

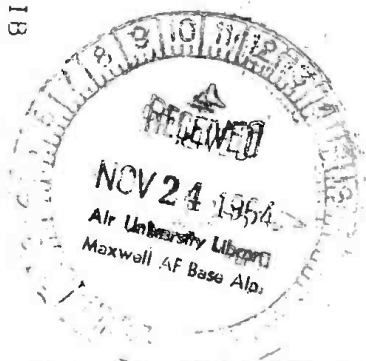


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
UNIT ACQ BRANCH
MAXWELL AFB AL

EXP 2/65
36113



JWT still leads radio-TV's 50 biggest agencies. p21

BPA weighs the nuts and bolts of promotion. p56

Cox purchase of WIIJ for \$20.5 million approved. p64

FCC's Ford moving to NCTA's \$50,000 presidency. p72

COMPLETE INDEX PAGE 7



"Harry gives 'em more than hell..."

Newsweek, November 16, 1964

The New York Times.

NEW YORK, TUESDAY, NOVEMBER 17, 1964.

licts of Harry S. Truman," a series covering his years in the White House, begins Frid

TRUMAN: PRESIDENT TO TV STAR

Eisenhower, MacArthur and Dewey

Will Be Discussed on New Show

With a thought of getting a coming President after the death of Franklin D. Roose- served as a production preparation of the me
right fromvelt, and "Give 'Em Hell, sultant for the series.

The Boston Globe

MONDAY, NOVEMBER 16, 1964

Truman Claims

'M'Arthur Goal...Presidency'

NEW YORK (AP)—Former 120 men that we have had for President Harry S. Truman Presidents were not successes, says the late Gen. Douglas I can tell you that.

"He didn't fool anybody," Truman said, "and least of all did he fool me."

Truman's observations came in the second of a series of television programs, "Decision: The Conflicts of Harry S. Truman," which began last night.

"I've

The P

Truman Says

Truman said he was not a success as president, but he was a good president.

Common Man's

L

NASAU No. 3487

HST Renew

Former President Harry S. Truman has renewed his criticism of the late Gen. Douglas MacArthur, whom he fired as Far East commander in 1951, and the very recent one, about was aiming at becoming Presi- his name was Gen Eisen- hower."



Momentous series on Truman years... which does credit to TV...Screen ems has handled it well and tonight's opener, titled 'The Legend of Douglas MacArthur, Part I,' seems to herald a series of historical significance."

Boston Globe

"It was evident at once that the new 26-part, filmed documentary series, "Decision: The Conflicts of Harry S. Truman," would be anything but a dull rehash of familiar recent history." New York Post

"It is a series we

"Harry S. Truman may e as the season's most about star." San Francisco

"...As a historical record, the program is match because no book could give a sense of it n so well. It shows Truman at his off-the-cuff be

Time M

**Never before have
local stations
had the opportunity
to program
a series of this
magnitude...
a series that
just made
front page news
and won rave reviews
in every city
in which it premiered!**



DECISION: The Conflicts of Harry S. Truman has already been licensed to these stations: WNEW-TV, New York, N.Y. / WTTG, Wash., D.C. / KTTV, Los Angeles, Cal. / KMBC-TV, Kansas City, Mo. / KOVR, Sacramento-Stockton, Cal. / WTVF, Decatur, Ill. / WTVH, Peoria, Ill. / WHDH-TV, Boston, Mass. / WMAR-TV, Baltimore, Md. / WBKB, Chicago, Ill. / KPIX, San Francisco, Cal. / WOOD-TV, Grand Rapids, Mich. / WTMJ-TV, Milwaukee, Wisc. / WTIC-TV, Hartford, Conn. / WDAU-TV, Scranton, Pa. / WTVJ, Miami, Fla. / WFGA-TV, Jacksonville, Fla. / WLOS-TV, Asheville, N.C. / KTVI, St. Louis, Mo. / WSYR-TV, Syracuse, N.Y. / KGW-TV, Portland, Ore. / KING-TV, Seattle, Wash. / WTVT, Tampa, Fla. / WBAY-TV, Green Bay, Wisc. / KMID-TV, Midland, Texas / KDKA-TV, Pittsburgh, Pa. / WAGA-TV, Atlanta, Ga. / WTAR-TV, Norfolk, Va. / KRTV, Great Falls, Mont. / KSHO-TV, Las Vegas, Nev. / WJBK-TV, Detroit, Mich. / WHAS-TV, Louisville, Ky. / WRGB, Schenectady, N.Y. / KID-TV, Idaho Falls, Idaho / WREX-TV, Rockford, Ill. / KTTS-TV, Springfield, Mo. / WGAN-TV, Portland, Me. / WSAU-TV, Wausau, Wisc. / WMTV, Madison, Wisc. / WPTA, Fort Wayne, Ind. / KTVK, Phoenix, Ariz. / KOCO-TV, Oklahoma City, Okla. / KHSL-TV, Chico, Cal. / KMJ-TV, Fresno, Cal. / WJHG-TV, Panama City, Fla. / WALB-TV, Albany, Ga. / KARK-TV, Little Rock, Ark. / WILX-TV, Jackson, Mich. / WMT-TV, Cedar Rapids, Iowa / KCRL, Reno, Nev. / WTPA, Harrisburg, Pa. / KVIQ-TV, Eureka, Cal. / WAPI-TV, Birmingham, Ala. / WITN-TV, Washington, N.C. / WFBM-TV, Indianapolis, Ind. / KETV, Omaha, Neb. / KCPX-TV, Salt Lake City, Utah / WHBF-TV, Rock Island, Illinois / WWL-TV, New Orleans, La.

DECISION:

THE CONFLICTS OF HARRY S. TRUMAN

THE  SUN
BALTIMORE

ARTHUR
IN SCORED

politics," Mr. Truman said on the television program. "And he didn't seem to care whether he upset the national policy of the government of the United States or not. And this was just an example of

Mr. Truman if he run for another term "The President, lo to dodging this press conference, countered by asking any political ambit

THE BOSTON HERALD

SUNDAY, NOVEMBER 14, 1964

Truman Says M'Arthur Mistreated Aide

WILL LARKIN
New York Times News Service
NEW YORK—Former President Harry S. Truman asserts



In the broadcast Truman reveals his charges that part of his trouble with General MacArthur, in the interest of partisan advantage, until a congressional investigation was established that the

NEW YORK

Herald Tribune

Monday, November 16, 1964

'THE CONFLICTS OF TRUMAN'

His Battle With MacArthur on TV

to uphold the office of President, as it should

The Washington Post

Truman Tells MacArthur Hop

By Berne Gould

NEW YORK, Nov. 15 (AP)

former commanding general prison camp in Man (MacArthur) in Japan. Mr. Truman said. "He stopped by that he be brought to the office for the surrender



Truman-MacArthur is must viewing... He's crusty. He's outspoken. And being Harry S. Truman he'll take no punches. The first telecast in this long-awaited 26-week series... is a shocker and may well be the most talked-about program of the year."

Boston Traveler

It is personal, off the cuff and it appears to be a winner."

San Francisco Chronicle

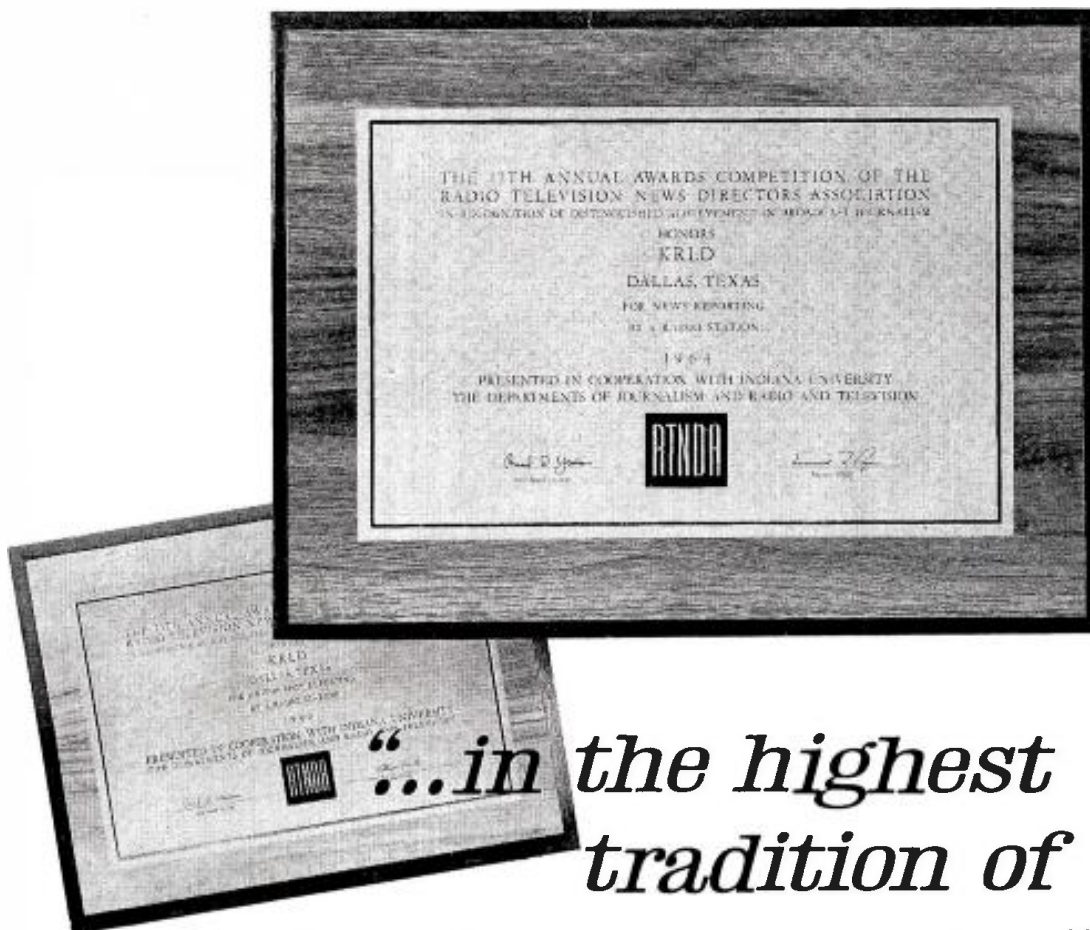
"...a lively historical footnote..."

N. Y. Times

"Truman series first rate... No matter where a viewer's sentiments may lie in the explosive Truman - Douglas MacArthur controversy which occurred during the former President's years in the White House, last night's opening episode of the 26-week Truman series on WNEW-TV can only be applauded as a rich, human slice of history... a memorable half hour." New York Daily News

TO PROGRAM DECISION IN YOUR MARKET, CONTACT

SCREEN GEMS



“...in the highest tradition of broadcast news service.”

At the annual convention of the Radio and Television News Directors Association in Houston on November 12, 1964, KRLD Radio received the RTNDA Award for radio news from Professor Richard D. Yoakum of Indiana University.

The award was given for coverage of the assassination of President John F. Kennedy on November 22, 1963, and read in part: “. . . your entry was in the highest tradition of broadcast news service . . . you have helped to write a new chapter in the proud history of broadcast news.” This marks the second time that KRLD Radio News has been cited by the Association, and the FIRST time that any radio news department has been honored twice by the group for On-the-Spot News Reporting.

KRLD News takes great pride in this signal honor and in the public confidence accorded its daily news coverage on radio and television.



CBS OUTLET FOR DALLAS-FORT WORTH

THE DALLAS TIMES HERALD STATION

CLYDE W. REMBERT, *President*

Radio twin to KRLD-TV channel 4

1080

With imminent resignation of Fredrick W. Ford to become president of National Community Television Association, consideration already is being given to his successor on FCC. He must be Republican (or Independent). Not being overlooked is L. B. J.'s affinity for women (he's appointed one each to both ICC and FTC) or possibly educator or engineer since FCC has neither now.

At weekend, several names already had cropped up: Charles H. King, dean of Detroit College of Law, who served recess appointment at FCC from July 1960 to March 1961 and made many friends; Mary Jane Morris, former FCC secretary, who lives in Grand Rapids, Mich.; William H. Watkins, assistant chief engineer for allocations and treaties and protege of former Commissioner T. A. M. Craven; and Curtis B. Plummer, executive director of FCC.

Payola probe?

FCC appears to be on verge of launching new investigation into payola. Matter was discussed last week, and although no vote was taken, indications are that inquiry will be authorized, as recommended by staff. Only question seemed to be how investigators will be given subpoena powers to collect documentary evidence. Licensees, over whom commission has authority, are not involved. Evidence must come from station employees and representatives of record companies.

Despite law and regulations banning practice, complaints about payola have been heavy. There is even uneasiness that Congress might "scoop" commission with payola investigation of its own, as it did in 1960. Investigation proposed by staff would not be broad gauge—agency lacks personnel and funds for that. Rather, it would be selective, with certain metropolitan areas targeted for close attention.

Back to the backlog

FCC's backlog problem seems to be getting under control, emotionally as well as statistically. Monthly meeting on workload was held Monday, devoted to Broadcast Bureau, and where-as issue often spurs Commissioner Lee Loevinger to sharp criticism of staff for alleged inefficiency, session went off smoothly, according to all accounts. One reason may be that staff is now providing more detailed explanations for items in backlog. Another may be that specialist, Bernard Kahn, has been

CLOSED CIRCUIT®

hired for executive director's office to do management analysis in effort to test its efficiency. As for backlog figures themselves, they are said to be on downswing.

CATV's big city headache

Question of community antenna operators' rights to programing they pick up looms ever larger as CATV spreads. Problem seems especially ripe for contention where big-city CATV is planned, where networks may have mixed views on benefits. NBC has notified New York City's board of estimate—now considering applications for franchise in that city—that network has "full authority" over manner in which its programs are being distributed to others. This authority, it says, stems not from FCC but from "general principles of the law . . . particularly copyright . . ." and that without consent, its programs would not be available in Manhattan. CBS had informed board of similar position earlier.

NBC comment to board raised point that in typical CATV system there are fewer channels available than dial positions on TV set, but that in New York reverse might be case where Sterling Information Services might offer as many as 17 channels. Maybe dial positions would have to be shared, NBC noted, leading to confusion between station and dial setting. Network asked that city take no action till final contracts were ready.

Mullen warming up

One man crusade against government censorship (which he hopes will pick up support in high places) is being undertaken by Frank E. Mullen, former executive vice president of NBC and now in TV scenery business in Los Angeles. Mr. Mullen, in East last week, hopes to enlist support of press and motion pictures, as well as broadcasters (and public) to give broadcasting full freedom, devoid of program control on premise that censorship of broadcasting now spells inevitable control of press, motion pictures and of mass media.

Mr. Mullen, who was vice president, public relations and advertising of RCA, prior to becoming second in command at NBC in 1940, has radio background of four decades, starting with KDKA Pittsburgh where he handled first farm program and was instrumental in creating NBC's National

Farm and Home Hour. He is in process of preparing voluminous treatise (which may become book) spelling out how government gradually has insinuated itself into censorship of broadcasting and why both First and Fourteenth Amendments are being breached and what can be done about it.

CATV test

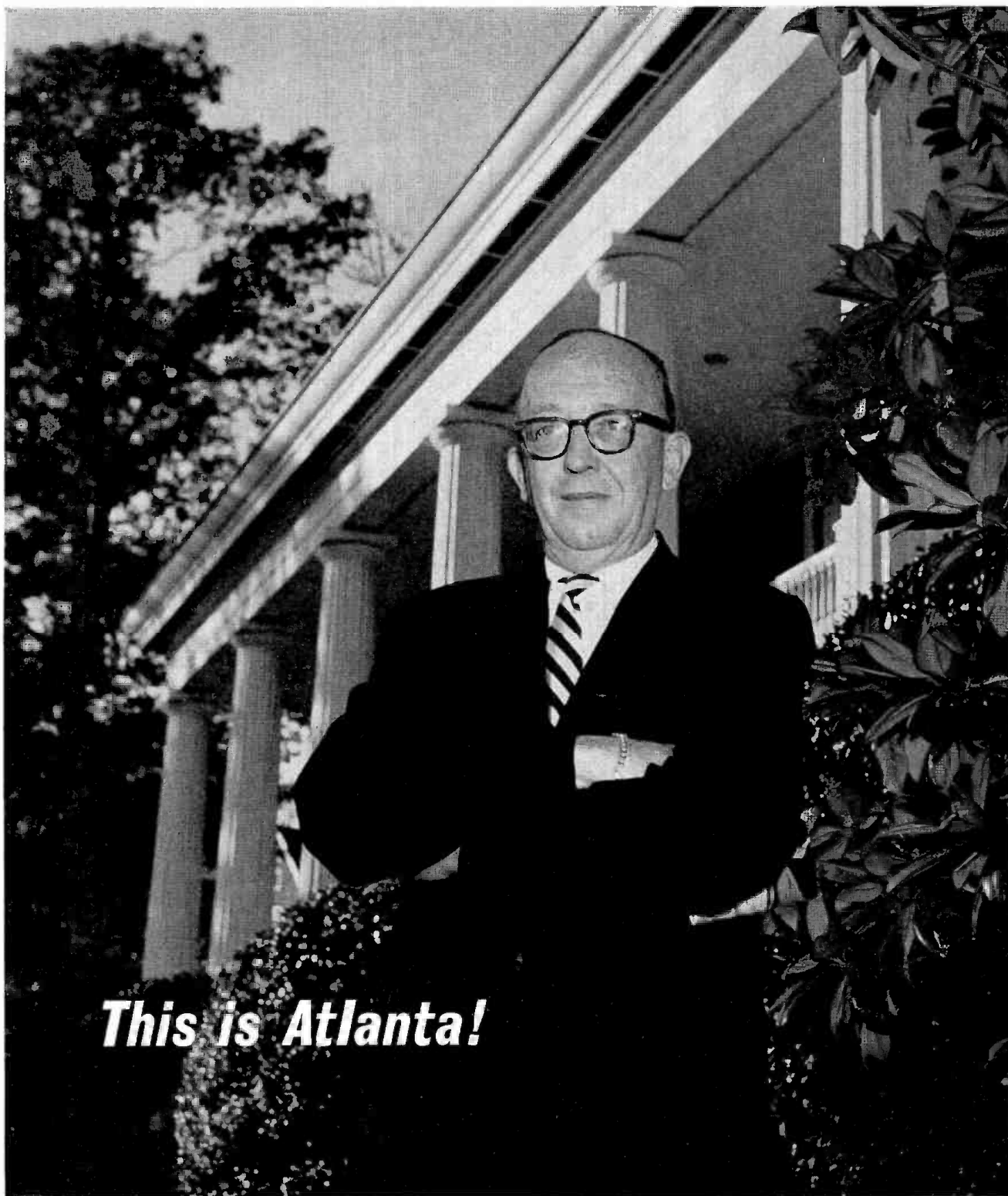
CATV test case may develop from proposal of common carrier to relay programs of WPIX(TV) New York to cable service in Bennington, Vt. Commission last month, by 4-3 vote, tentatively granted application but withheld announcement pending dissent by Commissioner Kenneth A. Cox. Statement has been filed and possibility is it might cause switch in vote, with application being set for hearing.

Among issues Commissioner Cox raises is whether CATV's should be permitted to carry limitless number of signals. Bennington system already provides programing of seven TV and five FM stations and commissioner fears this would freeze out local television service. Bennington has UHF allocation, but no station. Another question is whether CATV's, with opportunity of choosing between two stations that carry same network programs, shouldn't be required to pick up closer station.

Minow, MM & Curtis

Former FCC Chairman Newton N. Minow, who figured in news last week when he became consultant to Curtis Publishing Co., now is expected to go all way and accept executive status—probably chairman of executive committee. His connections with Encyclopaedia Britannica Inc., which he joined last year as executive vice president, were terminated last week and his duties reassigned. He will headquarter in New York.

Metromedia Inc., which is negotiating for acquisition of Mutual Broadcasting System at multi-million figure (see page 9) isn't irretrievably out of deal to merge with Curtis. If Bok family, which holds key common stock, gets around to "realistic evaluation," it's still possible John Kluge, Metromedia's chairman-president, will engineer deal that would place him in saddle (BROADCASTING, Nov. 16). Top brass in beleaguered Curtis organization believes merger with broadcasting-oriented company is best way out of dilemma. That's main reason Mr. Minow got into it.



This is Atlanta!

ARE YOU FROM DIXIE? Not Colonel James T. Quirk, publisher of TV Guide. But the Colonel is getting his share of the 320,000-home Atlanta Market. You can, too, on WSB-TV!

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

WEEK IN BRIEF

J. Walter Thompson, Young & Rubicam and Ted Bates again one-two-three in broadcast billings in 1964. JWT's radio-TV billings estimated at \$151 million, up \$7 million from 1963. Six agencies top \$100 million. See . . .

TOP 50 AGENCIES IN RADIO-TV . . . 21

FCC approves Cox Broadcasting's \$20.5 million purchase of WIIC(TV) Pittsburgh. Price is most ever paid for single TV station in U. S. Sale may hasten revision of FCC's multiple-ownership rules. See . . .

WIIC(TV) SALE TO COX APPROVED . . . 64

Broadcasters Promotion Association convention in Chicago has record attendance for down-to-earth sessions on aspects of promotion. Topics include ratings, graphic design, trade outs, publicity, advertising. See . . .

BPA ROLLS UP ITS SLEEVES . . . 56

FCC's Fred Ford to take \$50,000-a-year job as head of National Community Television Association. Formal announcement expected soon. NCTA board of directors agrees to employment conditions. See . . .

FORD'S MOVE TO NCTA IMMINENT . . . 72

James Seiler, director, and five other top management men at American Research Bureau resign following appointment of George Dick as ARB president. Seiler group starts new media research firm. See . . .

BIG SHAKE-UP AT ARB . . . 68

In-depth study of J. Walter Thompson, agency with largest radio-TV billings, given in BROADCASTING special company profile. Traces radical success of conservative firm, its history, philosophy and future. See . . .

