tom McDermott, president of Four Star Television.

"There are many pressures on the producers of TV programs and on the networks and advertisers who buy them that the public knows little about," Mr. McDermott said last week. "A few years ago, private eye shows were going great and if it had been left to the public they could still all be on the air. But Congress started investigating sex and violence on television and the operators of the networks and stations began worrying about their licenses" Mr. McDermott recalled, "so most of the detective shows disappeared."

The major trend maker is the desire to emulate someone else's spectacular success, Mr. McDermott observed. "*I Love Lucy* was not the first situation comedy on television. There were six or eight programs of that kind on the air when *Lucy* started, but none of the others made the smash hit that *Lucy* did. So, the next year there were 15 situation comedies on television and 23 the year after that. Then the bottom dropped out.

"The same thing happened with



Mr. McDermott
Imitation and embarrassment

westerns. There just aren't enough good writers to turn out so many good scripts of one genre at once. We'll imitate ourselves out of business in any program category every three years."

Antonym for Imitation ■ Mr. McDermott noted another factor that influences programing, one that is almost the exact opposite of the trend to imitate success. "Buyers become embarrassed with keeping the same show on the air year after year.

It may be going great, entertaining a large audience, producing good sales, but the advertising manager and the advertising agency want to look important and the easiest way to do that is to do something different."

At Four Star Mr. McDermott's most pressing problem is to reverse the trend that gave the company a net loss of nearly \$1 million for fiscal 1964 (year ended June 27), first time in the company's 10 years it wound up in the red. The reasons for the loss were "extraordinary circumstances which are not likely to recur," according to the Four Star annual report (BROADCASTING, Sept. 28), which listed among these "extraordinary circumstances" the cancellation of a new series after five programs had been completed (*The Robert Taylor Show* which had been scheduled for NBC-TV), only one Four Star show on network TV in 1963-64 and the write-off of the costs of stories, scripts and pilot films.

A complete rundown of Four Star's programing status was also afforded by Mr. McDermott at a stockholders meeting late last week (see page 89).

The main steps needed to turn Four Star's fortunes up again have already been taken, Mr. McDermott asserted. This season, the company has two hour shows on the TV net-

that contest to become 50% owner of WOGO-TV (ch. 32) Chicago upon FCC approval (BROADCASTING, Oct. 12). WOGO-TV is not expected to get on the air for at least another year and now is owned by several local business groups including Harry and Elmer Balaban.

Move Now ■ Mr. Eddy's UHF report recommended that Field proceed into UHF in view of the medium's general technical parity with VHF today as indicated by the FCC's test in New York City, the continuing refinement of UHF transmitting and receiving hardware and the all-channel law of 1964 as well as the "favorable program environment that exists" in Chicago.

The Eddy report on UHF further recommended "that you seriously consider some application of pay TV techniques and possible CATV in your planning as a catalyst to the more rapid growth of the market."

Mr. Quinlan said that at this stage, however, the pay TV and CATV subjects are still in the consideration stage

only and no decision pro or con has been made. He stressed that the Eddy reports are newly received and will require review by all of the Field executives.

UHF, Mr. Eddy said, "will never pay off without a successful program format—even with its proven technical equivalency." He added, "UHF cannot hope to compete for an audience already committed to VHF unless it offers something more. Again with the technology of transmission remaining constant, only programming can turn the tide."

Noting that the present technology of UHF preceded the development of an acceptable all-channel receiver or a program format that would capture mass audiences, Mr. Eddy said this is the reason the history of UHF to date is "marked with few successes and many failures." But with the all-channel law of 1964, "one of the major deterrents to the development of a sizeable UHF market has been erased," he felt. He predicted about 30 million all-channel

receivers in the U. S. by 1967.

Programing Is the Answer ■ Mr. Eddy said the answer to the success or failure of a UHF station in an established VHF market now "lies solely in programing—its quality, quantity and appeal to the audience now wedded to their VHF channels."

"We are faced," Mr. Eddy said, "with the problem of developing programs sufficiently interesting to entice viewers to buy sets rather than attempt to wean a relatively well-satisfied VHF audience away from their network spectacles to the present nebulous offerings of UHF." Mr. Eddy contended, "This mass divorcement can and eventually will be done." When it is, he said, the operator with the foresight to get in when the opportunity is offered will make a satisfactory return on his investment.

Mr. Eddy held it is foolish to believe there are no new formulas in TV programing that have not already been tried and turned down by the networks. "Conversely," he said, "I can point to

works, *The Rogues* and *Burke's Law*, plus a Saturday morning children's game show *Shenanigans*.

Added Dividend ■ *Shenanigans*, live on ABC-TV, is doing well for Milton Bradley Co., its game-maker sponsor, he reported. "After the first broadcast, we got a check for \$7,000 as royalty on the game, *Shenanigans*," he said, "so we may do better in game royalties than in profits on the program itself."

Another Four Star live show, *Celebrity Time*, which CBS-TV put into the Sunday evening schedule after the mid-season end of *Judy Garland Show*, has been renewed and "will be back on the air within a matter of weeks."

A number of pilots, for all three networks, are also in preparation, as well as one that is being readied for sponsorship by General Foods, with the network not specified, and others for other sponsors. Among several shows which are not earmarked for a network or an advertiser, and for which Four Star holds high hopes, is *Our Man in Suburbia*, a half-hour comedy to be created by George Axelrod, marking his first venture into TV. ("Good comedy will always go," Mr. McDermott further commented).

Other pilots to be produced, for ABC-TV, he listed: *The Big Valley*, a one-hour dramatic series being filmed in color and starring Barbara

Stanwick, created and written by Jules Levy, Arthur Gardner and Arnold Laven.

The Hellcats, an action-adventure series, also an hour, also in color, starring George Hamilton as the leader of an aerial circus flying World War I biplanes. Series was created by Aaron Spelling, who will be the executive producer. The initial script was written by W. R. Burnett and Tony Barrett and will be directed by Don Taylor.

Honey West, one-hour comedy-adventure series starring Anne Francis as a female private eye.

The Bette Davis Show, half-hour comedy series created by Cy Howard for the noted actress, who will play her familiar "lovable bitch" character, this time as an interior decorator.

For NBC-TV, Four Star is preparing a half-hour situation comedy, *Tell Aggie*, about a lonely hearts columnist who becomes a local TV star. Ivan Goff and Ben Roberts are creator-writers of this series.

For CBS-TV Martin Manulis is producing a one-hour action-adventure series, *The Adventurer*, Mr. McDermott reported. He noted that all of these pilots "are all being financed by somebody else than Four Star," adding that in addition to those pilots which the networks are underwriting the company has three sponsor-financed series in the works: one starring Dean Jones for General

Foods and two for unnamed advertisers, a half-hour comedy created by Aaron Spelling and starring the Smothers Brothers, with Chris Hayward and Allen Burns writing the initial script, and *Parrick Stone*, a half-hour dramatic series to be produced by Sheldon Reynolds with Robert Wagner as star.

The first Four Star theatrical feature motion picture, "Dear Heart," has been completed and is scheduled to be released in New York at Christmas time, Mr. McDermott said. "Born to Glory" and "Hour of Maximum Danger" are in script form and several others are being developed, "with a great deal of major studio interest," he commented.

"We develop these motion picture properties," he said, "cast them, hire the creative people and then get a major distribution company to finance their production. In motion pictures, we can't lose money."

Mr. McDermott feels the networks are making a mistake when they put feature pictures into prime time. "The stations can buy movies themselves and they'd rather do it that way. They look to the networks for the kind of programing they can't duplicate locally and if I were in their position I'd feel let down when my network used an old—or even a new—movie to fill two hours or more of prime time."

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the stultifying effect on creative program efforts that marked the takeover of individual station effort by the networks whose controlling purpose appeared to be the development of an entertainment medium subservient only to advertisers."

Mr. Eddy argued that the present TV network format need not be copied verbatim by UHF to insure success even though it has paid good dividends to date. "UHF not only has equivalent hardware to deliver a new format, but in addition has all the important capability of being able to experiment with its programing," he said, "unfettered by sponsor, prime time pre-emption or network commitments."

Hypothesizing about format possibilities, Mr. Eddy said a UHF station might, through pay television, "present material that the average VHF sponsor could not afford or clear time for on networks. Couple this with a sustaining fare of creative programing and the nucleus of an audience would most surely be born."

For every listener gained, Mr. Eddy reasoned, "the competition would lose part of its ability to underwrite its own shows, thus quickening the development of a new listener balance in the market. As the networks' ability to offer sponsors a mass audience decreased, so would their available program dollar, further enhancing the acceptance of the competitive offerings."

This process would be slow in winning over a mass audience already "biased in favor of the present patterns of broadcasting," Mr. Eddy continued, "but with a reasonable amount of ingenuity on the part of the UHF operator plus a willingness on the part of the backers to sustain the operation during its experimentation period, this transformation could be accomplished."

Mr. Eddy said he believes that "the potential of pay TV has a very considerable bearing on such a plan, for in pay TV we have a service that cannot be duplicated by the networks because of their commitments. Further, pay-TV programing will help offwrite the expense of the feature material that will have to be offered to the VHF listener as part of the bait to switch his allegiance to UHF."

Film sales . . .

Tarzan (Banner Films): KAUZ-TV Wichita Falls, Kan.

Big Game Hunt (Banner Films): KOAM-TV Pittsburg, Kan.

Bold Journey (Banner Films): KHQ-TV Spokane, Wash.

The Big World of Little Adam (Banner Films): WNEW-TV New York; KTTV (TV) Los Angeles; WTTG (TV) Washing-

ton; KMBC-TV Kansas City, Mo.; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois.

Volume 9 (Seven Arts): WOW-TV Omaha; WSAU-TV Wausau, Wis., and WTOP-TV Washington.

Volumes 4, 5, 7, 8 (Seven Arts): WSAU-TV Wausau, Wis.

Riflesman (Four Star): KTEN (TV) Ada, Okla.; WABI-TV Bangor, Me., and KBOI-TV Boise, Idaho.

Zane Grey Theatre (Four Star): KTEN (TV) Ada, Okla.; KLFY-TV Lafayette, La., and WGEM-TV Quincy, Ill.

Target: the Corruptors (Four Star): WCTV (TV) Tallahassee, Fla.-Thomasville, Ga.

Suit filed against

'Esso World Theater'

RKO General, the Standard Oil Company of New Jersey, and Needham, Louis & Brorby, agency for Standard Oil, were accused last week of using a television program idea and format without permission or payment.

The suit was filed by Broadway producer Eddie Dowling, World's Fair radio and television director Hugo Seiler, Robert Hennig and Malcolm Scott, a producer on the Jackie Gleason show. They claimed that the *Esso World Theater*, a series started this year on RKO General's WOR-TV New York and on other stations, was based on an idea and written treatment developed by Mr. Seiler.

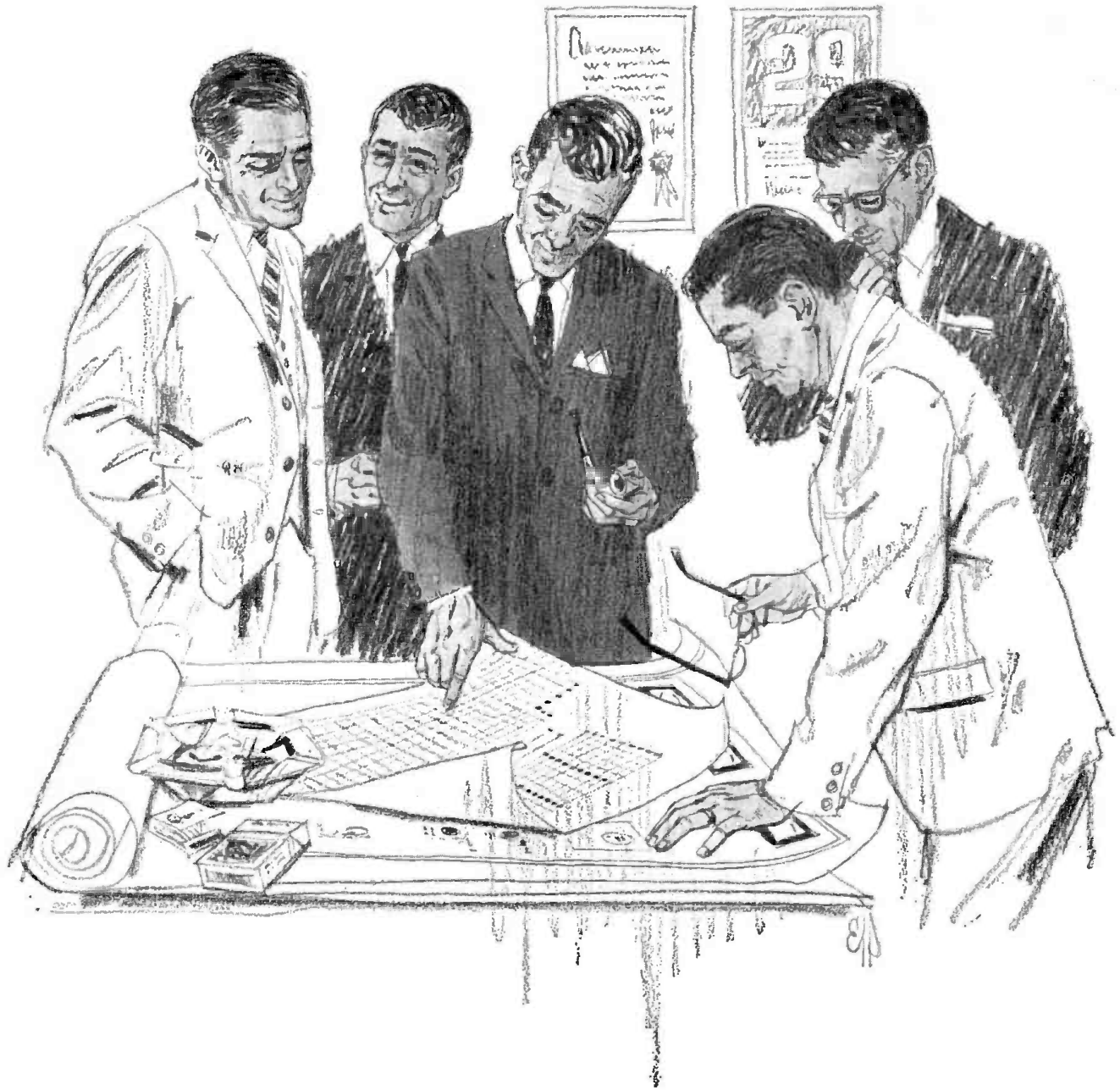
Also named as defendants were Newmark International Productions Inc., a television production firm, and three individuals, Carl Maas, Jane Maas and Bert Lawrence.

The suit, filed in the Supreme Court of the State of New York, New York county, asks \$10 million for the value of the program idea, and \$6,250,000 in damages. It also requests an injunction barring further showings of the series.

According to the suit, Mr. Seiler conceived the idea of a series of videotaped productions of classic dramas presented in English by repertory companies in the theatrical capitals of Europe. He submitted a written treatment of the program to Standard Oil on condition that it would not be used until payment should be arranged, the suit claims. He was subsequently told that the program was unsuitable for Standard Oil use.

Standard Oil declined to comment on the suit.

A hearing has been scheduled for Nov. 5 when the court will consider a move for a temporary injunction barring further broadcasts of the *Esso World Theater*.



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There's gold in daytime TV

Hollywood ATAS panel cites \$200 million revenue, 20% of television's total

Daytime television is the "bread and butter of our business," George Giroux, manager of West Coast programing for Procter & Gamble Co., said Wednesday evening (Oct. 21) in introducing a panel discussion of "The New Daytime TV."

Some \$250 million, about 20% of all TV revenue, came from daytime programing last year, Mr. Giroux said at a meeting of the Hollywood chapter of the Academy of Television Arts and Sciences. One daytime serial, *General Hospital*, alone is seen by 22.5 million viewers a week, "about five million more than the top night time shows," he said, and *Queen for a Day* during its 20-year run averaged 80 million viewers a month.

Jack Bailey, veteran MC of *Queen for a Day*, served as moderator for the panel, whose members included James Young, producer-director of *General Hospital*; the program's stars, Emily McLaughlin and John Berardino; Lee Rich, senior vice president, Benton & Bowles; Hunt Stromberg Jr., vice president in charge of programs, CBS-TV Hollywood, and Bert Berman, program development head of daytime programs, Universal City Studios.

Daytime drama is the "most highly specialized, most highly competitive area in our industry," Mr. Rich declared. "We have to turn out more programs in less time and for less money." But it's nothing new, he said, noting that his agency has been producing day-

time serials for P&G for the past nine years.

Daytime programs go on day after day, week after week, 52 weeks a year, with no summer vacations or Christmas lay-offs, Mr. Rich observed. This puts a tremendous pressure on the writer, who must turn out five 35-40-page scripts a week, or as much in six weeks as the writer for nighttime TV does in 30 weeks. And where the nighttime writer can give each show a beginning, a middle and an end, "in daytime drama there may not be an end for 13 weeks."

The pressures of daytime dramatic programs are also hard on producers, Mr. Rich stated. With no breaks, summer or winter, they must turn out five programs a week for a total of "\$30,000 at most and they'd better make it \$25,000 because advertisers look at the cost per thousand, which averages \$1.50 in daytime programing and if you're over \$2 you're through."

Actors too feel the pressure of daytime drama, with only seven hours of rehearsal time and only two hours of that on camera, he said, with hearty agreement from Mr. Berardino and Miss McLaughlin, who noted that another hardship for the daytime performer is the lack of recognition from professional associates who ask "what are you doing these days?" And when they hear it's daytime TV, respond, "Oh, I only see that when I'm home, sick."

Why, if it's so arduous, does anybody put up with daytime TV? "Because that's gold in them thar hills," Mr. Rich declared. Advertisers spend over \$200 million a year on this medium. More than 1,000 people are employed full time by it and perhaps twice that many work part time at it. Over 1,000 actors have worked on one serial in the past nine years in principal speaking roles, "because if we cast the same actor in a second part even months after his first role has ended, the public knows it and they let us know they know."

Some 80% of all TV homes watch some daytime programing, Mr. Rich

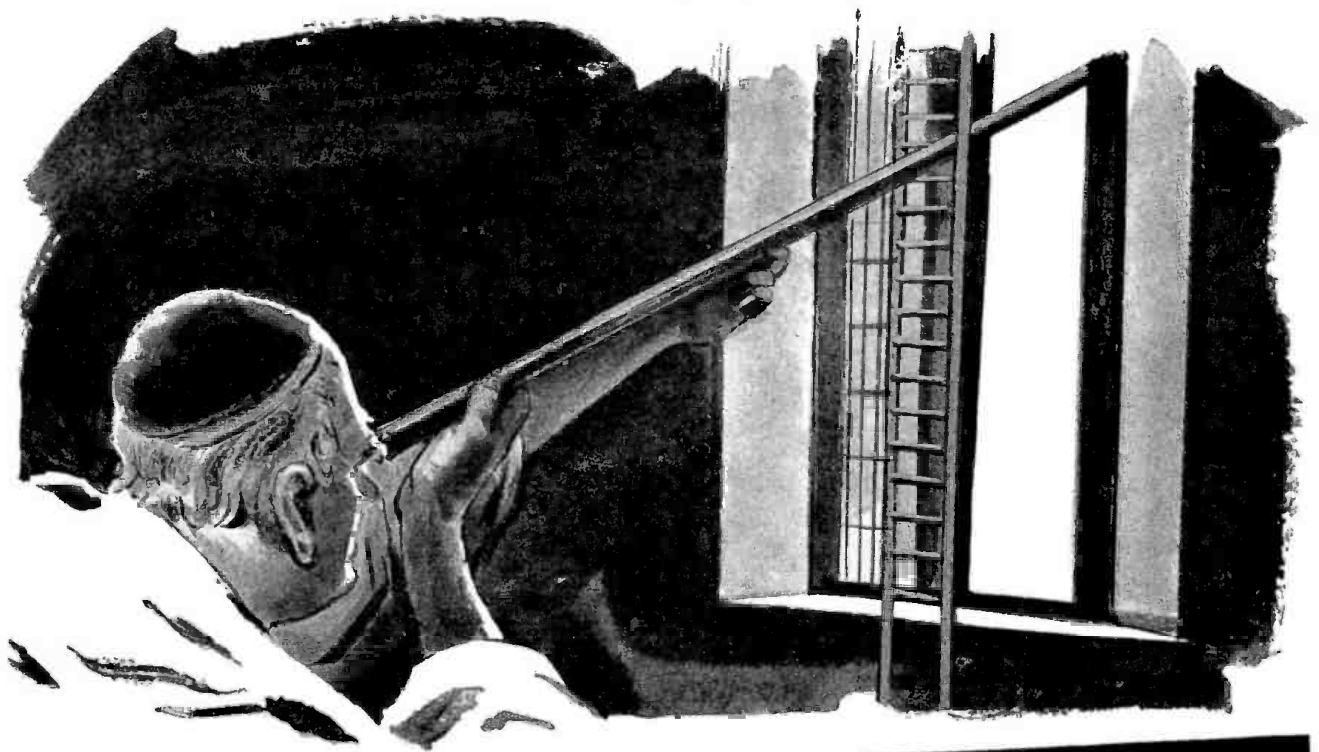
ARB's top 50

Rank	Oct. 15-21	Oct. 8-14	Show	Rating
1	4		Bewitched (ABC)	27.2
2	10		Red Skelton (CBS)	27.0
3	3		Bonanza (NBC)	26.9
4	14		Peyton Place I (ABC)	26.0
5	6		Andy Griffith (CBS)	25.7
6	1		Ed Sullivan-	
			Pres. Johnson (CBS)	25.1
7	2		Dick Van Dyke (CBS)	24.5
8	11		Fugitive (ABC)	23.8
9	12		Peyton Place II (ABC)	23.1
10	9		Lucy Show (CBS)	22.3
11	35		Candid Camera (CBS)	21.6
12	14		Jackie Gleason (CBS)	21.5
13	5		Gomer Pyle (CBS)	21.4
14	6		Virginian (NBC)	21.3
15	26		Beverly Hillbillies (CBS)	21.1
16	25		Bob Hope (NBC)	20.9
17	16		Saturday Movie (NBC)	20.7
18	12		My Favorite Martian (CBS)	20.3
19	23		Munsters (CBS)	19.5
19	40		Lawrence Welk (ABC)	19.5
21	34		Perry Mason (CBS)	19.3
22	37		My Three Sons (ABC)	19.2
23	33		McHale's Navy (ABC)	19.1
24	46		Walt Disney (NBC)	18.9
25	17		Combat (ABC)	18.8
25	37		Donna Reed (ABC)	18.8
27	44		Gunsmoke (CBS)	18.7
27	31		Patty Duke (ABC)	18.7
27	50		What's My Line (CBS)	18.7
30	20		No Time for Sgts. (ABC)	18.6
31	23		Andy Williams (NBC)	18.3
32	17		I've Got a Secret (CBS)	17.8
33	—		Pres. Johnson-Sunday (NBC)	17.6
33	17		Wednesday Movie (NBC)	17.6
35	40		Ben Casey (ABC)	17.5
36	37		Many Happy Returns (CBS)	17.3
37	22		Jack Paar (NBC)	17.0
37	46		Farmer's Daughter (ABC)	17.0
37	29		Sunday Movie (ABC)	17.0
40	27		Danny Kaye (CBS)	16.9
40	50		Rawhide (CBS)	16.9
42	48		Dinah Shore (ABC)	16.5
42	—		Ozzie & Harriet (ABC)	16.5
44	—		Voyage to Bottom of Sea (ABC)	16.3
45	28		Gilligan's Island (CBS)	16.2
46	—		Addams Family (ABC)	16.1
47	40		Hazel (NBC)	15.7
47	45		Shindig (ABC)	15.7
47	40		Dr. Kildare (NBC)	15.7
47	—		Burke's Law (ABC)	15.7

stated, and they watch on an average of 11 hours a week. This is a real tribute to daytime shows, Mr. Berman commented, as the housewife feels if she watches TV during the daytime she's neglecting her house or her children, so it takes a compelling reason to make her watch.

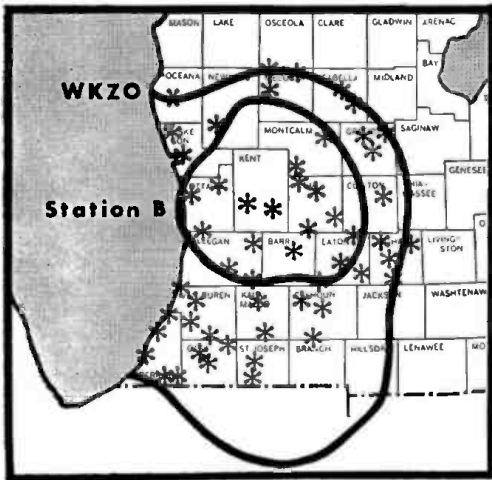
Mr. Rich also commented on the time restrictions of daytime serials, which he said, must be presented between noon and 4:30 p.m. "For some reason we don't understand, serials just don't go in the morning," he said, "and after 4:30 the kids are home from school and they take over the TV set." Yet, he noted, there are 11 daytime serials on the air today, with some cases of competition between two serials on different networks.





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*Attributed to Roger Bacon, 1214-1292.

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 WJFM GRAND RAPIDS-KALAMAZOO
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 KOLN-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO
 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

NBC takes lead in weekly Arbitrons

WINS 3 NIGHTS; CBS WINS 2, ABC WINS 1

NBC won three nights in average Arbitron national ratings for the period of Oct. 16-21, while CBS-TV took two and ABC-TV took one.