JWT: SLOW-FOOTED TORTOISE . . . 46

President Cash tells Television Bureau of Advertising members TV should get healthy share of 5-15% jump in agencies' billings expected next year. Henderson warns broadcasters not to sell against each other. See . . .

TVB IS FLYING HIGH . . . 50

ABC News plans to reorganize on-air personnel, format and schedule. Network to drop Ron Cochran as early evening anchorman, and 'Bob Young and the News' and introduce news syndication for affiliates. See . . .

ABC NEWS PLANS CHANGES . . . 75

Jack Lee calls for American broadcasters to help foreign counterparts as regional conferences of National Association of Broadcasters come to end. Pay-TV and community-antenna-TV debate still hot. See . . .

NAB ROADSHOW ENDS . . . 65

NBC and Westinghouse deny RKO charge they have agreement on future network affiliation of Westinghouse's WBZ-TV Boston. They also ask for quick FCC approval of Cleveland-Philadelphia trade. See . . .

NBC-WBC: NO AGREEMENT . . . 71

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	21
BROADCAST ADVERTISING	21	THE MEDIA	64
BUSINESS BRIEFLY	44	MONDAY MEMO	18
CHANGING HANDS	66	OPEN MIKE	14
CLOSED CIRCUIT	5	PROGRAMING	75
COMMERCIALS IN PRODUCTION	54	WEEK'S HEADLINERS	10
DATEBOOK	12	WEEK'S PROFILE	95
EDITORIAL PAGE	96		
EQUIPMENT & ENGINEERING	77		
FANFARE	56		
FATES & FORTUNES	78		
FILM SALES	76		
FINANCIAL REPORTS	63		
FOR THE RECORD	83		



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Color has come of age in Omaha.

For the first ten months of 1964, the largest distributor of color sets in the Omaha market sold one color set for every four black and white receivers, including portables. In console set sales, **the ratio was one color set for every two black and white!**

This is the payoff for eleven years of color promotion by KMTV and eleven years of aggressive merchandising by color set distributors.

Omaha is now ranked third in the nation in percentage of color set penetration.¹

Marty Herbst, Director of Media Research, Doherty, Clifford, Steers & Shenfield, Inc., recently announced (Television Age 10/12/64) the results of his survey of top color markets.

"In Omaha", he said, "all five of the factors that indicate an unusual and advanced color penetration condition are obvious."

Mr. Herbst found color set sales figures which indicated the color set total in the Omaha market was nearing 42,000. With 331,700 television homes in the market,² it's obvious the Omaha market has passed the 10% color penetration mark many advertisers and agencies have considered necessary for profitable advertising in color.

Current or recent national and regional advertisers using color spot advertising on KMTV include Wilson and Co., General Mills, RCA Victor, Interstate Bakeries, Motorola, Wm. Wrigley Jr. Co. and Procter and Gamble. Local color accounts include May Seed and Nursery Co., Admiral Theatre, Culligan Water Conditioning and Northern Natural Gas Co. The network commercial color story is well-known.

These advertisers are convinced, as we are, that color sells most products more effectively than black and white. You can prove the point, profitably, with a schedule of color commercials on KMTV, the only station in the market completely equipped for color television... live, film and tape.

You should use KMTV in Omaha. You should use color in Omaha! See Petry.

¹ TELEVISION AGE, May 1964

² TELEVISION, Oct. 1964

KMTV OMAHA



Metromedia to acquire Mutual?

Group has offered 3M Co. about \$5 million to buy network, some speculate

Multimillion-dollar deal in which Metromedia would add Mutual Broadcasting System to its radio and TV, billboard, production and entertainment properties loomed as possibility Friday (Nov. 20).

Representatives of both sides confirmed that Metromedia, headed by John W. Kluge, had submitted offer to buy Mutual from 3M Co., but said no answer had been given because 3M president Bert Cross was out of country. Mr. Cross is expected back at his office next Monday (Nov. 30), and presumably he and his associates will consider offer at or shortly after that time.

Although authorities familiar with offer declined to discuss details, it was understood that Metromedia's offering price was "in the millions." In some

quarters it was believed to be in area of \$5 million.

Without suggesting Metromedia offer might meet same fate, sources noted that 3M officials had refused to consider other substantial offers in past. It was speculated, however, that Metromedia's might stand better chance (1) because it was more specific than some earlier bids and (2) because of Metromedia's position as major station owner.

Howard E. Stark, broker and consultant, was said to be representing Metromedia.

FCC Has No Say ■ Mutual has 491 affiliates but owns no stations. Hence sale would not require FCC approval. Nor would acquisition effect Metromedia's position under FCC multiple-ownership rules.

3M Co. acquired Mutual in April 1960 for price said to be about \$1.3 million from Albert Gregory McCarthy, attorney-industrialist, and others who had had network less than year.

Metromedia owns WNEW-AM-FM-TV New York, WTTG(TV) Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTHV-TV Peoria and WTVP (TV) Decatur, both Illinois; KLAC-AM-FM and KTTV(TV), both Los Angeles; KMBC-AM-FM-TV Kansas City, Mo.; WCBM-AM-FM Baltimore.

FCC, FTC payrolls, staffs show increase

Payroll costs more than doubled and size of staffs went up, too, on FCC and Federal Trade Commission between fiscal 1954-1964, according to study of all federal agencies by joint Congressional Committee on Reduction of Non-essential Federal Expenditures released Friday (Nov. 20).

FCC payroll rose from \$6,422,000 to \$13,001,000, increase of \$579,000 (102%); FTC's went from \$3,761,000 to \$10,417,000, increase of \$6,656,000 (177%).

FCC staff went from 1,123 to 1,481, increase of 358 (31.8%); FTC staff from 599 to 1,149, increase of 550 (91.7%).

Average for all federal agencies was 22.2% more employees and 93% pay cost hike during 10-year period.

AP introduces Autophoto

Development of Autophoto, new wire-photo recorder that delivers dry, glossy photographic print within 20 seconds after transmission, was an-

nounced by Wes Gallagher, Associated Press general manager, at annual meeting of AP Managing Editors in Phoenix Friday (Nov. 20). Installation of new machines will begin early next year, Mr. Gallagher said.

FCC checking spots for King write-in

FCC has sent two attorneys to Chicago and Louisville, Ky., in connection with its investigation of radio spots placed in behalf of "Committee for Negroes in Government," it was learned Friday (Nov. 20).

Commission attorneys, Stanley Kaufman and John Summers, spent all last week between the two cities.

Chicago is headquarters of Gozell & Jacobs, which purchased time for spots on weekend before election. Louisville is home base of committee; is also home town of only two members committee thus far identified, Thomas Frazier and Oliver Miles.

Radio spots were anti-President Johnson and urged Negroes to cast write-in votes for Negro leader Dr. Martin Lu-

ther King for president. Democrats called committee "false front" for Republican supporters, and commission wants to determine who actually paid for spots. Violations of Communications Act may be involved.

Commission wrote Bozell & Jacobs three weeks ago, requesting information on sponsorship, including details as to who paid for them. Agency has replied that data was being gathered, but it has not yet supplied it to commission.

Excise tax reduction seen for radio-TV sets

Repeal or cut of 10% excise tax on television and radio sets is rated good possibility by industry sources. President Johnson has promised lift of retail excise taxes and re-examination of manufacturers' excise taxes (BROADCASTING, Nov. 16), but what areas of latter might be relieved is undecided.

Official of Electronic Industries Association said radio-TV sets are probably "among those being considered," but whether excise tax on items would be eliminated or cut to 5% will depend on how much money administration is willing to shave. President has placed tax cut second on program for legislative action, following medical care.

CBS leads Arbitrons ABC has Nielsens

CBS-TV led with 18.8 average rating for seven-day period ending Thursday (Nov. 19) in Arbitrons, and NBC-TV had 16.7 while ABC-TV averaged 16.2. For Nov. 19 only, 7:30-11 p.m., ABC-

Dubious thanks

Newspapers can thank radio and TV for first cut in basic price of newsprint in 30 years. Canadian company, fourth largest producer in North America, announced cut last week from \$135-\$125 per ton and if usual practice is followed other companies will do same. Firm, MacMillan, Bloedel & Powell River Ltd., Vancouver, B. C., said reduction was designed to help newspapers compete better with radio and television.

WEEK'S HEADLINERS



Mr. Bahr

associate director in 1958 and VP in 1960.

George W. Dick, executive VP and director of C-E-I-R Inc., Beltsville, Md., elected president of American Research Bureau, division of C-E-I-R. He succeeds **James W. Seiler**, founder of ARB, and, since June 1961 merger with C-E-I-R, director of ARB. In 1962, Mr. Seiler was also named VP of C-E-I-R (see page 68). Mr. Seiler becomes president of Media Measurement Inc., new firm to be based in Washington area. Mr. Dick joined C-E-I-R as executive VP

Warren A. Bahr, VP and media director of Young & Rubican, named senior VP. Mr. Bahr has been with Y&R since 1951 and has served in media department since 1952. He was appointed assistant director in 1957;

in 1962. Before that he was with International Business Machines for 17 years, later became VP of marketing for American Mutual Liability Co.; and VP and general manager of a division of Radio Corporation of America.



Mr. Hazard

associate media director and broadcast coordinator of Detroit office, assumes Mr. Hazard's duties. Mr. Hazard worked for BBDO, New York, in 1936-1940, then joined CBS sales department and in July 1951 became general sales manager of CBS radio. In 1954, he

W. Eldon (Hap) Hazard, VP in charge of TV and radio for J. Walter Thompson Co., Detroit, named VP and manager of Television Bureau of Advertising's new Detroit office, effective Jan. 1.



Mr. Ohlbaum

joined Detroit office of J. Walter Thompson Co. as radio-television account representative on Ford account, subsequently becoming VP and taking charge of radio and television for JWT, Detroit.

Daniel R. Ohlbaum, head of litigation division of FCC, appointed deputy general counsel, succeeding **Henry Geller**, named general counsel last April. Mr. Ohlbaum joined FCC in 1949 as trial attorney and became assistant to assistant general counsel in charge of litigation in 1956. He left commission in 1957 to join Department of Justice. Mr. Ohlbaum returned to FCC in 1961 as assistant general counsel in charge of litigation division and in 1962, was named associate general counsel.

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

TV had 17.5, NBC 17.1 and CBS 17.0. In 30-market Nielsens, disclosed Friday (Nov. 20), for week ending Nov. 15, ABC-TV had average rating of 20.8, NBC-TV 18.9, and CBS-TV 17.4.

Stein to be TV talent

Jules Stein, board chairman of MCA, acknowledged world leader in production and distribution of programs to TV, makes his first appearance on regularly scheduled TV program Friday (Nov. 27)

when he will be interviewed on WNEW-TV New York from 10:40-10:55 A. M. by **Sonny Fox**. Mr. Stein, licensed ophthalmologist, sheds his cloak of virtual anonymity to discuss his pet project: research to prevent blindness. Interview program will be carried subsequently on other Metropolitan Broadcasting TV stations.

Sony may be first with home TV tape recorder

Sony Corp. of America plans to market home TV tape recorder in U. S. for under \$1,000 late in 1965, possibly beating competition to marketplace with such equipment. Mass production of recording units is expected by Sony Corp. of Japan next April, initial marketing to be in Japan and export to follow.

Foote elected chairman of NIC

Emerson Foote, board chairman of McCann-Erickson, New York, who announced resignation Sept. 18 (BROADCASTING, Sept. 21), was elected chairman of National Interagency Council on

Smoking and Health Friday (Nov. 20).

Mr. Foote's resignation from M-E becomes effective Nov. 30 and until then, he has said, he will make no statement concerning his new duties, which begin Dec. 1.

At time of resignation from M-E, Mr. Foote said he would "never again have an association with any agency which has or plans to have a cigarette account." He has a long history of volunteer work with heart and cancer groups and served as chairman of American Cancer Society, 1944-46.

NIC is association of 16 major health, education and youth organizations concerned with "problem of cigarette smoking and its effects on human health."

NET makes pitch to show Kennedy film

Proposal to telecast U. S. Information Agency's 90-minute film, "John F. Kennedy: Years of Lightning, Day of Drums," on 87 noncommercial educational TV stations was made Thursday (Nov. 19) by **John F. White**, president of National Educational Television.

Mr. White said NET is urging Congress to make exception to its policy of not permitting USIA films to be shown in the U. S. and said NET will be "happy" to pay costs of duplicating and distributing film to its affiliates.

Radio's top spender

Number one radio advertiser in first half of 1964 was General Motors with spending in neighborhood of \$7 million. Radio Advertising Bureau, in first year of keeping tabs on leading spenders in both spot and network radio, is nearing end of first-half compilations and it's clear that General Motors is on top with network radio expenditures of about \$2.8 million (gross) and spot outlays almost twice that. RAB expects to complete its spot and network lists, probably encompassing top 75 advertisers in each, within about two weeks.



TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

November 1964



"ROOM FOR ONE MORE" PASSES NETWORK SHOW. In its first off-network rating test in New York, ROOM FOR ONE MORE on the independent WNEW-TV passed one of its prime-time network competitors. After only five weeks on the air at 8 to 8:30 pm Saturday, the New York Arbitron report for October 10, 1964 showed ROOM FOR ONE MORE taking over third place in its time period with an 8.0 rating—33% higher than its lead-in quarter-hour, 31% higher than the competing second half-hour of ABC-TV's "Outer Limits."

BUGS BUNNY in "Napoleon Bunny-Part"



BUGS PLAYS THE BUNNY-PART IN WB CARTOONS. Forty of the 100 titles in the Warner Bros.' new-to-television cartoons package feature the lovable "insect rabbit" himself. SERIES '64 also includes the likes of Daffy Duck, Foghorn Leghorn, Elmer Fudd, Road Runner and others. Cartoons are available in color or black-and-white.

WANTED: "CHEYENNE."

Because of the top ratings it pulls in virtually every market that carries the western hour series, CHEYENNE is one of the "most wanted" programs in the Warner Bros. line-up of off-network availabilities. Starring six-foot-six-inch Clint Walker (r) in the title role, CHEYENNE has been captured recently in such new markets as: Portland (Ore.), Asheville-Greenville-Spartanburg, Oklahoma City, Dayton, Phoenix, Beaumont-Port Arthur and others.



"ROARING 20'S" GAL. Dorothy Provine stars as Pinky Pinkham, a brassy New York nightclub entertainer in the rollicking episodes of THE ROARING 20's (45 hours). Against the raucous background of dizzy flappers and immortal jazz of the pre-depression decade, THE ROARING 20's recounts the rowdily romantic escapades of the platinum blonde performer with a heart of gold and a trio of her newspaper friends, Donald May, Rex Reason and Gary Vinson co-star. Most stations currently running the program have scheduled it in prime and late-evening time, and average eight advertisers per hour—60% national, 40% local.



WLW-I STRIPS "77 SUNSET STRIP" LATE EVENING. Charles Brodhead, WLW-I Program Manager (who has since moved to the Crosley Station in Cincinnati) signs contract for 77 SUNSET STRIP, now running Mon-thru-Fri at 11:30 pm in Indianapolis. Mike Kievman (l), WB-TV Midwest Sales Manager, and Scott McLean, Vice President and General Manager of WLW-I, approve.

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

BROADCASTING, November 23, 1964



Bill Bennett, Owner
Bill Bennett's Restaurant

Success Clients buy K·NUZ Houston's Success Station

KNUZ has always done a good job for Bill Bennett's Restaurant and this has been proven over a period of many years. KNUZ helped me to build the old Bill Bennett's Grill, and now I expect it to continue to help me in the brand new, modern Bill Bennett's Restaurant just opened.

Bill Bennett

K·NUZ

HOUSTON'S 24-HOUR MUSIC AND NEWS

National Reps.:
THE KATZ AGENCY, INC.
New York • Chicago
• Detroit • Atlanta •
St. Louis • San Francisco
• Los Angeles • Dallas

In Houston: Call DAVE MORRIS — JA 3-2581

DATEBOOK

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

■ Indicates first or revised listing.

NOVEMBER

■ Nov. 23—Forum sponsored by the National Academy of Television Arts & Sciences on "The Critics Speak Out," moderated by Durward Kirby and including among the panelists, Kay Gardella and Mel Ruderman of the *New York Daily News* and the *New York Journal American* respectively. Overseas Press Club, New York.

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

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

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

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

■ Nov. 24—Association of National Advertisers workshop in TV commercial production will hear Robert C. Winkler, vice president and executive producer for VPI Productions, New York, speak on "Anatomy of a Film Commercial." New York.

■ Nov. 24—Sixth session of the International Radio & Television Society timebuying and selling seminar. Robert F. Hurleigh, president of Mutual Broadcasting System will discuss "Professionalism in Time Selling." Chemical Bank New York Trust Co. auditorium, New York.

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

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

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

DECEMBER

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

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

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

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

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

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

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

■ Dec. 9-10—Meeting of TV code review board of National Association of Broadcast-

ers. Washington.

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

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

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

JANUARY

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

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

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

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

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

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

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

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

FEBRUARY

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

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

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

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

■ Feb. 28-27—Spring meeting of the Arkansas Broadcasters Association, Jonesboro.

MARCH

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

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

APRIL

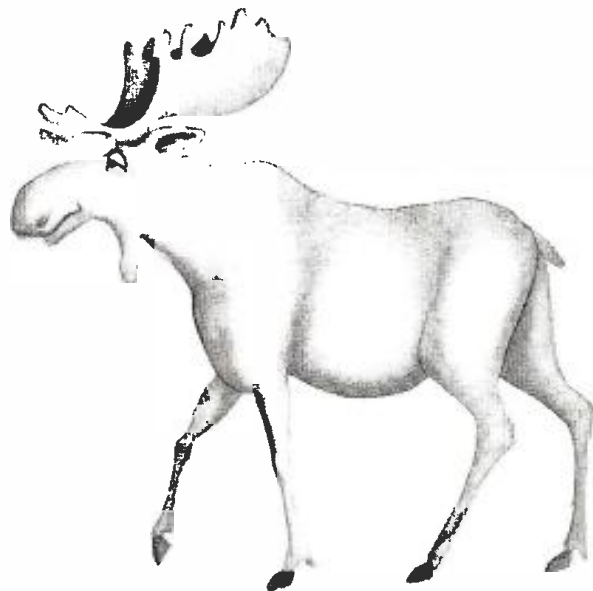
April 1—FCC deadline for comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

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.



Once...could be luck.



Twice...could be coincidence.



Seven times...it must be love!

It happened in New York, Chicago, Boston, Philadelphia, St. Louis, Los Angeles and San Francisco.

The local media experts were asked which local radio stations they choose for the bulk of their buying.*

In every city, the great majority picked the CBS Owned radio station as one of the top three.

What are their reasons?

They want talk-and-information programming.

They find it a most effective setting for their commercials. They also want programming that people respect and respond to favorably.

Because they live in the community, listen to the local stations, talk to people around town—they know first-hand that the CBS Owned radio station gives them what they want.

And they put their money where their choice is. It can't be luck. It must be love!

THE CBS OWNED RADIO STATIONS

WCBS New York, WBBM Chicago, WEEI Boston, WCAU Philadelphia, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco
Represented by CBS Radio Spot Sales

*Source: Study by Charles Harriman Smith/Associates, Inc. Available on request.

Talk of the TOWN in Rochester, N. Y.

New York's
JEAN SHEPHERD



Los Angeles'

JOE PYNE

Now on WHEC every week-night and giving the town something brand new to talk and rave about. Added to the great local favorites Ed Meath, Eddie Dunn, John Woods, and Chuck Stevens —here's exciting, new Rochester radio!

KEEP YOUR EYE ON THE NEW WHEC

WHEC / ROCHESTER, N. Y.

Basic CBS—Represented by H-R
Member of the Gannett Group



DELIVERED BY
WREX-TV Channel 13

NEW DEVELOPMENT

- New Chrysler assembly plant — 6000 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.

*WREX-TV COVERAGE

- Blanketing Northern Illinois and Southern Wisconsin — the rich industrial and agricultural heartland of Mid-America.

WREX-TV 13 Remarkable
ROCKFORD, ILL.

JOE M. BAISCH, V.P. & GEN. MGR.
Represented by H.R. Television, Inc.
MEMBER GANNETT GROUP

Footnote to history

EDITOR: I wish to congratulate you on the editorial "Herbert Hoover's Legacy" and the article "How Herbert Hoover Made the Mold for American Radio" (BROADCASTING, Oct. 26). Both direct attention in admirable fashion to the debt the United States sound and television broadcasting industry owes to President Hoover for the basic principles he set forth in the early 1920's which furnished the foundation upon which the U. S. system of free broadcasting has been built.

As you have pointed out, then Secretary of Commerce Hoover, called and presided at the four U. S. conferences 1922-25 and the recommendations adopted at these conferences were strongly influenced by his philosophy. It was my privilege to serve as a member of these conferences.

When the National Association of Broadcasters gave Herbert Hoover its 1957 Distinguished Service award, he requested that I accept it on his behalf. The following extract from the last paragraph of my acceptance address will be of interest to your readers:

"At the radio conferences he sponsored and guided, Herbert Hoover emphasized the importance of nationwide network broadcasting. He consistently insisted upon a minimum of government control and in its place advocated industry self-regulation. He opposed the taxing and licensing of radio receiving sets. He opposed the government ownership of broadcast stations. Also, he opposed government censorship of broadcast program material. If any man should be called the father of the American system of free broadcasting, it is the Honorable Herbert Hoover."—C. M. Jansky, Jr., chairman of board, Jansky & Bailey, Washington.

No on-air mentions

EDITOR: I wish to set the record straight on the presentation of Bishop Fulton J. Sheen on the Chicago educational television station you referred to in your editorial (BROADCASTING, Nov. 9).

Our program director requested the owner of the Sheen series to make it available to WTTW(TV) Chicago because he believed it was a desirable program of the type we are interested in presenting. The owner, Magikist Carpet and Rug Cleaners of Chicago, made the series available without charge, and WTTW was able to put on the air an excellent program, which, in accordance with FCC regulations, was merely identified as having been made possible by Magikist. Any advertising use that

Magikist may have made of the fact that it made such a donation was a matter within its control and had nothing to do with television advertising.

In other words, Magikist was advertising itself in the newspaper presentation to which your editorial referred. Magikist was not advertised on television and your suggestion that we have entered the "advertising business" is so far fetched that we would ignore it, were it not that we value our close and cooperative relationship with the commercial stations . . . and we would not want them to be misled . . . —John W. Taylor, executive director, WTTW(TV) Chicago.

A 'best seller' about radio

EDITOR: Your article in BROADCASTING Sept. 28, "Special Report: Radio," is excellent. Would it be possible to receive 24 reprints?—The Rev. H. Francis Hines, executive director, department of broadcasting, Greater Philadelphia Council of Churches, Philadelphia.

EDITOR: Enclosed is a check for \$70 to cover the cost of 200 issues of your "Special Report: Radio." We think this is one of the finest reports we have seen and we are interested in getting it into the hands of as many people as possible. —William V. Stewart, president, WPBC-AM-FM Minneapolis.

EDITOR: We would like 100 additional copies of your special radio report: . . . You certainly seem to have a best-seller on your hands. And for good reason. —Clayton Kaufman, director sales promotion and research, WCCO Minneapolis.

(Reprints of the "Special Report: Radio" are still available at 50 cents each up to 25 copies, 40 cents each for 26-100 copies and \$35 per 100 for larger amounts. Order from Reader's Service, BROADCASTING, 1735 DeSales Street N. W., Washington, D. C. 20036.)

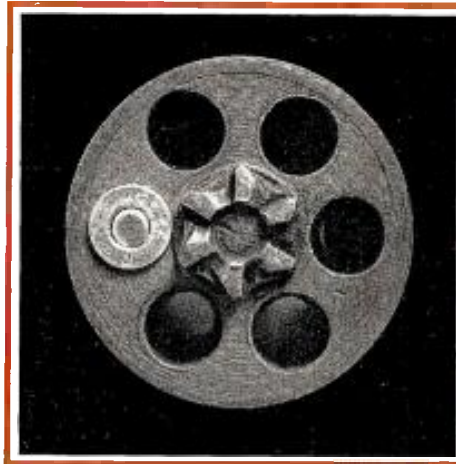
More on gifts to ETV

EDITOR: "Gifts to ETV" was a most informative survey and I hope that it stimulates further and continuing cooperation between commercial television and ETV.

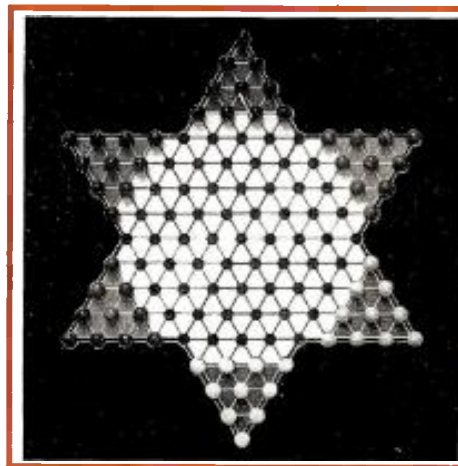
There is only one unfortunate implication in your statement: "but of the networks, only ABC lists the station (WNBT(TV) Newark, N. J.-New York) as its sole ETV charity case." It is difficult to tell whether BROADCASTING does not consider all of the valuable contributions made by commercial television as "charity."

Most commercial broadcasters would agree that some practical considerations

Are you programming
RUSSIAN ROULETTE or



CHINESE CHECKERS?



When television stations have a time slot to fill, it is no longer a game of chance. At least it need not be. The right move to make can now be determined with much greater accuracy than ever before: the needs of the time period, the type of viewers available, the particular appeal of the program, the requirements of the spot advertiser. With all these facts in the right slots, the program moves of today and tomorrow are not left to chance. They are moves of skill.



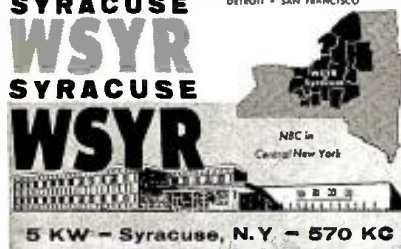
The MGM-TV representative has all the facts and the skills of the business to help make your program moves the winning ones.
NEW YORK / CHICAGO / ATLANTA / CULVER CITY / TORONTO

PERSONALITY POWER

- 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 WSYR'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 L. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



do enter into the financial support of ETV and that in many instances they feel it is a worthwhile investment. Not commenting on what motivates the commercial broadcaster and thus implying that his support is to be regarded as charity seems the only significant flaw in an otherwise useful study.—Thomas Petry, executive director, ETV Council of Central New York, Syracuse, N. Y.

Butterfingers

EDITOR: We began climbing WSFA-TV's 750-foot tower at 9:24 a.m. Bright autumn sunshine, clear air, great visibility. We were four: Managing Director Carter Hardwick; Pat Barnes, women's editor; Chief Engineer Dick Payne and me. Our promotion photographer was to have made the climb but was called out for news duty so I carried the camera.

I figured we could nail down at least a two-column cut in just about every trade book with the sensational shot I had in mind when we lined up lovely Miss Barnes and Messrs. Hardwick and Payne on the ladder 750 feet above good Alabama soil and then shoot down. Also, I wanted one of them looking out over a really breathtaking panoramic view of about 200 square miles.

The good-natured chatter stopped after about 30 minutes of climbing. After that all you could hear was the breathing and muffled, infrequent remarks from Mr. Hardwick and Mr. Payne about "dignity," the "law of diminishing returns" and "just how important is a TV station's 10th anniversary?"

However, I ignored this . . . keeping in mind the image of that white note Mr. Hardwick would send down when this flower of promotion bloomed lushly on trade book pages.

Despite the wind and the slight whipping of the tower, we topped out at 11:15 a.m. It was easy enough to get the shots lined up and everyone smiled readily knowing that as soon as I got my pictures they would climb down, go home and hide under covers for the rest of the day. Oh glorious day!

On the way down I dropped the camera.

It fell all the way to the ground. It didn't take us long to find it, broken apart and the film exposed.

That is why, sir, you will find enclosed the standard cake-cutting shot of various station personnel, including our 10-year veterans, cutting our 10th anniversary celebration cake.

I volunteered to help with the cutting, but Mr. Hardwick said . . . —David D. Pierce, promotion manager, WSFA-TV Montgomery, Ala.

Please Note!

Broadcasting

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

Broadcasting

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

Broadcasting

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

Broadcasting

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

Why Not!

After all,

Broadcasting

is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.
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*Reg. U. S. Patent Office
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BROADCASTING, November 23, 1964

WE KNEW IT!

MARK 10 CAMERA PROVIDES
 GREATER PRODUCTION VERSATILITY



Whether for live, on-air pickup or for video tape
 recording, the new Mark 10 Visual 3" Image
 Orthicon Zoom Camera with built-in 10 to 1 zoom
 offers unmatched flexibility. WNEW-TV's Studio 2
 has been a comparative testing ground since early
 June . . . pitting Visual's Mark 10 against a 4½"
 I.O. camera for both live and VTR production.

The results? The Mark 10 clearly outclassed its
 bulkier, more expensive rival. Operating advantages
 include ■ compact size, unbeatable maneuverability
 ■ easy lighting, crisp pictures ■ improved S/N
 ■ long, stable operation ■ solid-state circuitry.

Get the facts for yourself. Write
 for Visual Bulletin 310.

Visual . . . the Leader, first to offer a complete
 solid-state broadcast facility.

VISUAL ELECTRONICS CORPORATION
 356 west 40th street • new york, n. y. 10018 • (212) 736-5840



The Pancake Man becomes a television star

In this day and age of myriad sponsor participations on television shows, the Los Angeles office of MacManus, John & Adams decided to go on an all-out campaign to reverse the trend for one of its clients. The results have been exceptional.

It all started back in October 1963, when, after a number of discussions, it was decided to evaluate television availabilities in the Los Angeles area for The International House of Pancakes Restaurant division of International Industries Inc.

Because of its concentration of more than 30 restaurants in the Los Angeles area, a sufficient budget was available to utilize the tremendous mass impact of television. However, neither the agency nor the client was interested in "buying in" existing lukewarm local properties. Although previous experiences in participating buys on local childrens' television programs had proved successful, it was felt that maximum sponsor identification would increase the return for each advertising dollar spent in self-multiplying increments.

Target: The Kids. The decision: to package and produce a half-hour television show aimed at children for the International House of Pancakes Restaurants. After nearly three months of negotiations with various television stations on the part of Betty Craddock, MJ&A's Los Angeles media director; Ham Nelson, West Coast radio-television director, and myself, a satisfactory agreement was reached with KHJ-TV.

The buy was unique. First of all, it was for what is usually considered fringe time, 8-8:30 a.m., five days a week. To make the deal even more intriguing, it involved video-taping a complete week's shows in three hours, one morning per week.

A Tall Order • Now we had the time, we had the production restrictions, what could we do for a show? First of all, it had to provide entertainment to attract viewers. Naturally, it had to provide strong sponsor identification. And, because of the retail nature of the client's operation, it had to stimulate sales results at each of the restaurants participating in the venture. This was a tall order.

Here's where MJ&A's creative department was called in. Becky Chaney and Dick Merritt, copywriters in the Los Angeles office, were assigned the responsibility of developing a format for two and one-half hours of air time

each week. Many conferences were held with both agency and station personnel. The objectives of the program were carefully outlined and analyzed. The production limitations were discussed at length. Finally, a minute character and program analysis was prepared for discussion with the client. After many weeks of hard work by many people, Al Lapin, president of International Industries, gave us the green light. The result: The Pancake Man.

The format consisted of a set which reproduces the interior of an International House of Pancakes Restaurant. The agency was fortunate in hiring Hal Smith, well known as Otis on the *Andy Griffith Show*, to step into this lovable character of The Pancake Man, who is dressed in the typical chef's uniform. The Pancake Man acts as a host with his magic pancake turner during intermissions between three cartoons. He sings, dances, tells stories, draws cartoons, awards prizes, tells about the various dishes available at the International House of Pancakes Restaurants and, most important, offers premiums available only at the restaurants themselves.

Goes Like Hot Cakes • The response has been phenomenal. Entry blanks, since the show started Feb. 10 of this year, have exceeded 200,000, which means 200,000 children had to be taken by their parents to Pancake Houses to get these entry blanks to enter daily drawings on the show.

Premiums, consisting of chef's hats and finger puppets also are offered on the program. These premiums are sold for 25 cents each and, to date, sales exceed 70,000. As a matter of fact, sales of the finger puppets now exceed

6,000 per week and seem to be increasing weekly. Because of this, a concentrated effort is constantly being made to develop new premiums to keep audience interest and in-store action at a peak.

The Nielsen rating of the program has been consistently the highest in its time slot and its share of audience has been approximately 30. Latest ratings indicate that, rather than declining, audience interest seems to be increasing. From all appearances, the program seems to be developing into a staple for households with children between the ages of two and ten. Personal appearances at various store locations are drawing larger crowds at each performance and The Pancake Man has become a personality familiar to thousands of children in the Los Angeles metropolitan area.

The most important thing, in these days of sponsor participation in properties they don't own, is the complete identification of this program with The International House of Pancakes Restaurants.

Initially, the program was bought on a short-term basis. However, it has since been renewed and from all appearances will enjoy an extremely long run in the Los Angeles market. More important, strong consideration is being given to syndication of the program in other markets where there is sufficient concentration of International House of Pancakes Restaurants.

In our estimation, the client is getting the impressions and identification and, most important—a fair return for his advertising dollars' investment. How about you? Are you giving your client this kind of result for his money? If not, sooner or later, someone will.

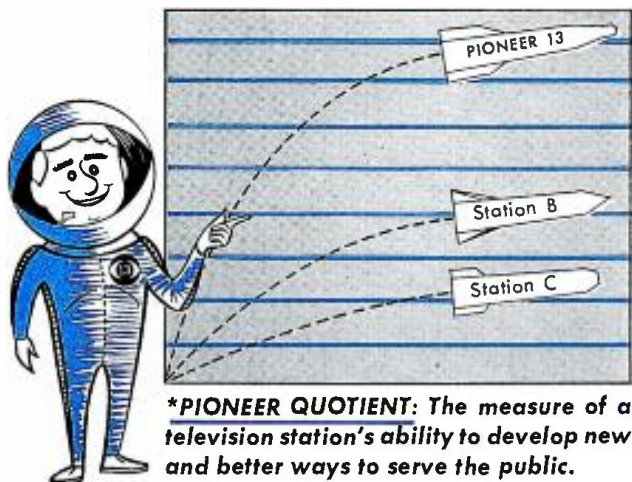


Charles N. Gumberg started out in the agency business when television was still in its infancy. His first job was as a television writer/producer for an agency in Chicago. From there, he went on to copywriting chores with a number of agencies in the Los Angeles area. Mr. Gumberg has been account executive on the International Industries account for the past three years, in addition to his other duties at the Los Angeles office of MacManus, John & Adams.

*The Result of the Highest P.Q.**

***the station on the move...
in the market on the move***

***...has 50%** of the total
audience in this three-
station market. This is
the highest share** any
Tampa Bay area station
has ever had.***



**The latest American Research Bureau rating survey gives this new record in metro area share of audience from sign-on to sign-off. This is the highest any station in the Tampa-St. Petersburg area has received since ARB began reporting this average in 1957. The other 50% is divided between the area's two other television stations. Here's dramatic proof that pioneering by the station on the move in the market on the move has resulted in market domination . . . providing buyers with a clear-cut choice.

Six cities — Tampa, St. Petersburg, Clearwater, Lakeland, Bradenton and Sarasota — in the Tampa Bay region constitute the heart of the 21-county area served by WTVT . . . an area with over 1½ million population delivering a whopping \$2,314,468,000 in total retail sales (copr., 1964, Sales Management Survey of Buying Power; further reproduction not licensed).

THE WKY TELEVISION SYSTEM, INC.
WTVT, Tampa-St. Petersburg
WKY-TV & RADIO, Oklahoma City
KTVT, Fort Worth-Dallas

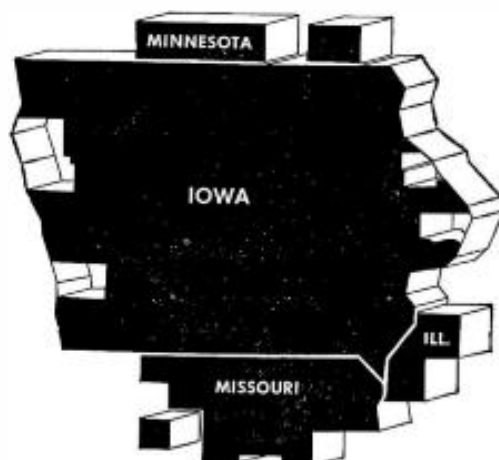
THE KATZ AGENCY, INC.
National Representatives

BROADCASTING, November 23, 1964



TAMPA / ST. PETERSBURG

Here's why 50,000-watt **WHO RADIO** belongs on any list of **23 (or more)** largest radio markets!



This is "Iowa PLUS"—WHO Radio's last NCS daytime listening area — America's 23rd largest radio market.

With 853,420 families, there are only 22 markets in America in which ANY radio station gives you greater circulation.

By contrast, the Des Moines Metro Area accounts for only 9.9% of the population of Iowa *alone*, and 11.4% of its retail sales.* All 6 of Iowa's metro areas (combined, including Des Moines) account for only

39% of the state's population, and only 41.1% of its retail sales.*

Covering Iowa, metro area by metro area, is a costly process. If your products are sold throughout Iowa PLUS, there's simply no substitute for WHO Radio.

Do all the people in your organization know these facts? If not, how about initialing this page for their attention?

*Sales Management, June 10, 1964

WHO RADIO for Iowa **PLUS!**

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



Peters, Griffin, Woodward, Inc., National Representatives

Six top \$100 million in radio-TV

Agencies led seventh time by JWT with \$151 million; new in first 50 are Ketchum, MacLeod & Grove; Carson/Roberts; Manoff; Meyerhoff

J. Walter Thompson Co. is number one agency in broadcast billing again this year, with television and radio investments estimated at \$151 million.

This is a \$7 million gain from the revised estimate of \$144 million for JWT in 1963. The revision, based on final figures for the year, represented a \$16 million cutback from JWT's preliminary 1963 estimates but did not affect its first-place ranking.

Young & Rubicam and Ted Bates & Co. ranked second and third, respectively, in 1964 as they did in 1963.

JWT, now in its centennial year (see story, page 46), has placed first in the last seven of BROADCASTING's annual radio-TV billings studies, of which this is the thirteenth.

In 1964, six agencies had broadcast billing of \$100 million or more. There were four agencies in that category in 1963. All but one (McCann-Erickson) of the top 10 increased their broadcast billing over last year and several showed substantial jumps, topped by Leo Burnett's \$21.1 million spurt.

TV and Radio ■ Thompson also ranked first in total TV billing with \$131 million, or nearly \$11 million ahead of Ted Bates & Co., its nearest TV rival. JWT shared with BBDO top radio billing honors at \$20 million.

Ted Bates maintained its spot TV supremacy with \$61.9 million in that category, Young & Rubicam was number one in network TV at \$91.4 million; Campbell-Ewald led in network radio with \$4.8 million; BBDO was first in spot radio at \$17.9 million.

Young & Rubicam, second in last year's list of the top 50 broadcast agencies, maintained that position by picking up \$1.7 million to bill \$128.8 million. The third spot went again to Ted Bates & Co. at \$126.3 million, a gain of nearly \$12.5 million.

BBDO was firmly entrenched in fourth place, billing \$123.3 million, an increase of \$18.8 million over 1963, and Leo Burnett Co., reflecting its large

dollar gain, moved up from seventh to fifth at \$111.3 million.

Benton & Bowles remained sixth (for the 10th year in a row), billing \$100 million, an \$8 million increase. Next came Interpublic's leader, McCann-Erickson, which dropped from fifth place as its broadcast billing declined by an estimated \$1.3 million reaching \$93.2 million.

Dancer-Fitzgerald-Sample moved up from number nine, to eighth position. D-F-S billed \$92 million, a \$12 million jump. Behind it, Foote, Cone & Belding rose from 11th to number nine increasing its broadcast billing more than \$17 million for a total \$88.19 million. (It marked the first time FC&B has made the top 10 since it was ninth in 1952 with \$20 million.) Tenth position was occupied again by William Esty Co., an \$83.6 million radio-TV agency.

Big Gains and Losses ■ Other marked changes in rankings: Compton slipped from eighth to number 11, down \$1.3 million for a total \$80.3 million in broadcast and Sullivan, Stauffer, Colwell & Bayles moved up from 14th to 12th by picking up \$4.3 million for a

broadcast total of \$68.7 million.

Ogilvy, Benson & Mather, soon to become a wholly owned subsidiary of a new parent company reflecting a merger with a British cousin agency (see page 24), shot up from number 23 to number 16 by adding \$17 million in radio-TV billing.

In other shifts, Wade dropped from number 24 to number 31; Erwin Wasey, Ruthrauff & Ryan, an Interpublic agency, slumped from 28th to number 33, losing about \$2.3 million; Grant lost ground (and \$600,000 in billing), dropping from 39th to 45th in the year, and Edward Weiss from 45th to 50th.

North Advertising, which absorbed Lawrence Gumbinner, New York (became Gumbinner-North in New York), moved upward from 38th to 34th.

The median in combined radio-TV volume continued to climb this year. The "cut-off" level in making up the top 50 list rose from \$8.95 million in 1963 to \$10.15 million in 1964 (Edward Weiss). The point was at \$7.7 million in 1962.

New to the top 50 this year: Ketchum, MacLeod & Grove; Carson/Rob-

The biggest agencies in these categories

In ...	Agency ...	Billings ...
... Total broadcast billings	J. Walter Thompson	\$151 million
... Total television billings	J. Walter Thompson	\$131 million
... TV network billings	Young & Rubicam	\$91.4 million
... TV spot billings	Ted Bates	\$61.9 million
... Total radio billings	JWT and BBDO (tie)	\$20 million
... Radio network billings	Campbell-Ewald	\$4.8 million
... Radio spot billings	BBDO	\$17.9 million
... Biggest gain in the year	Leo Burnett	\$21.1 million

erts; Richard K. Manoff, and Arthur Meyerhoff Associates. They displaced these four which had appeared in 1963: Clinton E. Frank; Interpublic's Fletcher Richards, Calkins, Holden; Donahue & Coe (absorbed and became West, Weir & Bartell, which didn't place in the top 50) and Lawrence C. Gumbinner (absorbed by North).

Capsules of top 50 agencies are listed below in alphabetical order.

N. W. Ayer & Son: Combined TV-radio billing \$60 million; \$45 million in television (\$20 million in network, \$25 million in spot); \$15 million in radio (\$3 million in network, \$12 million in spot); TV-radio share of overall billing: 40%.

Ayer billing in broadcast dipped during the year, attributed primarily to the loss of John H. Breck, Whitman and U. S. Rubber tire accounts and a portion of the General Electric's houseware division earlier this year.

The agency's strong investors in network TV continue to be AT&T, sponsor of the *Bell Telephone Hour* on NBC-TV and the *Young People's Concerts* on CBS-TV; Corning Glass on *Wagon Train* on ABC-TV and *Alfred Hitchcock Hour* and *The Virginian* on NBC-TV; Du Pont on *Mickey, Voyage to the Bottom of the Sea* and *Peyton Place*, all on ABC-TV; Hill's Coffee on *Ben Casey* and *Burke's Law* all ABC-TV, and Plymouth-Valiant on *Twelve O'Clock High* on ABC-TV and *Wednesday Night at the Movies* on NBC-TV.