		Arbitron	
		Rating	Share
Friday, Oct. 16			
7:30			
ABC	Jonny Quest	13.1	28.0
CBS	Rawhide	16.7	36.0
NBC	Red China Special	8.9	19.0
8:00			
ABC	Farmer's Daughter	17.0	34.0
CBS	Rawhide	17.1	34.0
NBC	Red China Special	7.7	15.0
8:30			
ABC	Addams family	16.1	30.0
CBS	Red China Special	10.8	20.0
NBC	Bob Hope	20.0	37.0
9:00			
ABC	Valentine's Day	13.8	26.0
CBS	Red China Special	11.9	22.0
NBC	Bob Hope	21.8	41.0
9:30			
ABC	12 O'Clock High	10.8	20.0
CBS	Gomer Pyle	21.4	39.0
NBC	Jack Benny	15.1	28.0
10:00			
ABC	12 O'Clock High	11.2	22.0
CBS	The Reporter	11.9	24.0
NBC	Jack Paar	16.9	34.0
10:30			
ABC	Local	—	—
CBS	The Reporter	11.6	25.0
NBC	Jack Paar	17.0	37.0
Saturday, Oct. 17			
7:30			
ABC	Outer Limits	8.9	18.0
CBS	Jackie Gleason	19.7	39.0
NBC	Flipper	15.3	30.0
8:00			
ABC	Outer Limits	11.5	21.0
CBS	Jackie Gleason	23.3	43.0
NBC	Mr. Magoo	11.2	21.0
8:30			
ABC	Lawrence Welk	18.4	33.0
CBS	Gilligan's Island	16.2	29.0
NBC	Kentucky Jones	15.0	27.0

		Arbitron	
		Rating	Share
9:00			
ABC	Lawrence Welk	20.5	30.0
CBS	Mr. Broadway	12.3	22.0
NBC	Saturday Movie	20.7	35.0
9:30			
ABC	Dinah Shore	17.8	30.0
CBS	Mr. Broadway	12.9	22.0
NBC	Saturday Movie	20.6	35.0
10:00			
ABC	Dinah Shore	15.2	28.0
CBS	Gunsmoke	16.8	30.0
NBC	Saturday Movie	22.1	40.0
10:30			
ABC	Local	—	—
CBS	Gunsmoke	20.5	39.0
NBC	Saturday Movie	19.2	37.0
Sunday, Oct. 18			
7:30			
ABC	Wagon Train	9.6	19.0
CBS	My Favorite Martian	20.3	39.0
NBC	Walt Disney	17.6	34.0
8:00			
ABC	Wagon Train	12.8	21.0
CBS	Ed Sullivan	24.7	41.0
NBC	Walt Disney	20.2	33.0
8:30			
ABC	President Johnson	9.6	16.0
CBS	President Johnson	25.5	43.0
NBC	President Johnson	17.6	30.0
9:00			
ABC	Sunday Movie	15.0	25.0
CBS	Living Doll	14.9	25.0
NBC	Bonanza	25.6	42.0
9:30			
ABC	Sunday Movie	16.3	28.0
CBS	Joey Bishop	8.8	15.0
NBC	Bonanza	28.2	48.0
10:00			
ABC	Sunday Movie	17.6	33.0
CBS	Candid Camera	21.6	41.0
NBC	Hallmark Hall of Fame	10.6	20.0
10:30			
ABC	Sunday Movie	19.2	39.0
CBS	What's My Line	18.7	38.0
NBC	Hallmark Hall of Fame	8.4	17.0

		Arbitron	
		Rating	Share
Monday, Oct. 19			
7:30			
ABC	Voyage to Bottom of the Sea	15.6	29.0
CBS	To Tell the Truth	15.3	28.0
NBC	90 Bristol Court	11.8	22.0
8:00			
ABC	Voyage to Bottom of the Sea	17.0	29.0
CBS	I've Got a Secret	17.8	31.0
NBC	90 Bristol Court	12.6	22.0
8:30			
ABC	No Time for Sergeants	18.6	32.0
CBS	Andy Griffith	25.7	44.0
NBC	Dean Burch Special	6.1	10.0
9:00			
ABC	Wendy and Me	14.1	23.0
CBS	Lucy Show	22.3	37.0
NBC	Andy Williams	17.8	30.0
9:30			
ABC	Bing Crosby	14.9	26.0
CBS	Many Happy Returns	17.3	30.0
NBC	Andy Williams	18.7	32.0
10:00			
ABC	Ben Casey	17.4	35.0
CBS	Slattery's People	10.5	21.0
NBC	Alfred Hitchcock	14.7	30.0
10:30			
ABC	Ben Casey	17.5	37.0
CBS	Slattery's People	9.4	20.0
NBC	Alfred Hitchcock	15.3	32.0
Tuesday, Oct. 20			
7:30			
ABC	Combat	17.2	33.0
CBS	Local	—	—
NBC	Mr. Novak	14.5	28.0
8:00			
ABC	Combat	20.4	35.0
CBS	Pres. Hoover Special	9.4	16.0
NBC	Mr. Novak	16.2	28.0
8:30			
ABC	McHale's Navy	19.1	31.0
CBS	Red Skelton	24.1	40.0
NBC	Man from U.N.C.L.E.	14.1	23.0
9:00			
ABC	Tycoon	14.9	24.0
CBS	Red Skelton	29.9	49.0
NBC	Man from U.N.C.L.E.	13.2	21.0
9:30			
ABC	Peyton Place I	26.0	44.0
CBS	Goldwater-GOP	15.0	25.0
NBC	Pres. Hoover Special	10.1	17.0
10:00			
ABC	Fugitive	24.4	46.0
CBS	Doctors & Nurses	13.4	25.0
NBC	Olympics '64	12.0	22.0
10:30			
ABC	Fugitive	23.2	48.0
CBS	Doctors & Nurses	12.4	25.0
NBC	Olympics '64	11.4	23.0
Wednesday, Oct. 21			
7:30			
ABC	Ozzie & Harriet	16.5	31.0
CBS	CBS Reports	7.8	18.5
NBC	Virginian	21.6	41.0
8:00			
ABC	Patty Duke	18.7	34.0
CBS	CBS Reports	10.3	18.0
NBC	Virginian	21.6	39.0
8:30			
ABC	Shindig	15.7	26.0
CBS	Beverly Hillbillies	21.1	35.0
NBC	Virginian	20.8	34.0
9:00			
ABC	Mickey	12.1	21.0
CBS	Dick Van Dyke	24.5	42.0
NBC	Wednesday Movie	17.5	30.0
9:30			
ABC	Burke's Law	15.4	29.0
CBS	Cara Williams	13.5	26.0
NBC	Wednesday Movie	18.5	35.0
10:00			
ABC	Burke's Law	16.0	31.0
CBS	Danny Kaye	16.9	33.0
NBC	Wednesday Movie	16.2	32.0
10:30			
ABC	Goldwater-GOP	4.8	10.0
CBS	Danny Kaye	16.8	36.0
NBC	Wednesday Movie	18.2	39.0

Is Nielsen sample weighted to younger set?

Does the A. C. Nielsen Co.'s national television sample contain a bias in favor of younger and larger families, and if so, does that affect the new season's program ratings?

This was one subject reportedly discussed at a meeting last week of representatives of the three TV networks on the so-called CONTAM committee. This is the committee on nationwide television audience measurements, which operates under the National Association of Broadcasters.

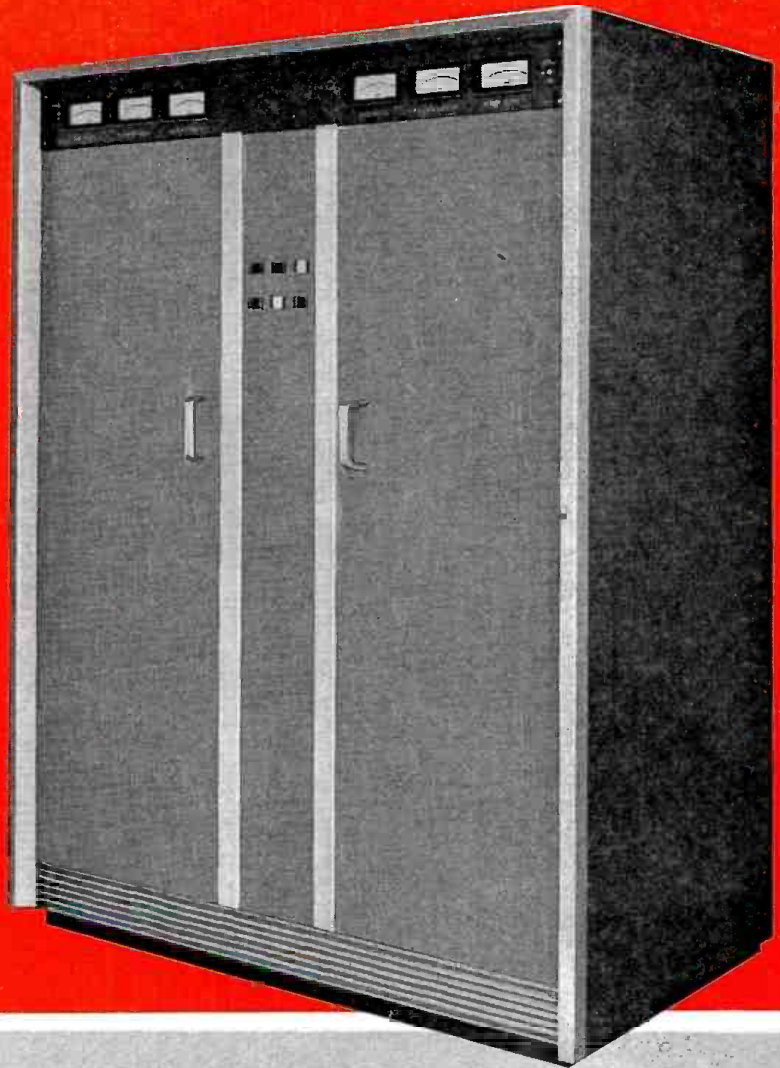
There have been claims that the Nielsen 1,200-home sample, now in the process of being "turned over," does currently contain a higher proportion of larger and younger families than is present in the population as a whole. The reasoning is that families with children—that is, the

larger and usually younger families—are easier to find "at home," and consequently are more apt to be included when new homes are being added to the sample.

Some sources have contended that this so-called "overstatement" of younger and larger families in the Nielsen sample has contributed to ABC-TV's prominence in the ratings picture this fall.

ABC-TV officials contend, however, that the representation of younger families in Nielsen's sample is no higher now than it was last year, and that if the number of such families in the sample does exceed proportions indicated by the U. S. Census, the effect on ABC-TV ratings still "could not possibly be more than one rating point, at the most extreme."

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The economic impact of CATV

NAB-financed study shows that 1,000 CATV subscribers in one-station market means \$14,000 drop in annual revenue for TV station

The first definitive economic study of the impact of community antenna television systems on local TV stations is scheduled to be delivered to the FCC today (Oct. 26).

It shows that a specific dollar figure can be assigned for each CATV subscriber as a loss to the local TV station.

It even shows that each TV home added to a station's audience in prime time means \$27 in annual revenue.

The conclusions found by the study show—

- For every additional 1,000 TV homes formerly able to view only one local station, which subscribe to a

CATV not carrying the local station, the local station's annual revenues are reduced on the average by at least \$14,000.

- Where the same CATV carries the local station with average duplication of its programs from other stations—average duplication meaning at least 35 half-hours a week—the local station's annual revenues are reduced on an average a minimum of \$9,400.

- For every additional 1,000 TV homes formerly able to view the local station and another station, which subscribe to a CATV system not carrying the local station, that station's annual revenues are reduced on an average by

a minimum of \$8,000.

- Where the same CATV carries the local station with average duplication of its programs from other stations, the local station's average annual loss in revenue is \$2,900.

And, in one series of calculations, the document shows that for every half-hour of prime-time duplication above the present average (35 half-hours a week), the average local station loses \$380 for every 1,000 CATV subscribers.

These conclusions are shown in a 110-page document being submitted in behalf of the National Association of Broadcasters by the Washington law firm of Koteen & Burt. The study was made by Dr. Franklin M. Fisher, associate professor of economics at the Massachusetts Institute of Technology, and will cost much more than the announced \$25,000 appropriated by the NAB's TV board last June.

The basic documentation is based on 136 TV stations in one and two-station

Mike —

1-25-64

Mr. Shapiro

It stinks!

I like you as a guy but your (or station's) programs AND MANY MANY commercials are terrible.

I strongly protest the pre-empting of "The Fugitive" Tuesday the tenth in order to show "Soviet Women." If anyone cares about the gals in Russia that's what we have to educational Channel 1 for.

I have been an av. for a number of years. I answered. First, would for your station to have news, and sports in col network level to stand adjustment is not nece commercial? I am tho

Dear Mr. Shapiro,

I enjoy your program and have watched it since it began. How many other station managers over the United States put themselves on the "hot seat" on a similar program?

I would also like to know why Steve Allen wont give

I am
are almost

markets. It involved Dr. Fisher, three assistants, (one professor and two Ph.D. candidates at MIT), 50 hours of high speed computer time, 700 man hours of programing, computation and analysis, 15,000 IBM push cards, and 25 hours of computer card key punching.

Audience-Revenue Relationship - One of the first things the economists did was to correlate the audience of stations (from American Research Bureau's March 1964 sweep) to revenues. Since individual station revenues are confidential, the Fisher task force set up IBM cards for each station on an audience basis. The FCC, cooperating, provided revenue cards for the same stations, but coded them to protect the identity of the stations. These were matched in a computer which showed that changes in audience accounted for 90% of the changes in revenues.

The next step by the Fisher group was to establish a list of all factors which might affect audience and revenues. Then, by holding all, except CATV, constant, Professor Fisher was able to measure CATV impact.

To prepare for this matching calculation, the economists studied 487 TV stations and also 172 TV stations in one and two station markets. These 172 stations were, however, reduced to 136

because some 36 stations were found to have limited data available in all categories.

These are the variable that were established for the stations:

- Number of stations in the market.
 - Whether these stations are VHF or UHF.
 - Number of half-hours of prime time devoted to programing of each network.
 - The average total number of TV homes reached in prime time.
 - The sum of the national ratings of each network program carried.
 - The total TV homes in each station's audience area.
 - The sum of the total homes viewing nonnetwork prime-time programs.
 - Every CATV located within the station's audience area and within its grade B contour.
 - Every CATV located within the station's audience area and beyond its grade B contour.
- For the 800 CATV's studied, this was the information listed:
- City and county in which the CATV operates.
 - Number of subscribers.
 - Stations carried by call letters and city.
 - Number of years in operation.

- Channel capacity.
- Whether microwave is used or not. Among other conclusions:

- For every \$1 lost in revenues, stations with smaller audiences reduce their gross expenses by 72 cents, whereas stations with larger audiences reduce their expenses by 52 cents.

- This indicates that the operating expenses of stations with smaller audiences are much more sensitive to changes in revenues than the stations with larger audiences.

Implied by this is the fact that TV stations facing CATV competition for audience are usually in communities with limited audiences and thus feel the impact of loss of audience and revenues much more severely than stations in larger cities.

- The average net profit of all 487 stations studied is \$592,000, with those in the highest fourth of audience \$1,955,000. Those with the smallest fourth of audience sustained losses averaging \$6,400.

- For the 172 stations in one and two-station markets, the average net profit was \$165,000, with a high of \$525,000 for those with the highest fourth of audience, and a loss of \$200 for those in the lowest audience fourth.

Dear Mr Shapiro
Would you in all honesty - sit down
and watch one of your 4 o'clock
movies. Take your pick any day
or any movie.

an of your program "Let Me Speak to the Manager"
extremely pleased with your comments and find
ve a couple of questions that I would like
be possible in the present or distant future
their local programs such as Mr. Peppermint,
Secondly, is there anything being done on the
ze the settings of the color cameras so that
ry to our receivers on every program change and
hly enjoying my color set but the foot race to

admit your democratic methods
and belief! I mean showing
- all the available stations!
are being so open minded!
... "socials."

If you had the Quality touch

You'd be aware constantly of your audience's pulse ... the likes ... dislikes ... praise ... brickbats. More important than being aware, however, is your effort to seek this information through a weekly half-hour program, the first such series in television. Now in its fourth season, "Let Me Speak To the Manager" serves many purposes, not the least of which is a rapport between WFAA AM FM TV (through General Manager Mike Shapiro) and more than 2,000,000 North Texans, who have found someone to listen to their broadcast problems and to attempt a solution. This is the kind of public service that puts the stamp of Quality into a station's image.

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.

Decision on New York CATV delayed month

Petition by Teleprompter holds up expected board action on Sterling Information Services

The future of community antenna television in New York City was thrown into confusion last week by a host of arguments for and against a petition of Sterling Information Services to operate a CATV system there and the revelation that another concern, Teleprompter Corp., has also petitioned the city for the right to offer a similar service.

Hearings before the city's board of estimate on the Sterling petition held Thursday were continued to Nov. 19 by Mayor Robert Wagner.

Those arguing against adoption of the Sterling petition were representatives of the Television Antenna Manufacturers Institute (TAME), an ad hoc committee for Electronic Television Distribution, and a local union of International Brotherhood of Electrical Workers, among others.

Teleprompter's bid for a New York City franchise was filed Oct. 19. The Teleprompter petition cited poor reception in many sections of the city as clearly indicating a need for a CATV system and went on to describe itself as particularly well qualified to receive such a franchise.

The company submitted a request to the board of estimate at the hearing on Sterling's petition asking that the board take no action on the matter until Teleprompter has had an opportunity to be heard in support of its own petition.

Under Consideration ■ A Teleprompter brief said the company had been considering methods for operating a CATV system in New York City for several years, that it had learned of Sterling's request but had not seen any urgency for submitting a petition of its own because it felt the Sterling request "most informal" and "incapable of proper consideration by the board of estimate."

Sterling Information Services operates Teleguide, a closed circuit television service now going to 52 hotels in Manhattan.

Sterling is headed by Charles Dolan and is 80% owned by J. Elroy McCaw. Mr. McCaw also owns KTVW(TV) Tacoma, Wash.; KCTO(TV) Denver; 50% of KELA Centralia and 45% of KIXI-AM-FM Seattle, both Washington.

Teleprompter is a public held company listed on the American Stock ex-

change. Its assets are placed in the neighborhood of \$9 million. About 12% of its stock is reportedly held by the Western Union Telegraph Co. Irving B. Kahn is chairman and president.

A proposed franchise agreement, circulated at the board of estimate meeting last week, would expand Sterling's current franchise to include "interim" operation of a CATV system throughout Manhattan, not to extend beyond April 1, 1967. The contract prescribes a \$60 installation charge of subscribers and a monthly charge of \$5.50. As proposed, the system would use the duct lines owned by Empire City Subway Co.

Restrictions ■ The proposal would specifically bar Sterling from delivering signals originated by itself or any TV station related to any system of pay television. It would also prohibit the company from entering contracts with owners of multi-dwelling buildings which would interfere with existing antenna systems.

Sterling would be required to submit plans showing its proposed coaxial cable installations within 30 days after approval and to begin implementing its plans within 60 days. Under contract Sterling would pay 5% of its gross receipts from operation of the system to New York City (AT DEADLINE, Oct. 12). The proposal offers Sterling no guarantee of exclusivity for operation in New York.

Teleprompter's argument for delaying action on the Sterling petition said "no standards had been set forth which Sterling might be willing, or should be required, to observe." Teleprompter also objected to an absence of specifications as to the extensiveness of the system, definition of areas in which Sterling would be obligated to serve, orders preventing skipping buildings which might be more costly to connect to the system.

Teleprompter described Sterling's proposed charges for its service as "excessive." It said its CATV system in Elmira, N. Y.—Teleprompter owns 16 CATV properties—charges a \$19.95 installation fee and \$4.50 a month for the service.

It argued that while installation costs might be higher in New York than for its Elmira system, the density of homes per mile of cable in New York City would suggest a lower overall price to subscribers. Presenting the Teleprompter argument was Attorney Walter C. Schier of Katz, Moselle & Schier.

SIS Argument ■ Sterling Information Services argued that the major opposition to its petition was coming from representatives of special interests, antenna equipment manufacturers and a competing petitioner for the New York City franchise. Richard Flynn of Goldwater & Glynn, counsel for SIS, dismissed charges that the franchise, if granted,



North Dakotans talk politics

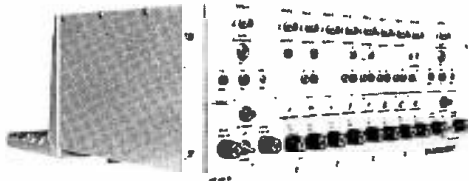
Politics is a dominant topic at state broadcasters' meetings during this final stage of the election campaign, and the North Dakota Broadcasters Association's annual meeting in Minot held true to form.

Featured at the sessions were North Dakota Republicans Repre-

sentative Mark Andrews and Senator Milton R. Young. L to r: Chester Reiten, president of KXMC-TV and KCJB Minot, Mr. Andrews, Mr. Young and Ralph Lang, manager of KDLR Devils Lake. Mr. Lang was elected to succeed Mr. Reiten as association president.

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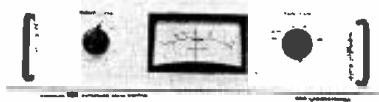
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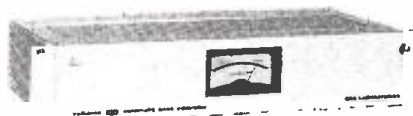
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Toronto 5, Ontario

would lead to pay TV in New York, arguing that according to the proposed contract Sterling's franchise would be void if it attempted a future conversion to pay TV operation. He branded as "false" a charge that Sterling is seeking an exclusive contract from the city. Others are completely free to apply for similar CATV rights in New York, he asserted, adding "we are ready now."

Theodore J. Grunewald of the New York advertising agency of Hicks & Greist presented an argument in favor of the resolution, describing "horrible" reception now available in New York and asking relief from this situation on behalf of the advertising business.

He said the city earns considerable income from advertising of which television is an integral part and he challenged any antenna manufacturer to attempt to install a satisfactory television antenna in the Hicks & Greist New York office.

Also speaking in behalf of the Sterling petition: William Eddy of Television Associates of Indiana, an engineer and consultant to Sterling who described TV reception in New York City as "extremely bad" and getting worse; Dr. Alden N. Haffner of the Optometric Center of New York; Charles E. Clements, an engineer for Sterling and consultant to Teleprompter and secretary

of National Community Television Association.

The Ad Hoc Committee for Electronic Television Distribution, representing manufacturers, installers and maintainers of master antenna systems, charged that Sterling's petition was not for a "modification" but represents a bid "for a completely new franchise which would, in effect, completely change the original franchise and create a monopoly."

The argument presented by committee counsel Max S. Kaufman claimed that use of the term "modification" in the franchise request had been misleading and asserted the petitioner "requests a complete monopoly of television transmission and now includes connection and service charges to be paid by the consumer."

Mr. Kaufman charged that a report to the board of estimate on the matter made by the director of franchises had not been based on any real investigation, and that it "simply rewords" the petitioner's presentation. Mr. Kaufman stated further "there would seem to be an intent to create a situation for pay TV."

Pie in the Sky? • William Clancy of JFD Electronics, opposing the Sterling petition, said "I have never seen such a pie in the sky idea as is proposed

here." He contended that contrary to Sterling's description of its proposed service, he could offer a number of instances where CATV systems have not provided clear pictures. He argued "it is only a loophole in the law" which allows CATV systems to operate without control by the government and also that "in all probability" the next Congress would give the FCC the right to control community antenna systems.

This was later contested by NCTA Secretary Clements who said the FCC's desire to control CATV does not extend to cities such as New York where there is full network competition and extensive competition among stations.

Martin Bettan, chairman of the New York chapter of TAME, had previously requested that the board of estimate withhold its decision until the federal government had made its position clear in regard to CATV.

Edward J. Cleary, representing the local union of IBEW advised the board that it ought to consider the men whom it might be putting out of work if it granted the petition.

A representative of the FCC legal staff, Arthur Goodkind, who is currently assisting Dr. Martin Seiden on the commission's special CATV unit, was present at the hearings.

Westinghouse moves into CATV field

Westinghouse Broadcasting Co. prepared to move into the common carrier and community antenna television fields following FCC approval last week of WBC Program Sales' acquisition of construction permits for seven common carrier microwave stations in Georgia.

The stations were acquired from Micro-Relay Inc., a subsidiary of Telecommunications Inc.

In another transaction that didn't require commission approval, WBC purchased four CATV's from another Telecommunications subsidiary, Clear View of Georgia. The systems are in Milledgeville, Swainsboro, Dublin and Valdosta, all Georgia (CLOSED CIRCUIT, Oct 5, Aug. 31).

The purchase represents an overall WBC investment of \$1,150,000.

In approving the microwave transfers, the commission noted it was "without prejudice" to any action it might take as a result of its current inquiry into the question of cross-ownership of CATV and TV stations (see story page 82). The commission is attaching that condition to the license renewals it grants all TV broadcasters who have CATV interests in markets other than those

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served by the station. Renewal applications for stations in the same communities with commonly owned CATV's are being held up until the licensee can justify the ownership of both facilities in the same area (BROADCASTING, Oct. 5). None of WBC's five TV stations is in Georgia.

Southern Bell getting rate test in N.C.

A Raleigh, N. C., broadcaster planning a community antenna television system there may present the first test of new rates that Southern Bell Telephone Co. and other Bell systems are proposing to move the giant utility complex into community antenna television.

A. J. Fletcher, president of Southeastern Cablevision Co. and Capitol Broadcasting Co., licensee of WRAL-TV Raleigh, has won a suspension until May 1, 1965, of a Southern Bell CATV tariff from the state utilities commission. The North Carolina commission has ordered the telephone company to appear in Raleigh Nov. 24 to prove that its rates are "just and reasonable."

Southern Bell's rates for construction and rental of CATV systems in North Carolina are similar to CATV tariffs it has filed recently in Alabama, Georgia, Kentucky, Louisiana, Mississippi and Tennessee and are akin to filings of Bell companies in several other states (BROADCASTING, Oct. 19). The tariffs, backed by statements from Bell spokesmen, give evidence of a renewed effort by the Bell systems to get into CATV. Rates it has proposed over the last decade have been considered higher than private manufacturers', and it has found no customers to date. Bell officials believe, however, that the new rates will be found competitive.

Mr. Fletcher said last week he didn't want to reveal what his tactics would be in opposing the Bell tariff. But it appeared he would not fight alone.

The operator of a going CATV in North Carolina told BROADCASTING last week that he intends to become a party to Mr. Fletcher's challenge of the Bell rates. The operator said he was writing the utilities commission to learn whether, because he rents poles from Bell, he would be affected by the company's tariff proposal.

Coupled with its new rates, Southern Bell has revealed a new pole rental policy. The company says it no longer will sign CATV pole-line agreements.

(Ben Conroy, chairman of the National Community Television Pole Line committee, said last week that "Deference to wishes of local city councils and the public in not cluttering towns with extra poles is the primary reason most . . . systems don't set their own poles."

American Cablevision buys CATV

Five systems purchased by Jack Kent Cooke

for \$4.6 million have 16,000 customers

In one of the largest sales of community antenna television systems, American Cablevision Co., Beverly Hills, Calif., last week purchased all five CATV systems owned by CATV Inc., Providence, R. I., for \$4.6 million.

A joint announcement was made Wednesday (Oct. 21) by Jack Kent Cooke, president of Jack Kent Cooke Inc., which owns American Cablevision, and by Alvin H. Hartman, board chairman of CATV Inc.

The sale marked American Cablevision's entry into the CATV field, and it will make several more major CATV purchases in the near future, Mr. Cooke said.

The five systems sold last week have over 16,000 total CATV connections and are located in Laguna Beach and Barstow, both California; Palestine and Graham, both Texas, and Keene, N. H.

Mr. Cooke is a former Canadian publisher, broker and sportsman and owns 25% of the Washington Redskins professional football club. His brother,

Don, is a former licensee of KRLA Pasadena, Los Angeles, whose license was revoked by the FCC (BROADCASTING, Feb. 24).

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

Two competitors join in CATV ownership

Two La Grange, Ga., radio stations, normally "good, stiff competitors," have formed a joint but separate corporation to build and operate a community antenna television system in their area.

Frank Hurst, business manager of WTRP, said that he and brothers Julian and Byron, owners and operators of WTRP, have joined with Edwin G. Mullinax, general and commercial manager, WLAG-AM-FM, to form Community Telecable of Georgia. The CATV firm was given a franchise by the La Grange city council earlier this month.

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(Information on these and other stations will be available from our representatives attending the NAB Fall Conferences in New Orleans this week.)

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Hoover set up American system for radio

HE URGED PRIVATE OWNERSHIP, TECHNICAL REGULATION, NO CENSORSHIP

Herbert Clark Hoover, 31st President of the United States who died last week at the age of 90, was more than anyone else, the father of the American system of broadcasting.

It was in the early 1920's, when "wireless" was first becoming a household word (and kids were winding oatmeal boxes to make their own cat's whiskers crystal-set tuners) that Mr. Hoover had radio regulation thrust upon him.

He was then secretary of commerce, appointed first by President Warren G. Harding and in 1921 continuing under President Calvin Coolidge until 1928 when he was nominated (and elected) to succeed Mr. Coolidge as President.

From those years on, Mr. Hoover continued his interest in radio, and later TV broadcasting.

In 1922, he called the first national radio conference in the United States. Three times in succeeding years, he presided at these conferences which hammered out the main principles of American broadcasting — all reflecting Mr. Hoover's own persuasion:

- A nationwide system of broadcasting through the use of interconnecting facilities.

- Self-regulation by the industry.

- Independent ownership of broadcast stations, free of government censorship of programs or regulatory interference except technical standards.

Years later, in 1955, Mr. Hoover commenting about those days, recalled that when he took office as secretary of commerce there were two stations and 40,000 receiving sets. One year later, he noted, there were 300 stations and 2 million receiving sets.

"We had a lot of fun during that period as radio came of age," he said.

His advocacy of a free broadcast system caused him to testify in a statement in 1960 when Congress was considering revisions of Section 315. One of the bills proposed to require the three TV networks to set aside eight hours of prime time for the presidential candidates. Mr. Hoover joined Richard M. Nixon and Thomas E. Dewey in opposing this proposal. In a typically terse comment, he stated:

"My own opinion is that if we are to avoid government censorship of free speech we had better continue the practice of candidates providing their own television and radio programs."

In 1947, he undertook a vast and searching look at the federal government as head of the Hoover Commission. The commission made many rec-

ommendations, and most were adopted. One, not accepted although bills have been introduced in many Congresses to implement the recommendation, would have affected the FCC and its regulatory processes. This was a recommendation to separate federal agencies' administrative operations from their judicial functions by establishing an administrative court to hear and decide adjudicatory cases. This would have taken the FCC out of deciding hearings involving several applications for the same facility.

Another Hoover Commission reported in 1955 that the FCC had taken corrective action to cut down on the amount of paperwork required of broadcasters. It also took credit for requiring the Federal Trade Commission to reduce the number of radio and TV scripts it had required from broadcasters as part of its monitoring of advertising.

The FTC, following the Hoover Commission recommendations, reduced the number of commercial scripts from an



On May 24, 1961, the Broadcast Pioneers presented former President Hoover with an 'Oak Leaf Cluster' to go with the special citation awarded by the pioneers in 1955. Arthur Hull Hayes (r), CBS Radio president and chairman of the Broadcast Pioneers awards committee, presented the award.

estimated 40,000 days of continuity, five times more than needed. This, the commission said, resulted in a savings of \$152,000 a year.

Early Days ■ Early broadcasting in the United States was a helter-skelter affair with the secretary of commerce handling licensing under the Wireless Ship Act of 1910. The first broadcast outlets operated as experimental, non-commercial stations, originally on only one frequency, 830 kc.

After the first conference in 1922, two frequencies (750 kc and 830 kc) were allocated for the transmission of "important news items, entertainment, lectures, etc." with a minimum power of 500 w and a maximum of 1 kw.

Finally, in 1925, the band 550-1350 kc (later extended to 1500 kc and now 1600 kc) was set aside for broadcasting. The maximum power permitted was 5 kw.

Broadcasters in those days felt free, and did in fact, change frequencies and increase power at will. The radio spectrum became bedlam when it was found, under a court ruling, that the secretary of commerce did not have the power to limit frequency or power.

The chaos was remedied by the Dill-White Act of 1927, which established the Federal Radio Commission. In 1934, this law was revised into the Communications Act of 1934 and the establishment of the FCC.

Opposed to Licensing ■ In other countries, the government had taken over domestic broadcasting as a central monopoly, with a license fee charged on each set owner. This was anathema to Mr. Hoover. In his remarks to the first radio conference, he said:

"In certain countries, the government has prohibited the use of receiving instruments except upon payment of a fee, out of which are supported government sending stations. I believe that such a plan would most seriously limit the development of the art and its social possibilities and that it is almost impossible to control. I believe that we ought to allow anyone to put in receiving stations who wishes to do so."

A great believer in self-regulation, Mr. Hoover repeatedly called on broadcasters to adjudicate the problems themselves. "I have called the conferences of each of the last three years in the confidence that it was only by your cooperation that the requirements of this great service could be met. . . ."

Again, he said: ". . . A voluntary imposition of its own rules and a high

sense of service will go far to make further legislation or administrative intervention unnecessary."

And: "... the more the industry can solve for itself the less will be the burden on the government and the greater will be the freedom of the industry in its own development."

In 1924, at the third conference. Mr. Hoover said:

"Through the policies we have established, the government and therefore the people, have today the control of the channels through the ether, just as we have control of our channels of navigation; but outside of this fundamental reservation radio activities are largely free. We will maintain them free—free of monopoly, free in program, and free in speech—but we must also maintain them free of malice and unwholesomeness."

And again at the same conference: "It is my ideal and yours that this new great implement which science has placed at the disposal of our people shall be developed and expanded in such fashion as to bring the maximum good, and that we may avoid any complaint from our successors that on one hand we in any way dim that fine sense of initiative and enterprise in our people that is fundamental to all advancement in our nation."

In 1925, at the last of the four conferences, Mr. Hoover summarized the foundation which the industry and the government had laid for the burgeoning broadcast radio industry:

"Some of our major decisions of policy have been of far-reaching importance, and have justified themselves a thousandfold. The decision that the public, through the government, must retain the ownership of the channels through the air with just as zealous a care for open competition as we retain public ownership of our navigation channels has given freedom and development in service what would have otherwise been lost in private monopolies. The decision that we should not imitate some of our foreign colleagues with governmentally controlled broadcasting supported by a tax upon the listener has secured for us a far greater variety of programs and excellence in service free of cost to the listener. This decision has avoided the pitfalls of political, religious and social conflicts in the use of speech over the radio which no government could solve—it has preserved free speech to this medium."

Hoover on Commercials ■ Perhaps the most controversial comment on radio broadcasting—one used time and again by anticommercial advocates—was that made by Mr. Hoover in 1924 when he appeared before a congressional committee, and again at one of the radio conferences in Washington: The gist, repeated time after time by broadcasting's critics over the years, was that

President Hoover's Message to the Broadcasters:



IT GIVES me great pleasure to greet the ninth annual convention of the National Association of Broadcasters meeting this week in Detroit. As Secretary of Commerce I had the pleasure of wide acquaintance with the purposes of your association in the annual national radio conferences which were called at that time for the development of the national policies in relation to radio.

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in develop-

ing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.

I extend to you my most cordial greetings and good wishes for your meeting, with the confidence that you will develop still further policies of sound management and public service.

(Text of an address delivered by remote control to the opening session of the convention of the National Association of Broadcasters in Detroit, October 26, and carried over both national networks.)

Page 4

BROADCASTING • November 1, 1931

Turning back 33 years: a fledgling Broadcasting Magazine's second issue published this full page on Herbert Hoover's message to the 1931 convention of the National Association of

Broadcasters in Detroit. In it, he restated the principles that the young radio industry should have unfettered programming, freedom of speech and a dedication to the public interest.

advertising on the air was bad.

In 1960, 36 years after the remarks, Mr. Hoover recanted.

The original remarks when Mr. Hoover was secretary of commerce in testimony before the House Committee on Merchant Marine and Fisheries:

"Radio communications is not to be considered merely as a business to be carried on for private gain, for private advertisement or for entertainment of the curious. It is a public concern impressed with the public interest to the same extent and upon the same general principles as our other public utilities. . ."

Later, at the Third National Radio Conference: "Direct advertising is the

quickest way to kill broadcasting. The reader of the newspaper has an option whether he will read an advertisement or not, but if a speech by the President is to be used as the meat in the sandwich of two patent medicine advertisements there will be no radio."

In 1960, Mr. Hoover revised his remarks. In a telegram to RTES, he stated:

"It is a great honor to receive the award of the Radio and Television Executives Society. This revives memories of days when the older members of this group and I worked together to bring the benefits of a great scientific discovery into American homes. You have carried it to the level of a great art and



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NEW DEVELOPMENT

- New Chrysler assembly plant — 5000 new jobs in 1964
- New \$8 million hospital.
- New Gates Rubber Plant, Freeport, Ill. — 500 new jobs.

THE MARKET

- 58th in U. S. in E.B.I. per capita
- 78th in U. S. in E.B.I. per household
- \$1,480,547,000 market.

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- Blanketing Northern Illinois and Southern Wisconsin — the rich industrial and agricultural heartland of Mid-America.



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WHEC-TV
FIRST
again!*

- Most Homes Reached
- Most Women
- Most Men
- Most Teenagers

MOST
for your TV ad dollar

*Sign-On to Sign-Off, Mon. through Sun. ARB, March, 1964. (Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.)

WHEC-TV Channel 10

ROCHESTER, N. Y. Represented by H.R. Member, The Gannett Group

sturdy protector of the American way of life.

"On this happy occasion I will not expand my forebodings to you of 37 years ago as to commercials. They surround your great programs fore and aft with a half dozen plugs. However, even in the pain of singing commercials, I justify even these by the realization that from the support of advertisers you have kept the wavelengths and channels in the safer hands of private enterprise rather than in those of government."

In his later years, Mr. Hoover received honors from various elements of the broadcasting industry. In 1957 he received the Distinguished Service Award from the National Association of Broadcasters; in 1955 he received a special citation from the Broadcast Pioneers, and again in 1961, an oak leaf cluster award from the same group (see picture on page 80).

In behalf of the broadcasting industry, Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the joint boards of the National Association of Broadcasters, sent the following telegram to Herbert Hoover Jr.:

"On behalf of the nation's radio and television broadcasters, we extend our deep condolences on the passing of a great American and a great friend. Our industry will always be indebted to President Hoover for his farsighted leadership in establishing and advancing an orderly system of free broadcasting in the United States."

CATV proposal draws more fire

Another eight broadcasters ask FCC not to impose ownership restrictions

Broadcasters last week continued to urge the FCC to refrain from adopting rules that would prohibit them from getting into—or staying in—the community antenna television business.

A score of comments filed in the commission's notice of inquiry into television licensee acquisition of community antenna television systems followed the line taken in comments submitted two weeks ago: cross-ownership is in the public interest, particularly when the TV station and CATV are in the same community, and that it doesn't violate the principles underlying the commission's multiple-ownership rules (BROADCASTING, Oct. 19).

Eight broadcasters, in virtually iden-

tical statements, urged the commission to drop the inquiry. The licensees, including multiple owners Cox Broadcasting Corp., which owns CATV's, and Newhouse Broadcasting Corp., which doesn't, said the proceeding has the effect of foreclosing broadcasters from "the new and complementary" communications field. They also said that court and commission precedents militate against any across-the-board disqualification of CATV ownership by TV licensees.

Central California Communications Corp. cited its own experience to support that argument. Central California, which owns KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, as well as CATV's in four communities within the Grade B contour of one or the other station, said it went into the CATV business after being unable to fight off CATV competition.

FCC Authority Questioned — Triangle Publications Inc., which owns six television stations as well as a company holding CATV franchises in the Binghamton, N. Y., area, challenged the commission's authority to restrict CATV ownership by TV licensees. Triangle recalled that the commission, in an order ending an earlier inquiry into CATV's impact on broadcasting, concluded that it lacked jurisdiction over CATV's. The commission at that time—in 1959—also said, Triangle noted, that multiple ownership of CATV's shouldn't be restricted and that since CATV's don't originate programing, "The principle of diversity of viewpoints is not infringed."

Meredith Broadcasting Co., which owns four television stations and is entering into CATV with Avco, took the "discriminatory" argument another step, asserting that it isn't up to the commission to "bestow" privilege and permit broadcasters to acquire such enterprises. Broadcasters, Meredith said, have a constitutionally guaranteed right to acquire CATV's or any other lawful enterprise. "If that freedom is to be restricted," Meredith said, "it can only be for good and sufficient cause after due process has been afforded."

Time-Life Broadcast Inc., which has five TV stations but no CATV systems, said there can be no question of a violation of the commission's multiple-ownership rule in TV-CATV cross-ownership since the commission has held that cable company operations don't come within its definition of "broadcasting."

Others who expressed opposition to restrictions on CATV ownership by TV licensees were Bruce Merrill, who owns KIVA(TV) Yuma, Ariz., but whose major holdings are in CATV systems, and Entron Inc., which makes and sells CATV equipment and operates CATV's.

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.

Rapid deterioration of U. S. world trade in steel equals a shrinkage of 50,000 jobs here

Imports of foreign steel products into the U. S. from May through October 1963 equalled Republic Steel's total shipments for those months. Indications are that 1964 may exceed those of 1963. This is alarming, representing as it does the equivalent, and hence the employment, of our industry's third largest steel producer.

A single example of the seriousness of this development to national employment and to the balance of payments is revealing. U. S. imports of hot-rolled carbon steel bars and light shapes in just the last four years have increased from 301,997 tons in 1960 to an estimated 450,000 tons in 1963. Exports of these products have decreased from 86,037 tons in 1953 to 47,000 tons in 1963.

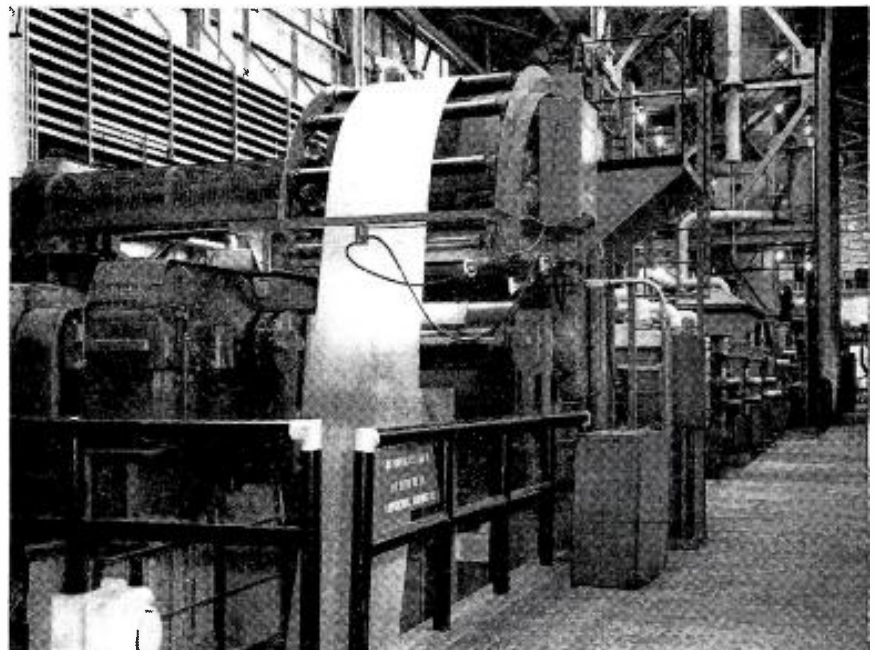
The effects on employment have been substantial. Accumulated losses in bars alone since 1958 amount to nearly one million tons, with an estimated loss of 15 million man-hours of employment. The value of this amount of steel would be in excess of \$215 million, the loss of which has materially affected our national balance of payments. Losses from all types of steel equal the loss of 50,000 jobs in this country.

American steels going into foreign countries are blocked not merely by

tariffs but also by a variety of additional taxes called nontariff barriers which foreign steels do not suffer when coming into this country. But even more serious, is the fact that foreign steel producers can sell their steels in this country at prices lower than they demand in their country of origin. This is a trade practice called "dumping."

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 has already invested about \$600 million during the past eight years, and will invest \$400 million in 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.



UNIQUE NEW PICKLER EQUIPMENT AT GADSDEN, ALABAMA, BOOSTS REPUBLIC'S COMPETITIVE POSITION

Just completed at Republic's Gadsden, Alabama, plant is the American steel industry's first twin-column hydrochloric acid tower pickler. This is a steel cleaning line designed to process hot-rolled strip steel at the rate of 600 feet per minute. It replaces a horizontal sulphuric acid pickle line installed in 1957. Producing clean, bright strip steel, this equipment is part of Republic's multi-million-dollar continuous modernization program.

Schroeder urges look in mirror

NAB chairman suggests soul-searching at Des Moines session; Oklahoma City regional meeting hears Henry

The chairman of the joint boards of the National Association of Broadcasters talked like a dutch uncle to some NAB members last week, goading them to take a frank look at their attitude toward government regulation.

Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., the number one official in the NAB, even brought broadcasters attending the NAB regional meeting in Des Moines last Thursday and Friday (Oct. 22-23) face to face with the current political campaign.

Would the networks have covered, and affiliates carried, the day-in and day-out coverage of the political conventions this summer if broadcasters didn't feel the government wanted them to?

Shouldn't the code authority have acted on the "daisy" commercial prepared by and sponsored by the Democratic National Committee, instead of washing its hands of responsibility?

These and other considerations on the type of president that should be chosen to lead the NAB comprised Mr.

Schroeder's hard-hitting address at the fourth of this season's eight NAB regional conferences. The next meeting is in New Orleans today and tomorrow.

Speaking of this summer's political conventions and the full daily coverage provided by TV networks, Mr. Schroeder asked:

"Did we have the public interest really in mind when those of us in television carried feeds from our respective networks to the exhaustion level, or did we do so because we either consciously or unconsciously feared reprisal from politicians in government if we didn't?"

Drop in Audience ■ From an audience viewpoint, Mr. Schroeder said, this was not in the public interest. He quoted American Research Bureau figures to show that at the best peak half hour during the GOP convention 36 million people tuned in, and for the best peak hour of the Democratic convention, 41 million people tuned in, whereas normally tune-ins would have been 47 million and 56.8 million.

"... wouldn't it be great," he said, "if we decided to combine our common sense with a little guts about covering these affairs? Wouldn't it be better to confine our reporting to our regular news programs and perhaps supplement them by live coverage of selected events...?"

"Or perhaps the three networks can reach some sort of agreement on rotation of coverage so that our viewers can enjoy the program variety the FCC talks so much about."

Speaking of the Democratic announcement showing a little girl picking a daisy which segues into an atomic bomb explosion, Mr. Schroeder castigated the NAB for declining to apply the code provisions to it after Republican leaders protested.

"If there is a moral and ethical basis for applying the code to commercial and religious material, then I submit," he said, "we should make every reasonable effort to apply it in the field of political broadcasting." The public, he said, doesn't differentiate between the station and the advertiser on commercials; it focuses its resentment on the broadcaster.

First Problem ■ The prime issue between government and broadcasting, Mr. Schroeder said, is program control. "Resolve the program control issue in our favor," he observed, "and NAB will have earned its keep a thousandfold."

But, he added, there is an important

first question: Does the typical broadcaster appreciate or even want absolute freedom to program? "Our traditions," he said, "are not at all impressive." The history of broadcasting, he noted, shows little concern about government encroachment in programming. "When you've never known complete freedom," he said, "it's not very likely you'll get very hot under the collar when new ways of dominating you are being considered."

A new president, which he predicted may be chosen after the first of the year, must take a firm, affirmative and positive stand, Mr. Schroeder declared. Not only on program control, he added, but also on Section 315 and the fairness doctrine.

Henry's Ideas ■ FCC Chairman E. William Henry told the broadcasters in Oklahoma City earlier in the week that they could use flexibility in presenting the other side of controversial issues. It is not necessary, he said, to offer free time to answer a viewpoint expressed on a sponsored program. It can be answered on a news program, a panel discussion or in other formats.

And, he added, the FCC isn't going to take licenses away because broadcasters make one or even a series of mistakes.

In a wide-ranging speech covering many topics, Mr. Henry:

- Said he personally feels that newspaper ownership of broadcast stations should be considered in the commission's present study of multiple ownership "because it goes to the heart of the matter."

- Guessed that the FCC will ask Congress for legislation to control community antenna systems. He said he has no bias against CATV or pay TV, but, he added, they must be weighed against the TV allocation system which is more important now than ever with UHF resurging. "CATV and pay TV could affect this development [UHF]," he said, "and it is inconsistent to regulate part of broadcasting and not the other."

Pay TV, Mr. Henry said, "deserves a chance in the marketplace."

Also at Oklahoma City, Mike Shapiro, WFAA-AM-FM-TV Dallas and chairman of the television board of the association, called on broadcasters to help make the radio and TV codes work.

Codes Protect ■ Acknowledging that the codes are defensive, he said the whole thrust of the codes is to protect the public from excesses and "protect you from government control."

The codes are needed, he said, to police the industry against bad actors, who damage not only themselves but "involve all of us and all of us do pay for the sins of a few."

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wtrf-tv Wheeling
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Wheeling wtrf-tv
WHAT A RIOT! Remember when that meant something was funny?

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SCIENTISTS REPORT that we're taller in the morning than we are in the evening. They didn't mention that we're all shorter around the end of the month.

Wheeling wtrf-tv
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wtrf-tv Wheeling
SIGN in a Volkswagen factory: "Think BIG and you're fired!"

Wheeling wtrf-tv
HEAR ABOUT the beatnik girl who's engaged to be married? Instead of getting a shower, she's taking one.

wtrf-tv Wheeling
NON-CONFORMIST is someone who keeps gloves in a glove compartment.

Wheeling wtrf-tv
***SOMETHING FOR EVERYONE!** If you want to beam a particular spot schedule to a particular audience, WTRF-TV reaches that specific audience in the Wheeling/Steubenville Upper Ohio Valley Market. Just ask your Peppy man for the availability breakdown you want.

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Mr. Shapiro



Mr. Henry



Mr. Schroeder

the field," Mr. Shapiro said in discussing the congressional fight to prevent the FCC from making the codes' time limitations on advertising into a rule, "was that a meaningful program of self regulation already existed. . . ."

Pay TV Spectre ■ The NAB's opposition to pay TV, Willard E. Walbridge, KTRK-TV Houston, said, is based on "incontrovertible" evidence that pay TV has the built-in ingredient to make it the dominant medium within a short time if it should gain a foothold. The ingredient? Economics.

Speaking at the CATV-pay-TV panel, Mr. Walbridge, who is also a member of the Future of TV in America Committee, said: ". . . it would be an infamous betrayal of the American public and the public interest that broadcasters have served so well for so long, if it were to betray the tastes or entertain-

ment we have created among the public for a cash box."

Pay TV, Mr. Walbridge stated, promises the "esoteric" and delivers baseball and feature films; can outbid broadcasters because it will have the money ues from broadcasting when it gains a to do so; will usurp advertising revenue-majority of the public; has no responsibility to the public interest, "only to the box office."

A comment by Thad Sandstrom, WIBW-AM-TV Topeka, Kan., also a member of the TV panel, caused a flurry of excitement. Mr. Sandstrom said he understood that a CATV system in Emporia, Kan., had taped a Goldwater campaign appearance and was running it repeatedly over a vacant channel on its CATV system.

William E. Allen, publisher of the *Emporia Gazette*, owner of the CATV system there, denied that he had done so. A video tape recording of an appearance by Mr. Goldwater in Wichita had been offered to him, he explained, but it was found incompatible with the tape recorder his CATV system had. If it had been possible, he acknowledged, he would have run it.

KBA offers 2 natives for NAB's top job

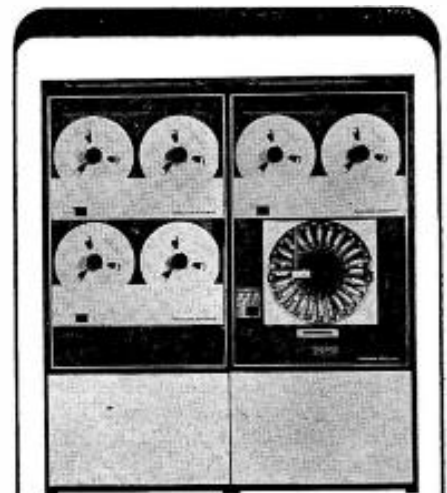
The roster of potential candidates for the presidency of the National Association of Broadcasters was expanded last week when the Kentucky Broadcasters Association at its fall meeting passed a resolution recommending two former politicians from the state for consideration.

Bert T. Combs and Wilson W. Wyatt, Democrats who served together as governor and lieutenant governor, respectively, of Kentucky from 1959 to 1963, were the men suggested by the KBA. The association made its suggestions in response to a plea by Willard Schroeder of WOOD-AM-FM-TV Grand Rapids, Mich., chairman of the joint boards of the NAB, who wrote all members asking for presidential possibilities (BROADCASTING, Oct. 5).

Before the resolution was passed on to Mr. Schroeder, Mr. Wyatt nipped his prospective candidacy in the bud. He told the KBA that although he was honored, his business interests prevented him from considering the position. Mr. Wyatt, who was defeated in a 1962 race for the U. S. Senate, is now senior partner in a Louisville law firm.

It was understood, however, that Mr. Combs, although not actively seeking the NAB presidency, is willing to discuss the possibility of assuming the job. Mr. Combs, who was elected governor of Kentucky by the largest majority in the history of that state's gubernatorial races, under state law could not be re-elected. He is now a professor of political science at Amherst College, Amherst, Mass. The KBA is convinced that Mr. Combs fills the requirements for the new NAB president that were set forth in Mr. Schroeder's letter.

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Newsmen's steering unit on responsibility

A group of 17 newsmen representing all media met in Washington Oct. 17 to discuss the Warren Commission comments about news media (BROADCASTING, Sept. 28) and decided to form a steering committee to continue weighing the responsibilities of newsmen in covering public events.

The steering committee will consist of one representative each from the five major news organizations — the American Society of Newspaper Editors, the Radio-Television News Directors Association, the National Press Photographers Association, the Associated Press Managing Editors Association and Sigma Delta Chi.

Although the members of the steering committee have not yet been appointed by their organizations, two broadcasters have already been tapped: Robert Fleming, chief of the ABC bureau in Washington, for RTNDA, and Theodore F. Koop, CBS Washington vice president, for SDX.

The all day meeting, with Al Friendly, *Washington* (D. C.) *Post*, presiding, discussed pool coverage, codes and the problems of fair trial and a free press in covering legal proceeding and trials. All should be studied, the group agreed.

In addition to Messrs. Koop and Friendly, others at the Oct. 17 meeting were: William Monroe, NBC; William Small, CBS; Edward F. Ryan, WTOP-News, Washington, president of RTNDA; Stephen McCormick, MBS, and Hollis Seavey, National Association of Broadcasters.

Also Herbert Bruckner, *Hartford* (Conn.) *Courant*; Clifton Daniel, *New York Times*; William B. Dickinson, *Philadelphia Bulletin*; I. William Hill, *Washington* (D. C.) *Star*; Joe Casta, *National Press Photographer*; Julius Frandsen, UPI; G. Richard Dew, National Editorial Association; William Farson, American Newspaper Guild and Dan DeLuce, AP.

Financial men should be versatile, Schroeder says

Broadcast financial men must "participate in deliberations and decisions that involve not only finance, but sales, promotion, engineering and programing as well" if they want to "contribute significantly" to broadcasting.

This was the message delivered last week to the annual meeting of the Institute of Broadcasting Financial Management in Detroit by Willard Schroeder,

vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., and chairman of the joint boards of the National Association of Broadcasters.

Mr. Schroeder told the financial men they were lucky to be associated with as healthy an industry as broadcasting but warned them that "to be one of the 'in' group under today's conditions, you've got to be not only very good at your trade but you've got to become a well-rounded guy as well." He concentrated on the problems of programing as the field most important for broadcasters to learn and traced the difficulties of radio programing in outlining the problems that "some intelligent people, hopefully including you," will have to solve.

CBS study details audience growth

A documented analysis of radio's popularity over the past 16 years—eight year's of decline followed by an eight-year resurgence approaching pre-television audience levels—was released by CBS last week.

The material, based on data provided by A. C. Nielsen in its Nielsen Radio Index reports since 1948, shows radio listening during the winter of 1963-64, in terms of total home hours of radio use, attained almost the same levels as were recorded in January 1948, a month which is said to represent a pre-television high in radio listening.

This comparison breaks out to 1,320,000,000 home-hours of listening a week in January 1948 against 1,299,000,000 hours a week in the winter of 1963-64.

In January 1948 average home listening was 35 hours a week. It fell by almost one-half to 17 hours a week in July 1956 and is now about 25 hours.

In the 16-year period under consideration the radio set count has almost tripled while radio homes grew from 37,623,000 to 52,500,000, a 40% increase, according to the network report.

In releasing the analysis of the Nielsen data, Arthur Hull Hayes, CBS Radio president, said that since Nielsen has recently discontinued its radio index service. This seemed a propitious time to review the backlog of information.

CBS said its study reveals that 46.4% of radio listening is to network affiliated stations—up from 42.9% in 1960—though network-affiliated stations account for only 32% of all AM stations in the United States. It also reported that audience measurement of the January-April periods over the years studied shows CBS Radio leading in terms of network shares in 14 of the 16 years.

Ford feels radical change in FCC is bad

FCC Commissioner Frederick W. Ford counts himself among those who feel the commission's administrative procedures could be improved. But he feels that relatively modest, "internal organizational reform" offers the best hope for improving procedures.