Spot-television spenders include Corning Glass, Bissell, Canon Mills, Plymouth Valiant Dealers and Atlantic Refining. Spot radio business emanated from United Airlines, Atlantic Refining, Sealtest and Plymouth Valiant. AT&T and Plymouth-Valiant are strong network radio users.

BBDO: Combined TV-radio billing \$123.3 million; \$103.3 million in television (\$58.1 million in network, \$45.2 million in spot); \$20 million in radio (\$2.1 million in network, \$17.9 million in spot); TV-radio share of overall billing: 50.9%.

BBDO's total broadcast billing increased \$18.8 million over last year, keeping the agency in the top five. The major increases were in spot television—\$10.2 million—and network television—\$7.1 million. The rise in broadcast billings is partly attributed to the addition of Lever Bros. (Lifebuoy) and General Brewing Corp. (Lucky Lager Beer), both broadcast users. Other new accounts include National Distillers, McGregor-Doniger, *New York Times*, Storz Brewing Corp., Ohio "65" Insurance, and 3-M Co. (corporate). Major accounts resigned during the year were Kinney System, A. C. Gilbert, and Investors Diversified.

Major network television accounts

TOP 50 AGENCIES

All dollar figures are in millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$151
2. Young & Rubicam	128.8
3. Ted Bates & Co.	126.3
4. BBDO	123.3
5. Leo Burnett Co.	111.3
6. Benton & Bowles	100
7. McCann-Erickson	93.2
8. Dancer-Fitzgerald-Sample	92
9. Foote, Cone & Belding	88.19
10. William Esty Co.	83.6
11. Compton	80.3
12. Sullivan, Stauffer, Colwell & Bayles	68.7
13. Lennen & Newell	62.9
14. N. W. Ayer	60
15. Grey Advertising	54
16. Ogilvy, Benson & Mather	41.7
17. Kenyon & Eckhardt	40.5
18. Maxon	40
19. Norman, Craig & Kummel	36.7
20. Needham, Louis & Brorby	36.2
21. Campbell-Ewald	35.5
22. D'Arcy	33.8
23. Cunningham & Walsh	33.5
24. Campbell-Mithun	33
25. Doyle Dane Bernbach	32.03
26. Gardner Advertising	26.7
27. Post-Keyes-Gardner	20.8
28. Doherty, Clifford, Steers & Shenfield	19.6
29. Tatham-Laird	19.2
30. Geyer, Morey, Ballard	18.9
31. Wade	18.88
32. Papert, Koenig, Lois	18.1
33. Erwin Wasey, Ruthrauff & Ryan	18
34. North Advertising	17.4
35. Fuller & Smith & Ross	16
35. MacManus, John & Adams	16
37. Arthur Meyerhoff Associates	14.5
38. Parkson Advertising	13.15
39. Guild, Bascom & Bonfigli	13.1
40. McCann-Marschalk	13
41. W. B. Doner & Co.	12.5
42. Kastor, Hilton, Chesley, Clifford & Atherton	12.2
43. D. P. Brother	12
43. Ketchum, MacLeod & Grove	12
45. Grant	11.9
46. Carson/Roberts Inc.	11.6
47. Honig-Cooper & Harrington	11.15
48. Warwick & Legler	11
49. Richard K. Manoff	10.5
50. Edward H. Weiss	10.15

..... AND THEIR 1964 RADIO-TV BILLINGS

Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change(\$) From 1963	Agency's Rank in 1963	
\$131	\$91	\$40	\$20	\$3	\$17	52%	+ 7 †	1	1
119.7	91.4	28.3	9.1	3.4	5.7	53.7%	+ 1.7	2	2
120.2	58.3	61.9	6.1	0.1	6	79.8%	+12.46	3	3
103.3	58.1	45.2	20	2.1	17.9	50.9%	+18.8	4	4
108.2	71.6	36.6	3.1	0.5	2.6	73.62%	+21.1	7	5
97	60	37	3	0.5	2.5	74%	+ 8	6	6
78	53	25	15.2	2	13.2	52%	- 1.3	5	7
88	47	41	4	0.3	3.7	75%	+12	9	8
78.77	56.53	22.24	9.42	0.66	8.76	58.93%	+17.3	11	9
68.2	59.4	8.8	15.4	2.2	13.2	80%	+ 7.6	10	10
76.3	46.8	29.5	4	2.1	1.9	74%	- 1.3	8	11
61.5	39.6	21.9	7.2		7.2	78%	+ 4.3	14	12
55.6	42.3	13.3	7.3	2.5	4.8	52%	- 4.4	12	13
45	20	25	15	3	12	40%	- 7	13	14
50	29	21	4	2	2	59%	+ 9	15	15
38.5	15.4	23.1	3.2	0.73	2.47	59.5%	+17	23	16
33.8	15.6	18.2	6.7	0.8	5.9	48%	- 2	16	17
38	36	2	2		2	83%	+17	24	18
33	18.1	14.9	3.7	2.8	0.9	67%	+ 1.6	17	19
24.2	17.3	6.9	12	4.7	7.3	65%	+ 1.2	18	20
28.5	22.5	6	7	4.8	2.2	33%	+ 1.5	19	21
24.4	14.4	10	9.4	0.4	9	34%	+ 2.6	20	22
28	13	15	5.5	4.5	1	60%	+ 8.5	21	23
25	16	9	8	1	7	51%	+ 8	21	24
27.3	9.5	17.8	4.73	0.03	4.7	31.1%	+10.63	27	25
19.7	4.4	15.3	7	1	6	49.8%	+ 4.7	26	26
18	9.5	8.5	2.8	0.9	1.9	60.3%	+ 1.3	29	27
16.9	4.7	12.2	2.7	0.9	1.8	70%	+ 0.6	30	28
18.5	10.3	8.2	0.7	0.2	0.5	64%	+ 0.7	31	29
14.8	8.1	6.7	4.1	1.6	2.5	34.2%	+ 5.7	37	30
17.8	11.9	5.9	1.08	0.03	1.05	76%	- 4.12	24	31
17.3	12.4	4.9	0.8		0.8	67%	+ 1.86	33	32
15.1	11.2	3.9	2.9	0.7	2.2	36%	- 2.3	28	33
15.85	8.32	7.53	1.55		1.55	58%	+ 4.5	38	34
15.5	12	3.5	0.5		0.5	28%	- 1	32	35
12	11	1	4	1	3	22%	+ 1.2	34	35
11.3		11.3	3.2	1.4	1.8	97.9%	*		37
13	12	1	0.15	0.15		75%	+ 0.65	39	38
11.2	4.4	6.8	1.9		1.9	74.6%	+ 3	47	39
9	4	5	4	0.2	3.8	35%	- 0.4	36	40
7.5	3.5	4	5	0.5	4.5	70.22%	- 1.1	35	41
10.3	3.1	7.2	1.9		1.9	54%	+ 0.2	42	42
8.5	8.5		3.5	1	2.5	33%	+ 0.2	41	43
11	4.5	6.5	1	0.3	0.7	24%	*		43
9.2	2	7.2	2.7	0.2	2.5	40%	- 0.6	39	45
11.1	6.7	4.4	0.5	0.1	0.4	65.5%	*		46
9.2		9.2	1.95	0.3	1.65	61%	+ 2.2	50	47
6	4.8	1.2	5	4.4	0.6	43.5%	+ 1.7	48	48
10.4	6	4.4	0.1		0.1	90%	*		49
9.75	4.75	5	0.4		0.4	47.9%	- 0.55	45	50

*Agency was not listed in top 50 last year.
†1963 estimate revised.

are American Tobacco on ABC-TV's *Combat* and *The Tycoon*, CBS-TV's *My Living Doll*, *What's My Line*, *Perry Mason*, *Gunsmoke*, and *The Reporter*, and NBC-TV's *Saturday Night Movie* and *Wednesday Night at the Movies*, and *The Rogues*; Hoffman-Laroche on ABC-TV's *Voyage to the Bottom of the Sea* and *Outer Limits*; Dodge on ABC-TV's *Sunday Night Movie* and *Peyton Place I*, *Peyton Place II*, and NBC-TV's *Wednesday Night at the Movies*; Pepsi-Cola on ABC-TV's *Jonny Quest*, *The Addams Family*, *The Outer Limits*, and NBC-TV's *Andy Williams* and *Jonathan Winters*, and *Kentucky Jones*; Autolite on NBC-TV's *That Was the Week That Was*, and *The Virginian*; Armstrong Cork Co. on CBS-TV's *The Danny Kaye Show*; Campbell Soup Co. on ABC-TV's *Donna Reed Show*, and CBS-TV's *Lassie*; and Lever Bros. is a sponsor on CBS-TV's *The Red Skelton Show*.

Spot television and radio accounts include Lever Bros., New York Telephone, Pepsi-Cola, Schaefer Beer, Air France, Consolidated Edison Co., and Sheraton Hotels.

Network radio accounts include Rexall Drug, Dodge, Bromo-Seltzer, Campbell Soup, Pepsi, and Lucky Strike Cigarettes.

Ted Bates & Co.: Combined TV-radio billing \$126.3 million; \$120.2 million in television (\$58.3 million in network, \$61.9 million in spot); \$6.1 million in radio (\$100,000 in network, \$6 million in spot); TV-radio share of overall billing: 79.8%.

Ted Bates, historically number one in spot television billings, came close to \$62 million in that area in 1964 and at the same time kept a firm hold on third position in total broadcast billings with a gain of over \$12 million. The agency's TV-radio allocations as a percentage of overall billings hung close to last year's mark, gaining only one-tenth of a percentage point to 79.8%.

Bates' major spot TV clients who also spend \$1 million or more in network are American Chicle Co., American Home Products, Brown & Williamson, Colgate-Palmolive Co., Continental Baking, International Latex, Mars Inc., Louis Marx and Standard Brands. Other spot TV customers include American Sugar Co., Mobil Oil, C. Schmidt & Co. and Scott Paper.

Standard Brands participates through Bates in a wide list of prime-time network shows, mainly on NBC-TV, in addition to carrying a diversified daytime schedule.

Mobil Oil participates in *The Fugi-*

tive (ABC-TV) and *Jackie Gleason Show* (CBS-TV). Louis Marx is heavy in weekend network children's programming; International Latex nighttime TV money goes principally to NBC-TV and ABC-TV and is also spread through an assortment of daytime shows; American Home Products covers three networks in nighttime participations and has a daytime schedule concentrated in CBS-TV shows; Brown & Williamson participates in 12 nighttime TV shows covering all three networks, and American Chicle's network TV budget is in daytime programming.

The agency's principal spot radio accounts are American Home Products, Brown & Williamson and National Biscuit Co. and its major network radio spender is Standard Brands.

Bates picked up the Wilkinson Sword account in June. The Wilkinson broadcast budget all goes to spot TV.

Benton & Bowles: Combined TV-radio billing \$100 million; \$97 million in television (\$60 million in network, \$37 million in spot); \$3 million in radio (\$500,000 in network, \$2.5 million in spot); TV-radio share of overall billing: 74%.

Benton & Bowles's \$100 million billing in radio-TV this year represents about an 8.7% increase over the previous year. The agency boosted its broadcast billing \$8 million, most of it (about \$7 million) in spot. Its radio billing was shaved about \$600,000, while network TV was up approximately \$1.6 million.

Much of the large chunks of broadcast business came from B&B's mainstay advertisers, giants Procter & Gamble (*Voyage to the Bottom of the Sea*, *Addams Family*, *Tycoon*, *Fugitive*, all on ABC-TV; *Petticoat Junction*, *Dick Van Dyke*, *Cara Williams*, *Perry Mason*, *Gunsmoke*, *Gilligan's Island*, all CBS-TV, and *Bill Dana Show* on NBC-TV, plus daytime sponsorships and spot TV); General Foods (*Lucy Show*, *Andy Griffith*, *Many Happy Returns*, *Cara Williams*, *Gomer Pyle*, all CBS-TV); Philip Morris (*Red Skelton*, *Slattery's People*, *The Entertainers*, *Jackie Gleason*, *Baillys of Balboa* and the National Football League telecasts, all CBS-TV).

Texaco at the agency is sports-minded. Among the events it sponsors: NFL telecasts, ABC-TV's *Wide World of Sports* and Professional Golfers' Association telecasts. Beech-Nut Life Savers is in ABC-TV's *Voyage*, *Combat*, *Shindig* and *Jonny Quest*. In addition to P&G, General Foods, Beech-Nut, Norwich Pharmacal, Edward Dalton division of Mead, Johnson & Co., E. R. Squibb & Sons, Anderson, Clayton & Co., and S. C. Johnson are big in spot TV. Texaco is in network radio and spot radio, and Norwich is in network radio. B&B in 1963 lost the \$9-million Eastern Air Lines account of which an

Merger creates agency with \$130 million billing

Ogilvy, Benson & Mather, New York, is effecting an international merger with Mather & Crowther Ltd., London, which will result in the formation of one of the larger advertising agencies in the world. The merged company, with a combined billing of \$130 million, will be known as Ogilvy & Mather Inc.

Mather & Crowther now owns 8% of Ogilvy, Benson & Mather. Francis Ogilvy was chairman of Mather & Crowther until his death last March. He was the brother of David Ogilvy, who is chairman of OBM in the United States. Mr. Ogilvy said last week that the merger will be completed by a stock transfer.

Both agencies will operate under their own names as wholly owned subsidiaries of the new corporation. David Ogilvy will serve as chairman and chief executive officer of the new corporation; and Donald Atkins, chairman of Mather & Crowther, will be vice-chairman of Ogilvy & Mather. He will have special responsibility for European operations.



David Ogilvy

The new company will have offices in New York, Chicago, San Francisco, Los Angeles, Atlanta, London, Toronto, Frankfurt, Zurich, Milan, and Vienna.

10-year track record of 1964's top 10 agencies

Billings in millions of dollars. Figures in parentheses () indicate rank.

	1964	1963	1962	1961	1960	1959	1958	1957	1956	1955
JWT	\$151 (1)	*\$144 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)	\$113.5 (1)	\$ 92 (3)	\$70 (4)	\$58 (4)
Y & R	128.8 (2)	127.1 (2)	115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)	100 (2)	82 (1)	72 (1)
Bates	126.3 (3)	113.84 (3)	115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)	76.5 (5)	55 (5)	37 (8)
BBDO	123.3 (4)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)	85 (4)	80 (2)	60 (2)
Burnett	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)	49 (7)	43 (7)	42.1 (5)
B&B	100 (6)	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)	54.5 (6)	53.8 (6)	39 (6)
M-E	93.2 (7)	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)	†102 (2)	†103 (1)	†76.4 (3)	†60 (2)
D-F-S	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)	47 (8)	37.5 (9)	30 (10)
FC&B	88.19 (9)	70.89 (11)	57.3 (13)	51.5 (13)	46 (13)	40.3 (14)	35.5 (14)	36 (11)	32.5 (11)	20.5 (14)
Esty	83.6 (10)	76 (10)	72 (8)	60 (10)	56.25 (10)	41.5 (13)	39 (12)	32 (10)	40 (8)	39 (6)

* 1963 figure for JWT re-adjusted by JWT.

† Includes billings of McCann-Marschalk before 1962.

estimated \$2.2 million was in broadcast, and picked up Anderson, Clayton (foods) and Mead, Johnson's Edward Dalton division (Metrecal).

D. P. Brother: Combined TV-radio billing \$12 million; \$8.5 million in television (all in network); \$3.5 million in radio (\$1 million in network, \$2.5 million in spot); TV-radio share of overall billing: 33%.

There's been little change in D. P. Brother's radio-TV billing over the past few years, and in 1964 broadcast spending by its clients is about the same. A substantial amount of network-TV billing is tied in with Oldsmobile's sponsorships, participant, for example, in *Wendy and Me* and *McHale's Navy* on ABC-TV this season. The client also has been active in news shows during the year. Other major clients include General Motors Corp., and GM's Guardian Maintenance and Harrison Radiator.

Leo Burnett Co.: Combined TV-radio billing \$111.3 million; \$108.2 million in television (\$71.6 million in network, \$36.6 million in spot); \$3.1 million in radio (\$500,000 in network, \$2.6 million in spot); TV-radio share of overall billing: 73.62%.

Leo Burnett moved into the top five broadcast agencies this year, increasing more than \$21 million in radio-TV over 1963.

Burnett's formidable total reflects increased allocation of its billing to broadcast. In 1963, the agency reported an estimated 68% of its overall billing in radio-TV, but this year the percentage was up five points (out of a total billing of an estimated \$153 million).

Network-TV accounts include Nestle (a new account that moved from McCann-Erickson and worth an estimated \$6 million annually in broadcast), Procter & Gamble (NBC-TV's *Bill Dana Show*, news on CBS-TV and daytime

programming), Philip Morris (NFL football on CBS-TV and news on the network), Kellogg (in several nighttime and daytime shows), Pillsbury (CBS-TV's *Ed Sullivan Show*) and Vick Chemical.

Major spot-TV clients are Kellogg, P&G, Campbell Soup, Pillsbury, Schlitz, Union Carbide and Green Giant. In spot radio, Allstate Insurance, Pfizer, Pure Oil, Schlitz and Swift are active, and Pfizer also is in network radio. Account losses included Hoover Co. and Wallace Laboratories, neither active to any extent in broadcast. Also resigned was the Republican National Committee.

Campbell-Ewald Co.: Combined TV-radio billing \$35.5 million; \$28.5 million in television (\$22.5 in network, \$6 million in spot); \$7 million in radio (\$4.8 million in network, \$2.2 million in spot); radio-TV share of overall billing: 33%.

Chevrolet, through C-E, was investing \$16 million in network TV, starting this fall, as sole sponsor of *Bonanza* and one-half of *The Man from U.N.C.L.E.* both on NBC-TV and one-half of *Bewitched* on ABC-TV. Earlier in the year Chevrolet had *Bonanza* and also was in other network programs (some of *Route 66* on CBS-TV). This major biller at C-E used network radio (on both CBS and NBC) for news sponsorship and during the introductory period for its new models this year bought spot radio. Florida Citrus Commission is in network TV. C-E has much of its radio-TV billing in other General Motors advertising: GM institutional, Delco Division, United Motors Service Division and GM Acceptance Corp.

Campbell-Mithun: Combined TV-radio billing \$33 million; \$25 million in television (\$16 million in network, \$9 million in spot); \$8 million in radio (\$1 million in network, \$7 million in spot);

TV-radio share of overall billing 51%.

C-M's billings in broadcast showed an increase of \$8 million or 31% over 1963 (a year in which the agency's broadcast billing was off \$3.6 million from 1962). Principal area of C-M's broadcast gain was an increase of \$6 million in radio billing over 1963.

Major network TV users are Pillsbury in seven daytime and nighttime programs including CBS-TV's *Ed Sullivan*; Gold Seal in six daytime programs; Hamm's Beer, sponsor of NFL football games, and Wilson Sporting Goods, sponsor of golf tournaments. Spot-TV users: Hamm's, Pillsbury, Gold Seal, Malt-O-Meal, Top Value, Kroger Co., Mishawaka Rubber, and Wilson Packing Co.

Spot-radio accounts: Hamm's, Northwestern National Bank, Northwest Airlines, Top Value Stamps and Northern States Power Co. Pillsbury invests \$1 million in network radio.

Carson/Roberts: Combined TV-radio billing \$11.6 million; \$11.1 million in television (\$6.7 million in network, \$4.4 million in spot); \$500,000 in radio (\$100,000 in network, \$400,000 in spot); TV-radio share of overall billing: 65.5%.

This Los Angeles-based agency this year makes its first appearance on the top 50 list. Television advertisers account for 61.7% of the agency's overall billing; network TV clients are Mattel and Max Factor; spot-television users are Mattel, Gallo, and Mission Pak.

Spot-radio advertisers are Gallo, Baskin-Robbins, Packard Bell, Brentwood Savings and Mission Pak. California Date was the only client using network radio.

Carson/Roberts acquired two new accounts in 1964: Packard Bell, which spends an estimated \$60,000 in spot radio, and Mission Pak, which has allocated \$25,000 to spot radio and \$235,-





Phyllis Diller's laugh is contagious

They caught it in Chicago
They caught it in Los Angeles
They caught it in San Francisco
They caught it in 18 other cities

They caught it from WABC-TV in New York.

WABC-TV is where The Phyllis Diller Show got its start. And after it had spread to ABC Owned WBKB, KABC-TV and KGO-TV, other stations all over the country caught it, too.

Phyllis did a lot more than a quick bit or a guest shot. WABC-TV put as much pure Diller in the show as 90 *hilarious* minutes would hold. Seldom has any performer been given so complete a showcase for her talent.

But that's not too surprising. Because the ABC Owned Television Stations take program development seriously. Whether it's entertainment, public affairs or sports, they put all the talent planning and hard work they can muster into the job. No wonder so many of their shows catch on.

ABC Owned Television Stations

WABC-TV New York • WXYZ-TV Detroit • WBKB Chicago
KABC-TV Los Angeles • KGO-TV San Francisco



000 to be split in spot television.

Compton Advertising: Combined TV-radio billing \$80.3 million; \$76.3 million in television (\$46.8 million in network, \$29.5 million in spot); \$4 million in radio (\$2.1 million in network, \$1.9 in spot); TV-radio share of overall billing: 74%.

Compton's broadcast billing dropped slightly more than \$1 million this year, as television spending fell off almost \$3 million and radio investment increased \$1.4 million over 1963.

Procter & Gamble and Alberto-Culver continued as Compton's "big-spender" accounts. P & G participated in ABC-TV's *The Fugitive*, CBS-TV's *Perry Mason* and *Petticoat Junction* and A-C in CBS-TV's *The Defenders*, *The Entertainers*, *Mr. Broadway*, *The Red Skelton Show* and *The Reporter*. Both accounts

The Virginian, *Wednesday Night Movies* and *Andy Williams/Jonathan Winters Specials*, all on NBC-TV; ABC-TV's *Sunday Night Movie* and various daytime programs) and Glenbrook Laboratories (*Ben Casey*, *Sunday Night Movie*, *Peyton Place I & II*, *the Fugitive* and *Burke's Law*, all on ABC-TV.

In spot television C&W has J. A. Folger & Co., Jergens, Boyle-Midway Div. of American Home Products and Glenbrook among its accounts. Radio accounts, in network and spot, include J. A. Folger, Sunshine Biscuits, Boyle-Midway and Connecticut General.

Dancer-Fitzgerald-Sample: Combined TV-radio billing \$92 million; \$88 million in television (\$47 million in network, \$41 million in spot); \$4 million in radio (\$300,000 in network, \$3.7 million in spot); TV-radio share of over-

Cyanamid and Best Foods.

D'Arcy Advertising: Combined TV-radio billing \$33.8 million; \$24.4 million in television (\$14.4 million in network, \$10 million in spot); \$9.4 million in radio (\$400,000 in network, \$9 million in spot); TV-radio share of overall billing: 34%.

Radio-TV spending by D'Arcy clients rose by an estimated \$2.6 million attributable to increased spending by such advertisers as Gerber Baby Foods and Colgate-Palmolive.

In network television, Gerber's participated in NBC-TV's *90 Bristol Court* and various daytime series. Colgate was a sponsor on NBC-TV's *Saturday Night At the Movies*. Anheuser-Busch (Budweiser) participated on NBC-TV's *Tonight* and American Oil on the National Football League schedule on CBS-TV.

Spot spenders through D'Arcy include Colgate-Palmolive, American Oil, Royal Crown Cola, Budweiser, General Tire & Rubber Co., Laclede Glass and Gerber.

Doherty, Clifford, Steers & Shenfield Inc.: Combined TV-radio billing \$19.6 million; \$16.9 in television (\$4.7 million in network, \$12.2 million in spot); \$2.7 million in radio (\$900,000 in network, \$1.8 million in spot); TV-radio share of over billing: 70%.

Broadcast billings rose slightly at DCS&S with network television up \$700,000 (spot TV fell \$500,000) and network and spot radio up \$100,000 and \$300,000 respectively over the 1963 level.

Spot-TV clients included Eastman Chemical Co.'s Kodol, Bristol Myers' Vitalis, Ipana and Softique, Jax, Narragansett, and Wiedemann's beers, C. F. Mueller Co., 4-Way, Congesperin and Sucrets.

Vitalis increased its use of network TV this year by sponsoring eleven sports programs. Other network-TV users: Ipana, *You Don't Say*, *Match Game* (both NBC-TV), *Love of Life*, *Password* and *Secret Storm* (all CBS-TV); 4-Way, *Trailmaster* (ABC-TV), *Word for Word*, *Let's Make a Deal* (both NBC-TV), *Missing Links*, *Tennessee Ernie Ford Show*, *Get the Message* (all ABC-TV); Narragansett, Red Sox baseball; Softique, *Loretta Young Show*, *The Doctors* (both NBC-TV), *I Love Lucy*, *Real McCoys*, *Andy Griffith*, and *CBS Morning News* (all CBS-TV); Wiedmann, *National Football League Shows* (CBS-TV).

Spot-radio clients at DCS&S were Narragansett, Wiedemann, Jax, Minit Rub, Italian Line, Vitalis, C. F. Mueller and U. S. Tobacco Co. Ammens used both spot and network radio.

W. B. Doner & Co.: Combined TV-radio billing \$12.5 million; \$7.5 million in

Big broker Bache moves account to SSC&B

Sullivan, Stauffer, Colwell & Bayles Inc., New York, has landed the account of the world's second biggest brokerage firm, Bache & Co., after reportedly competing with 30 other agencies for it.

The move caused some Madison Avenue speculation about an increase in Bache broadcast billing next year.

The account bills around \$1 million annually and has been with the Wall Street agency of Albert Frank-Guenther Law Inc. for the past 30 years. The Feb. 1, 1965, shift to a general agency represents a change

in advertising philosophy by the brokerage house. A spokesman for the company stated that Bache needed "new approaches" to reach a rapidly increasing investor public—a public expected by Bache to increase from today's 17.5 million investors to 30 million by 1970.

Albert Frank will continue to handle "special projects" for the company.

No definite broadcast advertising plans have been formulated by SSC&B, but Bache has used radio in its advertising for the past 13 years.

plunged heavily in network daytime TV. Other network advertisers were Schick Safety Razor Co. on *No Time For Sergeants* (ABC-TV) and Consolidated Cigar on *Meet The Press* (NBC-TV) and *Wendy and Me* (ABC-TV).

Spot-TV and radio investors in the Compton fold included Alberto-Culver, P & G, American Dairy Association, El Producto Cigar Co., Gulton Industries, Quaker Oats and Schick Safety Razor. Network radio spenders included the American Dairy Association, Schick and Wyler & Co.

Cunningham & Walsh: Combined TV-radio billing \$33.5 million; \$28 million in television (\$13 million in network, \$15 million in spot); \$5.5 million in radio (\$4.5 million in network, \$1 million in spot); TV-radio share of overall billing: 60%.

C&W's broadcast billing was \$8.5 million more than in 1963, all of it from established clients, and most of it in TV.

Major network-TV clients of C&W include Andrew Jergens (*Mr. Novak*,

all billing: 75%.

In reaching a new high of \$92 million in broadcast billing this year, D-F-S registers a gain of \$12 million. The substantial pickup is credited chiefly to increased broadcast allocations by old D-F-S accounts rather than acquisition of new clients. The agency did add the DeLuxe Reading Corp. (they buy in both spot and network TV) and Cudahy Packing accounts during the year and reported no lost business.

D-F-S' heaviest spot-television users include Procter & Gamble, General Mills, Falstaff (regional), Sterling Drug, Peter Paul, Corn Products (Best Foods Div.) and DeLuxe Reading. The same list spends substantial amounts in network TV in addition to Noxzema, Frigidaire (heavy daytime) and Frito-Lay. D-F-S clients have schedules in *Patty Duke*, *Ben Casey* and *Flintstones* on ABC-TV; *Gilligan's Island*, *Perry Mason*, *Munsters* on CBS-TV, and *Dr. Kildare* and *Mr. Novak* on NBC-TV.

Largest spot-radio accounts are Sterling Drug, Falstaff Brewing, American



How do you sell toasters (or shavers, or freezers, or anything) In Nigeria? In Canada? In Japan? In Argentina? In Australia?

With television. The same way you do in Mexico, Dominican Republic, Guatemala, Honduras, Nicaragua, Costa Rica, Panama, Venezuela, Ecuador, Brazil, Lebanon, Iran, Okinawa, Philippines, Syria, Haiti, Netherlands Antilles and El Salvador.

No other international television network gives you the selling

power that ABC Worldvision does: 53 stations. 23 countries. More than 16,000,000 TV homes.

No wonder more multinational advertisers are placing their television business through the network of ABC Worldvision Stations. Call us, and get *your* business on the move.

**You can sell the world on
ABC International Television, Inc.**

New York, Tokyo, London. New York SU 7-5000 Cable: AMBROCASTS
ABC International Television, Inc., 7 West 66th Street, N. Y. 10023

television (\$3.5 million in network, \$4 million in spot); \$5 million in radio (\$500,000 in network, \$4.5 million in spot); TV-radio share of overall billing: 70.22%.

Total broadcast billing dropped \$1.1 million in 1964. Television billing fell \$1 million, with spot dropping \$1.5 million and network increasing \$500,000. Radio billings fell \$100,000. Network radio rose \$300,000, while spot radio decreased \$400,000.

Major network accounts were the National Brewing Co., Baltimore, and the National Brewing Co. of Michigan (for Altes Beer), both sponsoring football. Major spot-television accounts included these two brewing companies and the Allegheny Pepsi-Cola Bottling Co., DWG Cigar Corp., *The Detroit News* and WWJ-TV Detroit, and Borman Food Stores Inc. (Food Fair Markets).

The brewing companies were also network radio accounts. Spot radio accounts included National Brewing Co. (Baltimore), Hygrade Food Products Corp., I. J. Grass Noodle Co.—Division of Hygrade Food, Elias Bros., *Detroit News* and WWJ-TV Detroit and Food Fair Markets.

Doyle Dane Bernbach: Combined TV-radio billing \$32.03 million; \$27.3 million in television (\$9.5 million in network, \$17.8 million in spot); \$4.73 million in radio (\$4.7 million in spot, \$36,000 in network); TV-radio share of total billing: 31.1%.

DDB this year showed a substantial rise in its broadcast billing compared to 1963: an increase of \$10.6 million, or 48%. Spot-TV clients include General Mills, Buxton, Cracker Jack, Venus, West End Brewing, Chemstrand, Colombian Coffee, Dreyfus Fund, Levy's Bakery, Thom McAn, Ronson, Volkswagen Distributors and Dealers, Jamaica Tourist Bureau, American Airlines, Clairol, Burlington Hosiery, Drewry's Beer, H. J. Heinz, Quaker Oats and the U. S. Tire Division of General Rubber.

Chemstrand was in CBS-TV's *Elizabeth Taylor in London* and ABC-TV's *Sophia Loren in Rome*; General Mills is a heavy sponsor in NBC and CBS programs; H. J. Heinz is another heavy network user; Polaroid has several network program participations, and Chicopee Mills participates in several NBC-TV daytime shows.

Spot radio clients include American Airlines, Thom McAn, Colombian Coffee, Levy's, Heinz, West End Brewing and Sick's Ranier Brewing.

While DDB gained 10 new accounts this year, most of the agency's added billing came from increased spending by veteran clients. The Democratic National Committee contributed substantially to DDB's broadcast billings increase this year, spending an estimated \$3.5 million for radio-TV. DDB also

lost four accounts during 1964; one, The Rival Packing Co., had been allocating \$1.3 million to broadcast.

Erwin Wasey, Ruthrauff & Ryan: Combined TV-radio billing \$18 million; \$15.1 million in television (\$11.2 million in network, \$3.9 million in spot); \$2.9 million in radio (\$700,000 in network, \$2.2 million in spot); TV-radio share of overall billing: 36%.

Broadcast expenditures at EWR&R dropped by more than \$2 million in 1964, reflecting losses in billing because of account defections including Stokely-Van Camp, Staley Manufacturing and William Wrigley. The decreases would have been sharper except that EWR&R picked up the Republican National Committee account, estimated at more

Bates moves billing

Ted Bates & Co., third largest broadcast billing agency, may move a portion of its TV money from CBS-TV to ABC-TV in the next—the 1965-66—TV season. The agency, ABC-TV revealed last week, placed a 52-week order with the network for client American Home Products, the business representing \$15 million in billing.

According to network statisticians, American Home this season had 2.5 commercial TV minutes a week in prime-time on ABC-TV as compared with 7.5 minutes a week on CBS-TV. Next season's order is for six prime-time commercial minutes a week and five quarter hours a week in daytime. In prime-time the minutes will be spread in both carry-over and new shows.

than \$2.5 million and heavily involved in TV during the pre-election period.

EWR&R's top broadcast account is the Carnation Co., which has invested in such network TV programs as NBC-TV's *90 Bristol Court*, Mr. Novak, *The Man From U.N.C.L.E.*, *Wednesday Night At the Movies*, *International Showtime* and *Kentucky Jones*. Network daytime advertisers during the early part of 1964 included Stokely-Van Camp and A. E. Staley. Spot-TV radio users included Carnation, Devoe & Reynolds, United California Bank, Wynn Oil Co. and Texas State Optical Co.

William Esty Co.: Combined TV-radio billing \$83.6 million; \$68.2 million in television (\$59.4 million in network, \$8.8 million in spot); \$15.4 million in radio (\$2.2 million in network, \$13.2 million in spot); TV-radio share of overall billing: 80%.

Esty had an estimated 10% gain in broadcast sectors across the board while its share of total billings going to radio-TV remained relatively steady. The agency held on to 10th position—its spot last year—in the top 50 list of radio-TV agencies.

R. J. Reynolds has sponsorships through Esty in CBS-TV nighttime shows *Beverly Hillbillies*, *To Tell the Truth*, and *Password*. Other heavy nighttime TV customers through Esty: American Home Products, Chesebrough-Pond's Union Carbide and Ballantine. The agency buys heavy spot television schedules for all the above sponsors in addition to Sun Oil, Colgate Palmolive, Charles Pfizer and Kimberly Clark. Spot radio accounts include Reynolds, Ballantine, Union Carbide and American Home. Major network radio clients are Sun Oil and Reynolds.

Esty's 10% broadcast gain is attributed mainly to bigger outlays by clients rather than to the addition of new accounts, though the agency did add Colgate's Fab money to its billings for the year.

Foote, Cone & Belding: Combined TV-radio billing \$88.19 million; \$78.77 million in television (\$56.53 million in network, \$22.24 million in spot); \$9.42 million in radio (\$660,000 in network, \$8.76 million in spot); TV-radio share of overall billing: 58.93%.

Foote, Cone & Belding continued an accelerating growth in both overall and broadcast billing during 1964. The agency gained an estimated \$17.3 million in broadcast alone, following a \$13.6 million TV-radio jump in 1963. The share of total billing going to broadcast—58.93%—represents a 2% increase over 1963.

Among accounts picked up by Foote, Cone & Belding during the year were Best Foods' NuSoft Fabric Softener and the Rowenta butane lighter (Sunbeam Corp.). FC&B lost Lever Bros. Imperial margarine. Big network TV spenders at FC&B are Menley & James (ABC-TV's *Ben Casey*, *Peyton Place* and *12 O'Clock High*) Clairol (ABC-TV shows *Addams Family*, *Farmer's Daughter*, *Lawrence Welk*, *Mickey*, *My Three Sons*, *Sunday Night Movies*, *Valentine's Day* and news programming on NBC-TV). Also General Foods, Best Foods, Armour, Hallmark, S. C. Johnson, Kimberly-Clark, Sunbeam and Zenith.

Substantial spot-TV schedules are placed for all of the above in addition to Lanvin, Rheingold, Trans World Airlines, S. A. Schonbrunn (Savarin), B. F. Goodrich and Paper Mate Co.

Spot radio accounts at FC&B include Equitable Life Assurance Society, Rheingold, Booth Fisheries, Goodrich, Trans World Airlines and Savarin. Network-radio business is placed for Men-

**The great thing about radio
is you can turn it on...**

...and hear things like:

**WXYZ's Joel Sebastian discussing
the morality of today's popular music.**

**WABC's theater critiques
by Broadway pundit Allan Jefferys.**

**KGO's helicopter tip-offs
on Bay area traffic conditions.**

**WLS's view of the woman's world
by award-winning Martha Crane.**

**KABC's frank report on the pornography
problem in Southern California.**

**KQV's gentle probe of a 13-year-old's
psyche on "Exploring a Child's World."**

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

**ABC Owned stations...six of the best things
about Radio.**

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

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

**ABC Owned stations...six of the best things
about Radio.**

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

ley & James.

Fuller & Smith & Ross: Combined TV-radio billing \$16 million; \$15.5 million in television (\$12 million in network, \$3.5 million in spot); \$500,000 in radio (all spot); TV-radio share of overall billing: 28%.

Broadcast billings at F&S&R fell from the 1963 level with radio accounting for a drop of \$1.36 million. F&S&R had no network-radio clients during 1964—last year spot radio accounted for \$560,000 worth of billings. Network-TV figures rose \$200,000 over last year; spot TV gained about \$100,000 in billings.

Clients using network TV include The Borden Co. and American Chicle Co. The latter also buys spot TV.

Gardner Advertising: Combined TV-radio billing \$26.7 million; \$19.7 million in television (\$4.4 million in network, \$15.3 million in spot); \$7 million in radio (\$1 million in network, \$6 million in spot); TV-radio share of overall billing: 49.8%.

Gardner's broadcast billing gain was \$4.7 million or 21% over 1963's figures. TV-radio share of billing for the same period grew 5.4%.

Gardner places spot TV for Anheuser-Busch, Ralston Purina Co., Pet Milk and American Tobacco Co. (Carlton and Montclair cigarettes and Roi-Tan cigars). Principal network users are Ralston Purina on CBS-TV's *Danny Kaye* and *Jackie Gleason* shows and in various daytime programs, and American Tobacco with regional cut-ins on 10 prime-time programs.

Spot-radio accounts: Anheuser-Busch, Pet Milk, Sunray DX Oil Co., Grove Laboratories and Whitman Candies. Pet Milk, Grove and Whitman are also in network radio.

A good part of Gardner's broadcast rise can be attributed to the agency's share of the American Tobacco account, which it acquired this year.

Geyer, Morey, Ballard: Combined TV-radio billing \$18.9 million; \$14.8 million in television (\$8.1 million in network, \$6.7 million in spot); \$4.1 million in radio (\$1.6 million in network, \$2.5 million in spot); TV-radio share of overall billing: 34.2%.

GMB billed an estimated \$5.7 million more in broadcast this year than in 1963 as approximately 27% of all agency billings were funneled into television and more than 7% into radio. The agency made modest advances over 1963 in the network and spot areas of both television and radio. The overall broadcast gain is attributed mainly to bigger billing by older clients with American Motors, Lehn & Fink and Irish International Airlines all showing

increases. GMB's biggest network TV spenders are American Motors (*Danny Kaye* on CBS-TV) and Lehn & Fink. These two also spend heavily in spot TV as do other GMB clients Morrell meats, Sinclair Oil, Irish International and Rambler Dealer Associations.

GMB places spot radio for American Motors, Sinclair, Rambler Dealers, Irish International and Lehn & Fink and network radio accounts include American Motors, Sinclair, Lehn & Fink and Morrell. The agency lost the B. T. Babbitt account during the year while picking up American Republic Insurance, Distmark, Shakey's Inc. (restaurants), Amsted Industries and Heggblade-Marguleas as new clients.

Newspaper record

National advertising in newspapers in 1964 will reach an all-time high, Jack P. Kauffman, vice president of the Bureau of Advertising, ANPA, told the 61st anniversary convention of the ANPA last week.

"The outlook for national advertising in newspapers is better today than at any time since the advent of TV 15 years ago," Mr. Kauffman said. "Television will continue to grow but at a slower pace. Radio and magazines are reorganizing to do a better sales job. The need for aggressive selling by our industry is more critical than ever before."

Mr. Kauffman said that national advertising in newspapers would total about \$845,000,000 (adjusted for the Detroit strike loss) during 1964, a major increase over the 1963 total of \$765,000,000. The previous high was \$836,000,000 in 1960.

Grant Advertising: Combined TV-radio billing \$11.9 million; \$9.2 million in television (\$2 million in network, \$7.2 million in spot); \$2.7 million in radio (\$200,000 in network, \$2.5 million in spot); TV-radio share of overall billing: 40%.

Grant's broadcast billing dropped slightly from the 1963 level with the loss of Gordon Baking Co. and Chicago-Land Dodge Dealers—both spot radio clients.

Dr. Pepper continued to be one of the agency's major spot-TV users. Dr. Pepper, a network TV user, this year purchased time in the *Miss Teenage America Contest* on CBS-TV. Penick

Ford and Bunlap Corp. use spot TV and spot radio.

Grey Advertising: Combined TV-radio billing \$54 million; \$50 million in television (\$29 million in network, \$21 million in spot); \$4 million in radio (\$2 million in network, \$2 million in spot); TV-radio share of overall billing: 59%.

Grey was one of the most active agencies in 1964 in landing new accounts, acquiring more than \$20 million in business from such advertisers as Rival Packing, Procter & Gamble, Bristol-Myers, American Home Products and H. J. Heinz. Accordingly, broadcast billing jumped \$9 million during 1964.

Network-TV buyers included P. Lorillard on various sports programs and on NBC-TV's *The Virginian* and *International Showtime*; Bristol-Myers on ABC-TV's *Wagon Train* and *Twelve O'Clock High*; Mennen on ABC-TV's *Sunday Night At the Movies*, *Outer Limits* and *Jonny Quest*, and Block Drug on the *Lawrence Welk Show* (ABC-TV) and *International Showtime* (NBC-TV). Other network-TV spenders are Boyle-Midway, P & G and Ex-Lax.

In spot TV, Grey's busy clients include Revlon, Rival Packing, Hanes, Greyhound, Lorillard, Bristol-Myers, Ideal Toy, and P & G. Spot radio attracted business from Tidewater Oil, Greyhound, Bristol-Myers, Ward Foods and Lorillard. Network-radio clients were Bristol-Myers and Mennen.

Guild, Bascom & Bonfigli: Combined TV-radio billing \$13.1 million; \$11.2 million in television (\$4.4 million in network, \$6.8 million in spot); \$1.9 million in radio (all in spot); TV-radio share of overall billing: 74.6%.

Broadcast billing at GB&B rose by \$3 million in 1964 over 1963 as the TV-radio share of expenditures rose substantially. The principal gain was in spot TV where \$3 million was added, while network TV spending declined by \$800,000. Significantly, spot radio rose by \$800,000 over 1963.

Contributing to its healthy spot TV-radio were such clients as Foremost Dairies, Corn Products Co., Ralston Purina Co., Van Camp Sea Food Co., Clougherty Packing Co. and Carling Breweries Co. Its network-TV roster includes Foremost, Corn Products, Ralston Purina and Van Camp Sea Food, which have been active largely in daytime.

During the year GB&B added Van Camp Sea Food and resigned Mary Ellen's jams and jellies and Pacific Northwest Bell Telephone Co.

Honig-Cooper & Harrington: Combined TV-radio billing \$11.15 million; \$9.2 million in television (all in spot); \$1.95 million in radio (\$300,000 in network, \$1.65 million in spot); TV-radio share



Look who's in *prime time*

Yes, that's right . . . "Ma and Pa Kettle" and "Francis" (The Talking Mule).

And they're repeating their tremendous popular appeal against the best prime time network programming—evidenced by results of ARB rating studies. These two feature series are attracting the same mass audiences on TV as they did in theatrical release, when each and every one of the seven "Francis" and eight "Ma and Pa Kettle" features (now in Seven Arts' Volume 9) spelled box office success! When a "Ma and Pa Kettle" takes 63% share-of-audience in Friday prime time, and when "Francis" can run neck-and-neck with ABC's Tuesday night prime time best on this season's opening night, you know you can have feature film programming that can register top ratings and profits for your station.