The commissioner, speaking before the Cincinnati Bar Association last week, warned against "radical" changes. One such change he mentioned, which had been suggested by former FCC Chairman Newton N. Minow, would abolish the commission as it now operates and substitute a one-man administrator to make policy and a separate administrative court to handle adjudicatory matters. Commissioner Ford said the appointment, by the President, of a one-man policy maker would be a "step backward" in a democratic society.

The commissioner also said additional safeguards to protect the rights of litigants before the commission are not desirable. He said 1952 amendments to the Communications Act providing for such safeguards placed intolerable burdens on the commission processes until Congress removed them with subsequent amendments in 1956 and 1960.

In urging a modest approach to the problem, the commissioner said the agency's need is for authority to delegate responsibility. In this connection, he cited the work of the commission's review board.

The board, which functions primarily as an internal appellate tribunal, handles many procedural matters that the commission was firmly required to decide, as well as appeals from hearing examiners' initial decisions. The commission retains jurisdiction over the board's actions.

Commissioner Ford said the board, established in August 1962 with four of the commission's "most experienced and best qualified" staff members, has handled cases expeditiously and rendered decisions of a consistently high quality.

Zablocki questions use of radio-TV as bait

Representative Clement J. Zablocki (D-Wis.) of the Milwaukee area has called on the FCC and two key House committees to consider whether it is in the public interest for radio and television stations to lure baseball franchises to change cities for increased broadcast revenues.

The Milwaukee Braves are awaiting approval from the National League for

a projected move to Atlanta. Promise of more money from sales of broadcast rights to a sprawling network of southern stations—plus a new ball park—are understood to be considerations (CLOSED CIRCUIT, Oct. 19). Braves Chairman William C. Bartholomay, however, denies any radio-TV offer.

Representative Zablocki, foe of a Braves exodus, says he has been advised "that the use of advertising revenues to induce a sporting attraction, such as the Milwaukee Braves, to move from one city to another may not be in consonance with the intent and purpose of the Communications Act."

He outlined his concern in letters to FCC Chairman E. William Henry and to Representatives Oren Harris (D-Ark.) and Emanuel Celler (D-N. Y.), chairmen of the commerce and judiciary committees, respectively.

Prospects of a Braves move and the recent CBS acquisition of the New York Yankees for \$11.2 million "demand a thorough investigation," Representative Zabloski wrote.

He told BROADCASTING that if re-elected he would introduce legislation to prevent revenues derived from "over-commercialization" from being used as an inducement to move sports attractions.

Swap of New Orleans stations approved

The request by two New Orleans AM stations to exchange their facilities and transmitting equipment, was granted last week by the FCC.

Involved are wBOK (800 kc, 1 kw-D), licensed to WbOK Inc. and owned by Jules J. Paglin and Stanley W. Ray Jr., and wSHO (1230 kc, 1 kw-D, 250 w-N), licensed to Raymac Radio Inc. and solely owned by Carmen Macri. WbOK will now operate unlimited time on 1230 kc and wsho will broadcast on 800 kc, daytime only.

In addition to the exchange of facilities, Messrs. Paglin and Ray will pay Mr. Macri \$100,000 plus \$977 for exchange of towers, transmitting equipment, buildings, and site leases.



STV's backers plan 'Phonathon'

On Nov. 1 (two days before election, when California voters will decide the future of pay TV in that state) the Citizens Committee Against Proposition 15 will present its appeal to the electorate in a 2½-hour "Phonathon," 10:30 p.m. to 1 a.m., on KHJ-TV Los Angeles. Dana Andrews and Ralph Bellamy, co-chairmen of the committee, will head a list of Hollywood stars who will man telephones on camera to answer questions phoned in by viewers about Proposition 15, pay TV in general and Subscription Television Inc. in particular.

STV President Sylvester L. (Pat) Weaver will also aid in explaining his organization's endeavor to establish closed-circuit programming for subscribers in Los Angeles and San Francisco, which after many delays STV got off to a slow start last summer. STV has been handicapped by the need to fight the legislative attack of the Citizens Committee for Free TV. The committee organized the successful campaign to collect enough signatures to get Proposition 15 on the ballot and now is conducting a hard-hitting campaign to persuade California voters to pass the measure.

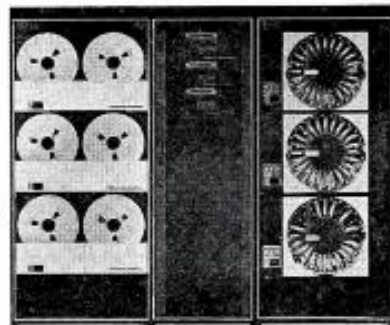
Late last week, STV and the committee against 15 were discussing the feasibility of putting the audio part of the TV Phonathon on radio, in San Francisco as well as Los Angeles. but no definite conclusion had been reached.

Meanwhile, the Committee for Free TV was continuing its attack on pay TV. "On Nov. 3rd," one newspaper ad read last week, "You must choose, Free TV or pay TV. You can't have both."

"The presidents of NBC, CBS, and ABC, in sworn testimony before the U. S. Congress," the ad continued, "warn that if pay TV takes over, the networks themselves also will be forced to go into pay TV."

"Stop pay TV. Vote yes on 15. Keep home TV free. Your yes vote on 15 will stop pay TV."

The California public is slightly more inclined to favor pay TV than not, although the undecided vote would be enough to throw the outcome either way, according to the latest California Poll. This survey was taken in all parts of the state by Field Research Corp. Interviewers who read the description of proposition 15 as it will appear on the ballot (BROADCASTING, Sept. 28) and asked whether, if the election were to be held that day, how the respondent would vote. The October tabulation showed 44% no, 36% yes, and 28% undecided. This is virtually the same division as in a like poll last month.



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CBS affiliates get \$77.4 million

NBC-TV stations get about \$66.2 million and ABC-TV outlets \$58.3 million according to unofficial figures

CBS-TV network revenues in 1963 totaled about \$250 million, NBC-TV's came to about \$219.1 million and ABC-TV's were approximately \$166.7 million—and their compensation outlays to affiliates followed the same order.

CBS-TV paid its affiliates an estimated \$77.4 million in compensation, while NBC-TV affiliates received about \$66.2 million and ABC-TV affiliates \$58.3 million.

The revenue figures, which do not include the revenues of the networks' owned stations, have been widely ascribed to an FCC leak since they appeared in the trade press a few weeks ago. Since their accuracy has been privately acknowledged by at least two of the three networks, observers feel that they could have come only from FCC sources.

As the revenue figures have gained circulation they have prompted other leaks from informed sources, which last week offered their estimates of the individual networks' compensation payments to affiliates. According to these sources, the estimated \$77.4 million paid by CBS-TV to its affiliates in 1963 represented a gain of \$700,000 over 1962 payments; the \$66.2 million ascribed to NBC-TV in 1963 was down \$1.8 million from 1962, and the \$58.3 million attributed to ABC-TV was up \$2.4 million from 1962.

CBS-TV's 1963 payments, representing more than 38% of the total, were \$11.2 million above NBC-TV's and \$19.1 million higher than ABC-TV's, according to these sources.

The revenue figures, generally ascribed

to FCC sources, estimated the revenues of the CBS-owned television stations at \$79.2 million in addition to the CBS-TV network's \$250 million, for a total of \$329.2 million; NBC-owned TV stations were credited with \$62.3 million in revenues on top of the network's \$219.1 million, for a total of \$281.4 million; and ABC-owned TV stations were reported to have taken in \$43 million in addition to ABC-TV's \$166.7 million, for a total of \$209.7 million.

Against these revenues, CBS-TV network expenses were put at \$209 million and those of the CBS-owned stations at \$47.2 million; NBC-TV network expenses were said to be \$199.1 million and NBC-owned-TV-station expenses \$30.7 million, and ABC-TV expenses were calculated at \$171.3 million and ABC-owned-TV-station expenses at \$26.8 million.

On these figures, the 1963 pretax profits of the TV networks and network-owned TV stations alone would be: CBS \$73 million, NBC \$51.6 million and ABC \$11.6 million.

Official Films shows earnings, income up

Official Films Inc. has reported, "notwithstanding industrywide difficulties presently inherent in television film syndication," another profitable year for the 12 months ended June 30. The Ridgefield, N. J., firm said income and earnings were higher for the period than

during the previous year.

Official Films will hold its annual stockholders meeting Wednesday (Oct. 28) at Delmonico's hotel, New York.

Twelve months ended June 30:

	1964	1963
Earnings per share	\$ 0.06	\$ 0.05
Income	2,316,602	2,236,243
Income before taxes	291,926	322,049
Net income	161,926	150,049

Taft's earnings up 112% in 2d quarter

Taft Broadcasting Co., Cincinnati, has reported net income more than twice as high for the second quarter of its current fiscal year than during the same period last year.

Net income was up 112%, from \$348,067 to \$738,158, and earnings per share jumped to 45 cents from 21 cents. Taft's first quarter also showed double its revenue and earnings over 1963's first quarter. "The continued improvement in the competitive position of the ABC television network and local program successes are the most important contributors to the overall gains," according to Hulbert Taft Jr., chairman of the firm's board. He added: "Barring unforeseen factors in the economy, near-term prospects are for continuation at these levels."

Taft's board has declared a quarterly dividend of 15 cents per share payable Dec. 14 to stockholders of record Nov. 13.

Six months ended Sept. 30:

	1964	1963
Earnings per share*	\$ 1.16	\$ 0.56
Net revenue	11,820,079	5,894,764
Profit before federal income taxes	3,891,142	1,989,827
Net income	1,901,765	913,813

*Based on 1,638,303 shares outstanding.

Storer figures show gain over '63 period

A 28.5% increase in after-tax profits for the quarter ended Sept. 30 over the same period last year was reported last week by Storer Broadcasting Co., which also recorded profit highs for the first nine months of the year, excluding non-recurring gains and losses.

Storer's net profits for the third quarter were \$1,371,398, or 68 cents per share, up from \$1,067,172, or 54 cents per share, in 1963's third quarter. Profits for the nine months were up 24% over last year's first three quarters and per-share profits rose 35.2%. Storer said its record earnings could be traced

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primarily to its TV stations' profit growth and to increasing profits from the firm's WHN New York.

Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$ 2.46	\$ 1.82
Earnings	4,956,611	3,998,826
Average shares outstanding	2,018,096	2,192,712

Capital Cities net up 40% in 9 months

Capital Cities Broadcasting Corp., New York, last week reported a 40% gain in net profit for the first three quarters of the year over the same period last year.

The figures released by Capital Cities include the financial operations of WJR AM-FM Detroit and WSAZ-AM-TV Huntington, W. Va., from Sept. 10 to the end of the third period Sept. 30. Capital Cities bought those stations from Goodwill Stations Inc. for \$15,141,330 last summer (BROADCASTING, Aug. 3).

Nine months ended Sept. 30:

	1964	1963
Net income per share*	\$ 1.30	\$ 0.93
Net broadcasting income	13,502,556	12,060,494
Income before taxes	3,648,943	2,689,354
Net income	1,762,503	1,261,454

*Based on 1,353,729 shares outstanding.

Tax refund brightens Four Star fiscal report

Four Star stockholders learned last Tuesday (Oct. 20) that there was a silver lining in the cloud of last year's net loss of nearly \$1 million.

Executive Vice President George Elber told the annual meeting there was a tax refund of more than \$1 million from the federal government.

Four Star's diversification program is progressing nicely, he reported, with the domestic distribution operation doing almost \$10 million in only two years and foreign distribution grossing \$4.25 million in 18 months. The *Spectacular Showcase* package of Italian motion

pictures has grossed \$700,000 in three months, he said, and the music publishing and record activities are also growing satisfactorily. (see page 66).

Mr. Elber reported anticipated first-quarter profits of 15 cents a share on a gross of \$4,341,000 and said that the company will now issue quarterly financial reports. He added that "if things work out as well as we think they will," last year's 5% stock dividend will undoubtedly be repeated this year.

The meeting elected nine directors for the coming year: President Tom McDermott, Mr. Elber, Charles Boyer, Leon Kaplan, S. A. MacSween, Stevens Manning, A. Morgan Maree Jr., Jess S. Morgan and Lewis J. Whitney Jr.

Three months ended Sept. 26:

Earned per share	\$ 0.15
Net earnings	98,000.00
Gross income	4,341,000.00

Comparative figures are not available because Four Star previously has not reported on a quarterly basis.

Plough earnings, sales reach 9-month peak

Plough Inc., a Memphis pharmaceutical firm with broadcast holdings, last week disclosed record sales, net income and earnings for the nine months ended Sept. 30.

Meeting before the New York Society of Security Analysts, Plough officers said sales were 7% higher than the comparable nine months in 1963 while income and earnings were up 17%. Plough said "impressive gains" were reported by their broadcast outlets, though most of its gains came from the drug field.

Nine months ended Sept. 30:

	1964	1963
Net income per share	\$ 1.41	\$ 1.21
Net sales	45,250,000	42,250,000
Income before taxes	7,440,000	6,620,000
Net income	3,870,000	3,310,000
Shares outstanding	2,744,056	2,737,116

Broadcasting Co. of South ups dividend

The Broadcasting Co. of the South, Columbia, S. C., which calls itself "One of the pioneer broadcasting firms in CATV"—community antenna television—last week reported higher revenues and earnings for the nine months ended Sept. 30 than the same period last year.

BCS also announced that its annual dividend has been raised by 25%, from \$1 to \$1.25 a share.

Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$2.10	\$1.54
Revenues	2,960,100	2,770,900
Net earnings before taxes	917,700	670,700
Net earnings after taxes	420,100	308,200

Cox has 41% increase in 9-month net income

"Substantial gains" in both revenues and earnings of Cox Broadcasting Corp., Atlanta, for the first nine months of the year were reported by the firm last week.

Cox said its net income for the period was 41% higher than during the same period in 1963 and reported that its revenues were 52% above totals then. The firm also noted that its \$20.5 million purchase of WHC(TV) Pittsburgh is pending FCC approval.

Nine months ended Sept. 30:

	1964	1963
Net income per share \$	0.89	0.75
Revenues	15,129,387	9,970,248
Income before taxes	4,490,189	3,160,250
Net income	2,110,189	1,497,250
Average number of shares outstanding	2,363,000	2,000,000

IRS moves on movies

Under a ruling by the Internal Revenue Service, the cost of motion picture films can be included in those "leased or rented television films, taped shows for reproduction and other property" for which the IRS allows the "income forecast" method of computing depreciation. The new ruling puts movies into the "other property" category.



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FTC hears industry view on screen-size

The Federal Trade Commission was told last week that its proposed trade regulation rules to govern the advertising of television set screen sizes would only create confusion in the minds of consumers and the industry alike.

The FTC proposed the rules two months ago to take the place of its present industry guideline (BROADCASTING, Aug. 31). The new rules would ban the use of picture-tube-size designation unless it is "the actual size of the viewable picture area measured on a single plane basis," and sizes other than horizontal measurement would have to be clearly explained.

Industry representatives took the FTC to task last week, saying that the present system deceives no consumers. They agreed that under the present system sizes are usually given for horizontal measurement of the picture tube plus the thickness of the walls, but claimed that consumers do not mind this method and both the consumer and industry users of tubes would be greatly confused if tube-size designations were changed.

Chairman of the FTC hearing was Chalmers Yarley, chief of the Division of Trade Regulation Rules, and H. Paul Butz, director of the Bureau of Industry Guidance, was also on hand. The first to testify was Jack Wayman, staff director of the Consumer Products Division of the Electronic Industries Association, who cited letters from trade associations in Canada, England, Western Europe and Japan asking that the present standards be retained. He also noted a letter from the Better Business Bureau reporting it had never received a consumer complaint on tube-size designations.

Mr. Wayman not only defended present standards, he proposed that they be liberalized. He said advertising is complicated by having to tack "over-all diagonal" on size listings, as is the case now, and recommended that advertising be allowed to use the "secondary meanings" of sizes—such as "21-inch set" when that is common usage although not a horizontal measurement of viewable area. He justified the use of secondary meanings by reference to the lumber industry. When a consumer orders a 2 by 4, he actually gets a board 1¾ inches by 3¾ inches. The consumer knows and expects this, Mr. Wayman said, and the same principle should be applied to TV set sizes.

James P. Fulford, representing the

National Appliance & Radio-TV Dealers Association and the National Alliance of TV & Electronic Services Associations, said that "dealers are satisfied that the tube-size designation used since TV began is a fair one to all concerned and is followed by the entire industry" and does not deceive the consumer.

The testimony of Joseph S. Forti, representing the National Electronic Distributors Association, also pointed up the confusion that would result from the adoption of the proposed rules.

Florida FM's fined for overmodulation

WWIL-FM and WFLM(FM) both Fort Lauderdale, Fla., were ordered by the FCC last week to pay a total of \$750 in forfeitures for failing to maintain prescribed frequency-modulation levels.

The commission said that it had notified Findlay Publishing Co., licensee of WFLM(FM) that it was liable to a \$500 fine after it had failed to heed four earlier citations for overmodulation in 1961 and 1962. In 1963 the station was once again found to be in violation and as a result of this last detection the FCC sent its notice of apparent liability, the federal agency said.

Florida Air-Power Inc., licensee of WWIL-FM was also found exceeding its modulation level and was ordered to pay a \$250 fine.

WWIL-FM said the engineer during this time did not notify the management of the FCC's notices. The commission replied that the licensee is responsible for actions of its employees.

RCA introducing AC-DC solid-state receivers

A new family of solid-state electronic devices developed by RCA Electronic Components and Devices department will make possible a new generation of transistorized AC-DC radios and phonographs in medium and lower price ranges, RCA said last week.

Line-cord transistorized radios and phonographs now sold involve the additional cost and bulk of circuit components such as power transformers and voltage dropping resistors in order to operate from normal line voltage, according to George J. Janoff, manager of the marketing department for the commercial receiving tube and semiconductor division of RCA. Because of the extra cost, he said, solid-state circuitry has been limited.

New RCA color tube available in '65

RCA announced last week that it will make its new 19-inch, 90-degree rectangular color television tube available commercially in limited quantities next year starting in the second quarter.

The tubes will cost about \$10 more than the standard 21-inch, 70-degree round color tube. The standard model is now available to set manufacturers at \$98 for a laminated tube with glare-free safety window, and \$89.50 for a nonlaminated tube.

RCA demonstrated the 19-inch tube in an experimental set alongside 21-inch and 25-inch receivers at a conference of color television set manufacturers in Lancaster, Pa. last Thursday (Oct. 22). John B. Farese, vice president and general manager of the RCA picture tube division, said RCA expects to receive production prototype bulbs by the end of October and will make available a sample for design and styling considerations.

The developmental tube, priced at \$150, will be available for shipment several months after the production bulb is issued.

The 19-inch rectangular tube uses a three-gun shadow mask principle pioneered by RCA. The new tube's dimensions are: minimum screen area-180 square inches; minimum picture height-12.138 inches; minimum picture width-15.542 inches; minimum picture diagonal-18.012 inches; and tube length-18.048 inches.

The new tube will be about 7.2 inches shorter than the 21-inch round color tube. The 25-inch rectangular color tube is 4.3 inches shorter than the 21-inch model.

The new tube will be designed to use components—yoke-deflecting, purifying, radial-converging device, and lateral converging devices—that were developed for the 25-inch tube.

Mr. Farese also announced that all 21-inch round color tubes shipped after November will incorporate higher light output made possible by a new screening process.

Technical topics . . .

Cartridge player ■ Tape Cartridge Player Inc., Los Angeles, has introduced a new "TCP" tape player designed to accept "almost all standard continuous loop cartridges" and to meet requirements of commercial operation. All models, according to the manufacturer, will repeat sound continuously, stop on

cue, and may be operated by remote control. Other features include built-in speaker, output-speaker jack, automatic start and immediate response.

Tape transport ■ A three-speed tape transport designed for broadcasting has been developed by Metrotech Inc., Mountain View, Calif. The model 1050 can be operated manually or from a remote location, is suited for use in program automation systems. It accepts 10½-inch reels, has a solenoid-operated capstan with automatic cycling and recycling, and comes equipped with head mounting plates for azimuth and height adjustment.

Sales rep ■ Escor Sales, Chicago, has been appointed sales representative for the Magnetic Tape Division of Sarkes Tarzian Inc., Bloomington, Ind. Escor

will sell Tarzian tape in Illinois, southern Wisconsin, Missouri, Iowa, Kansas and Nebraska.

Preamp for FM ■ A new FM preamplifier, designed to overcome the problems of FM stereo reception, has been introduced by Jerrold Electronics Corp., Philadelphia. The new unit, model SRX, is a solid-state device that provides 18 db of amplification, and extends the range of FM tuners. The device is compact and can be mounted indoors between the antenna and the FM set.

Guide book ■ A television system planning guide for architects and consulting engineers has been published by Blonder-Tongue Labs, Newark, N. J. Copies can be obtained through the firm's franchised installers.

FATES & FORTUNES

BROADCAST ADVERTISING

John S. Bowen and Robert F. Young, VP's of Benton and Bowles, New York, elected to board of directors. Mr.



Mr. Young



Mr. Bowen

Bowen is management supervisor of Procter & Gamble toilet goods account, and Mr. Young on Instant Maxwell House coffee and Gaines accounts.

John A. E. McClave, chairman of board and treasurer of Lewis & Gilman Inc., Philadelphia, retires. Mr. McClave began in 1924 as export manager in charge of sales and advertising for Standard Oil of New Jersey and was member of merchandising and plans board of N. W. Ayer & Son, Philadelphia, before joining Lewis & Gilman in 1944.

John Butler, joint managing director of Butler & Gardner Ltd., London, elected to board of directors of Gardner Advertising, New York. He succeeds **Gordon Shelton**, who resigned.

Mary Gardiner Jones last week given recess appointment to Federal Trade Commission by President Johnson. Nomination was sent to Senate for confirmation several weeks ago (BROADCASTING, Oct. 5), but Senate adjourned before acting on nomination. Recess appointment of Miss Jones, New York attorney, to fill post formerly held by

Republican **Sigurd Anderson**, means she can join FTC and draw pay until Senate convenes again in January, when it will act on appointment.

James L. Waldron joins J. M. Mathes, Inc., New York, as senior account executive on Canada Dry account. Mr. Waldron was formerly with McCann-Erickson (International) and advertising manager of Coca-Cola Export Corp., Tokyo.

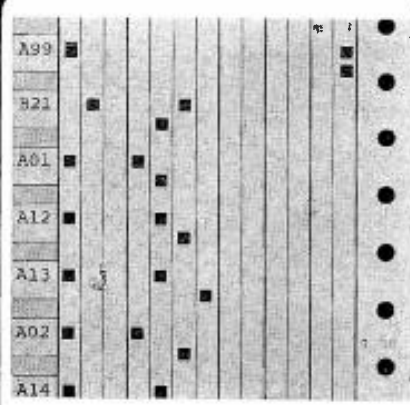
Clarence L. (Bud) MacNelly, publisher of *Saturday Evening Post*, will join Kenyon & Eckhardt, New York, Nov. 16 as VP and management supervisor. Mr. MacNelly was with Ted Bates from 1950-62 before joining *Post*.

Thomas Stanton, on local sales staff of KMOX-TV St. Louis, transferred to CBS Television Stations National Sales, St. Louis, as sales manager. Mr. Stanton succeeds **William F. Miller** who has been named local sales manager of KMOX-TV.

Joseph Sollish named VP and associate creative director at Young & Rubicam, New York. Before joining Y&R in 1962, Mr. Sollish was copy chief at Chirurg & Cairns and VP and creative director with Ellington & Co., both New York.

Karl Merle named account executive and **Lorraine Schulze** named media director at Venet Advertising, Union, N. J. Mr. Merle had been account executive at Young & Rubicam, Chicago, and Miss Schulze was media director at Riedl & Freede Advertising, Clifton, N. J. **Bertram Bienstock**, production and traffic manager of Don Kempler Advertising, New York, named production manager for Venet.

Kenneth Cowan, administrative assistant to Robert Leder, VP and general



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manager of WOR division of RKO General Broadcasting, New York, named account executive in WOR-TV sales.



Mr. Beste



Mr. Chase



Mr. Sloan

William Beste, associate media director, and **Harold Chase** and **Irving Sloan**, account group heads, named VP's of BBDO, New York.

Winford C. Peterson, assistant advertising manager, American Oil Co., Chicago, appointed acting manager of advertising. He succeeds **Richard H. Danielson**, manager of advertising, who has been assigned temporarily to other duties reporting to firm's marketing VP, William H. Miller.

Eugene Katz, president of The Katz Agency, New York, elected to board of directors of Television Bureau of Ad-

Hamilton elected

William T. Hamilton, WNDU South Bend, elected president of Indiana Broadcasters Association, replacing **Reid G. Chapman**, WANE Fort Wayne. Other new officers: **Dennis J. Keller**, WITZ Jasper, VP (AM); **Martin R. Williams**, WFMS (FM) Indianapolis, VP (FM); **Ben Falber Jr.**, WTHI Terre Haute, VP (TV); **William C. Fowler**, WBAT Marion, secretary-treasurer; **J. E. Willis**, WAZY Lafayette, assistant treasurer; **Donald E. Pille**, WCSI Columbus, assistant secretary.

vertising, New York, succeeding **Martin L. Nierman**, president of Edward Petry & Co., New York, whose second two-year term expires in November.

Roger Proulx, formerly senior copywriter with MacManus, John & Adams, Bloomfield Hills, Mich., joins McCann-Erickson, Detroit, as copy chief. His major responsibilities include copy preparation in Detroit for three General Motors accounts, Buick Motor Division, GMC Truck & Coach Division and Opel Kadett.

J. D. Dougherty appointed VP and sales manager, newly created post, at Zenith Sales Corp., Chicago. Before joining Zenith Mr. Dougherty was VP and director of sales for Norge Sales Corp., Chicago.

Peter Huber joins television production staff of Doyle Dane Bernbach, Los Angeles. Mr. Huber was with D. P. Brother & Co., Detroit, on Oldsmobile account.



Mr. Jacoby

Robert E. Jacoby named senior VP at Doherty, Clifford, Steers & Shenfield, New York. Mr. Jacoby joined DCSS in April 1963 as VP and account supervisor from Ted Bates & Co.

Graham Spencer, formerly with *Television Age*, joins radio sales staff of H-R Representatives, New York.

Joseph M. Quigg, formerly account executive at KRNO San Bernardino, Calif., named account executive of KEYT(TV) Santa Barbara, Calif.

Anders Krall, manager of research department, appointed VP and director of market research at Cunningham & Walsh, New York. **Rick Merola**, for-

merly art director for *Armstrong Circle Theater* and *Garry Moore Show*, joins C&W as art director. **Vincent Burke** and **Lawrence Miller** named copywriters.

Mary Jane Thompson, senior writer at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins copy staff of MacManus, John & Adams, Los Angeles. **Marshall F. Taft** promoted to executive art director at MJ&A.

Ed Hope, director at KPHO-TV Phoenix, appointed account executive of station. Mr. Hope moves to sales after more than 10 years in production there.

Edwin P. Berlin named copy chief for Dunwoodie Associates Inc., Garden City, N. Y. Before joining Dunwoodie, Mr. Berlin was advertising and public relations manager for General Instruments Semiconductor Products Group, Newark, N. J.

Ronald L. Wilson joins Stockton, West, Burkhart Inc., Cincinnati, as radio-TV producer-director. Mr. Wilson had been with Crosley Broadcasting Corp. since 1952 and in 1956 became producer-director of Crosley's WLWT (TV) Cincinnati.



Mr. Bohem

Patrick J. Bohem elected VP of C. J. LaRoche and Co., New York. He joined LaRoche in March as account executive.

H. W. Simmen moves from RKO General National Sales, New York, to sales manager of WNAC and WRKO-FM Boston, RKO General stations.

Martin Daniels, formerly head media buyer at Doherty, Clifford, Steers & Shenfield, New York, joins TV sales department of Advertising Time Sales, New York.