To learn more about Volume 9's 215 Universal/Seven Arts "Films of the 50's", contact your nearest Seven Arts salesman today.



FRANCIS



FRANCIS COVERS
THE BIG TOWN



FRANCIS GOES TO
THE RACES



FRANCIS GOES TO
WEST POINT



MA & PA KETTLE



MA & PA KETTLE
AT HOME



MA & PA KETTLE
AT THE FAIR



MA & PA KETTLE
AT WAIKIKI



making TV rating history!

TULSA KVOO-TV				
			RATING	SHARE
Sept. 11	"MA & PA KETTLE" KVOO-TV		29	63%
Friday	Lawbreaker, Alfred Hitchcock CBS (KOTV)		10	22%
8:30—10 P.M.	Price is Right, Boxing, Make That Spare ABC (KTUL-TV).....		7	15%
Sept. 21	"FRANCIS JOINS THE WACS" KVOO-TV		20	37%
Monday	To Tell the Truth, I've Got A Secret, Andy Griffith, Lucille Ball CBS (KOTV)...		21	39%
6:30—8:30 P.M.	Voyage to the Bottom of the Sea, No Time for Sergeants, Wendy and Me ABC (KTUL-TV)		13	24%
LOS ANGELES KABC-TV				
	DATE	TIME SLOT	RATING	SHARE
"MA AND PA KETTLE"	SEPT. 16	"6 O'CLOCK MOVIE"	11	25%
(#1 in the time slot—beating KNXT's long time top-rated news show!)				
"FRANCIS"	APR. 25	"SATURDAY NIGHT MOVIE"	15	38%
(This was the highest rating received by any feature film ever telecast by KABC-TV!)				



Seven Arts

ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive,
Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

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



FRANCIS IN THE
HAUNTED HOUSE



FRANCIS
IN THE NAVY



FRANCIS
JOINS THE WACS



MA & PA KETTLE
GO TO TOWN



THE KETTLES
IN THE OZARKS



MA & PA KETTLE
BACK ON THE FARM



MA & PA KETTLE
ON VACATION

of overall billing: 61%.

West Coast agency Honig-Cooper & Harrington continued its yearly climb in broadcast billing in 1964, increasing its total broadcast \$2.2 million over the previous year.

Most of the boost came in spot TV for such major spot clients as Italian Swiss Colony wines, Clorox, Interstate Bakeries, Coca-Cola Bottling of Los Angeles, C and H Sugar, Farmers Insurance Group, Thrifty Drug Stores, Signal Gas & Oil Co., and Bell Brand Foods Ltd. Italian Swiss, C and H, Interstate Bakeries and Farmers Insurance also are in spot radio. Farmers Insurance is in network radio as is Dolly Madison Cakes.

The agency's broadcast billing also represented a greater share of the overall billing, up from 54% last year to an estimated 61% this year.

Kastor, Hilton, Chesley, Clifford & Atherton Inc.: Combined TV-radio billing \$12.2 million; \$10.3 million in television (\$3.1 million in network, \$7.2 million in spot); \$1.9 million in radio

(all spot); TV-radio share of overall billing: 54%.

Kastor, Hilton continued to allocate most of its clients' broadcast advertising budgets to spot radio and/or spot TV. The agency gained some new products from its regular clients adding approximately \$200,000 to television.

KHCC&A clients active in broadcast media include: E. R. Squibb, Maradel Products, Tropicana Products, Isodine Corp., Norcliff Labs, Matey Bath Products and Tuck Tapes.

Kenyon & Eckhardt: Combined TV-radio billing \$40.5 million; \$33.8 million in television (\$15.6 million in network, \$18.2 million in spot); \$6.7 million in radio (\$800,000 in network, \$5.9 million in spot); TV-radio share of overall billing: 48%.

Broadcast billing at K&E for 1964 slipped \$2 million from the \$42.5 million in 1963, with a decrease in the TV-radio share to 48% from 50% last year. K&E lost such broadcast-oriented accounts as Edward P. Dalton (Metrecal) and International Latex, though the agency recouped a substantial por-

tion of this billing through the acquisition of National Airlines and Prince Macaroni.

K&E's sturdy investment in spot television and radio came from such accounts as Beecham Products, R. T. French, Lincoln-Mercury, National Airlines, National Biscuit, Pabst Brewing, Wm. Underwood Co., Whirlpool Corp., U. S. Plywood Corp., Magnavox Co., Prince Macaroni and Quaker State Oil. Network-TV advertisers included Lincoln-Mercury on *The Bing Crosby Show* (ABC-TV); Beecham on *The Munsters* (CBS-TV); U. S. Plywood on *Ron Cochran and the News* (ABC-TV) and Shell Oil on *Shell's Wonderful World of Golf* and *Shell's Young People's Concerts*.

K&E's network radio advertisers include Lincoln-Mercury and Magnavox.

Ketchum, MacLeod & Grove: Combined TV-radio billing \$12 million; \$11 million in television (\$4.5 million in network, \$6.5 million in spot); \$1 million in radio (\$300,000 in network, \$700,000 in spot); TV-radio share of overall billing: 24%.

This agency, heavy in industrials, also gets its broadcast boost from such image-conscious corporations as Alcoa (*Huntley-Brinkley* on NBC-TV), Gulf Oil and Pittsburgh Plate Glass. Other network-TV users are Calgon Corp. and Tappan Stoves. Spot spending in TV comes from Continental Baking and Alcoa among others. H. J. Heinz uses network radio, spot radio clients include Continental Baking and Pittsburgh Brewing's Iron City beer.

Lennen & Newell: Combined TV-radio billing \$62.9 million; \$55.6 million in television (\$42.3 million in network, \$13.3 million in spot); \$7.3 million in radio (\$2.5 million in network, \$4.8 million in spot); TV-radio share of overall billing: 52%.

L&N broadcast spending declined by more than \$4 million in 1964, reflecting a drop of more than \$6 million in TV expenditures but an increase of \$2.5 million on radio.

In network television the mainstay accounts were P. Lorillard on CBS-TV's *The Ed Sullivan Show*, *Dick Van Dyke Show* and *Joey Bishop Show* and NBC-TV's *Jack Paar Show* in addition to various daytime programs; Colgate-Palmolive on *The Jackie Gleason Show* (CBS-TV), *Dr. Kildare* (NBC-TV), *The Rogues* (NBC-TV), *12 O'Clock High* (ABC-TV) and *Burke's Law* (ABC-TV); Consolidated Cigars on the *Les Crane Show* (ABC-TV), *Meet The Press* (NBC-TV), *Broadside* (ABC-TV) and the *Danny Thomas Specials* (NBC-TV); Reynolds Metals Co. on the *Baileys of Balboa* (CBS-TV) and War-



Ben Blue's selling Paper Mates again

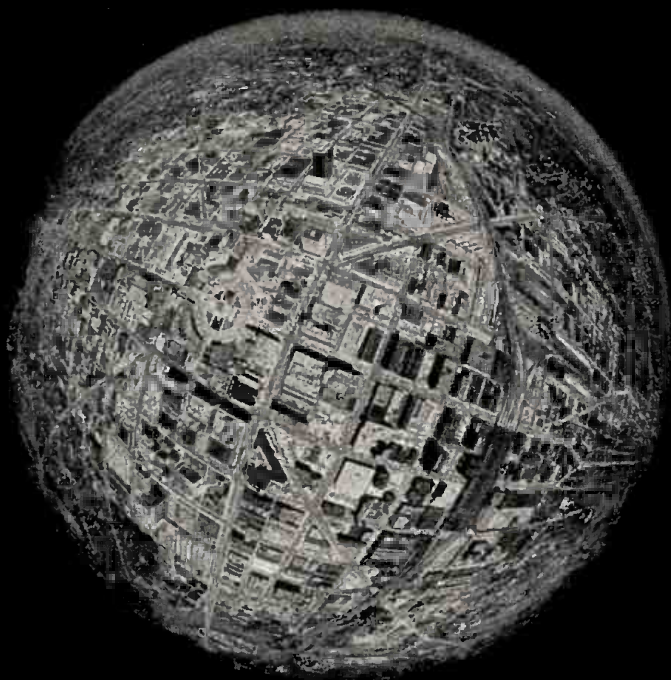
Ben Blue, TV and screen comedian, who appeared in Paper Mate Co.'s 1956 commercials has again been retained by the ball-point-pen manufacturer as featured salesman in its pre-Christmas spot-TV advertising campaign.

Starting with a tickle in a crowded elevator, the laughs mount as he visits a Paper Mate Christmas display and solves his gift problems.

According to James V. Barton,

advertising director for Paper Mate, the saturation campaign will run through Christmas Eve and reach seven out of ten persons on an average of nine times during the six-week period.

Network shows carrying the spots, placed through Foote, Cone & Belding, Chicago, include *I've Got a Secret*, *My Favorite Martian*, *Edge of Night*, *Pete and Gladys*, *The Real McCoys*.



This is Indianapolis . . .

America's "most frequently used" test market*

And why not? Indianapolis meets every requirement as the *ideal* test market.

It is centrally located. Its economy is singularly diversified and balanced. Its population, ethnically, is closely representative of the nation's.

And, of particular significance to advertisers, it offers an uncommonly broad choice of media, with no infiltration by media from surrounding areas.

Also of particular significance to advertisers, our WFBM Stations cover this market best. In fact, we cover the entire Mid-Indiana market best, with, among

other things, the only basic NBC-TV coverage available here.

All of which leads to a suggestion: If you'd like your share of the three billion dollars spent annually in this rich market . . . put *us* to the test!

**the WFBM
STATIONS**

REPRESENTED NATIONALLY BY THE KATZ AGENCY



*It's a fact, reported editorially in the November 10th issue of *Sales Management* magazine: Selling Research Incorporated rates Indianapolis in a tie with Syracuse as America's "most frequently used" test market.

ner Lambert and Corn Products on various daytime series.

Network radio advertisers included Cities Service and Lorillard, who also were active in spot radio. Substantial spot TV advertisers included Armstrong Rubber Co., Cities Service, Colgate-Palmolive, Lorillard, General Insurance Co., McCormick & Co., Paramount Pictures Corp., Savings Bank Association of New York State, Stokely-Van Camp and Warner-Lambert.

MacManus, John & Adams: Combined TV-radio billing \$16 million; \$12 million in television (\$11 million in network, \$1 million in spot); \$4 million in radio (\$1 million in network, \$3 million in spot); TV-radio share of overall billing: 22%.

MJ&A, which almost doubled its broadcast billing in 1963 when it placed \$14.8 million, raised its radio-TV allocation by another \$1.2 million in 1964. Contributing to higher broadcast billing this year were new accounts General Time (Westclox), and Minnesota Mining & Manufacturing (Duplicating Products and Revere Wollensak divisions) in addition to more broadcast activity by Wolverine Hushpuppies, Kirsch, United Biscuit, Dow Oven Cleaner and the addition of a new FM radio schedule for Cadillac. The agency lost the Good Humor account during the year.

MJ&A has had Pontiac and Dow Chemical in wide schedules of nighttime TV on all three networks and the latter in a scattering of daytime programs; Hartz Mountain in daytime shows 3M in nighttime programs on NBC-TV and ABC-TV in addition to some daytime schedules; Westclox in *Today* and *Tonight* (NBC-TV) and United Biscuit Co. in a variety of day and nighttime programs on ABC-TV.

Major spot-radio accounts of MJ&A are Pontiac and Cadillac and network radio is placed for 3M.

Richard K. Manoff: Combined TV-radio billing \$10.5 million; \$10.4 million in television (\$6 million in network, \$4.4 million in spot); \$100,000 in radio (all in spot); TV-radio share of broadcast billings: 90%.

This year marks the entry of Richard K. Manoff into the listing of 50 top broadcast agencies.

The agency's network-TV budget is heavily weighed toward products and programs appealing to small children and teenagers. Major network advertisers include Lehn & Fink Products for Stri-Dex on *Shindig* (ABC-TV); Milton Bradley Co. on *Shenanigans* (ABC-TV) and *Today* (NBC-TV); Old London Foods Inc. on *Dennis the Menace*; W. F. Schrafft & Sons Corp. on *Fury* (NBC-TV), *Dennis the Menace* (NBC-TV) and *Hector Heathcote* (NBC-TV) and The Welch Grape Juice Co. *The Flint-*

stones (ABC-TV) and in daytime programs on ABC-TV.

Manoff's major spot TV accounts include, American Home Foods, Baker's Franchise Corp., Bumble Bee Seafoods, Durkee-Mower, Laddie Boy Dog Foods, Milton Bradley, Old London, W. F. Schrafft & Sons and Welch Grape Juice. Spot-radio users are Baker's Franchise Corp. and Bumble Bee tuna.

Maxon Inc.: Combined TV-radio billing \$40 million; \$38 million in television (\$36 million in network, \$2 million in spot); \$2 million in radio (all spot); TV-radio share of overall billing: 83%.

Estimates of Maxon's total billing over the last two years show an increase of \$11.7 million in 1964 and a significant 20% increase in the share of business going into radio and television from the agency—now 83% of all billing.

Expanded broadcast budgets of Gillette and General Electric and the addition of Gillette Heads Up account and the billing of Staley Manufacturing are credited with providing the bulk of Maxon's TV-radio increases. The agency lost the H. J. Heinz account in the first half of the year representing estimated broadcast billing of \$2 million yearly.

Maxon's bigger spot-TV spenders are Gillette, General Electric, Jacob Schmidt Brewing and Staley. Major network-television buys are made by Maxon for Gillette, General Electric, Revere Copper & Brass, Mohasco Industries and Pittsburgh Plate Glass.

The agency's biggest spot-radio buyers are Gillette, Schmidt and Staley.

McCann-Erickson: Combined TV-radio billing \$93.2 million; \$78 million in television (\$53 million in network, \$25 million in spot); \$15.2 million in radio (\$2 million in network, \$13.2 million in spot); TV-radio share of overall billing: 52%.

M-E sustained losses of broadcast-oriented accounts of Nestle, Best Foods' NuSoft and Lucky Lager while gaining smaller media spenders, J. P. Stevens and Continental Airlines billing. The net effect on agency radio-TV outlays is believed to have been a decrease of more than \$1 million from 1963's estimated \$94.5 million, dropping the agency to seventh place in the top 50 list. With the loss of the above-mentioned accounts, M-E's share of billings going to TV-radio fell an estimated three points to 52%. Leading network-TV advertisers at the agency have been National Biscuit, Coca-Cola, Humble Oil (regional), John Hancock, Ocean Spray, the Savings & Loan Foundation, and Westinghouse.

With the exception of Savings & Loan Foundation all of the above bill heavily in spot TV. Spot radio accounts

include Nabisco, Humble, Buick, Del Monte and Westinghouse.

McCann-Marschalk: Combined TV-radio billing \$13 million; \$9 million in television (\$4 million in network, \$5 million in spot) \$4 million in radio (\$200,000 in network, \$3.8 million in spot); TV-radio share of overall billing: 35%.

McCann-Marschalk's share of billing going into broadcast appeared to hold steady at the same 35% mark estimated in 1963. The agency relinquished several accounts—Chun King (frozen food line), Upjohn and Elgin Watch—and its total TV-radio allocation dropped an estimated \$400,000 from last year. The agency which held 36th position on last year's top 50 list moved down to 40th place in 1964.

M-M has bought spot-television schedules for Pillsbury, Fanta Beverage Co., Standard Oil (Ohio), Genesee Brewing and International Nickel. Network television accounts include Speidel Corp. and Scripto.

Arthur Meyerhoff Associates: Combined TV-radio billing \$14.5 million; \$11.3 million in television (all spot); \$3.2 million in radio (\$1.4 million in network, \$1.8 million in spot); TV-radio share of overall billing: 97.9%.

Major accounts in spot television at Meyerhoff are Wm. Wrigley Jr. and Gibraltar Industries Inc. Wrigley and Gibraltar are also spot-radio accounts, and Wrigley is in network radio. A major account added during the year was Distillers Export Co., which does not use radio or television.

Needham, Louis & Brorby: Combined TV-radio billing \$36.2 million; \$24.2 million in television (\$17.3 million in network, \$6.9 million in spot); \$12 million in radio (\$4.7 million in network, \$7.3 million in spot); TV-radio share of overall billing: 65%.

NL&B's broadcast billing increased \$1.2 million over 1963, with most of this increase in spot radio.

Chief spot TV users are Campbell Soup, Household Finance, General Mills, Standard Oil of N. J., Mars Candy, Ac'cent and Kraft Foods. Principal network users are S. C. Johnson & Son on former *Gary Moore Show* (CBS-TV), *Red Skelton* (CBS-TV) and various nighttime and daytime programs; Campbell Soup on *Donna Reed* (ABC-TV) and various daytime programs; State Farm Insurance on *Jack Benny* (CBS-TV and NBC-TV); General Mills on a variety of daytime and nighttime programs; Kraft Foods on *Kraft Suspense Theatre* and *Perry Como* specials (NBC-TV), and Morton Salt and Mars Candy on various daytime programs.

Among radio clients: Ac'cent, Campbell Soup, Kraft Foods and Mars Can-

Tower Height Increase for Baltimore's Channel 2 Adds 13.5% More Population and 25% More Square Miles of Land—in "B" Contour Alone!

NOW . . . Channel 2 delivers more than ever before—5,110,000 total population* and 14,200 square miles of land area within the "B" contour. In addition, WMAR-TV has increased signal strength throughout the Channel 2 coverage area . . . telecasting with maximum facilities authorized under FCC standards. Baltimore's new candelabra tower, tallest structure in Maryland, means increased coverage—improved reception . . . Plus outstanding local and CBS programs!

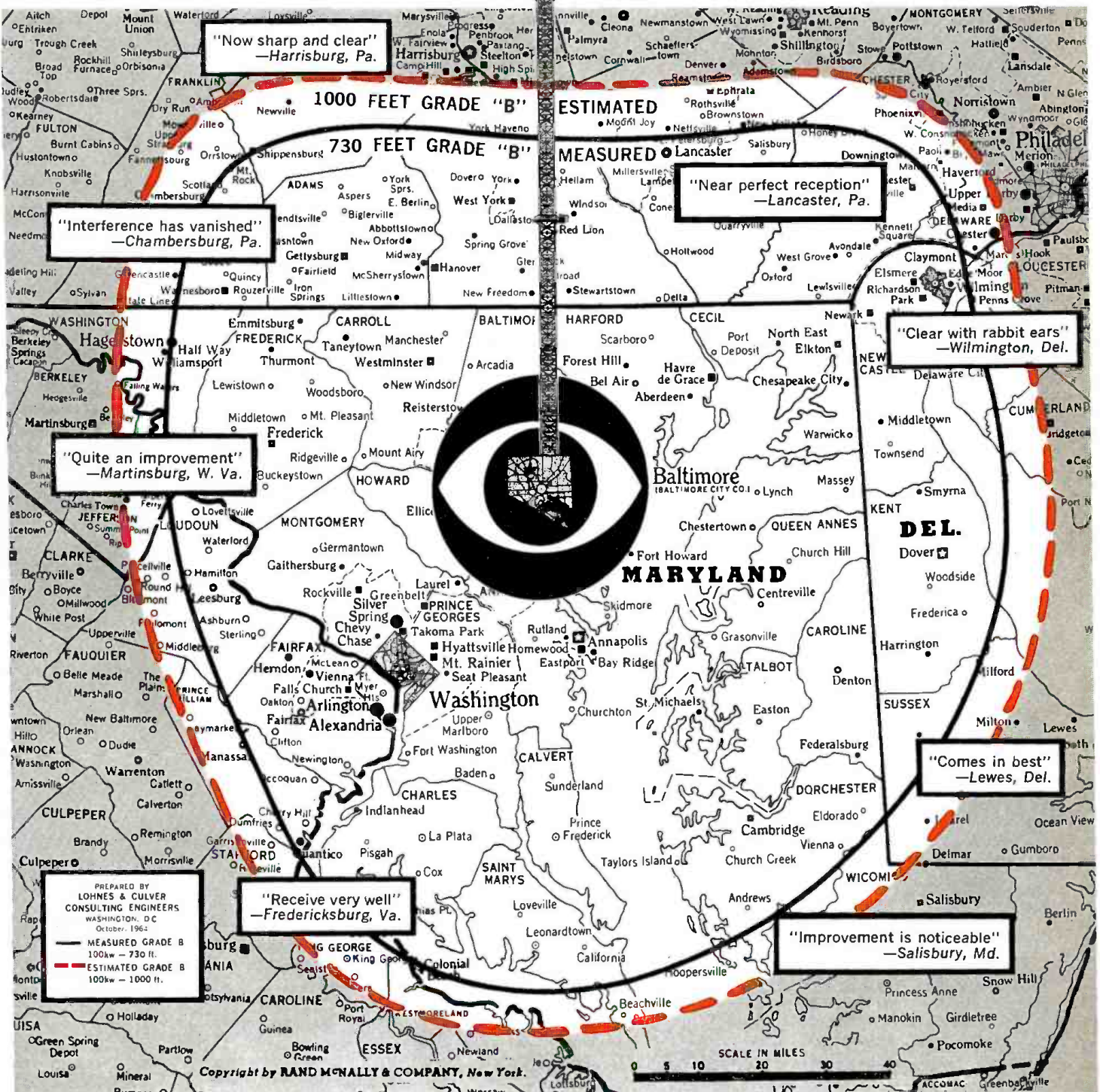
*Official 1960 census for the United States.

In Maryland Most People Watch

WMAR-TV CBS

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

Represented Nationally by THE KATZ AGENCY, INC.



Measured coverage, including extended tenth-millivolt contours, will be available early in 1965.

dy (both network and spot), and Household Finance, Morton Salt, Massey-Ferguson, Humble Oil, General Mills and New York-New Jersey Rambler Dealers (all spot).

Norman, Craig & Kummel: Combined TV-radio billing \$36.7 million; \$33 million in television (\$18.1 million in network, \$14.9 million in spot); \$3.7 million in radio (\$2.8 million in network, \$900,000 in spot); TV-radio share of billings: 67%.

NC&K's broadcast billing rose \$1.6 million over the 1963 level although the TV-radio share of billing at 67% stayed the same as last year.

Biggest spender in network and spot TV for NC&K is Colgate with heavy participations on both daytime and nighttime shows. Other big network spenders are Schick, Hertz and Chanel.

Major spot TV accounts: Colgate, Chesebrough-Pond's, Dow Chemicals, Hertz, Schick and Chanel, with Chesebrough, Dow, Colgate, and Hertz accounting for the bulk of NC&K's network-radio and spot-radio billing.

North Advertising Inc.: Combined TV-radio billing \$17.4 million; \$15.85 million in television (\$8.32 million in network, \$7.53 million in spot); \$1.55 million in radio (all in spot); TV-radio share of total billings: 58%.

The figures represent the combined billings of Gumbinner-North Co., Inc. (New York) and North Advertising, Inc. (Chicago). In December 1963, the Lawrence C. Gumbinner Advertising Agency merged with the New York division of North Advertising.

The billings of the combined agency represent an increase of \$4.5 million in broadcast over North's figures for 1963. Television increased \$3.1 million, although network television billings were about \$300,000 less than the North agency 1963 total. All radio billings are in spot. North had \$100,000 in network radio in 1963.

Major clients in network television are the Toni Co., E. L. Bruce Co., Chap Stick Co., and Elgin National Watch Co. Major spot-TV accounts are Toni, E. L. Bruce, Remco Inc., Jacob Ruppert Co., Sears, Roebuck & Co., Sara Lee (new products), Englander Co., Brunswick Corp., (special test campaign), Brioschi Inc., Browne Vintners Co., and Chemway Corp.

Spot radio accounts are E. L. Bruce, Jacob Ruppert, Elgin, Englander, Brunswick (test campaign), Sara Lee (new products), and Bercut-Richards Packing Co.

Major accounts added during the year were Brunswick Corp., Jacob Ruppert (for Knickerbocker beer, and Eslinger beer), Sara Lee (new products test campaign), and Budget Rent-A-Car Corp. Webcor-Dormeyer and Block Drug Co. resigned during the year.

More tuners than toast

The average American family is more likely to have a radio or TV set than a toaster, washer, dryer or vacuum cleaner, a Department of Labor spokesman reported last week. Appliance surveys show that 98% of U.S. homes have a refrigerator and an iron, 94% one or more radio and TV sets, and 80% a toaster, vacuum and washer.

Earlier reports by the Department of Commerce indicate that 20% of this year's TV set sales are to families already owning one or more sets.

Ogilvy, Benson & Mather: Combined TV-radio billing \$41.7 million; \$38.5 million in television (\$15.4 million in network, \$23.1 million in spot); \$3.2 million in radio (\$730,000 in network, \$2.47 million in spot); TV-radio share of total billing: 59.5%.

OBM's combined broadcast billing increased \$17 million over last year. Television billing alone jumped \$17.5 million, with network TV increasing \$7.3 million, and spot TV gaining \$10.2 million. Radio billing dropped \$500,000. New accounts for OBM are the Edward Dalton Co., Lever Brothers (Imperial Margarine), both broadcast users, and White Horse Scotch. OBM's Shell Oil account, which is in spot television and spot radio, is expected to spend more than \$12 million in television this year, a 50% increase over 1963 (CLOSED CIRCUIT, Sept. 28). Helena Rubinstein was the major account resigned during this year.

Major network television accounts include Bristol-Myers (Ban), General Foods (Maxwell House and Good Seasons), Lever Brothers (Dove, Imperial and Lucky Whip), Nationwide Insurance, and Pepperidge Farm. Major spot accounts are Bristol-Myers (Ban), General Foods (Maxwell House), Lever Bros. (Lucky Whip and Imperial), Pepperidge Farm, Schweppes, Shell Oil, and Tetley Tea.

American Express is the major network-radio account. Spot-radio accounts include American Express, Tetley Tea, Lever Bros. (Lucky Whip), Schweppes, Nationwide Insurance, Shell Oil, and Shell Chemical.

Papert, Koenig, Lois: Combined TV-radio billing \$18.1 million; \$17.3 million in television (\$12.4 million in network, \$4.9 million in spot); \$800,000 in radio (all spot); TV-radio share of overall billing: 67%.

PKL's billings rose \$1.86 million over

the 1963 level. Piel Brothers, a new account, was the only radio user and placed most of its \$3 million budget in TV. Additional Quaker Oats products, with billings estimated at \$2 million in TV, were gained by the agency. Another new account which relied heavily on TV was Robert F. Kennedy's Senate campaign business.

Network television clients and shows: Xerox Corp., sole sponsorship of "U. N. Specials," "The Kremlin," "The Louvre," "Making of a President: 1960," "Politics '64," and "Boxing's Last Round;" Consolidated Cigar *Wendy & Me* (ABC-TV), *Broadside*, *Hollywood Palace* (ABC-TV), *Lawrence Welk* (ABC-TV), *NFL Scoreboard* (CBS-TV) and *Danny Thomas Specials* (NBC-TV); Exquisite Form used TV for the first time with participations in *Sunday Night Movies* (NBC-TV); Quaker Oats Co., *Bewitched* (ABC-TV), and *My Three Sons* (ABC-TV) and Pharmacraft, which cut back slightly on its TV budget, participated in *Sunday Night Movies*, *Ben Casey*, *Peyton Place*, *Jimmy Dean Show* (all (ABC-TV), *Virginian*, and *Andy Williams Show* (both NBC-TV) and several CBS-TV and ABC-TV daytime programs.

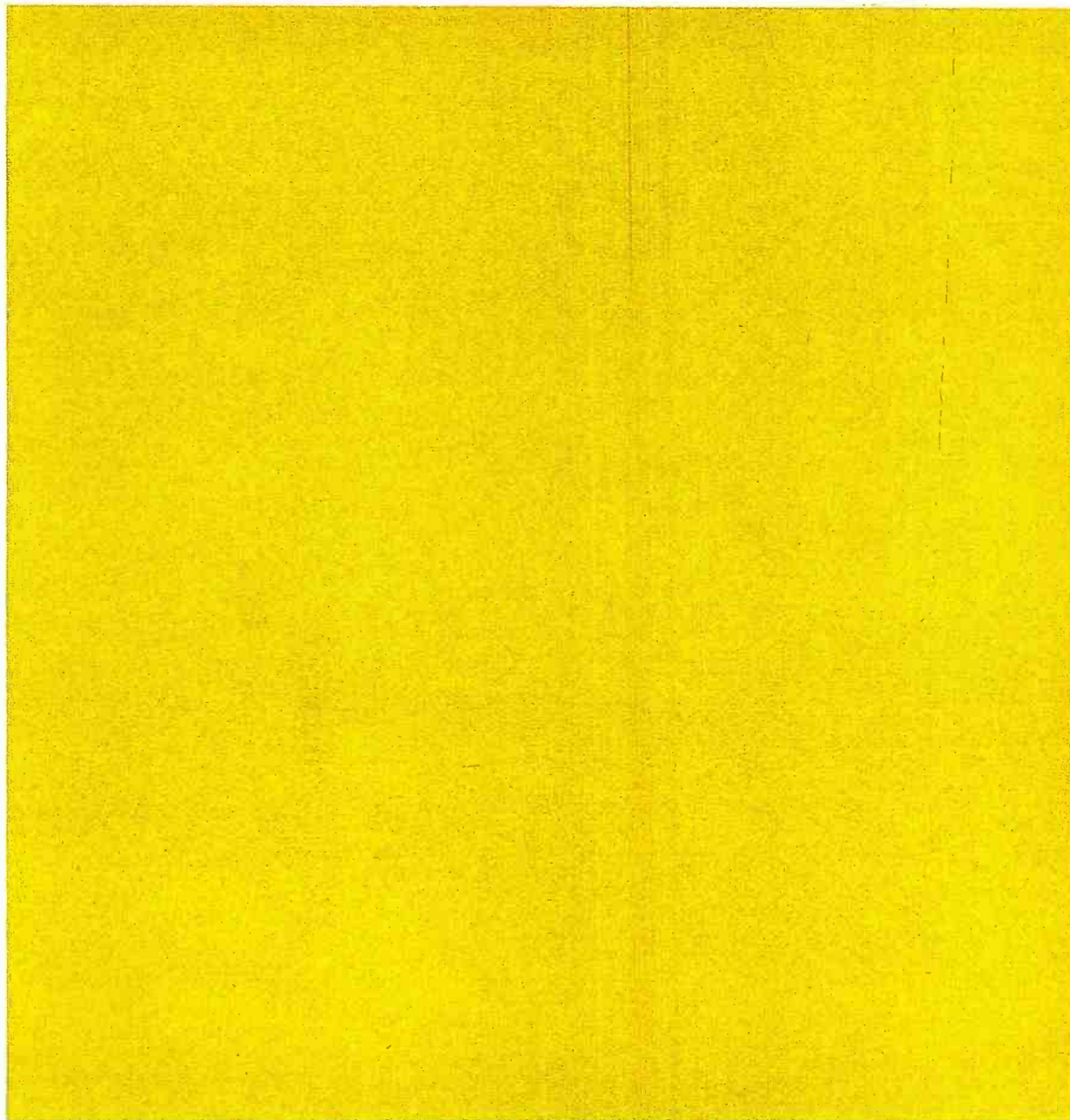
Spot-TV advertisers included Piel Brothers, Clark Oil & Refining Co., Quaker Oats, Pharmacraft Laboratories, National Dairy Products Corp. and National Sugar Refining Co.

PKL lost the *New York Herald Tribune* business which accounted for an estimated \$800,000 in spot TV; National Airlines, which spent approximately \$1.5 million in spot-TV, and McGregor-Doniger which allotted a "very small percent" of its \$500,000 budget to spot-TV.

Parkson Advertising: Total broadcast billing \$13.15 million; \$13 million in television (\$12 million in network, \$1 million in spot); \$150,000 in radio, all in network; TV-radio share of total billing: 75%.

Parkson is responsible for J. B. Williams Co. advertising. Broadcast billings increased \$650,000 this year, a reversal from 1963 when billings dropped \$2 million. Network television had a nominal increase this year, while spot TV rose \$400,000. The J. B. Williams Co. was in NBC-TV's *Huntley-Brinkley Report*, ABC-TV's *Lawrence Welk Show* and *AFL Football*, and CBS-TV's *Evening News with Walter Cronkite*, *The Baseball Game of the Week*, *NFL Football*, the *Amateur Hour*, and in three daytime shows.

Post-Keyes-Gardner: Combined TV-radio billing \$20.8 million; \$18 million in television (\$9.5 million in network, \$8.5 million in spot); \$2.8 million in radio (\$900,000 in network, \$1.9 million in spot); TV-radio share of over-



Special this month on yellow!

If you sell lemons or grapefruit or bug lights or yellow sports cars...you're in luck: WFGA-TV will air your color commercials at the same rate as black and white! We must admit however that other colors get the same break as yellow. Because WFGA-TV is a COLOR station.

We air news, weather, station breaks, specials, promos—in fact everything possible in color. And with over six years' experience in colorcasting, WFGA-TV is a good place to test your color commercials, too. See your Peters, Griffin, Woodward "Colonel" for details.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

all billing: 60.3%.

Post-Keyes-Gardner kept pace with last year and expects to wind up the year about \$1.3 million ahead in broadcast, even though the share of overall billing represented dipped slightly.

The agency's greatest TV billing strength comes from American Cyanamid (spot and daytime shows in network), Brown & Williamson Tobacco (ABC-TV's *Peyton Place*, *Ben Casey* and *Ron Cochran* and the *News* and CBS-TV's *Mr. Broadway* plus spot), and Maybelline (spot and long list of network participations). Also in spot: Frito Lay; Burgermeister, Old Milwaukee and Primo beers. Brach Candy (a new account this year) is in network TV, and all three beers plus Frito-Lay are in spot radio. Network radio: regional White Sox baseball network of more than 100 stations for General Finance Corp.

Sullivan, Stauffer, Colwell & Bayles: Combined TV-radio billing \$68.7 million; \$61.5 million in television (\$21.9 million spot, \$39.6 million network); \$7.2 million radio (all spot); TV-radio share of billing: 78%.

SSC&B increased its broadcast billing \$4.3 million over 1963. The agency neither gained nor lost heavy broadcast billing accounts during the year.

SSC&B clients using spot TV include The American Tobacco Co., Carter Products, Lever Brothers, Johnson & Johnson, Thomas J. Lipton, Northeast Airlines and Noxzema. Almost all of SSC&B's radio billing of \$7.2 million goes into spot for American Tobacco.

The major network TV clients of SSC&B are: The American Tobacco Co., (*The Reporter* [CBS-TV], *The Rogues* [NBC-TV], *Tycoon* [ABC-TV], *Wednesday Night at the Movies* and *Saturday Night at the Movies* [both NBC-TV]); Lever Bros. (*Addams Family*, *Outer Limits* [both ABC-TV], *Candid Camera* [CBS-TV], *Burke's Law* and *12 O'Clock High* [both ABC-TV]); Noxzema (*The Entertainers* [CBS-TV], *The Munsters*, *Ben Casey*, *The Fugitive* [all ABC-TV] and *The Doctors & The Nurses* [CBS-TV]); Lipton (*Mr. Broadway*, *Ed Sullivan* [both CBS-TV]); Block Drugs (*Huntley-Brinkley Report* [NBC-TV], *The Defenders* [CBS-TV], *International Showtime* [NBC-TV], *Hollywood Palace* [ABC-TV] and *Tonight* [NBC-TV], and Johnson & Johnson in various daytime programs on all three networks.

Tatham-Laird: Combined TV-radio billing \$19.2 million; \$18.5 million in television (\$10.3 million in network, \$8.2 million in spot); \$700,000 in radio (\$200,000 in network, \$500,000 in spot). TV-radio share of overall billing: 64%.

A very slight drop in radio-TV share in overall billing and a minor increase

of \$700,000 in broadcast during 1964 make the position about the same as last year.

Major accounts at T-L include Abbott Laboratories, Bauer & Black division of the Kendall Co., Duncan Foods, Procter & Gamble, Whitehall Laboratories division of American Home Products, all in network and spot TV; Fairmont Foods and General Mills in network TV, and F. E. Compton and Mennen Co., both in spot TV. Radio clients include Duncan Foods, Fairmont Foods and P&G in spot, and Mennen in network.

During the year, T-L picked up Fairmont Foods, Glenmore Distilleries, W. R. Grace & Co., H. C. Moores & Co., Virgin Islands and Stokely-Van Camp as new accounts.

J. Walter Thompson Co.: Combined TV-radio billing \$151 million; \$131 million in television (\$91 million in network, \$40 million in spot); \$20 million in radio (\$3 million in network, \$17 million in spot); TV-radio share of overall billing: 52%.

The world's largest advertising agency, J. Walter Thompson, continued as the top broadcast-billing agency for the seventh consecutive year, reporting \$151 million in TV and radio.

This represents a \$7 million increase over 1963's broadcast billing of \$144 million, a figure revised from the original \$160 million estimated by the agency last year.

The increase at JWT represents boosts by some of its clients in broadcast media. Its massive investment in network TV is reflected in expenditure from such clients as Lever Brothers on CBS-TV's *Ed Sullivan Show*, *Candid Camera*, *Lucy Show*, *Red Skelton Show* and ABC-TV's *Bing Crosby Show*; Eastman Kodak on *Walt Disney's Wonderful World of Color* on NBC-TV; Alberto-Culver on *Red Skelton*, *Mr. Broadway* and *The Defenders* on CBS-TV, Quaker Oats on *My Three Sons* and *Bewitched* on ABC-TV; Warner-Lambert on *McHale's Navy* and *Hollywood Palace* on ABC-TV, *Dr. Kildare* and *International Showtime* on NBC-TV; Ford on the *Disney* program and *Hazel*, both NBC-TV; Liggett & Myers on *Alfred Hitchcock Hour* (CBS) and *No Time For Sergeants* (ABC) and the Singer Co. on the *Donna Reed Show* (ABC).

Most of these network-TV advertisers were active in spot TV and radio. Other spot spenders included Seven-Up, Ford Motor dealers, Quaker Oats and Champion Spark Plugs.

Wade Advertising: Combined TV-radio billing \$18.88 million; \$17.8 million in television (\$11.9 million in network, \$5.9 million in spot); \$1.08 million in radio (\$30,000 in network, \$1.05 million in spot); TV-radio share of over-

all billing: 76%.

Wade showed a drop of more than \$4 million in broadcast billing this year compared to 1963. Most of the decrease occurred in TV, both in network and spot. Radio billing increased, however, from \$500,000 last year to a current \$1.08 million. This was the second consecutive year that Wade showed a decline in the broadcast share of the overall billing—from 82% in 1962 to 77% in 1963 and now 76%.

Toni Co. and Miles Laboratories are two chief broadcast accounts at Wade. They are active in network and spot TV. Also in spot TV and spot radio: Fallstaff Brewing and International Milling. Bond Stores is in spot TV, and 7-Up Bottling (Los Angeles), Signal Oil Co. and Barbara Ann Baking are spot radio advertisers, while Signal Oil (a new account gained this year) is in network radio. The agency lost spot-TV user Paper Products Co. in 1964.

Warwick & Legler: Combined TV-radio billing \$11 million; \$6 million in television (\$4.8 million in network, \$1.2 million in spot); \$5 million in radio (\$4.4 million in network, \$600,000 in spot); TV-radio share of over-all billing: 43.5%.

With an increase of \$1.7 million billing, Warwick & Legler's broadcast share rose 18.2% over 1963.

The Mennen Co., is the agency's major spot-TV user. Major client in network TV is the U. S. Time Corp., with sponsorship in NBC's *Kentucky Jones*, *Mr. Magoo* and *Danny Thomas Specials*.

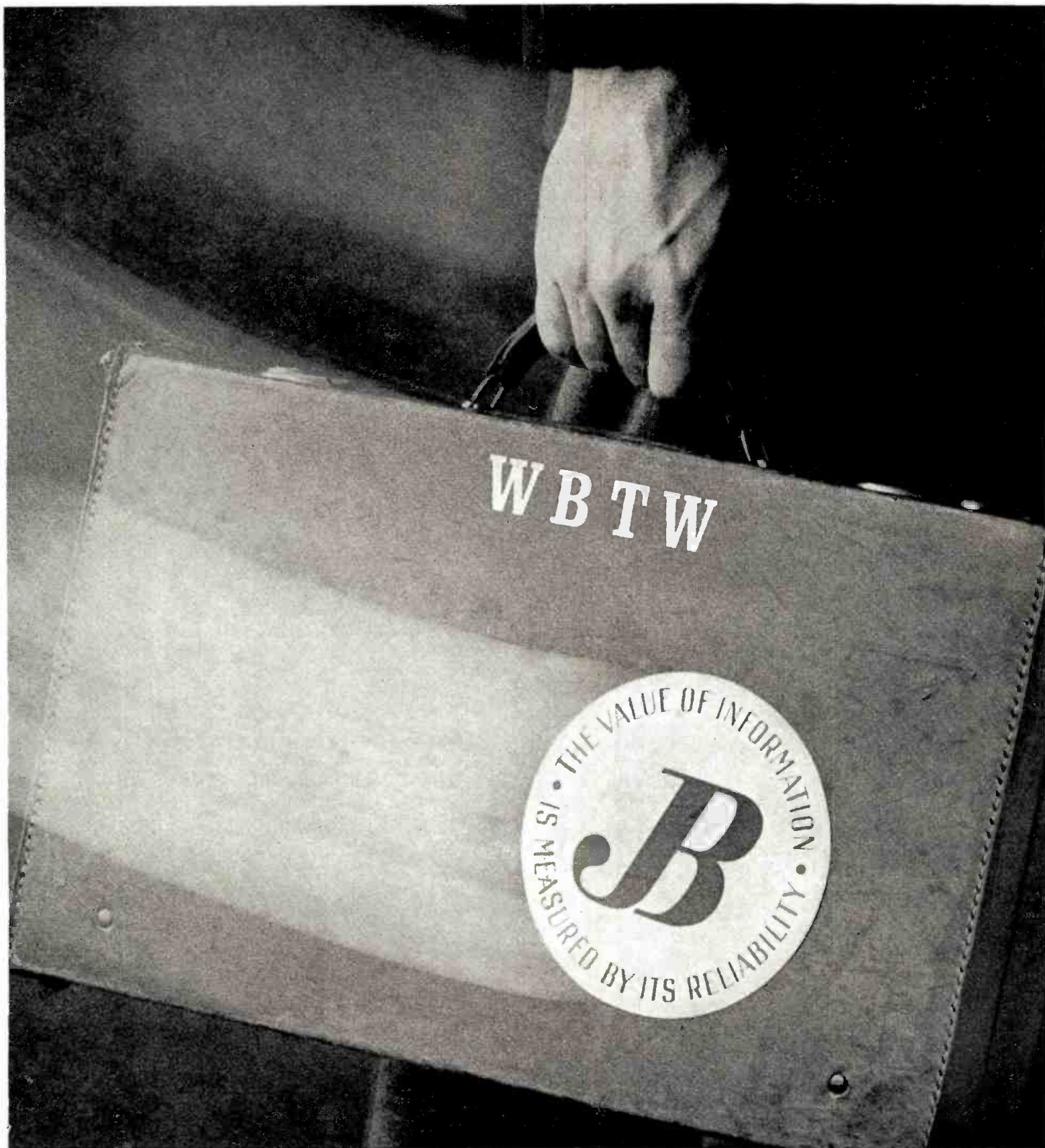
Spot radio clients include Mennen, Mail Pouch Tobacco Co., Bank of Commerce, Trans Caribbean Airways and U. S. Time. Clients using network radio are Mennen and Mail Pouch.