Robert R. Overby, at one time art director for Cole & Weber, Seattle, appointed art director at Nides-Cini agency, Los Angeles.

Ralph Grady appointed manager of Geyer, Morey, Ballard's new San Francisco office. Before joining GMB, Mr. Grady was VP and account manager at Fuller & Smith & Ross.

Robert McDaniel, in sales traffic department, named merchandising manager for KTTV(TV) Los Angeles.

Winifred A. Schaefer, sales promotion assistant, named sales promotion manager of WCBS-AM-FM New York.

Fred M. Haviland Jr., VP for marketing and corporate planning, Joseph Schlitz Brewing Co., Milwaukee, named

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executive VP for marketing.

Robert A. Eisentrout, manager of consumer advertising and promotion, appointed director of advertising at B. F. Goodrich Co., Akron, Ohio.

Renee Babitts, formerly copywriter with Reach, McClinton, New York, joins creative division of Gardner Advertising, New York.

Alan Lane, former director of special markets for Capitol Records, has joined Reddi-Wip Inc., Los Angeles, as director of promotion and marketing of company's new products division.

Leonard L. DeCoster, formerly VP of management consulting firm of Rogers, Slade & Hill, New York, named director of marketing of Norge Division, Borg-Warner Corp., Chicago. His new duties will include advertising.

Jack C. Leaman, national sales service representative, appointed account executive for WCAU-TV Philadelphia. Succeeding Mr. Leaman is **Beau Rogers**, formerly VP of T. B. Rogers Agency, Philadelphia.

Frank P. Clark, formerly with Geyer, Morey, Ballard, Chicago, joins Needham, Louis & Brorby, that city, as supervisor in merchandising department.

Gloria Gardner, formerly with McCann-Marschalk, New York, joins radio-TV department of J. M. Mathes Inc., New York, as staff producer.

Michael O' Laughlin, for three years with WMAQ Chicago, joins local sales staff of WBBM, that city.

Beti Ann Minamoto joins WMCA New York as sales promotion assistant. Miss Minamoto was formerly with Pacific National Advertising Agency, Portland, Ore.

Dan Snyder, president and general manager of KRTV(TV) Great Falls and KULR-TV Billings, both Montana, elected president of Mountain States Television. Also elected: **James Brady**, president and general manager of KIFI-TV Idaho Falls, Idaho, VP, and **Dale Moore**, president and general manager of KMSO-TV Missoula, Mont., secretary. Mountain States is a cooperative sales organization of stations in that area.

THE MEDIA

Douglas A. Anello, general counsel of National Association of Broadcasters, named chairman of standing committee on communications of the American Bar Association. Other attorneys from broadcasting and allied fields named to ABA committees: **Elizabeth C. Smith**, FCC hearing examiner, member, legislative drafting committee; **Howard H. Bell**, NAB code administrator, member, public relations committee; **Earl W. Kintner**, former chairman of Federal

Topmiller elected

James H. Topmiller, WHAS Louisville, elected president of Kentucky Broadcasters Association, succeeding **C. A. (Bud) McClain**, formerly of WFKY Frankfort. Other new officers: **W. P. Sosh**, WRUS Russellville, 1st VP; **Ernest Sparkcan**, WKIC Hazard, 2d VP; **Ed Sharburne**, WLKY(TV) Louisville, secretary-treasurer.

Trade Commission, and **Lee Loevinger**, FCC commissioner, as chairman and member, respectively, of special committee on lawyers in government.



Mr. Olds

John M. Keys, who resigned (BROADCASTING, Oct. 19).

Ed Dotson, WCRK Morristown, Tenn., elected president of Tennessee Associated Press Radio and Television Association. He succeeds **D. A. Drum** of WCMT Martin, Tenn.

Milton Grant elected president of Capital Broadcasting Co., permittee of WDCA(TV) Washington. **Walter Kay**, sales department at WTTG(TV) Washington, named VP of sales. Also elected to board: **A. Dana Hodgson**, stockbroker; **Dr. Robert Williams**, dentist, and **Frederick Siman**, construction executive. WDCA (ch. 20) is to go on air in 1965.

H. George Carroll, general manager of KRNO San Bernardino, Calif., Trigg-Vaughn station, appointed VP of Trigg-Vaughn Stations.



Mr. Carroll



Mr. Burgess

James H. Burgess, West Coast consultant to Triangle Stations, appointed to new post of managing director for KFRE-AM-FM-TV Fresno, Calif., Triangle stations.

Robert L. Gilbertson Jr. joins WTEN (TV) Albany-Vail Mills, N. Y., as VP and general manager. Mr. Gilbertson had been VP and western sales man-

ager for Harrington, Righter and Parsons, Chicago. He succeeds **Daniel Burke**, recently named VP and general manager of WJR-AM-FM Detroit (BROADCASTING, Sept. 28).

Lynn A. Christian joins WPIX-FM New York as manager. Mr. Christian was general manager of KODA-AM-FM Houston for past six years. **Jim Thompson**, account executive at Young & Rubicam, New York, on Gulf Oil Corp., joins WPIX-FM sales staff. **Dick Gary**, former sales representative in New York, joins station sales staff.

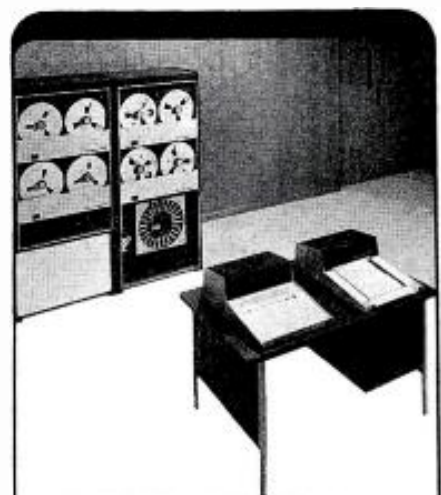
John W. Millar, commercial manager, appointed VP and general manager of WVMT Burlington, Vt., succeeding **Alfred E. Spokes**, who died Sept. 3 (BROADCASTING, Sept. 14).

Robert McDaniel, member of sales traffic department of KTTV(TV) Los Angeles, appointed merchandising manager of station.

Lou Tappe joins WPXY Greenville, N. C., as assistant manager and sales director.

W. J. Garvin Jr., formerly with WKAZ Charleston, W. Va., joins WKNA(FM) Charleston as manager.

Jimmy Lee named radio operations director for WMAZ-AM-FM Macon, Ga.,



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succeeding **Tommy Snellgrove**, resigned.

Richard Averson, faculty member at Syracuse University, Syracuse, N. Y., appointed general manager of university's WAER(FM).

PROGRAMMING

John V. Tranchitella, president of Musicians Union Local 47, elected president of Hollywood AFL Film Council succeeding **George Flaherty**, VP and in-

partners in new firm to produce TV commercials.

Milt Krasny resigns as president of Kadium Enterprises Inc., Los Angeles motion picture and television production company, of which he was a founder, to become executive in charge of administration and business affairs for Sinatra Enterprises, Beverly Hills, Calif.

Sandy Frank resigns as VP in charge of worldwide sales for Telesynd Divi-

left Goodson-Todman Productions to open own production company. **Fred Tatashore** named associate producer of *Password*.

Robert Bloch and **Joseph Hayes** named to prepare initial scripts for *Dial M For Murder*, TV series based on movie and play of same title which Warner Bros. is producing for ABC-TV. **Richard Bluel** will supervise with **William T. Orr** as executive producer.

Ray Russell, former executive editor of *Playboy Magazine*, signed to write pilot script for *House of Wax*, to be filmed at Warner Bros. for use on ABC-TV in 1965-66 season, under supervision of **Richard Bluel**. Series is based on Warner Bros. theatrical motion picture of same title.

Jack Arnold named producer-director of CBS-TV's *Gilligan's Island*. Mr. Arnold has directed, among others, *Perry Mason*, *Dr. Kildare* and *Bob Hope Show*.

Lawrence M. Laby, president and co-founder of Idea Research & Development Corp., Santa Rosa, Calif. program firm, resigns to diversify into other fields. **R. Anthony Bell**, co-founder of company, elected president.

Johnny Johnson appointed chief announcer for KOY Phoenix. Mr. Johnson also will be assistant to **Bill Lester**, KOY VP and program manager.

Skip Holmes and **Bill Powell** named production director and music director, respectively, of WMAZ-AM-FM Macon, Ga.

Gino Capelletti, Boston Patriots football star, joins WCOP-AM-FM Boston as sportscaster.

Chuck Waite, formerly acting chief and legal news analyst of Copley News Service, joins KNX Los Angeles as co-host of *Megalopolis at Night*, daily news and information program.

Broadcaster is presidential aspirant

The presidential election brings a lot of broadcasters into politics, but apparently just one is running for President.

He is **E. Harold Munn Sr.**, candidate of the Prohibition party, an educator and part owner of two Michigan radio stations. His son, **E. Harold Jr.**, is a broadcast consulting engineer and part owner in his own right, but not an office seeker.

Mr. Munn won the party's nomination at its national convention in St. Louis Aug. 28. He ran for Vice President in 1960 and has sought election as a Prohibitionist for at least five other offices. He is currently co-chairman of its national committee.

The Prohibition party has a 20-plank platform covering such items as foreign aid, constitutional government, ballot law reform and "the alcohol problem."

Mr. Munn is president and a director of Twin Valley Broadcasters, licensee of WTVB-AM-FM Coldwater, and owns 8,475 of 37,500 shares of its stock. He also is secretary-treasurer and a director Community Serv-

ice Broadcasters Inc., licensee of WYNZ Ypsilanti, of which he owns 50 of 710 subscribed shares. His son is secretary-treasurer and a director of Twin Valley, holding 6,650 shares, and vice president and director of Community Service, owning 100 shares.

Mr. Munn is on the Prohibitionist ticket in Colorado, Delaware, Indiana, Iowa, Kansas, Massachusetts, Montana, New Mexico and North Dakota, and is as far as Section 315 and any other test is concerned, a legally qualified candidate for public office.

Despite his broadcast holdings—he also is a former owner of WSTR Sturgis—Mr. Munn isn't running on anything that could be called a "broadcasting platform." His connection to broadcasting is mentioned only in his official biography, which describes him as "still active in the field of radio broadcasting."

His broadcasting interests are not considered Mr. Munn's primary work. He is assistant dean of Hillsdale (Michigan) College and has been teaching there since 1939.

ternational representative of International Alliance of Theater and Stage Employees, who becomes trustee of council. Re-elected were: **John Lehnert**, VP; **H. O'Neil Shanks**, secretary; **Leo Moore**, treasurer; **Pat Somerset**, trustee and **Ralph Clare**, trustee.



Mr. Hawthorne

and national program manager of Crowell-Collier Broadcasting Co., Los Angeles, has resigned, effective Jan. 1, 1965, to become VP of Sherman Grinberg Productions, division of Filmrite Associates, Los Angeles. Mr. Hawthorne will serve as writer-producer-director and he and Mr. Grinberg will also be

sion, Wrather Corp., New York, to form own company, Sandy Frank Inc. Mr. Frank will handle worldwide distribution of TV series and features from offices at 4 East 64 Street, New York. No successor has yet been named to Mr. Frank at Telesynd.

Tom Lewis, formerly with Young & Rubicam and C. J. LaRoche, named executive director of Family Theater, Hollywood. At same time it was announced that Family Theater programs, formerly public service shows, would henceforth be available for commercial sponsorship on TV.

Bill Cullen named executive producer of *The Price Is Right* and **Frank Wayne** named executive producer of *Password* succeed **Bob Steward**, who

NEWS

Herbert M. Koster to head new Harrisburg, Pa., news bureau of Westinghouse Broadcasting Co. Mr. Koster, of KDKA-TV Pittsburgh news department, Westinghouse station, had been associated with WKRT Cortland, WGY and WRGB(TV) Schenectady, all New York, and KWKH Shreveport, La.

Charles Hippler, WSOY-AM-FM Decatur, Ill., elected president of Illinois News Broadcasters Association succeeding **Dave Davis**, WKRS Waukegan.

John B. Lynch, wwsc Glens Falls, N. Y., succeeds **Warren Doremus** of WHC-AM-TV Rochester as president of New York State Associated Press Broadcasters Association. **Richard Hildreth**, WIRY Plattsburgh, elected VP and **Norris Paxton**, chief of AP's Albany bu-

reau, reelected secretary-treasurer. Directors elected at association's 17th annual meeting were **Robert Major**, WCLJ Corning; **A. John Hefner**, WMBO Auburn, and **Morris Genthner**, WIGS Gouverneur.

David Marcus-Roland, senior news producer, Canadian Broadcasting Corp., Toronto, appointed executive producer at WMSB(TV) Onondaga, Mich., educational station of Michigan State University.

Gordon Anderson named director of newly created department of news and special events at WKZO-AM-TV Kalamazoo, Mich. He has been with licensee, Fetzer Broadcasting Co., for 10 years.

Jim King, sports director, named director of news and public affairs for WQAD-TV Moline, Ill.

John Ayres Armstrong, formerly news writer and morning news editor at WCBM Baltimore, joins WCBN New York as news writer.

Paul D. Lockwood, formerly news director at WTLB Utica, N. Y., named director of news information at WPIX-FM New York.

Patrick O'Dell, newsman, and **Clayton Vaughn**, political reporter, appointed news director and assistant news director, respectively, of KOTV(TV) Tulsa.

Howard Kelly, formerly news editor at WPDQ Jacksonville, Fla., joins WFGA-TV Jacksonville as news editor.

Charlie Jenkins, formerly sports director of WSAC Fort Knox, Ky., named news director of wxvw Jeffersonville, Ind.

James F. Axel Jr., newscaster at WAGA-TV Atlanta, joins KYW-TV Cleveland, in similar position. **Paul Shields** succeeds Mr. Axel at WAGA-TV.

EQUIPMENT & ENGINEERING

Donald E. Lefebvre, formerly staff engineer for WEDH(TV) Hartford, educational ch. 24, and chief engineer of WMMW Meriden, both Connecticut, joins Boston University as chief engineer of School of Public Relations and Communications.

John R. Evans appointed deputy chief of Field Engineering Bureau of FCC, subject to Civil Service Commission approval. He will succeed **Frank M. Kratokvil**. Mr. Evans joined FCC in 1940 as engineer in marine and emergency radio services and was named chief of Special Radio Services Bureau in 1950.

George Waldo, chief of applied propagation branch of FCC's office of chief engineer, has been named recipient of Scott Helt Award and \$100 check presented annually by Group on Broadcasting of Institute of Electrical &

Electronic Engineers. Award was made for paper on experimentation and subsequent findings of government project on UHF broadcasting several years ago from transmitter on Empire State Building.

Albert J. Morris, president of Energy Systems Inc., Palo Alto, Calif., elected chairman of San Francisco Council of Western Electronic Manufacturers Association, succeeding **John S. McCullough**, VP and general manager, Elec-



Family affair

Father-son sports team will handle Michigan State University football broadcasts on WJR Detroit for balance of season. WJR's **Bob Reynolds** (l) regular MSU game announcer, has been joined by son **Warren Reynolds**, sports director of WOOD-AM-TV Grand Rapids, Mich., for last four games of schedule. He takes over color commentary from **Bruce Martyn**, now on fulltime assignment as broadcaster for Detroit Red Wings hockey team. WJR is a division of Capital Cities Broadcasting Corp.; WOOD-AM-TV is part of Time-Life's holdings.

tron Tube Division, Litton Industries, San Carlos. Also elected: **E. E. van Bronkhorst**, VP, Hewlett-Packard Co., Palo Alto, vice chairman; **Jesse R. Lien**, VP and general manager, Sylvania Electric Products Inc., Mountain View, secretary-treasurer. Elected as directors: **Kenneth T. Larkin**, director of engineering research and development, Lockheed Missiles, and Space Co., Sunnyvale; **Dr. Dean A. Watkins**, president, Watkins-Johnson Co., Palo Alto, and **Robert M. Ward**, president, Ultek, Palo Alto.

Verne S. Mattison appointed sales representative for broadcast and closed-circuit TV equipment for Broadcast and Communications Products Division, RCA, Camden, N. J.

Herbert Goldstein appointed sales en-

gineer for Motorola Semiconductor Products Inc., Jericho, N. Y. Mr. Goldstein had been area sales representative for Motorola, Paramus, N. Y.

FANFARE

Bob Palmer has rejoined press information department of ABC-TV, Hollywood, which he left last year to become publicity director of KMPC Los Angeles.

H. Blake Chatfield, formerly public relations director of Fuller & Smith & Ross, Los Angeles, has opened own PR office as The Chatfield Organization at 1605 North Martel Avenue, Hollywood 90046. Telephone: 876-1447.

Henry N. Ehrlich, assistant to national exploitation manager of Paramount Pictures, Hollywood, appointed to newly created position of western exploitation manager.

INTERNATIONAL

Bev A. Martib, for 12 years with All-Canada Radio & Television Ltd., Toronto, as sales supervisor for radio, elected president of Quality Broadcast Sales Ltd., Toronto, station representatives. **Greg Paul**, formerly of CKEY Toronto, named VP of Quality.

Sumner J. Winebaum named head of Paris office of Young & Rubicam. Mr. Winebaum joined Y&R in 1952 as radio-TV commercial writer.

Thomas S. Norwalk, manager of trade advertising and promotion, appointed advertising manager for B. F. Goodrich international division.

Royal Malouin appointed national sales representative and **F. W. Slade** named account executive of CKVL Verdun, Que.

John McColl, business manager of CJOC and CJLH-TV Lethbridge, Alberta, appointed manager of CJOC.

Donald C. West, director of budgeting at Canadian Broadcasting Corp.'s head office at Ottawa, Ont., named director of operations, succeeding **Fergus Mutrie**, named CBC representative in New York.

DEATHS

Maurice Gosfield, 51, television, radio and stage actor, died Oct. 19 at Will Rogers Memorial hospital, Saranac Lake, N. Y., after long illness. Mr. Gosfield was best known for his role of Private Doberman on *Sergeant Bilko* TV series.

Donald A. Marcotte, 58, music supervisor for NBC Chicago and WMAQ-AM-TV Chicago since 1938, died Oct. 20 at Columbus hospital after long illness.

Jack B. Gildersleeve, 48, manager of collateral art section, Leo Burnett Co., Chicago, died at his home Oct. 19.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 15 through Oct. 21, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERF—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—special 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

ACTIONS BY FCC

Guasti, Calif.—Broadcasting Service of America. Granted CP for new TV on UHF channel 46 (662-668 mc); ERP 220 kw vis., 141 kw aur. Ant. height above average terrain 2878 feet, above ground 138 feet. P.O. address Box 1134, Guasti. First year operating cost \$136,000; revenue \$150,000. Broadcasting Service plans to lease facilities for station from Channing Leasing Inc. Studio location Guasti; trans. location Mt. Wilson. Geographic coordinates 34° 13' 38" north latitude, 118° 03' 59" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-6B. Legal counsel Weaver & Glassie; consulting engineer A. D. Ring & Associates, both Washington. 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. Daibey and Margaret M. Myers (each 3.3%) and Florine Olivieri (2.8%). Mr. Edelstein owns public relations and advertising firm bearing his name. Action Oct. 14.

Spokane, Wash.—Spokane School District Number 81. Granted CP for new TV on VHF channel 7 (174-180 mc); ERP 49.7 kw vis., 25.2 kw aur. Ant. height above average terrain 1827 feet, above ground 595 feet. P.O. address West 825 Trent Avenue, Spokane. Estimated construction cost \$487,718; first year operating cost \$110,700. Studio and trans. locations both Spokane. Geographic coordinates 47° 34' 34" north latitude, 117° 17' 58" west longitude. Type trans. RCA TT-5BH, type ant. RCA TW-12A7P. Legal counsel Edward J. Parry; consulting engineer

David I. Green, both Spokane. Principal: school board. Action Oct. 14.

New AM stations

APPLICATIONS

Jamestown, Ky.—Russell Broadcasting Corp. 1060 kc, 1 kw, D. P.O. address Box 12, Science Hill, Ky. Estimated construction cost \$18,600; first year operating cost \$25,000; revenue \$33,000. Principals: Clayborn Scales (26%), Rena Scales (24%), Morris Gaskins (26%) and June Gaskins (24%). Mr. Gaskins is announcer at WTLO Somerset, Ky. Ann. Oct. 13.

Bowie, Md.—Bowie Broadcasting Corp. 1340 kc, 250 w, unl. P.O. address c/o Donald E. Ward, 12513 Kensington Lane, Bowie. Estimated construction cost \$18,478; first year operating cost \$100,000; revenue \$120,000. Principals: Donald E. Ward (51%), and George E. Ward (49%). Mr. D. E. Ward is attorney, and was formerly attorney for FCC. Ann. Oct. 16.

Exeter, N. H.—Coastal Broadcasting Inc. 1540 kc, 1 kw, D. P.O. address 37 Redington Road, Concord, N. H. Estimated construction cost \$39,444; first year operating cost \$51,700; revenue \$60,000. Principals: Frank B. Estes (80%), Ronald P. Allard (10%), John L. Salter III (3%), David Merrill (2%), James F. Donovan (2%), Robert S. Fellows (2%) and Helen R. Paige (1%). Mr. Estes is president of Capitol Broadcasting Corp., licensee of WKXL Concord and is general manager of station. Mr. Allard is announcer of WKXL and Helen R. Paige is assistant treasurer at WKXL. Ann. Oct. 14.

Arecibo, P. R.—Jose Soler. 1360 kc, 1 kw, D. P.O. address Box 52, Quebradillas, P. R. Estimated construction cost \$14,060; first year operating cost \$19,267; revenue \$31,500. Mr. Soler has 55% interest in Modern Broadcasting Co., applicant for new AM in Ponce, P. R. Ann. Oct. 12.

Oconto, Wis.—Robert H. Koeller. 1260 kc, 1 kw, D. P.O. address Route #2, Box 193, Edgar, Wis. Estimated construction cost \$24,371; first year operating cost \$36,000; revenue \$50,000. Mr. Koeller is manager of WCRM Clare, Mich. Ann. Oct. 16.

New FM stations

ACTIONS BY FCC

Paintsville, Ky.—Big Sandy Broadcasting Inc. Granted CP for new FM on 100.1 mc, channel 261, 680 w. Ant. height above average terrain 567 feet. P.O. address Paintsville. Estimated construction cost \$5,500; first year operating cost \$1,400; revenue: \$1,400. Principals: Parker West (30%), Dr. Hershell B. Murray (30%), Thomas Cox (15%), James D. Cox (15%) and Paul G. Fyffe (10%). Mr. Fyffe is 10% owner and general manager of WSIP Paintsville. Big Sandy Broadcasting is licensee of WSIP. Action Oct. 19.

Lewiston, Me.—Lewiston-Auburn Broadcasting Co. Granted CP for new FM on 107.5 mc, channel 298, 27.7 kw. Ant. height above average terrain 373 feet. P.O. address c/o F.

Parker Hoy, Box 929, Lewiston. Estimated construction cost \$25,863; first year operating cost \$8,000; revenue \$10,000. Principals: F. Parker Hoy (55.3%), Frank S. Hoy (18.4%), Gladys Hoy (13.8%), Romeo E. Sansoucy (2.4%), Harold W. Dutch (2.4%), G. Emilio Ouellette (2.4%), Caroline M. Hoy (2.4%) and Herbert O. Wiles (2.4%). Lewiston-Auburn is licensee of WLAM Lewiston. Action Oct. 14.

Centralia, Wash.—Charles O. Ellsworth. Granted CP for new FM on 102.9 mc, channel 274, 92.5 kw. Ant. height above average terrain 332 feet. P.O. address 2916 Dale Lane East, Tacoma, Wash. Estimated construction cost \$9,800; first year operating cost \$9,000; revenue \$10,700. Mr. Ellsworth is instructor and program director at *KTOY(FM) Tacoma, Wash. Action Oct. 14.

APPLICATIONS

Little Rock, Ark.—Victor Management Inc. 93.1 mc, channel 226, 26.5 kw. Ant. height above average terrain 297.5 feet. P.O. address 4015 West Capitol, Little Rock. Estimated construction cost \$24,319; first year operating cost \$18,000; revenue \$24,000. Principals: Victor Muscat (33.11%), United American Metals Corp. (47.27%) and Victor Industries Corp. (19.62%). Applicant is licensee of KYMO Little Rock. Ann. Oct. 16.

Hobbs, N. M.—Permian Basin Radio Corp. 95.7 mc, channel 239, 36.3 kw. Ant. height above average terrain 113.75 feet. P.O. address Box 40, Hobbs. Estimated construction cost \$19,742; first year operating cost \$12,000; revenue \$24,000. Principals: Charles R. Scott (98%), Nell R. Scott (1%) and James D. Scott (1%). Permian Basin is licensee of KHOB Hobbs. Mr. Scott is president and general manager of KHOB. Ann. Oct. 19.

Orangeburg, S. C.—Radio Orangeburg Inc. 106.7 mc, channel 294, 5 kw. Ant. height above average terrain 280 feet. P.O. address 194 Russell Street, Southeast, Orangeburg. Estimated construction cost \$23,865; first year operating cost \$12,000; revenue \$13,000. Principals: H. E. Crapps Sr. and J. T. Lyman (each 50%). Radio Orangeburg is licensee of WORG Orangeburg. Ann. Oct. 15.

Petersburg, Va.—Smiles of Virginia Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 240 feet. P.O. address 16 East Tabb Street, Petersburg. Estimated construction cost \$12,000; first year operating cost \$85,000; revenue \$96,000. Principals: James C. Davis, John T. Minges, Belia S. Bowers, Norman I. Suttles and Derwood H. Godwin (each 20%). Applicant is licensee of WPVA Colonial Heights, Va. Ann. Oct. 14.

Ownership changes

ACTIONS BY FCC

KIUP Durango, Colo.—Granted assignment of license from KIUP Inc., owned by Ralph Louis Atlas (100%) to Radio San Juan Inc., owned by W. Douglas Morrison, Richard B. Wheeler and Harry J. Kelly Jr. (each 33 1/3%), Consideration \$200,000. Mr. Wheeler has 89% interest in KTLN Denver. Messrs. Morrison and Kelly are owners of Doug Morrison & Co., Denver real estate company. Action Oct. 15.

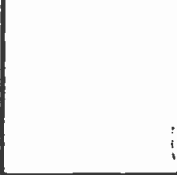
WSOR Windsor, Conn.—Granted assignment of license from Tobacco Valley Broadcasting Co., owned by Sydney E. Byrnes (51%), Lois Byrnes (1%), Robert E. Chatfield (21%), Nathan M. Silverstein (14%), Ellis T. Stearman (8%) and Gilbert Marheim (5%) to Robert I. Kimel and Bessie W. Grad. Consideration \$50,000. Assignee is licensee of WSNO Barre, and WWSR St. Albans, both Vermont. Action Oct. 15.

WKTJ Atlantic Beach, Fla.—Granted assignment of license from Good Music Broadcasting Co., owned by Robert C. Whitehead Jr. (100%) to John J. Wheeler. Consideration \$100,000. Mr. Wheeler has 50% interest in Middle Georgia Broadcasting Co., licensee of WCRY Macon, Ga., and is general manager of same. Action Oct. 16.

WKTZ-FM Jacksonville, Fla.—Granted assignment of license from Good Music Broadcasting Co., owned by Robert C. Whitehead Jr. (100%) to Jones College, Jack H. Jones president. Consideration \$57,500. Jones College is business school. Action Oct. 16.

WGKA-AM-FM Atlanta—Granted relinquishment of positive control of licensee corporation, Glenkaren Associates Inc., by Locke E. Glenn (87% before, 37% after) through sale of stock to William O. Jones and Barton C. Isbell Jr. (each 25% after). Consideration \$68,210. Action Oct. 19.

WDAK Columbus, Ga.—Granted acquisition of control of licensee corporation, Radio Columbus Inc., by Allen M. Woodall (50% before, 100% after) through purchase of



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stock from Howard E. (35% before, none after) and Margaret A. Pill (15% before, none after). Consideration \$250,000. Mr. Woodall has 68% interest in Radio Telfair, licensee of WDXI McRae; 25% interest in WAYX Inc., licensee of WAYX Waycross; 75% interest in Radio Albany, licensee of WALG Albany, and 100% interest in Radio Brunswick Inc., licensee of WMOG Brunswick, all Georgia. Action Oct. 19.

WBZI Brazil, Ind.—Granted assignment of license from Community Broadcasting Corp., owned by John A. and Elaine E. White (jointly 88.2%) and Casey A. Heckman (11.8%) to Albert S. Tedesco. Consideration \$32,500 and agreement not to compete in Clay county or any county adjacent for 5 years. Mr. Tedesco owns WIXX Oakland Park, Fla. and owns, jointly with his wife, KTCR Minneapolis and KDUZ Hutchinson, Minn. Action Oct. 16.

WBBS-FM Crawfordsville, Ind.—Granted assignment of license from First Baptist Church to Wabash College Radio Inc., whose voting members include Benjamin A. Rogge, Charles E. Scott, Frederic M. Hadley, Will H. Hays Jr. and William B. Degitz (each 20%). Consideration \$5,001. Mr. Degitz is business manager for Wabash College. Mr. Rogge is dean of Wabash College. Mr. Scott is assistant professor of theater at Wabash College. Mr. Hays is mayor of Crawfordsville and free-lance writer and Mr. Hadley is vice president of Wabash College. Action Oct. 14.

KDBC Mansfield, La.—Granted assignment of license from DeSoto Broadcasting Corp., owned by Mrs. Mildred C. Sewell (26.6%), Dr. W. R. Hargrove (26.6%), Howard E. Sewell (26.6%) and Arthur L. Greene (20.2%) to Leon Buck. Consideration \$45,000. Mr. Buck was 50% owner and commercial manager of WEZJ Williamsburg, Ky. Action Oct. 16.

WTOA(FM) Trenton, N. J.—Granted assignment of license and SCA from Trenton Times Corp., owned by James Kerney Trust (55%) and James Kerney Foundation (45%) to Nassua Broadcasting Co., owned by Herbert W. Hobler (52.02%), F. J. Worthington (5.63%), Ralph S. Mason (5.63%), Henry Abrams (5.63%), Atherton W. Hobler (5.63%), Frank Berger (4.78%) and others. Consideration \$77,000. Mr. H. W. Hobler has minor interest in and is vice president of Videotape Productions, New York, and Mr. Berger is president and director of Wallace Laboratories, Cranbury, N. J. Action Oct. 19.

KOBE Las Cruces, N. M.—Granted assignment of license from Mesilla Valley Broadcasting Co., owned by Jimmie D. Gober, Edwin E. Merriman and Robert W. Tobey (each 33 1/3%) to Las Cruces Broadcasting Co., owned by Walter Rubens (49.99%), Nancy R. Rubens (0.01%), William Blieden (49.99%) and Dorothy N. Blieden (0.01%). Consideration \$204,250 and agreement not to compete in radio for 60 days within Dona Ana County. N. M. Mr. Rubens was sales manager of KFDM-TV Beaumont, Tex. Mr. Blieden has 50% interest in Blieden Investment Co.; owner of Wm. Blieden Co. insurance agency; chairman of board of Beaumont State Bank, and has less than 5% interest in Jefferson County Savings and Loan, all in Beaumont, Tex. Action Oct. 16.

KIHI-FM Tulsa—Granted assignment of license and SCA from CHE Broadcasting Co. to Swanco Broadcasting of Oklahoma Inc., owned by Kenneth R. Greenwood (100%). Consideration is assumption of \$9,500 liability. Swanco is licensee of KRMG Tulsa; KLEO Wichita, Kan.; KQEO Albuquerque, N. M., and KIOA Des Moines, Iowa. Action Oct. 19.

KURY Brookings, Ore.—Granted assignment of license from Joseph F. Sheridan to KURY Radio Inc., owned by Vern R. Garvin and Norman R. Oberst (each 50%). Consideration \$45,109 and agreement not to compete in radio or TV within 50 miles for ten years. Mr. Oberst is manager of KURY. Mr. Garvin is owner and manager of radio and electronic repair firm along with two common carrier stations. Action Oct. 14.

WRSC State College, Pa.—Granted transfer of control of licensee corporation, Suburban Broadcasting Corp., from L. Edward Pamphilon (33.16% before, none after), Howard S. Frazier Inc. (33.16% before, none after), Glenn L. Musser (33.16% before, none after) and Harry J. J. Bellowar (0.52% before, none after) to Edorea Corp., owned by Michael M. Rea (100%). Consideration \$125,000. Mr. Rea is director of WQED(TV) educational station in Pittsburgh. Action Oct. 19.

WGRF Aguadilla, P. R.—Granted assignment of license from Jaicoa Broadcasting Corp., owned by Manuel A. Cabrera (81%) and Arturo Reichard (19%), to Noroeste Broadcasting Corp., owned by W. M. Carpenter, Ramon A. and William d. de la Cruz (each 25%), Hector Reichard Jr. (15%) and Mariano A. Escudero (10%). Consideration

\$42,500. Four principals of Noroeste are associated with WUNO Rio Piedras, P. R. Action Oct. 16.

WLOM(FM) Chattanooga, Tenn.—Granted assignment of license from Radio Dixie Inc., owned by J. A. Gallimore (30%), Virginia F. Gallimore (30%) and Charles W. Gwyn (40%) to WLOM(FM) Broadcasting Co., owned by J. Dunlap Henry, August J. Lombardo and M. LaMar Pickell (each 33 1/3%). Consideration \$30,000. Mr. Henry is salesman for WDEF-TV Chattanooga. Action Oct. 20.

WMTS-AM-FM Murfreesboro, Tenn.—Granted assignment of license from Arthur D. Smith Jr. to WMTS Inc., owned by Joyce R. Ehrhart (100%). Consideration \$175,000. Mrs. Ehrhart is housewife. Action Oct. 15.

ETV fund grant

Following grant for educational television has been announced by Department of Health, Education and Welfare:

■ Moscow Idaho — University of Idaho, \$96,299 to activate channel 12; total project cost \$177,121.

WLWM(FM) Nashville—Granted acquisition of positive control of licensee corporation, Barlane Broadcasting Corp., by Webber Parrish (48.1% before, 96.2% after) through purchase of stock from Julian A. Zander and Julian M. Zander (each 24.05% before, none after). Consideration \$8,000. Mr. Fred Graham retains his 3.8% interest. Action Oct. 14.

KSOX Raymondville, Tex.—Granted assignment of license from Bob Hicks and J. W. Steward d/b as Bob Hicks Enterprises Ltd. to Melody Inc., owned by Burney Jones (66 1/3%), Julia Evelyn Jones (0.33%), Neil J. Gilligan Jr. (33%) and Lillie B. Gilligan (0.33%). Consideration \$110,000 including \$5,000 covenant not to compete in lower Rio Grande Valley. Messrs. Jones and Gilligan were licensees of KSWA Graham, Tex., until July 1964. Action Oct. 19.

KJR Seattle, KNEW Spokane, Wash. and KXL Portland, Ore.—Granted assignment of licenses from Sinatra Radio, owned by Frank Sinatra (80%), Nancy Sinatra (5%) and Jack Entratter and City National Bank of Beverly Hills (15%) as co-trustees and Dena Pictures Inc., owned by Danny and Sylvia Fine Kaye (each 50%) d/b as Seattle, Portland, and Spokane Radio to Dena Pictures Inc. (80%) and Alexander Broadcasting Co. (20%) owned by Lester M. Smith (100%) d/b as Seattle, Portland, and Spokane Radio. Consideration \$700,000. Action Oct. 16.

WRJN-AM-FM Racine, Wis.—Granted transfer of control of licensee corporation, Racine Broadcasting Corp., through transfer of stock of Journal-Times Co. from Harry E. LePoidevin, J. Donald McMurray and Carol Starbuck McMurray (all trustees 66.87% before, none after) to Carol Starbuck McMurray (66.87% after, as individual). No financial consideration. Action Oct. 14.

APPLICATIONS

KNOT Prescott, Ariz.—Seeks transfer of control of licensee corporation, Parkell Broadcasting Inc., from William H. Ellison (60% before, none after) through sale of stock to Myrl E. Parker (40% before, 100% after). Consideration \$10,000. Ann. Oct. 15.

KHWH-AM-FM-TV Honolulu, and KHJK (TV) Hilo, Hawaii—Seeks assignment of license and CP for FM from Kaiser Broadcasting Corp., owned by Kaiser Industries Inc. which is owned by Henry J. Kaiser Trust (16.87%), Edgar F. Kaiser Trust (7.5%) and others to Pacific Broadcasting Co., owned by Lawrence S. Berger (51%), Mrs. Fred Goodstein (29%), Marcus Loew II (6%), William H. Brown (5%), William E. Cleator (3%), Rolling Hills Inc. (5%) and John L. McGuire (1%). Consideration \$4.25 million including \$500,000 covenant not to compete in VHF-TV or AM radio in Hawaii for 30 months. Mr. Berger has 99.8% interest in Television Properties which has 40% interest in Rocky Mountain Tele Stations, licensee of KTWO-TV Casper, Wyo., and is vice president and general manager of KTWO-AM-TV. Mr. Brown is attorney. Mr. McGuire owns John L. McGuire & Co., station representatives. Ann. Oct. 14.

WOKZ-AM-FM Alton, Ill.—Seeks assignment of license from Palen Broadcasting Corp., owned by Edward N. Palen (81%), Eileen C. Palen (29%), and Herman T. and Blanche M. Bunyan (10%) to Morell Broadcasting Co., owned by Anthony C. Morici

(33.34%), Frank M. Levy (33.33%) and Abraham R. Ellman (33.33%). Consideration \$185,000. Mr. Ellman is certified public accountant. Ann. Oct. 15.

WEDC Chicago—Seeks assignment of license from Denemark Enterprises Inc., owned by Mrs. Jennie Denemark (34.47%), Martin Denemark Sr. (6.33%), Arthur T. Swick, Harold W. Buckendahl, Martin J. Denemark Sr. and John Leccesi, as executors of estate of Emil Denemark Sr., deceased, (68.6%) to Foreign Language Broadcast Inc., owned by Roman Pucinski (60%), Conrad Godawa, Edwin Stefanowicz, Theodor Jankowski, Stanley Olech, Stanley Ragan, Leonard P. Slothkowski, Stanley Lesniak and Richard W. Michal (each 5%). Consideration \$100,000 with \$125,000 covenant not to compete within 100 miles of station for five years. Mr. Pucinski is U. S. representative from 11th District of Illinois. Mr. Michal is attorney; others have business interests in Chicago. Ann. Oct. 16.

WHON Centerville, Ind.—Seeks assignment of license from Richmond Broadcasting Co., owned by F. E. Lackey (45%), Pierce E. Lackey (45%) and William E. Wilson (10%) to Wayne County Broadcasting Corp., owned by Pierce E. Lackey (33.75%), F. E. Lackey (33.75%), William E. Wilson (7.5%) and Thomas Graham (25%). Consideration \$25,000. Ann. Oct. 16.

KLOE Goodland, Kan.—Seeks transfer of control of licensee corporation, KLOE Inc., from Ross Beach Jr., as co-executor of estate of Ross Beach Sr., deceased, to Ross Beach Jr. (30% before, 60% after). Robert Schmidt retains 40% interest in KLOE. No financial consideration. Ann. Oct. 15.

KLOE-TV Goodland, and KAYS-AM-TV Hays, both Kansas—Seeks transfer of control of licensee corporation, KAYS Inc., from Mattie and Ross Beach Jr., as executors of estate of Ross Beach Sr., deceased, to Ross Beach Jr. (50.67% after). No financial consideration. Ann. Oct. 15.

WLUC-TV Marquette, Mich.—Seeks transfer of control of licensee corporation, North Central Broadcasting Co., owned by M & M Broadcasting Co. which is owned by Evening Telegram Co. and others, through sale of all outstanding stock in M & M to Post Corp. See application for WLUK-TV Green Bay, Wis. Ann. Oct. 14.

WTCN-TV Minneapolis—Seeks assignment of license from TLEB Inc., owned by WTCN Television Inc. to WTCN Television Inc. which is owned by Chris-Craft Industries Inc., publicly owned corporation, H. V. Sherrill chairman, Bing Crosby chairman of broadcast division. No financial consideration. Chris-Craft has following broadcast interests: owns KCOP(TV) Los Angeles, through subsidiary KCOP Television Inc.; KPTV(TV) Portland, Ore., through Oregon Television Inc.; KXYZ(TV) Houston, through Kxyz Inc., and KTVT(TV) Ft. Worth, through NAFI Telecasting Inc. Ann. Oct. 14.

KPWD Plentywood, Mont.—Seeks assignment of license from E. E. Clair and R. Keith Krebsbach (each 25%), and Morris S. and Mary Lou Nelson (each 12.5%) d/b as Plentywood Broadcasting Co. to E. E. and E. Clair Krebsbach (each 33 1/3%), and Morris S. and Mary Lou Nelson (each 16 1/3%) d/b as Plentywood Broadcasting Co. No financial consideration. Ann. Oct. 14.

WAYS Charlotte, N. C.—Seeks assignment of license from Inter City Advertising Company of Charlotte, N. C., Inc., owned by George W. Dowdy, Harold H. Thoms and Mrs. Virginia Pou Doughton (each 33 1/3%) to WIST Inc., owned by Henderson Belk (99.9%) and R. E. Noble (0.1%). Consideration \$500,000. Mr. Belk has 100% interest in WORD Spartanburg, S. C.; WQXL Columbia, S. C., and 99.9% interest in WKIX-AM-FM Raleigh, N. C. Ann. Oct. 14.

WIST Charlotte, N. C.—Seeks assignment of license from WIST Inc., owned by Henderson Belk (99.9%) and R. E. Noble (0.1%) to Star Stations of North Carolina Inc., owned by Don W. Burden (74.21%), J. P. Wilkerson (15.88%), Gerald E. Weist (3.08%), John F. Davis (2.13%), Dorothy F. Storz, Steven D. Brown, Shepard Curelop, Ronald M. Mercer and Richard E. Shireman (each 0.94%). Consideration \$225,000. Star Stations owns KISN Vancouver, Wash., and through Central States Broadcasting Inc., owns KOIL and KICN(FM) Omaha. Ann. Oct. 14.

WAIR-AM-FM Winston-Salem, N. C.—Seeks relinquishment of positive control of licensee corporation, Holiday Broadcasting Corp., by Joseph Mullen (52.94% before, 38.23% after) and John W. Googe (47.06% before, 32.36% after) through sale of stock to James R. Gilley (none before, 29.41% after). Consideration \$19,125. Mr. Mullen will retain, by agreement, voting control of corporation. Ann. Oct. 13.

KVLL Livingston, Tex.—Seeks transfer of control of licensee corporation, Trinity Valley Broadcasting Inc., from Jack G. Jackson Sr. (67.5% before, none after),

M. S. Jackson Sr. (12.5% before, none after) and M. S. Jackson Jr. (25% before, none after) through sale of stock to R. E. Jackson (none before, 100% after). Consideration \$16,210. Mr. R. E. Jackson owns construction firms in Livingston, Tex. Ann. Oct. 14.

WLUC-TV Green Bay, Wis.—Seeks transfer of control of licensee corporation, M & M Broadcasting Co., from Evening Telegram Co., (55%) owned by Morgan Murphy (97.27%), Norman M. Postles (2.5%) and others, with John F. Stang (3.75%), Lillian M. Stang (3.75%), Charles Goldberg (3.75%), Walter C. Bridges (10%), Norman M. Postles (13.375%), Elizabeth B. Murphy (3.25%) and others to Post Corp., owned by V. I. Minahan (20.13%), David L. Nelson (1.91%), John B. Torinus (13.37%), Roger C. Minahan (7.12%), Mary Walter (16.21%), Jessie C. Minahan (8.01%), and others. Consideration \$3.5 million for both WLUC-TV and WLUC-TV Marquette, Mich. Post Corp. owns: WEAU-FM-TV Eau Claire, Wis., through subsidiary Radio Chippewa Inc., WAXX Chippewa Falls, Wis.; through KTVO Television Inc., KTVO(TV) Kirksville, Mo.; through Radio Wausau Inc., WKCO Wausau, Wis., and through Post Inc., is applicant for KBIZ Ottumwa, Iowa. Post is also applicant for new AM in Oshkosh, Wis., through Radio Oshkosh Inc. Post Corp. is publisher of Appleton, Wis., Post-Crescent daily newspaper. Ann. Oct. 14.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications to increase power on 800 kc, D, of Berkshire Broadcasting Corp. (WLAD), Danbury, Conn., from 250 w to 1 kw; Chambersburg Broadcasting Co. (WCHA), Chambersburg, Pa., from 1 kw to 5 kw; South Jersey Broadcasting Co. (WKDN), Camden, N. J., from 1 kw to 5 kw with DA; each with condition, and Richard M. Brescia, Jack Wormser and Marnette L. Saz, d/b as Eagleon for new daytime AM on 800 kc, 1 kw, DA, in Rockville, Conn., conditioned that program tests not be authorized until permittee has submitted evidence that Brescia has severed his connections with WDEW Westfield, Mass. Action Oct. 20.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Coosa Valley Radio Co. for new FM on channel 249 (97.7 mc), ERP 290 w, ant. height 817 feet, in Rome, Ga. Action Oct. 20.

■ Hearing Examiner Millard F. French issued initial decision looking toward (1) granting application of A-C Broadcasters for new daytime AM on 1510 kc, 5 kw, DA, in Annville-Cleona, Pa., and (2) denying competing application of Saul M. Miller for new daytime on same frequency with 250 w, in Kutztown, Pa. Action Oct. 18.

OTHER ACTIONS

■ By order, commission granted petition for reconsideration by WGBH Educational Foundation and granted without hearing application for new noncommercial educational TV on channel *44 in Boston. Application had been designated for hearing with competing applications for commercial operation on channel 44. However, on July 8 channel was reserved for educational use and channel 25 allocated for commercial use in Boston; subsequently, commercial applicants amended to specify operation on channel 25. Foundation has operated *WGBH-TV on channel *2 in Boston since May 1955. Action Oct. 21.

■ By order, commission denied petitions by all applicants in Rochester, N. Y., channel 13 proceeding except Rochester Area Educational Television Association Inc., Rochester Telecasters Inc., and Rochester Broadcasting Corp. to reopen record, remand proceeding for further evidence and postpone oral argument. By separate order, commission granted petition by American Broadcasting Co. for leave to make oral argument as amicus curiae, and allotted 5 minutes for presentation. Action Oct. 21.

■ Commission determined that President's broadcast on Oct. 18, is not "use" within Sec. 315 of Communications Act, and does not entitle other legally qualified candidates for Presidency to equal time. Action Oct. 19.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, Minn., respectively, in Doc. 14739-40, denied Tedesco petition to delete Swanco Broadcasting Inc.

of Iowa as party respondent. Action Oct. 20.

■ By memorandum opinion and order in Boston TV channel 5 proceedings, denied petition by Boston Broadcasters Inc. for review of examiner's denial of request for four subpoenas duces tecum directed to officers of WHDH Inc. (WHDH-TV), and Boston Herald-Traveler Corp. Member Nelson abstained from voting. Action Oct. 20.

■ By memorandum opinion and order in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV's on channel 23 in Houston, in Doc. 15212-3, denied joint request for approval of agreement relating to withdrawal of TVue's application. Member Nelson dissented and voted for approval of agreement. Action Oct. 20.

■ By memorandum opinion and order in proceeding on AM application of Northland Broadcasting Corp. to change operation of KWEB Rochester, Minn., on 1270 kc from 500 w, D, to 5 kw-LS, 1 kw-N, DA-2, in Doc. 15115; (1) granted KWEB's petition for leave to amend application to substitute North Central Video Inc. as applicant; (2) remanded proceeding to examiner for preparation of supplemental initial decision to determine whether North Central is financially qualified to construct and operate proposed facility; and (3) dismissed request by Hiawatha Valley Public Service Broadcasters Inc. to enlarge issues. Member Nelson abstained from voting. Action Oct. 19.

■ By memorandum opinion and order in consolidated proceeding on applications of Nelson Broadcasting Co. and WENR Inc. for new FM's in Newburgh, N. Y., in Doc. 15591-2, denied Nelson's petition to enlarge issues. Action Oct. 19.

■ By memorandum opinion and order in consolidated 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, all Illinois, respectively, in Doc. 8218 et al., denied Northwestern's appeal from examiner's Sept. 14 adverse ruling which granted Valley's petition to amend and dismissed Northwestern petition. Action Oct. 19.

■ Granted joint request by Edina Corp. and Tedesco Inc. to extend time to Nov. 4 to file exceptions and brief to initial decision in proceeding on applications for new AM's in Edina and Bloomington, Minn., respectively. Action Oct. 19.

■ In consolidated proceeding on AM applications of Ponce Broadcasting Corp., Caye and Abacoa Radio Corp. (WMIA), Arcibo, P. R., granted WMIA's petition and rescheduled Oct. 27 oral argument for Nov. 10. Action Oct. 19.

■ Granted request by Connecticut Coast Broadcasting Co. to extend time to Oct. 26 to file responses to Broadcast Bureau's motion to reopen record and add issues in proceeding on application for new AM in Bridgeport, Conn. Action Oct. 15.

■ Granted request by Radio Voice of Central New York Inc. to extend time to Oct. 26 to file responses to Broadcast Bureau's motion to reopen record and add issues in proceeding on application and that of Wide Water Broadcasting Inc. for new AM's in Syracuse and East Syracuse, N. Y., respectively. Action Oct. 15.

■ Granted request by Marshall Broadcasting Co. to extent of extending to Oct. 26 time to file oppositions to Triad Stations Inc. petition to enlarge issues in proceeding

on applications for new FM's in Marshall, Mich. Action Oct. 15.

■ Granted petition by Broadcast Bureau to extend time to Nov. 9 to file exceptions to initial decision in proceeding on AM application of Norristown Broadcasting Inc. (WNAR), Norristown, Pa. Action Oct. 15.

ACTIONS ON MOTIONS

By commission

■ Commission, on own motion, extended time to Oct. 26 to file comments and to Nov. 26 for replies in matter of acquisition of CATV systems by TV broadcast licensees. Action Oct. 16.

■ Commission granted request by National Association of Broadcasters to extend time from Oct. 19 to Oct. 26 to file reply comments on proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to CATV systems. Action Oct. 15.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Thomas H. Donahue to serve as presiding officer in proceeding on AM application of Naugatuck Valley Service Inc. (WOVW), Naugatuck, Conn.; scheduled prehearing conference for Nov. 9 and hearing for Nov. 30. Action Oct. 16.

■ Designated Examiner Charles J. Frederick to serve as presiding officer in proceeding on AM application of M. R. Lankford Broadcasting Co., New Albany, Ind.; scheduled prehearing conference for Nov. 6 and hearing for Nov. 24. Action Oct. 16.

■ Designated Examiner Basil P. Cooper to serve as presiding officer in proceeding on FM applications of Merced Broadcasting Co. and Cambridge Broadcasting Corp., both Merced, Calif.; scheduled prehearing conference for Nov. 6 and hearing for Nov. 30. Action Oct. 16.

■ With consent of all interested parties, ordered records heretofore completed in proceeding on AM application of KPDQ Inc. (KPDQ), Portland, Ore., transferred from Examiner Isadore A. Honig to Examiner Jay A. Kyle for preparation and issuance of initial decision. Action Oct. 16.

■ With consent of all interested parties, ordered records heretofore completed in proceeding on AM application of James E. Walley (KAOR), Oroville, Calif., transferred from Examiner Millard F. French to Examiner Chester F. Naumowicz Jr., for preparation and issuance of initial decision. Action Oct. 13.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Oct. 16 prehearing conference in proceeding on AM application of Radio Station KVOL Inc. (KVOL), Lafayette, La., continued Nov. 10 evidentiary hearing to Dec. 10. Action Oct. 16.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued Oct. 19 further hearing to Nov. 18 in proceeding on AM applications of Copper Country Broadcasting Co. (WMPFL), Hancock and Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich. Action Oct. 15.

By Hearing Examiner Isadore A. Honig

■ In Blue Island-Elmwood Park, Ill., FM

Continued on page 105

TELETRONIX LEVELING AMPLIFIER

NEW



MODEL
LA-2
\$285.00

REVOLUTIONARY OPTICAL CONTROL FOR DISTORTIONLESS LEVEL REDUCTION.
40 DB OF LIMITING AT LESS THAN 1/2 % DISTORTION!

▲ BALANCED STEREO INTER-CONNECTION ▲
EXCLUSIVE ELECTRO-LUMINESCENT OPTICAL GAIN CONTROL SYSTEM OUTPERFORMS CONVENTIONAL COMPRESSORS AND LIMITERS FOR BROADCASTING AND RECORDING.

TELETRONIX ENGINEERING COMPANY

308 Monterey Road

So. Pasadena, Calif.

213-682-2792

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk, BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Southeastern Kentucky station needs manager-salesman. Pleasant situation. Salary plus profit sharing. Send resume to Box K-164, BROADCASTING.

Energetic, mature manager for successful suburban station in one of nation's Top ten markets. Must understand local radio, sales, news, programing and translate concept into major market. Attractive salary plus profit sharing. Excellent physical plant and professional staff. Opening due to expansion of group operation. Management experience required. Box K-187, BROADCASTING.

Sales management opportunity available in New York City. Send brief letter summarizing broadcast experience. Box K-210, BROADCASTING.

Wanted: Broadcaster to invest in and manage upcoming first broadcast station on Florida Gold Coast. Top fighter can acquire large equity in station with enormous potential. Box K-212, BROADCASTING.

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.

Excellent opportunity for working manager who can and will sell at 1 kw Piedmont Carolina station. Good salary and commission. Must be active in civic and community affairs. Will consider selling 49% stock to qualified person interested in ownership. Replies confidential. Write Box K-240, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual Opportunity. Multiple Group. Box K-289, BROADCASTING.

Seeking Ass't manager (\$125) to promote to manager (\$150 plus %) when pres. mgr. is promoted w/in 3 months. Small Vt. city, fulltime, heavy sales experience. Future. Write Pres. Atlantic States Industries, Inc., 500 5th Ave., N. Y. C.

Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

South . . . Immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal compensation plan. Write Box J-58, BROADCASTING.

\$150 per week plus percentage for self starter salesman who can sell in a large tough Virginia market. Box K-61, BROADCASTING.

Attention Virginia and Carolina salesmen. Need four strong local salesmen. Which job do you want? \$100, \$125, \$150 or \$200 per week plus commission. Box K-69, BROADCASTING.

We are seeking a unique radio salesman who knows National sales with track record of in depth selling to both client and agency. We offer association with a national rep organization that is moving fast. We offer management opportunity limited only to ability. Major Midwest location. What can you offer? Equal opportunity employer. Send complete resume of age, experience, education and current income to Box K-149, BROADCASTING.

Sales—(Cont'd)

Number one contemporary music station in Mid-America's fastest growing metropolitan area has opportunity for top calibre account executive. Real potential in billings and advancement. Major group experience helpful. K-170, BROADCASTING.

We are looking for a selfstarting, creative radio salesman in New York capable of earning upwards of \$20,000 per year on commission basis. Send brief letter summarizing broadcast experience. Box K-211, BROADCASTING.

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.

Smart radio time salesman for working sales manager. Top small market station. Must be thoroughly experienced radio broadcaster. Salary plus percentage total station gross. Reply in confidence, giving complete information. Box K-245, BROADCASTING.

Immediate opening at Pennsylvania station for someone with announcing background who wants to work where the money is—in sales. \$5,230.00 a year guaranteed to start plus commissions, expenses and excellent potential. We are seeking an announcer with some sales experience who recognizes that the sales field offers the best opportunity in broadcast. Send complete resume. Box K-247, BROADCASTING.

\$7500 to \$8500, plus bonus, is waiting as a salary for a sales manager at the number one radio station between New York and Albany. Job can start immediately or as late as January 1, 1965. Applicant must have advertising or radio background. Will consider giving financial assistance toward moving. Send resume, picture, and references to Harry M. Thayer, President, WGHQ, UPO Box 427, Kingston, N. Y.

Salesman — WITL-AM—WYFE-FM, Lansing, Michigan, needs third good salesman. We are newest of three AM's in 300,000 plus metro market. Salary until exceeded by commission. Member of seven station group. Lots of opportunity. Write or phone Dick Creamer, Sales manager.

Salesman-seeking lucrative opportunity and advancement in nations 19th market. For interview—WKER, Pompton Lakes, New Jersey.

WMVR, Sidney, Ohio . . . All America City. We need a genuine salesman. The business is here . . . the money's here. Contact M. Anthony, Manager.

We work hard. We make money. If you're interested in both, I have an immediate opening with the right deal for the right salesman. Write full particulars to Jerry Grainger, WWCA, Gary, Indiana.

Professional salesman metro market. Need help due to new drama format and increased business. Write or call WKKW, Troy, N. Y.

If you are interested in: (1) Earning a 5-figure income. (2) Being a part of one of the largest companies serving the broadcast industry, and are available to travel Call: Ralph Stachon, collect at area code 901, 274-6674.

Sales and management availabilities. Professional placement service. Write Broadcasting Employment Service, 4825 10th Avenue South, Minneapolis, Minn. 55417.

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.

Negro format station needs dependable man who can fit into a tight, modern, swinging R&B format. Man must also be able to handle news and production. The right man will have the opportunity to grow along with one of the countries fastest growing radio chains. Send tape, photo, resume and references to Box J-289, BROADCASTING.

New York City station accepting auditions for staff men (no r&r). Send air check or five minute newscast, plus three commercials, resume, state current earnings. Tapes not returnable. Box K-78, BROADCASTING.

Mature dj with experience needed by Texas kilowatt. Adult programing, no Top 40. Salary \$90.00. Resume, tape, photo to Box K-113, BROADCASTING Tapes returned.

Adult daytime station—middle of the road—no rock format. Located in Michigan water wonderland, has opening for experienced first phone announcer. Good opportunity—rush tape, photo, resume and recent earnings to Box K-142, BROADCASTING.

Wanted: Engineer-announcer capable of handling maintenance on kilowatt transmitter and studio equipment. Some air work. Excellent opportunity to grow with progressive Southwestern electronic group. Send resume and salary requirements. Box K-158, BROADCASTING.

There is an opening for a fast paced, clever, teen appeal jock, at the number one station in a Midwest market of 300,000. This is the first opening for the 8 to midnight shift in four years. Send complete resume, tape and salary requirements to Box K-171, BROADCASTING.

Wanted radio announcer and announcer-salesman for eastern North Carolina radio station. Send qualifications to Box K-198, BROADCASTING.

Immediate opening for 1st phone announcer. We need an experienced man with good mature voice for morning shift on tightly formatted good music station. Excellent opportunity for right man. Rush info to Box K-209, BROADCASTING.

Reorganization of staff means excellent opportunities at New England's finest medium market station for two competent, experienced broadcasters. Both must know middle of the road music, and must be talented air salesmen who can participate in community affairs. Must double in news and be able to move into our area. One must now sports and the other have a first class ticket. Qualified applicants must send complete resume, recent photograph and letter explaining qualifications for job. No tapes until interviewed at applicant's expense. This is a prestige station in a fine community ideally located within easy drive to metropolitan and recreational areas. Don't waste your time unless you can fit into our highly qualified staff of real radio broadcasters. Box K-227, BROADCASTING.

Announcer newsmen and copywriter: county seat market fulltime. Give qualifications first letter. Don't send tape until requested. Box K-261, BROADCASTING.

Wanted: College Grad-short on experience, long on ambition. Immediate opening, permanent, fulltime. Work with good staff strong on news, sports, special events. First phone with technical ability desirable but not necessary. Midwest. Box K-284, BROADCASTING.

Announcers—(Cont'd)

Seeking first fulltime job in radio? If you are a college man and qualified we offer an excellent opportunity. Journalism background preferred. Box K-285, BROADCASTING.

Experienced bright sounding morning man for middle of road station. Must type. Copywriting helpful. Send complete job application, audition tape, recent picture. KAWT, Box 1179, Douglas, Arizona.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Announcer-single, quality voice, eager to learn—some experience essential — Send tape: KMOO, Mineola, Texas.

Wanted: Combo man with 1st class ticket. Light maintenance, experienced announcer or beginner. Write KNIM, Maryville, Missouri.

Wanted: Top forty swinger to build evening show to excite listeners so we can sell it. We offer small market, big station, beautiful facilities, \$500 per month or better if you're better, professional standards, respect in good community. Twenty six years or over, please. Send tape and resume to Dale Low, KWIX, Moberly, Mo.

Attention, Negro announcers, KZEY, Tyler, Texas seeks dependable r&b and Gospel dj. Strong on news and commercials, send tape, photo, resume and references to P. O. Box 1331, First Class ticket helpful but not necessary.

Have an immediate opening for an announcer with a first class ticket to work the midnight-to dawn show. No maintenance required. WAAY radio is a 5000 watt, 24-hour per day operation, and has the fastest growing market. Salary commensurating with ability. Send resume, photograph, and audition tape to Henry Beam, P. O. Box 986, Huntsville, Alabama.

Combo man with first phone to work at good music format station in pleasant community of 7,000 in Sw Michigan. Call Frank Lagerborg at WDOV, in Dowagiac at 782-5106. Immediate opening.

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.

Wanted—Top 40 personality for middle of the road station on Atlantic Coast—sober—no screamer—small market—send resume and tape—WGOO, Georgetown, S. C.

WJRZ radio, serving New York City-Northern New Jersey metro will expand shortly. We're listening for a knowledgeable good music personality, who can comment with intelligence, sophistication, humor, urbanity and brevity on the world around him. Top AFTRA salary and benefits. We're also on the lookout for a sharp reporter-writer-editor-newscaster combo to join a large active news team. AFTRA salary and benefits. Both send tape, resume and picture to: Operation Director, WJRZ radio, Newark 1, New Jersey.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references. Complete background, photo and tape to: John M. Spottswood, WKWF, Key West, Florida.

Experienced, lively morning man for WPAZ, Pottstown, Penna., a Scott station. Rush tape and particulars.

Immediate opening for mature morning man with 1st phone, emphasis announcing experience. Attractive pay. Send resume photo and tape to Carl Lea, WPVL, 713 Fobes St., Painesville, Ohio.

Staff announcer and traffic. Approximately November 15th. Contact WXVA, Charles Town, West Virginia, P.O. Box 188.

Announcers—(Cont'd)

"You and Top Money!" Effective guide to profitable broadcasting. \$1.00. Fisher, 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.

50 kw-network coaching! Taped. Also elementary. Brochure FREE. Consultant, 678 Medford, Patchogue, New York 11772.

Open the door to announcing opportunities across the country. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minn. 55417

Technical

Engineer with FM multiplex experience for headquarter station of major market AM and FM chain. Write Box K-41, BROADCASTING.

Engineer . . . brilliant at both ends. Studio and transmitter. 5000 watt Ohio station. Capable of handling some production. Send resume and picture. Salary requirements. Box K-144, BROADCASTING.

Chief engineer wanted to take over one of the better equipped AM & FM operations in the midwest. This is not a metropolitan and not a rock operation. If you take pride in your work and will take pride in our well run and programmed station and will work for \$600 per month, write K-195 BROADCASTING, stating your qualifications.

Mid Michigan daytimer, 1 kw directional has opening for 1st class engineer-announcer who can double as newsmen. Good working conditions in a solid market. Box K-221, BROADCASTING.

Chief engineer: 1000w, AM fulltime in Northwest Montana's vacation land. Strong on technical and maintenance. 15 hours per week on board—announcing. \$450 to \$550 per month depending on ability. Send resume and tape to Box K-258, BROADCASTING.

Engineer-announcer with technical skill, qualified for maintenance and responsibility. Send air check tape and full particulars to WBEX, Chillicothe, Ohio.

Experienced technically competent man with follow-through and ability to assume responsibility for AM-only 5 kw 40 miles west of Phila. WCOJ, Coatesville, Pa.

Immediate opening for engineer-announcer. Light maintenance. Station WSYB, Rutland, Vermont.

Want to become part of a successful radio station? Things are going so well, we must increase our staff. We need you if you're first phone (no maintenance) and can announce. Call or write Clif Willis, WTCA, Plymouth, Indiana.

Expedite jobseeking. Broadcast engineers and combo openings. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minn.

Production—Programing, Others

Negro newsmen who knows how to dig out local news & deliver it with authority is needed now by headquarters station in fast growing R&B format chain. DJ & production experience helpful. You can grow with us. Send tape, resume, references, photo and salary needed to: Box J-288, BROADCASTING.

Newsmen with sincere interest in gathering and reporting news. Top rated Ohio station. Send resume, tape, picture and salary requirements. Box K-165, 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 K-217, BROADCASTING.

Production—Programing, Others

Continued

LA area need announcer—production man. Aged 25-35. First class ticket will be given preference in event of equal ability. Formula is up-beat melodic music with pace, audience involvement features. Man we hire will pull air-shift and will gradually be given increasing amounts of administrative responsibility as he proves himself, real opportunity for advancement. Send tape photo, resume, tell all in first letter. This position will be filled within next several weeks. Box K-226, BROADCASTING.

Progressive Midwest station needs sports director capable man to take charge of well rounded sports program. Will have play-by-play help. Please send background, references and tape in first letter. Box K-233, BROADCASTING.

Morning man with bright easy style for Midwest NBC affiliate. Good dance music policy. Only experienced men need apply. Some television possibility. Send tape, photo and resume to Box K-234, BROADCASTING.

Our man is strong on sports. He eats, sleeps sports—does play-by-play and sportscasts, is a good announcer and can sell his own programs to sponsors. This job offers full charge of sports programing, selling commissions and fun while you work in Rocky Mountain sportsman's paradise. Must have first phone. Box K-252, BROADCASTING.

Strong on sports? Want charge of sports programing? Can do play-by-play, sportscasting and announcing? Can sell your programing to sponsors? Good salary, commissions and fun while you work in Rocky Mountain sportsman's paradise. First phone necessary. Box K-253, BROADCASTING.

Creative copywriter for South Texas radio station. Box K-262, BROADCASTING.

Announcer-production man wanted immediately for expanding Midwest station, Box K-266, BROADCASTING.

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMLX, Mt. Vernon, Illinois.

Situations Wanted—Management

Radio-newspaper groups: Former radio GM now newspaper ad manager seeking VP or Administrative assistant position in Midwest or Northeast progressive group. Box K-146, BROADCASTING.

Sales manager looking for step up. Age 41 with 17 years experience in all phases of single station and highly competitive markets. Strong on sales & promotion. Also 5 years TV experience. Prefer Great Lakes area or upper Midwest. Family man with finest references. Box K-220, BROADCASTING.

General manager, 39, strong personal sales. 20 years experience all phases. Best references, family man, salary open. Must be permanent. Box K-248, BROADCASTING.

Economic Axe has forced me to move. Commercial experience in management, announcing and sales. Age 31, 3 years college with major in broadcasting. Consider any area. Available immediately. Box K-274, BROADCASTING.

Announcers

Mature, yet happy sound. Twenty-six years old, family. Six years experience. Three years at present morning man slot. Medium or major markets. Box J-257, BROADCASTING.

Not college grad., but my air work and newsroom knowhow prove my six years experience. Twenty-five, married, children. Box K-10, BROADCASTING.

Announcers—(Cont'd)

Thoroughly experienced announcer seeks staff post with progressive metropolitan operation. Southwest California preferred. First phone if required. Brochure, tape. Box K-121, BROADCASTING.

First phone—10 years formats. Showmanship plus. Available immediately. \$150.00. Box K-173, BROADCASTING.

Big market R&B, Top 40 stations! For talent: 201-763-3017 (after 7), or Box K-178, BROADCASTING.

Top money buys . . . Personality, humor, voices, production, 1st. Top forty. Box K-181, BROADCASTING.

Put a tiger in your station. Aggressive young-Top 40 DJ Newsman, 4 years experience. Will travel—two years college. Box K-190, BROADCASTING.

Adult dj—11 years USA radio, 2 years Voice of Germany looking for spot with progressive outlet. Specialty: relaxed air-show, mature approach with copy. Tape, resume references. Interested also in TV opportunity. Box K-206, BROADCASTING.

Hello there California! I offer you 15 years announcing experience. Sincere and reliable. Box K-222, BROADCASTING.

Mature top-notch, top-40 jock currently with 50 kw outlet is available. Box K-223, BROADCASTING.

Announcer-dj personable, authoritative newscaster not a floater or prima donna. Box K-226, BROADCASTING.

Unusual female voice—young lady, presently dj Top ten market. Desires night show, D. C., Maryland area Box K-229, BROADCASTING.

Girl dj. Experienced. Copy—traffic too. AM or FM. Have third with broadcast endorsement. Box K-231, BROADCASTING.

Non-Negro R&B jockey, first phone, two years combo, available now. Box K-236, BROADCASTING.

PD & MD, top forty only. Have news, production experience. Married. Interested in permanent position only. Prefer South and Eastern seaboard. Have third, studying for first Box K-239, BROADCASTING.

I'm great, but the world doesn't know it . . . yet! Family, 3rd class license, minimum \$600 for further details call: area code 702 382-4636. Top 40 only. Or Box K-241, BROADCASTING.

Staff realigned. I'm out. Trained experienced announcer/copywriter, 3rd phone. Will phone and depart day you wire. Box-243, BROADCASTING.

Available immediately — mature, married announcer, strong on board, news, writing, production, solid adult delivery. Box K-244, BROADCASTING.

Top 40 dj, first phone, 4 years experience. Ready to move into large market. Box K-246, BROADCASTING.

DJ, announcer, newscaster. Bright, clear sound. Negro, married seeks good starting position in Broadcasting. Box K-254, BROADCASTING.

Top 40 jock, good voice, draft free, references, year experience. Box K-255, BROADCASTING.

Experienced announcer/dj desires return to metropolitan area (40 mile radius New York City) with new or established small operation. Young, single, draft-free. 3rd class with endorsement. Presently employed. Box K-259, BROADCASTING

Dependable Good music dj. Colored, married, will relocate. Box K-268, BROADCASTING.

Try me! and make your decision. Announcer dj. Good sound, willing worker—willing to please. Box K-269, BROADCASTING.

Beginner seeks position with nice station. College, third phone, ambitious. Box K-271, BROADCASTING.

Beginner, third phone, college seeks position fairly close to Atlanta. Box K-272, BROADCASTING.

Announcers—(Cont'd)

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 K-276, BROADCASTING.

Experienced announcer, dj, air personality, third class endorsed license. Can relocate immediately. Box K-286, BROADCASTING.

Experienced announcer, dj, married, personable, authoritative newscaster, not a floater, 3rd phone. Box K-288, BROADCASTING.

Announcing School grad.—23—car—sales and office experience write Box K-290, BROADCASTING.

Girl/dj/announcer . . . control board . . . news . . . writing . . . clerical . . . sales . . . car . . . dependents. Please call 906-486-4284—Write, Apt. 2, 634 Empire St., Ishpeming, Michigan.

DJ-announcer desires permanent position near Washington-Baltimore. College. Michael Hoyer, 202-529-1267.

Mid-Atlantic states: Young, versatile, conscientious, mature program director-announcer with smooth, intelligent delivery and excellent production ability seeks position. Recently resigned from station in Pennsylvania's third market. Excellent references. William Turse, 5257 Marwood Rd., Philadelphia. 215-455-4625.

Young, married, experienced announcer with 1st phone seeks permanent position with stable, progressive station. Phillip Bradshaw, Phone 501-624-1630.

Situations Wanted—Technical

Universities: Get a top flight recording engineer at minimal cost. 13 years experience as chief engineer, former major market announcer, seek opportunity to contribute talents in exchange for living wage, and opportunity to complete degree. Box J-234, BROADCASTING.

Competent chief available. Prefer Louisiana or Texas minimum salary \$125.00 wk. Box K-215, BROADCASTING.

Studio engineer, first phone, two years combo experience, some announcing if needed. Box K-237, BROADCASTING.

Experienced Radio-TV operating engineer. Any location considered. No announcing. Box K-257, BROADCASTING.

First phone engineer. Experienced all phases of maintenance and operation. Box K-273, BROADCASTING.

Production—Programing, Others

Newsman: Mature, heavy voice. Dynamic delivery. Can change style to fit format. Write any style. Presently working market nearly two million. Seventeen years experience. Some television. No prima Donna. Box K-202, BROADCASTING.

Programmer, attractive graduate in twenties, travelled Europe and Asia, with experience in international education projects, research, administrative and business operations: For assistant to producer/director in New York City. Interested in hard work requiring personality, versatility and organization. Salary about \$6,500 annually, open to negotiation. Box K-203, BROADCASTING.

I am thirty-one years old, I can manage a station, direct programing, production and operations, write copy, sell, announce and think. Have done all successfully. How can I fit into your organization? If you can pay at least \$200.00 and don't have a revolving door at your station write Box K-214, BROADCASTING.

Copywriter-announcer. Best references, training experience, 3rd phone, service, promotions etc. Wire immediately Box K-242, BROADCASTING.

Newsman, 24, B.A. economics, 8 years air experience radio. first phone. Recent newspaperman and correspondent in Paris, now writing for national magazine. Seeks newscasting and documentary writing position. Salary open, tape and resume on request. Box K-265, BROADCASTING.

Production—Programing, Others

Continued

35 years combined experience. Competent on air, production, programing, administration. Middle to swing. Two progressive positive action family men. References 100 percent. Seeking new challenge with modern aggressive broadcasters anxious to be number one. Personal interview necessary at your expense. Box K-270, BROADCASTING.

Newsman/news director over 10 years experience in top small market station. Wants to move up in Ohio. Gather, write, air; public affairs. B.A. journalism. Family, Box K-275, BROADCASTING.

Newsman, experienced in gathering writing and airing. Broadcasting school and college graduate. First phone. Box K-280, BROADCASTING.

Broadcaster . . . 18 years experience—all formats radio and TV. Also, qualify executive. Have produced top ratings in large market. Excellent references; employers, agencies, advertisers. Box K-283, BROADCASTING.

TELEVISION—Help Wanted

Management

Immediate opening for General manager of new UHF allocation in Midwest. Opportunity to hire staff and supervise selection of equipment and building. Give complete background, references and salary requirements. Box K-230, BROADCASTING.

Sales

General-salesmanager for Midwest network-affiliated VHF. Rich market, over 300,000 homes. Must have experienced record of results on local, regional and possibly national level. If you have been in your present job four or more years and want a permanent future apply now. Full details and references plus income required first reply. Join successful, stable operation loaded with talent and hard workers. Present salesmanager has built excellent billings, is leaving only because of opportunity in home town. Our people know of this ad. Box K-134, BROADCASTING.

Announcers

Experienced on-camera commercial announcer. Ad lib ability and kid show experience desirable. Send audition tape if possible . . . photo. Dominant station in market . . . excellent working conditions and opportunity for advancement to administrative position. Box K-208, BROADCASTING.

Technical

Southeastern TV AM and FM station has immediate opening for experienced engineers. Other future openings anticipated. Give complete background, experience, references, photographs and salary requirements. Box K-80, BROADCASTING.

Wanted: Engineer familiar with switching and television maintenance. Good opportunity to move up in progressive group operation. Resume and salary requirements requested. Box K-157, BROADCASTING.

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.

Engineer wanting top-rated station with outstanding technical crew. WSBT & TV looking for young man with some experience or recent tech school graduate with first class license and no military obligation. Prefer man from Indiana or neighboring states. Apply personnel director, South Bend Tribune, South Bend, Indiana 46626.

Production—Programing, Others

Creative, experienced producer-director for long established popular morning women's program. Top air personality as hostess . . . proven commercial results . . . established 12 years. Desire new ideas, format. Full time producer-director-publicist for show. CBS affiliate Midwest. Include details of experience and creativity for this type program, photo. No neophytes or floor experience considered. Box K-207, BROADCASTING.

Southwestern VHF needs experienced copywriter. Box K-263, BROADCASTING.

Wanted: Experienced weather personality. Should be from South or Southwest area. Will consider No., 2 man ready to move up or weatherman announcer combination. Send qualifications, references, and tape to Al Dullnig, KENS-TV, Avenue "E" at 4th, San Antonio, Texas.

Assistant Promotion manager wanted for Southeastern VHF. Journalism background—some experience desirable. Please send complete resume, salary requirement and recent photo to: Mr. Don Barton, WIS-TV, Columbia, South Carolina.

TELEVISION—Situations Wanted

Management

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 39. A high-caliber producer. Box K-183, BROADCASTING.

Sales

Aggressive small market radio sales manager reached \$12,000 ceiling. Desires television opportunity. Box K-22, BROADCASTING.

Radio manager wants television sales. Strong in both local and national experience. Full references, picture sent upon request. Box K-249, BROADCASTING.

Technical

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

Experienced first phone desires change. Ambitious, sober, dependable. Not afraid to work. Box K-232, BROADCASTING.

Want . . . 1st: in Midwest or Southwest, studio equipment maintenance preferred, but won't shy from occasional switching or transmitter maintenance watch . . . 2nd: money (less than you think). Presently C. E. in TV. Box K-260, BROADCASTING.

Engineering supervisor, 14 years experience, TV construction, maintenance, direction, operations, administration, desires responsible position. Box K-287, BROADCASTING.

15 years television, Chief last five. Trouble shooting my specialty. Expect top pay and I'll earn it. Presently employed. C. L. Sweet, 310 W. 14th St., Amarillo, Texas.

Production—Programing, Others

Experienced artist, desires art director position with progressive station offering challenge and advancement. College trained, young, ambitious, and talented. For resume write Box K-180, BROADCASTING.

News and special affairs director, nationally known for developing award winning programs. Now employed in top Eastern market. Will consider change to similar market with network or group affiliated stations. Box K-264, BROADCASTING.

Producer-director with ten years experience in television and motion pictures wishes to relocate in better climate. Has produced award winning television documentary films. Has motion picture equipment, sound cameras etc. Would like television producing, directing, or Junior management job. Box K-282, BROADCASTING.

WANTED TO BUY—Equipment

1,000 watt used transmitter. Must be in good shape. WRBC, Jackson, Mississippi. Ph. FL 5-1562.

Necessary equipment for radio station, including 250 watt Collins AM transmitter. Call Mr. Wood, (602) 225-7461. in Phoenix, Arizona.

Wanted: Used television tower 750 to 1,000 feet. Send complete details and prices to Box K-162, BROADCASTING.

UHF antenna—wanted used Channel 25 antenna in good condition. Send particulars to Box K-163, BROADCASTING.

RCA TTU12 amplifier—transmitter. Also cameras, lights, equipment, etc. WTOA-TV, Ch. 56, 445 Concord Ave., Cambridge, Mass.

I need all types of broadcasting equipment. Towers, transmitters, consoles, Box K-225, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Everything in used broadcast equipment. Write for complete listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

For Sale—1—250 watt and 1—1000 watt transmitters. Box K-224, BROADCASTING.

Portable Video Tape recorders (slant-track). Equipment like new. Broadcast and closed circuit units. Priced to sell quickly. Box K-151, BROADCASTING.

ETV equipment—Blonder Tongue ST1, TV console complete with 2 Vidicon cameras, monitor, audio and channel 6 modulator. Excellent condition. Used 165 hours for demonstration. Original price \$8300. Make offer. Box 64, Palmyra, Penna. or phone 717-838-9031.

Presto 6N disk rec. with 5 feedscrews & 1C head (adaptable to variable pitch) \$395. Jim Gainsley 801 Hennepin Ave., Mpls., Minn. 332-0556.

BUSINESS OPPORTUNITY

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.

Radio group needs \$5,000 to \$10,000 plus financial backing for \$30,000 worth of TV gear to open station with network programming. Stock plus other security. Box K-250, 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.

Christmas Spots—Now! 10 Novel, tried'n tested, ear-catching, register-ringing, one minute radio spots promotion Men's Clothing. Start selling and broadcasting this month for fall and Christmas. They're yours for \$25 regardless of market size. Check payable to Smitty's Squire Shop. Address: Box 507, Ponca City, Oklahoma. Don't forget to include your address. Merry Christmas.

MISCELLANEOUS—(Cont'd)

"Interpretive Announcing" will teach you what 95% of announcers will never learn by trial and error. "Interpretive Announcing," the nationally recognized copyrighted voice training system, available now in lecture series on tape, \$14.95 complete with commercial script. Broadcast Careers Institute, 975 North 35th St., Milwaukee 8, Wisconsin.

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.

"The Weekly Prompter" Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

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. C.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.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

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. Oden 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 814 H St. NW, Washington 1, D. C.

INSTRUCTIONS—(Cont'd)

Learn Broadcasting in nation's 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Broadcasters seeking first phone in a hurry at low tuition, write Bob Johnson Radio License Training, 1201 Ninth Street, Manhattan Beach, Calif.

Help Wanted—Sales

Be Happy as our ASS'T SALES MANAGER

First of all, you'll earn more. High base plus override should make the right man a minimum of \$35,000; if you're good at administration too graduate in a few years to Gen. Mgr. Prefer man 25-40 with strong sales record in national and local. You must believe in contemporary radio and not be afraid to work hard and long in America's toughest Eastern market.

Box K-137, BROADCASTING

WANTED

Crackerjack Sales Leadership
For Aggressive Big City
FMs in Central U.S.A.
Box K-256, BROADCASTING

Announcers

Top MONEY for TOP MORNING MAN

Eastern top 40 station seeks 2 Live Wires; bombard the city with humor, traffic, time checks, local tidbits resulting in top ratings.

Send tape, resume to:

Box K-136, BROADCASTING

Production—Programming, Others

NEWSMAN

SECOND MAN WANTED FOR ACTIVE NEWS STAFF. NO DJ WORK. MOBILE CRUISERS AND NETWORK AVAILABLE. LOOKING FOR MAN EXPERIENCED IN NEWS WITH AUTOMATIC DELIVERY. MIDWEST METROPOLITAN MARKET. SALARY OPEN. SEND TAPE AND RESUME TO:
BOX K-238, BROADCASTING.

Situations Wanted

Production—Programming, Others

Do you need a thoroughly experienced, successful program - promotion - operations manager, with full working knowledge of Top 40, middle of the road, and FM, who is now earning \$10,900? If so, write:

Box K-281, BROADCASTING

TELEVISION

Help Wanted

Technical

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—Programming, Others

NEWS DIRECTOR WANTED

AM-FM-TV medium market station in Mid-Atlantic area seeks top Newsman to Head 2 man Department. Hard worker with strong on air voice and administrative ability required. Send tape, pix and complete resume including salary requirements to:

Box K-194, BROADCASTING

SPORTSCASTER—NEWSMAN WANTED:

For AM-TV station in Top 10 Eastern market to do weekend sports airwork, fill in for Sports Director on vacation, leg sports and some news stories weekdays. Send resume, picture and audio tape.

Box K-251, BROADCASTING

TELEVISION—Situations Wanted

Management

Attention Group Station Heads . . . TV Reps . . .

Broadcast advertising exec . . . officer or top N. Y. agency . . . desires return to an active and demanding spot in broadcasting. If you think you might be able to make profitable use of a creative, young, top level, hard driving, general executive, thoroughly grounded in TV-radio Sales, Programming, and administration, as well as the advertising demands of today's most sophisticated packaged goods marketers, let's get together for a confidential talk.

Box K-235, 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

42 JOB OPPORTUNITIES

Rocky Mountain Area

2 Station Managers
18 announcers (1st & 3rd phone)
7 engineers (1st Ticket)
2 Promotion Managers

These jobs are waiting for experienced Broadcast Personnel. Write or phone. Your future may be listed above.

C.B.I. Placements Radio-TV Division

641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

■ 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 ■ ■ ■ ■ ■

WANTED TO BUY

Equipment

WANTED USED

Channel 6 Transmitter
and Antenna

Box K-277, BROADCASTING

WANTED USED

25 kw Channel 20 Amplifier
and Antenna

Box K-278, BROADCASTING

WANTED TO BUY

Equipment—(Cont'd)

TV MOBILE UNIT WANTED

A VHF station in the Northeast is interested in acquiring a 3 camera television mobile unit complete and ready to roll. Unit should contain a single hop microwave system with diplexed sound and portable AC power unit. TV tape facilities desirable but not necessary.

Reply to Box K-291, BROADCASTING giving complete details of equipment available (inc. age and date last used) and cash price for drive-away delivery.

BUSINESS OPPORTUNITY

NO FCC APPROVAL REQUIRED
for purchase of a newspaper
Investigate Our Listings Of
Weekly Newspapers
Located In Mid-Atlantic States
W. B. GRIMES & CO.
Dupont Circle Building
Washington, D. C. 20036
DEcatur 2-2311

MISCELLANEOUS

LOANS to RADIO

Does your station have financial problems? Would you like to consolidate all of your bills and payments, plus new operating capital, into one loan, with monthly payments at bank rates? For complete information write or call:
BROADCAST FINANCE COMPANY
Box 270 Farmington, Missouri
Phone PL 6-3144

WANTED TO BUY—Stations

CASH

For unusual situations affording growth opportunity in AM Radio or VHF/Television. Southeast—Southwest—Midwest. Deal direct with principals.
Box K-83, BROADCASTING

CATV

Broadcaster with capital to invest will buy interest in operational CATVs. East Texas, Louisiana, Arkansas, Tennessee, Mississippi, Alabama, Georgia, North Florida. Write giving details:
Box K-267, BROADCASTING

FOR SALE—Stations

ARIZONA FULLTIMER—\$10,000 down.
PACIFIC NORTHWEST—5 kw—money-maker \$175,000.00 29% down.
Charles Cowling & Associates
Confidential Station Negotiations
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

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You Can't Top A
CLASSIFIED AD**

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE—Stations

Continued

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Florida Station in single station market \$55,000. Low down payment, with long payout. Valuable Real Estate.
Box K-219, BROADCASTING

We have a number of qualified buyers interested in

AM; FM; TV or CATV.

Your inquiry or listing treated in complete confidence.

La Rue & Associates Inc.
Media Brokers

440 EAST 62ND STREET
NEW YORK CITY
TE 2-9362

To buy or sell Radio and/or TV properties contact:

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P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

East Fla. ill. N. Y. N. E.	monopoly metro metro large major	fulltime daytime daytime power	\$600M 135M 170M 115M 750M	terms 29% 30M SOLD cash
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buying and selling, check with
✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Full time. Five year annual average gross \$100,000. Absentee owned. Includes real estate. Priced at \$150,000. Excellent terms.
2. SOUTHWEST. Major market. \$20,000 down.
3. SOUTHWEST. Full time. Exclusive. \$25,000 down.
4. MIDWEST. \$30,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 99

proceeding in Doc. 12604 et al., granted joint petition by Blue Island Community Broadcasting Inc. and Evelyn R. Chauvin Schoonfield (WXFM) to extend time from Oct. 14 to Nov. 9 for exchange of exhibits, Nov. 4 to Nov. 30 for notification as to witnesses, and Nov. 16 to Dec. 7 for evidentiary hearing. Action Oct. 14.

By Hearing Examiner David I. Kraushaar
■ Granted petition by Triangle Publications Inc. to extent of dismissing, but with prejudice, application for new VHF-TV translator in Johnstown, Pa. Action Oct. 14.

By Hearing Examiner Jay A Kyle

■ Pursuant to hearing sessions of Oct. 7, 8 and 13, and with concurrence of all counsel in proceeding on applications of KTIV Television Co., Peoples Broadcasting Corp., and Palmer Broadcasting Co. to change trans. sites and make other changes in respective TV's, KTIV and KTVT Sioux City, and WHO-TV Des Moines, Iowa, continued hearing without date. Action Oct. 13.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of D & F Broadcasting Co. and Radio Monticello for new AM's in Quincy and Monticello, Fla., respectively, in Doc. 15589-90, upon petition by D & F to amend application to change frequency so as to remove hearing conflict with applicant Radio Monticello, removed application from hearing and returned it to processing line where it may be considered anew as application for amended frequency. Action Oct. 13.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to extend time to Oct. 30 to file proposed findings and to Nov. 13 for replies in proceeding on its AM application. Action Oct. 19.

By Office of Opinions and Review

■ In Miami TV channel 7 proceeding in Doc. 15185-6, granted joint petition by Sunbeam Television Corp. (WCKT) and Community Broadcasting Corp., to extend time to Nov. 6 to file reply briefs. Action Oct. 15.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Oct. 20

KGMI Bellingham, Wash.—Granted request to cancel CP for move of auxiliary trans. and installation of new tower and ground system.

KWAM-FM Memphis—Granted CP to replace expired permit for new FM.

WCOV Montgomery, Ala.—Granted CP to make changes in nighttime DA pattern.

WKNT Kent, Ohio—Granted mod. of CP to make changes in ant. system, increase height, and change type trans.; conditions.

WADA Shelby, N. C.—Granted mod. of CP to change ant.-trans. location, correct type trans. and specify tower to be used for daytime; conditions.

K09GI, K07GC Clarks Fork area of Yellowstone River and Sugarloaf Mountain area, Wyo.—Granted mod. of CP's to change type trans. and make changes in ant. systems.

■ Following were granted extensions of completion dates: WRIZ Coral Gables, Fla., to Dec. 20.

Actions of Oct. 19

K74CE Norfolk, Neb.—Granted license for UHF-TV translator.

WGY Schenectady, N. Y.—Granted licenses covering installation of new trans., and auxiliary trans.; without prejudice to such action as commission may deem warranted as result of pending inquiry into antitrust matters.

WBCK Battle Creek, Mich.—Granted mod. of license to change studio location; remote control permitted; conditions.

K07EB Pinos Altos, et al., N. M.—Granted CP to replace expired permit for VHF-TV translator.

K13EF Huntsville, Utah—Granted CP to make changes in ant. system of VHF-TV translator.

WWLP(TV) Springfield, Mass.—Granted CP to reduce aur. ERP to 38 kw (DA).

K78AU Maupin, Ore.—Granted CP to

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 21

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
			CP's	CP's	for new stations
AM	3,971		59	76	358
FM	1,177		60	196	280
TV	546 ¹		37	89	172

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 21

	VHF	UHF	TV
Commercial	507 ²	165	672
Noncommercial	58	53	111

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.

change primary TV to KATU, channel 2, Portland, Ore., and change type trans. for UHF-TV translator.

W06AE Clayton, Dillard, Mountain City, and environs, Ga.—Granted mod. of CP to change trans. location to Bleckley Mountain, near Clayton, and make changes in ant. system of VHF-TV translator.

KBCL-FM Shreveport, La.—Granted mod. of SCA to delete sub-carrier frequency 42 kc and change equipment.

KERI(FM) Bellingham, Wash.—Granted mod. of CP to change type trans. and type ant.; ERP 16.5 kw; remote control permitted.

W12AH Jellico, Tenn.—Granted license for VHF-TV translator.

K10EX Goldfield, Nev.—Granted license for VHF-TV translator.

Following were granted extensions of completion dates: *KOAC-TV Corvallis, Ore., to April 19, 1965, and *WEIQ(TV) Mobile, Ala., to April 19, 1965.

Granted licenses covering changes in following TV's: WECT Wilmington, N. C.; KGNS-TV Laredo, Tex.; KATU Portland, Ore.; WEWS Cleveland; WHEC-TV Rochester, N. Y.; WFBG-TV Altoona, Pa.; WWLP Springfield, Mass., and KTVT Fort Worth.

Actions of Oct. 16

Apgar TV Association, West Glacier and Coram, Mont.—Granted CP for new VHF-TV translator on channel 5 to rebroadcast programs of KMSO-TV (ch. 13), Missoula, Mont.

WROA-FM Gulfport, Miss.—Granted mod. of CP to increase ERP to 2.90 kw and change type trans. and type ant.

WCMR Elkhart, Ind.—Granted CP to change ant.-trans. and studio location, make changes in ant.-system, and install new trans.

KXYZ-FM Houston—Granted CP to increase ERP to 100 kw. ant. height to 600 feet, install new trans. and new ant., change ant.-trans. location and make changes in ant. system; condition.

Actions of Oct. 15

WJAC-TV Johnstown, Pa.—Granted CP to reduce aur. ERP to 10.6 kw and change type trans.

KZTV(TV) Corpus Christi, Tex.—Granted mod. of CP to change type ant. and make other changes in ant. system; ant. height 940 feet.

WSOM(FM) Salem, Ohio—Granted mod. of SCA to add sub-carrier frequency of 41 kc.

Granted renewal of license for following: WCIT Lima, Ohio; WISO Ponce, P. R.; and WJOR South Haven, Mich.

Granted licenses covering changes in following TV's: WREX-TV Rockford, Ill., and WUHF Milwaukee.

KTVE(TV) El Dorado, Ark.—Granted mod. of license to change main studio location.

K78AH Joplin, Chester, Inverness, and Rudyard, all Montana—Granted assignment of license to East Butte TV Club Inc.; consideration \$3,000.

Actions of Oct. 14

W75AD Mattoon, Ill.—Granted mod. of CP to make changes in ant. system of UHF-TV translator.

WBKB(TV) Chicago—Granted mod. of CP to change type trans., make changes in ant. system, and decrease aur. ERP to 31.6 kw; conditions.

Granted CP's to replace expired permits for following VHF-TV translators: K11CI, Madison TV Association Inc., Madison Valley, Bear Creek Valley, Varney area, and Ennis, Mont.; K10AH, Chico TV Booster Club Paradise Valley, Miner Basin, and Emigrant, Mont.; K06BK, Rocky Point TV Club, Rocky Point-New Haven, Wyo.; K13BS, Stuart Community Club Inc., Stuart, Neb.; K07DN, Yosemite Park and Curry Co., Yosemite National Park, Calif.; K09DN, K11FE, K13DO, Yosemite Park and Curry Co., Yosemite National Park, Calif.; W08AE, Kitzmiller Television Transmitters Inc., Kitzmiller, Md.

KERN Bakersfield, Calif.—Granted CP to change ant.-trans. and studio location; condition.

Action of Oct. 12

KDAL Inc., Aitkin, Brainerd, and Little Fall, Minn.—Granted CP's for new UHF-TV translators on channels 70, 74, 78, and 82, to rebroadcast programs of KDAL-TV (ch. 3) Duluth, Minn.

Action of Oct. 2

Remote control permitted for following: KCOG Centerville, Iowa; WLCK La Crosse, Wis.

Fines

Commission is notifying Channel Seven Inc. that it has incurred apparent liability of \$250 for violating Sec. 325(a) of Communications Act and Sec. 73.655 of commission's rules by KLTW (ch. 7) Tyler, Tex., rebroadcasting telecast of National Football League game in Dallas on Sept. 20 without

consent of originating KSLA-TV (ch. 12) Shreveport, La. Licensee has 30 days to contest or pay forfeiture. Action Oct. 14.

Rulemakings

PETITION FOR RULEMAKING FILED

WOSH Oshkosh, Wis.—Value Radio Corp. Requests amendment of FM allocations table to include channel 296A in Oshkosh. Received Oct. 9.

Processing line

Notice is hereby given, pursuant to Sec. 1.571(c) of commission rules, that on Nov. 24 standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Nov. 23 which involves conflict necessitating hearing with application on list, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Nov. 23 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. The attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

WJW Cleveland—Storer Broadcasting Co. Has: 850 kc, 5 kw, 10 kw-LS, DA-2, unli. Requests: change in daytime DA pattern.

Bayamon, P. R.—Augustine L. Cavallaro Jr. Requests: 1030 kc, 10 kw, DA-1, unli.

WMBC Macon, Miss.—J. W. Farr. Has: 1400 kc, 250 w, unli. Requests: 1400 kc, 250 w, 1 kw-LS, unli.

WFFG Marathon, Fla.—WHOO Radio Inc. Has: 1300 kc, 500 w, DA-D. Requests: 1300 kc, 500 w, DA-2, unli.

WSTP Salisbury, N. C.—WSTP Inc. Has: 1490 kc, 250 w, unli. Requests: 1490 kc, 250 w, 1 kw-LS, unli.

KCON Conway, Ark.—Conway Broadcasting Co. Has: 1230 kc, 250 w, unli. Requests: 1230 kc, 250 w, 1 kw-LS, unli.

KLKB Lubbock, Tex.—Grayson Enterprises Inc. Has: 1340 kc, 250 w, unli. Requests: 1340 kc, 250 w, 1 kw-LS, unli.

WDXY Sumter, S. C.—B.D.S. Radio & Television Co. Has: 1240 kc, 250 w, unli. Requests: 1240 kc, 250 w, 1 kw-LS, unli.

Inverness, Fla.—Citrus Broadcasting Co. Requests: 1560 kc, 1 kw, DA-N, unli.

KTOP Topeka, Kan.—Publishing Enterprises Inc. Has: 1490 kc, 250 w, unli. Requests: 1490 kc, 250 w, 1 kw-LS, unli.

Holly Springs, Miss.—William H. Wallace. Requests: 1110 kc, 1 kw, D.

WGOG Walthalla, S. C.—Oconee Broadcasting Company Inc. Has: 1460 kc, 500 w, D. Requests: 1000 kc, 1 kw, D.

Wichita Falls, Tex.—Reuben B. Knight. Requests: 1110 kc, 1 kw, DA-D.

Elmhurst, Ill.—DuPage County Broadcasting Inc. Requests: 1530 kc, 250 w, D.

WSEB Elkton, Md.—WSEB Inc. Has: 1550 kc, 250 w, DA-D. Requests: 1550 kc, 1 kw, DA, D.

KING Seattle—King Broadcasting Co. Has: 1090 kc, 50 kw, DA-1, unli. Requests: 1090 kc, 50 kw, DA-2, unli.

Spartanburg, S. C.—Carolina Radio Broadcasting Co. Requests: 1530 kc, 1 kw, 250 w (CH) D.

WRAN Dover, N. J.—Lion Broadcasting Inc. Has: 1510 kc, 1 kw, DA-1, unli. Requests: 1510 kc, 1 kw, DA-2, unli.

West Liberty, Ky.—Morgan County Industries Inc. Requests: 1450 kc, 250 w, unli.

KOOS Coos Bay, Ore.—KOOS Inc. Has: 1230 kc, 250 w, unli. Requests: 1230 kc, 250 w, 1 kw-LS, unli.

KLAC Los Angeles—Metromedia Inc. Has: 570 kc, 1 kw, 5 kw-LS, unli. Requests: 570 kc, 5 kw, DA-N, unli.

KCCR Pierre, S. D.—Capitol Broadcasting Inc. Has: 1590 kc, 1 kw, D. Requests: 1240 kc, 250 w, unli.

WLEF Greenwood, Miss.—William E. Hardy. Has: 1540 kc, 500 w, D. Requests: 1540 kc, 1 kw, D.

WDXR Paducah, Ky.—E. Weakes McKinney-Smith. Has: 1560 kc, 1 kw, DA-1, unli. Requests: 1560 kc, 1 kw, 5 kw-LS, DA-2, unli.

Oscoda, Mich.—Airway Broadcasters Inc. Requests: 1060 kc, 500 w, DA-D.

KCJH Arroyo Grande, Calif.—Radio Station KCJH. Has: 1280 kc, 500 w, D. Requests: 1280 kc, 1 kw, DA-2, unli.

IT'S a long way from Prairie Grove, Ark., where James Fay Parks first saw the light of day, to Los Angeles, where James Parks (the Fay long since discarded) now makes his home. But an even longer journey began when he was working his way through the University of Arkansas as a salesman-musician at the local radio station, KUOA, and led to the desk behind the door at KNBC(TV) that says "Station Manager."

Yet, as Jimmy (which is what everybody in California broadcasting calls him) Parks recalls his hejira, his route seems a pretty logical one, with a variety of program associations held together by a bond of salesmanship. "It probably won't be obvious in the cryptic column of vital statistics that you run with these pieces," he commented, "but whatever else I've done I've usually been a salesman at the same time."

Hillbilly Booker ■ This was true when, shortly after his graduation from college, he went to work for Bill Ellsworth, "the king of the hillbilly agents," which naturally led to an association with WLS Chicago, whose *National Barn Dance* was then Mecca for the nation's country-and-western performers. Jimmy Parks booked the station's talent into state and county fairs and for other public appearances.

When he joined the William Morris Agency, Mr. Park's job was selling radio programs to advertisers and advertising agencies. It was on his first trip to New York for William Morris that the founder's daughter, Ruth, introduced him as "the only hillbilly in existence with a 10% accent," an appellation that stuck with him for years. But at Morris, and later when he was with General Artists and running his own packaging company, Jimmy Parks had left hillbilly country behind and moved to radio's best neighborhood as agent for such programs as Arch Oboler's *Lights Out*, *Abie's Irish Rose* and, for 13 years, *Quiz Kids*.

On to Hollywood ■ By 1945, Chicago was no longer the major city of radio program origin it had been a decade earlier. Jimmy Parks was spending more and more time traveling to Hollywood and it seemed only logical for him to go where the production was, so he joined the James L. Saphier Agency in Hollywood. There, a few years later, Mr. Parks and Don Davis, head of WHB Kansas City, Mo., organized the Broadcasters Guild to produce programs for member stations.

"The guild proved to be ahead of its time and lasted only three years, but by that time I was off on a new crusade," Mr. Parks recalled. "I'd formed an alliance with Don Searle, another radio veteran, to organize and operate the National Home Institute, which was going to show CBS what was wrong with their Housewives Protective League.

An Arkansas traveler gets to Los Angeles

We had the seals, the guarantees, all the gimmicks and it all added up to a great big lemon."

NBC was looking for a sales manager for its TV station in Los Angeles; Jimmy Parks was recommended, approached, offered the job and he accepted. From

WEEK'S PROFILE



James Fay Parks—station mgr., KNBC(TV) Los Angeles; b. Aug. 7, 1911, Prairie Grove, Ark.; U. of Arkansas, BA in journalism, 1935; musician-salesman, KUOA Fayetteville (now Siloam Springs), Ark., 1933-35; actor-musician, The Beverly Players, touring stock company, 1935; talent salesman, Bill Ellsworth Agency, Chicago, 1935; WLS Artists Bureau, 1936; mgr., radio dept., William Morris Agency, Chicago, 1936-38; consultant, Gardner Adv., St. Louis, 1938-40; mgr., radio dept., General Artists Corp., Chicago, 1940-41; pres., James Parks Co., Chicago, 1941-48; associate, James L. Saphier Agency, Hollywood, 1945-47; partner, Broadcasters Guild, Hollywood, 1947-50; partner, Searle & Parks, Hollywood, 1950-53; sales mgr., KNBH(TV) Los Angeles (now KNBC), 1953-61; sales director, 1961; station mgr., 1962; m. Janet Findelsen, 1941; children—Michael Anne (Ashley), 22; James Clay, 19; Tandy Shaw, 16; board member—Hollywood Advertising Club, San Fernando Valley Mental Health Assn., San Fernando Valley Youth Foundation; chairman, advertising agencies division, Radio, Television, Recording & Advertising Charities of Hollywood; co-chairman, advance gifts committee, Red Cross; member—Broadcast Pioneers, Advertising Assn. of the West, Los Angeles World Affairs Council, Los Angeles Urban League, Navy League, Academy of TV Arts & Sciences; hobbies—golf, fishing.

sales manager he advanced to sales director and then to station manager of KNBC, the position he holds today.

L. A. Is Different ■ It's an important job, Mr. Parks believes, because "television is the most important advertising medium in Los Angeles, more so than in any other major market in the country. Last year Los Angeles TV had more local business than any other city and not only because we have more commercial stations [7 VHF and 1 UHF]. The real explanation is that Los Angeles is like no place else in the world.

"Everyone knows that we have no public transportation to speak of (at least, not to speak well of) and that we drive to work in our own cars. But not everyone realizes that this means we aren't reading newspapers on the way (not if we want to get there alive) as they do in New York or Chicago. We get our news from radio as we drive and when we get home we turn to TV to show us what we've been hearing about.

"Without the commuter readers, our metropolitan newspapers have a problem extending their circulation, and there are scores of community papers to tell the housewife about local goings-on and what's on sale at her local supermarket and shopping centers. Safeway Stores buys space in more than 250 newspapers a week to cover the area served by KNBC. That's a pretty cumbersome way to advertise, as well as a pretty expensive way, so the company that wants to reach the Los Angeles public is apt to turn to television and we TV stations compete pretty fiercely for its business."

A Major News Medium ■ But competition among L. A.'s TV stations doesn't stop in the sales department; it continues just as hotly in the newsroom, Mr. Parks declares. "In Los Angeles, TV has become a major news medium and we're all in there doing the best we can to get viewers to tune us in for news rather than any of the other channels."

Next to news, Mr. Parks puts public service programming as KNBC's most important local job. "Television's power as a communications medium gives us a responsibility to inform our viewers about the forces at work in their community, good and bad. At KNBC, we start by holding monthly luncheons for various groups—the city council, chamber of commerce, educators, the clergy, the judiciary, various civic organizations. We give them lunch, then let them ask questions and voice their beefs and tell us what they'd like us to do and when it's all over we've got a lot of very valuable program ideas.

"In our ads, we call KNBC 'your community-minded station' and we do our darnedest to live up to that claim," Mr. Parks observes.

Little drops of water

A FEW weeks ago the FCC struggled to determine whether live broadcasts of the President's news conferences were exempt from the equal-time provision of Section 315. Last week it labored with the conundrum whether the Republicans were entitled to answer the President's speech on the world conditions engendered by the ouster of Khrushchev, Red China's detonation of a nuclear device and the British elections. A few weeks ago it strained a tortured definition of the fairness doctrine in political campaigns. Next week it will be something else.

It really matters not whether these decisions were consistent or, as the lawyers say, "on all fours" with legal precedent. The FCC, usually by divided vote, rolls its own precedents.

What does matter is that almost everybody, including practically all of the leading newspapers, has become weary of the absurdities of attempts to invoke Section 315. The remaining pockets of resistance are the slim majority at the FCC and some congressional incumbents who feel it's smart to deny broadcasters their proper right to practice journalism by keeping them off-balance.

A year ago—even a few months ago—this was not so. Newspapers gave ground grudgingly. And some broadcasters foolishly felt there was protection for them in the equal-time provision.

It's now almost a bandwagon.

The record of 315 in this year's election is the best possible legislative brief for presentation at the next session of Congress. With paste pot and shears the lawyers can put the case together. Then, with the all-out support of broadcasters at the grass roots, the repeal job can be done.

Herbert Hoover's legacy

LAST week when life ended for Herbert Hoover at 90 the nation and the world appropriately extolled him as a great humanitarian and a venerated statesman. Yet there is special meaning in the passing of this illustrious American for every person in broadcasting that should elicit a special prayer.

It was Mr. Hoover, who, as secretary of commerce in radio's formative years from 1922 to 1925, through his remarkable wisdom and foresight, cut the pattern for what we know today as the American Plan of free enterprise broadcasting. He presided over four annual "Hoover Radio Conferences" called to "inquire into the critical situation that has arisen through the astonishing development of the wireless telephone." At these conferences the basis for private operation of broadcasting was implemented when everywhere else in the civilized world government monopolies had taken over.

Mr. Hoover envisioned the development of radio as an entertainment, educational and news medium but he also inveighed against the service being "drowned in advertising chatter." He foresaw networks supplementing local programming and he supported competition through a multiplicity of stations.

But most significant, he was wary of government control of program content. In 1925 he said: "The very moment the government begins to determine what can be sent, it establishes a censorship through the whole field of clashing ideas."

Mr. Hoover's early warnings against excessive advertising were seized upon by critics of broadcasting for years in chastising radio and later television. Mr. Hoover, for example, had said in 1924: "Direct advertising is the quickest

way to kill broadcasting."

But in 1960, the former President torpedoed the critics for good. In accepting in absentia an award from the then Radio and Television Executives Society in New York, he telegraphed:

"On this happy occasion I will not expand my forebodings to you of 37 years ago as to commercials. They surround your great programs fore and aft with a half dozen plugs. However, even in the pain of singing commercials, I justify even these by the realization that from the support of advertisers you have kept the wavelengths and channels in the safer hands of private enterprise, rather than in those of government."

Herbert Hoover lived to see the "wireless telephone" he had nurtured develop into the greatest of the mass media. He now belongs to history. In the history of radio he is the father of free enterprise broadcasting.

The marketplace

THINGS are happening in community antenna television. There are no longer those doubting Thomases who wished or were convinced it would go away. People will not be denied multiple television service and many are getting it through CATV.

The rush is on everywhere. Group owners as well as individual stations are seeking franchises or buying existing systems or both. The Bell companies are offering turn-key installations and Mother Bell doesn't dabble in speculative ventures.

Ground rules will have to be evolved by the FCC. Protection must be given on-the-air stations in the smaller markets who might otherwise perish.

One of the questions at the FCC is whether broadcasters ought to be permitted to own CATV's. We think it's academic. CATV is and should be an extension of existing television service. No allocations of spectrum space are involved.

The Communications Act of 1934—the law of the land—commands that available facilities be used to provide maximum benefit to the public. CATV does that precise job by extending the superlative service of television stations to millions without hogging spectrum space and without technical interference.



Drawn for BROADCASTING by Sid Hix

"There's an ugly rumor going around, Smith, that you rooted for the Cardinals during the World Series!"



We always get our man. We get him with a television set and a few brief words. Maybe, a little music. We let him do the listening. We lull him with great entertainment. We give him sporting events, award-winning news coverage, fine NBC programming interspersed with top-

notch local shows.

Then, we throw in a sales pitch. We point it right at him. He surrenders everytime.

We could go into a long song and dance about our hand-basted commercials, hand-basted availabilities, and hand-basted prices,

but he wouldn't even listen. Anyway, it's all written down in a little booklet carried by every Edward Petry man. Better still, we can capture the Houston Market for you, every man in it. For the Petry man nearest you, please write to KPRC-TV, P. O. Box 2222, Houston, Texas 77001.

the incumbents

THEY'RE Russ Ward, Peter Hackes, Robert McCormick and Morgan Beatty – and so far in this Presidential Election year, no one in radio has come even close to unseating them.

In San Francisco, and again at Atlantic City, this quartet of experienced newsmen brought the nation radio's most thorough, accurate and interesting coverage of the 1964 Political Conventions – by a decisive margin.

On Election Night, November 3, these same four experts will serve as the core of the NBC Radio Network's Election Night coverage. Anchoring the fast-breaking developments will be Russ Ward; Peter Hackes will report on the race for the White House; Robert McCormick will cover the subject of vote projections; and Morgan



RUSS WARD



PETER HACKES



ROBERT McCORMICK



MORGAN BEATTY



RICHARD HARKNESS

Beatty will examine the meaning of the night's events as they occur.

In addition, NBC Newsman Richard Harkness—aided by four regional authorities—will be covering House and Senate contests from coast to coast.

The reporting of NBC Radio Network correspondents will, as always, be backed 100% by the resources of NBC News—the finest, most reliable organization for broadcast news in the world. The coverage parallels NBC's television reporting, led by Chet Huntley and David Brinkley.

The NBC Radio newsmen have long distinguished themselves for the speed and accuracy of their reportorial judgment. Come Election Night, lend them your ears. You'll get the clearest returns from your investment.



NBC RADIO NETWORK

NBC OWNED STATIONS:

WNBC New York City • WRCV Philadelphia • WRC Washington, D.C. • WJAS Pittsburgh • WMAQ Chicago • KNBR San Francisco