Edward H. Weiss & Co.: Combined TV-radio billing \$10.15 million; \$9.75 million in television (\$4.75 million in network, \$5 million in spot); \$400,000 in radio (all spot); TV-radio share of overall billing: 47.9%.

Weiss billings dipped \$550,000 from their 1963 level. Television clients account for approximately 96% of Weiss total broadcast billing.

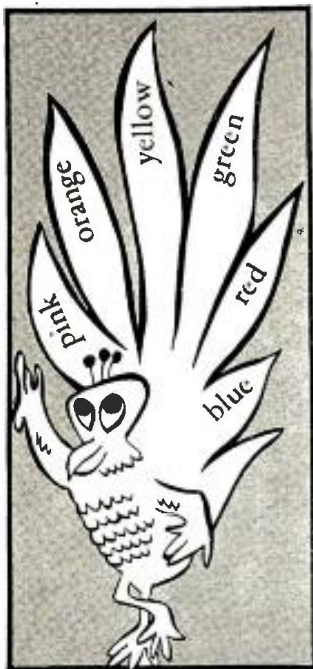
Heavy spot-TV clients include Borg-Warner, Curtis, Family Foods, Carling Brewing, General Cigar and Mogen David. Network-TV users and shows include Helene Curtis in NBC-TV's *Saturday Night at The Movies*, *Jack Paar*, *Mister Novak*, and in other network shows; Purex in NBC-TV's *Hollywood and the Stars*, ABC-TV's *Arrest & Trial*, *Hootenanny* and *Wagon Train* among other network vehicles. American National Bank, Carling and Mogen David use spot radio.

Young & Rubicam: Combined TV-radio billing \$128.8 million; \$119.7 million in

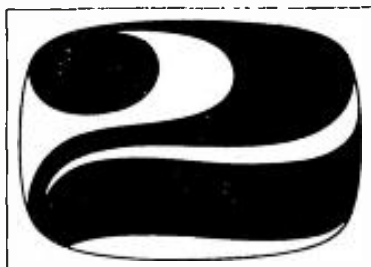


WBTW IS AFFILIATED WITH WBT, WBTW AND JEFFERSON PRODUCTIONS OF CHARLOTTE.

Going places WBTW, the Jefferson Standard Broadcasting Company station in Florence, S.C., joins America's most dynamic television stations. Charles H. Crutchfield, President and General Manager, announces the appointment of Blair Television as exclusive national representative, effective December 1, 1964 !



*If you're looking
for color in
Las Vegas—
it's all on
CHANNEL 2!*



KORK-TV ^{NB}
NUMBER ONE IN
SOUTHERN NEVADA

DONREY  MEDIA
GROUP

television (\$91.4 million in network, \$28.3 million in spot); \$9.1 million in radio (\$3.4 million in network, \$5.7 million in spot); TV-radio share of overall billing: 53.7%.

Y & R retained second spot in the broadcast-billing compilation with \$128.8 million in TV-radio during 1964, reflecting a slight gain in expenditures over 1963 though its broadcast share dipped from 56.7% to 53.7%.

Its long list of network-TV sponsors include American Cyanamid Corp. (Breck hair products) on *Voyage to the Bottom of the Sea*, *Patty Duke Show* and *Valentine's Day* (all ABC-TV); American Home Products Corp. on *To Tell The Truth*, *The Red Skelton Hour*, both CBS-TV, and *Burke's Law* on ABC-TV; General Foods Corp. on *I've Got A Secret*, *The Andy Griffith Show* and *The Lucy Show* (all CBS-TV); The Drackett Co. on *Ben Casey* (ABC-TV) and *Slattery's People* (CBS-TV); Bristol-Myers on *Mr. Novak* (NBC-TV), *Password* (CBS-TV) and *Hazel* (NBC-TV); Chrysler Corp. on *The Chrysler Theatre* (NBC-TV); Goodyear Tire & Rubber Co. on both the AFL and NFL football games on ABC-TV and CBS-TV, respectively; and Johnson and Johnson on *The Rogues* (NBC-TV). Daytime network-TV advertisers were American Home Products, Borden Co., Bristol-Myers, Drackett, Dymo Industries, Frito-Lay, General Foods, Hunt Foods, International Latex, Johnson & Johnson, Thomas J. Lipton Inc., Procter & Gamble and Sperry Rand Corp.

Spot spenders in radio and TV at Y & R included American Home Products, Armour & Co., Borden, Chrysler, Eastern Airlines, General Cigar, General Foods, Goodyear, Gulf Oil Corp., Procter & Gamble and Wilshire Oil Co. of California. Network radio advertisers were Chrysler, Eastern Air Lines, General Cigar, Gulf Oil and Time Inc.

Agency appointments . . .

- Pacific Vitamin Corp. (Fulvita vitamin products), North Hollywood, Calif., appoints Ross & Seideman, Encino, Calif. The account was formerly handled by Grey Advertising, Los Angeles. Budget was not announced, but Pacific has been user of TV and network radio.

- Sea World, aquatic entertainment attraction in Mission Bay, San Diego, names J. Walter Thompson Co., Los Angeles, effective Jan. 1, 1965. Joe Peterson will serve as account supervisor and Ron Ziegler as account representative.

- Walt Disney Productions, Burbank, Calif., names J. Walter Thompson Co., Los Angeles, to handle Disney movies and Disneyland. The account had been handled by C. J. LaRoche & Co. until

last month, when that agency closed its Hollywood office. Advertising budget, including radio and television, is about \$200,000 a year for Disneyland, about half that much for the theatrical motion pictures.

Business briefly . . .

Trans Caribbean Airways, through Warwick & Legler, both New York, is running a radio saturation campaign in New York of more than 60 commercials per week on WNEW, WHN, WOR and WMCA. Campaign will run throughout the winter travel season, with commercials scheduled during commuting hours.

Campbell Soup Co., Camden, N. J., through Leo Burnett, Chicago, is running November-December major market spot TV campaign for Red Kettle onion soup.

R. C. Bigelow Inc., Norwalk, Conn., through Wilson, Haight & Welch Inc., Hartford, Conn., has purchased a 39-week sponsorship beginning Jan. 4, 1965, in CBS Radio's *Art Linkletter's House Party* (Monday-Friday 1:15-1:35 p.m. EST) for its Constant Comment Tea.

B. F. Goodrich Co., Akron Ohio, through BBDO, New York, and the *Institute of Life Insurance*, through J. Walter Thompson, both New York, will sponsor ABC-TV's three-part *Saga of Western Man* during 1965. B. F. Goodrich will sponsor "Leonardo da Vinci," Feb. 23 (10-11 p.m. EST), and "Custer—to the Little Big Horn," April 19 (7:30-8:30 p.m. EST). The Institute of Life Insurance will be co-sponsor of "The Pilgrims" May 10 (7:30-8:30 p.m. EST).

Liggett & Myers Tobacco Co., New York, plans spot TV schedule in 17 leading markets and radio announcements in New York, plus commercials in six network TV shows, for Masterpiece, a new pipe tobacco product. Eva Gabor has been signed as spokeswoman for new brand and will appear in commercials. Agency is J. Walter Thompson Co., New York.

The Minute Maid Division of Coca-Cola Co., Orlando, Fla., through Ted Bates & Co., New York, will sponsor NBC-TV's colorcast of the *Tournament of Roses Parade*, Jan. 1, 1965 (11:30 a.m. 1:45 p.m. EST).

The Scott Paper Co., Philadelphia, through J. Walter Thompson, New York, and the Beecham Co. (for Brylcreem), Clifton, N. J., through Kenyon & Eckhardt, New York, will participate, respectively, in eight and five NBC-TV prime-time programs during 1965.

TREASURE HUNT!



OBSERVATION: Here is a wealth of treasure for time-buyers. These photos document the overwhelming popularity among South Florida children for two of WLBW-TV's famed children's shows.

START

CLUE: Never before anything like this, in all Florida! 1100 youngsters mobbed a neighborhood theater in Miami, as their favorite **CHANNEL 10** personalities appeared in person!



STOP AND CONJECTURE

CLUE: Banjo Billy . . . assisted by Cap'n Jack . . . blends a continuous story with music, puppets, and films into the enchanting pre-school "BANJO BILLY'S FUNBOAT" (weekdays 9-10am)!



PAUSE AND EVALUATE

CONJECTURE SOME MORE



CLUE: And there's Jumpin' Jack of the new "FOUR O'CLOCK CLUB" (weekdays 4-5pm), with his slapstick films and live bits! He has special appeal for youngsters up to 13 years. The very first week of his program there were over 3,000 requests for membership cards!

DEDUCTION: You time buyers will cheer with the other dedicated **CHANNEL 10** fans, when your sponsors see the results assured by these children's personalities and their respective programs on WLBW-TV! Check our Reps for details . . . today!



Represented by



Television, Inc.

AND HERE IS WHERE YOU'LL FIND THE TREASURE!

WLBW-TV

Affiliated with WCKY 50KW
CINCINNATI, OHIO

MIAMI, FLORIDA

JWT: the fleet-footed tortoise

Thompson proves there's nothing paradoxical
in its conservative and progressive techniques
by becoming the largest agency in the world

If a new and revolutionary advertising medium were to develop over the next 50 years, the chances are that the J. Walter Thompson Co., the world's largest advertising agency, would lag behind other agencies in adopting the new-fangled concept.

But it would be equally probable that JWT, conservative and thorough, would forge to the leadership position after a period of careful appraisal and experimentation.

Radio and television constitute the classic examples of Thompson's wait-see-and-move approach. Though J. Walter Thompson has emerged in first place for the seventh consecutive year in BROADCASTING's annual compilation of the top advertising agencies in TV-radio billing (see page 21), the agency did not move into the number one spot until 1958. Both with the advent of radio in the 1920's and the coming of television in the 1940's, JWT edged into the media at a cautious pace while other agencies plunged in headlong. But JWT steadily but surely overtook the front runners.

The broadcast media comprise 52% of the agency's 1964 domestic billing. This may not appear impressive, compared to many agencies with 70% or more of their expenditures in TV-radio.

There are several factors which contribute to JWT's comparatively "modest" broadcast share: its huge overall billing; its conservative and careful approach, and its long history with a list of clients who had flourished over the years in the printed media. Over the past decade, nevertheless, Thompson clients, both old and new, have been allocating a heftier share of the advertising dollar to the air media (chart, page 50).

Television and radio are performing an expanding role at the J. Walter Thompson Co. as it moves into the second century of its operation. The agency was founded in New York in December 1864 as Carlton & Smith. Four years later, a 20-year-old book-keeper, James Walter Thompson, joined the company. In 1878, Mr. Thompson bought the agency and changed its name to the J. Walter Thompson Co.

By the turn of the century, the agency

was considered one of the three largest in the U. S., though it functioned primarily as an agent for the sale of newspaper and magazine space. In 1908 a pivotal figure in the agency's history, Stanley Resor, joined the company. He added a vital ingredient to its services: the preparation of factual, persuasive copy, said to be a rarity at the time.

Resor Regime ■ In 1916 Mr. Resor and some associates bought the agency from Mr. Thompson. It was under Mr. Resor's aegis that JWT had its period of tremendous growth. The most authoritative estimate is that the agency billed \$3 million in 1916. This year J. Walter Thompson's domestic billing alone is reported at more than \$300 million and international billing should reach \$150 million. By the middle



The legendary Walter Resor, who with associates took over the guidance of J. Walter Thompson in 1916, steered the agency to heights while rewriting the history of advertising.

1930's, incidentally, J. Walter Thompson was acknowledged to be the world's largest agency, a position it has never relinquished.

Mr. Resor continued as president until 1955, when he assumed the post of board chairman and Norman H. Strouse was elected president. In 1960, Mr. Strouse, as president, was named chief executive officer, while Mr. Resor continued as chairman. Last June a "broadcast man," Dan Seymour, was elected president and chief operating officer, while Mr. Strouse continues as chairman and chief executive officer. (Mr. Resor died in 1962.)

It cannot be said that radio and television "made" the J. Walter Thompson Co. But it cannot be refuted that, after slow starts, the broadcast media contributed substantially to the agency's proliferating billing. While other agencies embraced radio in the middle 1920's, J. Walter stood off at a distance until about 1928, when it formed a radio department under Vice President John Reber.

Its first ambitious undertaking in radio was the *Chase and Sanborn Hour* in 1929 with Rudy Vallee initially and Edgar Bergen subsequently as master of ceremonies. This program continued for 17 years with the same sponsor and over that period featured such well-known entertainment personalities as Fred Allen, Charlie McCarthy, Eddie Cantor, Nelson Eddy, Maurice Chevalier, Mae West, Jimmy Durante, Jack Oakie and Dorothy Lamour.

On Its Way ■ By the end of 1945, moving steadily into radio, J. Walter Thompson's broadcasting billing had swelled to approximately \$16 million, placing the company at or close to the top of radio agencies.

With the emergence of television in the late 1940's, JWT continued its policy of careful appraisal and experimentation. Even as early as 1947, the agency was "getting its feet wet" in TV at a time when there were only approximately 140,000 receivers. JWT clients active in local TV that year were the Ford Motor Co., Kraft, RCA Victor, Elgin Watch Co. and Scot and Grauer (Ballantine distributor).

During the late 1940's and early



Four key officials of J. Walter Thompson's broadcasting department: (l to r) Robert (Buck) Buchanan, vice president and manager in New York; John Ball, director of programing; William H. Hylan, vice president and director

of the department, and Richard Zimbert, administrator. The department supervises the selection and purchases of all TV-radio programs and time schedules, totaling \$151 million in 1964.

1950's the agency invested more heavily in television, though it still trailed several agencies, including Young & Rubicam and McCann-Erickson, in TV spending. Its broadcast activity was accelerated in the mid-1950's, coincident with Dan Seymour's arrival at the Thompson scene as head of broadcast operations. By 1958, JWT had ascended to the top rung of broadcast agencies.

What is the key to J. Walter Thompson's success? Obviously there is no fast and easy answer. The phrase used most frequently by JWT is that the agency employs "the best people—and people who care."

In terms of numbers, JWT's staff is impressive. It employs 7,000 persons in 55 offices in 24 countries, including the U. S. Of this total, 4,300 work overseas.

The agency's broadcasting department consists of 168, of which 144 are in New York and 24 in Hollywood. Under a reorganization in the spring of 1963, JWT's broadcasting department buys spot TV and spot radio as well as network TV and radio programs. The agency continues to have a media department but at JWT it now functions exclusively in the print media.

Broadcast Hub ■ The heart of JWT's broadcast operations is on the 12th floor of the Graybar Building in New

York. The chief factotum is William H. Hylan, vice president and director of the department. Robert (Buck) Buchanan is vice president and manager of broadcasting, New York. John Ball is director of programing. Richard Zimbert is administrator of the broadcast department.

(In Hollywood, William Wilgus is vice president and associate director of the broadcast department and manager of the JWT office there. Jack Mosman in Chicago and Eldon (Hap) Hazard in Detroit are vice presidents and broadcast managers in their respective cities.)

More than 100 advertisers are represented on the agency's roster of television and radio clients in 1964. In television, 14 clients are active on 33 nighttime programs (not including a large number on daytime TV). JWT's notable television spenders include Liggett & Myers, Chesebrough-Pond's, Quaker Oats, Ford Motor Co., Lever Brothers, Standard Brands, Warner-Lambert, RCA, Scott Paper Co., Eastman Kodak, Alberto-Culver, Mentholatum and Kraft. A sampling of its active radio clients includes Ford Motor and its dealers, Pan American Airways, Seven-Up, Liggett & Myers, Planters Peanut Butter and Mentholatum.

Though the most dramatic rise in broadcast billings at JWT, conceivably

enough, is traced to television, radio is on the upswing at the agency. In 1964, \$20 million was allocated to radio, an increase of \$5 million over 1963. JWT officials are optimistic about a continuous rise in radio spending, particularly by clients which require constant promotion and a minimum of visual impact to deliver certain sales points. The growing number of radio sets each year and the comparatively low cost of attaining reach and frequency are reasons cited by JWT executives for the expanding role of radio in the agency's media plans.

Television, of course, is the great catalyst at the agency. In 1945, for example, when commercial TV had scant impact, J. Walter's broadcast billing was \$16 million. In 1964, \$131 million was spent on TV. Similarly, the broadcast share of JWT's overall domestic billing rose to 52% this year from 28% in 1945.

Separate Division ■ The massive investment in television was a key factor in the establishment in 1963 of the separate broadcasting department with responsibility for the selection and purchases of programs and time periods in all facets of TV-radio, including spot.

The range of the department's activities can be gauged by a sampling of the functions it performs: selection of net-

How JWT's Seymour assays radio and TV

J. Walter Thompson Co., biggest billing agency in radio-TV in the country, is summed up by this comment from its president and chief operating officer, Dan Seymour: "The J. Walter Thompson philosophy could be said to be a constant discontent with the *status quo*."

This credo, as expressed by Mr. Seymour, who joined JWT nine years ago as its radio-TV director, points up the agency's thinking in today's changing market place.

In an exclusive interview at JWT, Mr. Seymour was invited to range through the spectrum on broadcast hopes and problems—but specifically from the viewpoint of the advertising agency executive. (Mr. Seymour after a career in radio and TV as a performer and producer entered the agency business at Young & Rubicam in 1951).

Some of the high points of the interview, conducted by BROADCASTING editors, follow:

▪ **On Color TV:** "It's a matter of time." JWT, he noted, believes color has strong advantages and that, overall, its use makes TV a more effective medium. A warning: JWT, a pioneer agency user of color TV both in programing and in commercials, would be concerned if stations—as color develops to a greater extent—charged advertisers "inordinately" for color by placing a premium on it that advertisers cannot afford.

▪ **UHF and Pay TV:** They have a common problem, the source and availability of programing according to Mr. Seymour. The extent to which UHF and pay TV can get access to novel and desirable programing could affect, in turn, the growth potential.

▪ **TV Generally:** One of the "most dynamic inventions" of our time. In specific advertising terms: TV generated a new advertising growth pattern starting in the mid-50's, but "not at the expense of other media." (He noted that radio similarly injected new advertising money be-

ginning with its commercial growth some 20 years before and also not at the expense of other media. JWT, he said, "never decreased its print billing, but added its radio billing.")

▪ **On Radio Buying:** Radio has become a local medium, it is purchased on a market-by-market basis as compared to the "national" character it maintained in the 1940's. Though "more localized," radio is

important: commercial TV's role in international business. Already Thompson is much involved in this area.

Earlier this year, in another interview ("Week's Profile," Feb. 17), Mr. Seymour cautioned of a "danger" of "too much power getting into the hands of a few people, making broadcasting less of a free enterprise."



Mr. Seymour (r.) with JWT Board Chairman Norman H. Strouse

doing an "even more effective job" in permitting markets to be pinpointed.

▪ **On TV Buying:** "You can make TV anything you want, style it for the market." Its greatest strength is the role it can and does play in marketing.

▪ **Future TV Problems?** There are some: TV's rate structure, he said, may be further questioned for its value in terms of circulation and in relation to the law of diminishing returns. Another is "overcommercialization," or clutter.

Mr. Seymour says the agency is not satisfied to ride on the coat tails of its success. "We are never satisfied," he said, and the agency believes in "creative partnerships" with broadcasters (especially the networks in programing). Coming up fast in

He then characterized "clutter" in TV as having "come into the business, aggravated by the greed of so many of the local stations," he said that everybody in the business must have "a deep concern on the inflationary aspects fostered by TV stations in increasing rates for the mere sake of increasing them."

Entertainment programing in TV: Shows look "slicker" each year though there have been "no substantial changes." Mr. Seymour wondered if networks are "fulfilling their obligations."

An enthusiastic TV booster, expert negotiator in broadcast advertising and an economist by interest, Mr. Seymour is no less a critic of broadcast patterns. To paraphrase his own terminology, he appears not to be content with the status quo.

work TV programs; station and network relations; spot TV and radio buying; budget allocations; station clearances; commercial casting; broadcast traffic and contract negotiations; talent payments and local production.

By consolidating these phases of broadcasting under a single umbrella, JWT achieves what it calls "maximum

coordination." This centralization permits rapid access to and dissemination of all types of information relating to client needs and program and time availabilities, according to the agency.

An example of the advantage of a unified operation is that when one JWT client decides to cancel a schedule, this information can be communicated

rapidly to all units of the broadcasting department and the availability can be offered to another advertiser on the JWT client list.

Its vast billing and its list of prestige and big-spending clients have contributed materially to Thompson's role in TV program development. In this area, the agency contends it is not primarily in-

Our shopping list for 30 million homes now takes us to 41 states

When The Sperry and Hutchinson Company goes shopping for merchandise to offer shoppers who save S&H Green Stamps, it looks for top quality and for good value. It simply makes good business sense to offer products that people will want for themselves and for their homes.

At the same time, it is no accident that S&H buys rocking chairs from Tennessee, or luggage from Colorado, or lamps from five different states. The company follows a long-established policy of buying its merchandise, as much as possible, in every state where it does business. In fact, S&H "went shopping" in 41 different states, buying large quantities of some 1,700 products from more than 600 manufacturers to fill its 1964 Ideabook.

S&H expects to expand its shopping list to even more states and products because:

✓ Sales volume for the first six months of 1964 was higher than any other six months in the company's history—a solid indicator that 1964 is S&H's best year ever, with a bigger '65 to come.

✓ At the same time, the company's redemptions have risen, too. People are getting more merchandise this year with S&H Green Stamps than in any year in the past.

✓ More families are saving S&H Green Stamps. Right now over 30 million homes save S&H. An increasing population and a wider family of S&H merchants will make this figure grow even larger.

AN AMERICAN WAY OF THRIFT SINCE 1896



Radio-TV made a giant even bigger

Over the past 20 years, both the total billings and broadcast billing for J. Walter Thompson's domestic operations have grown extensively. But JWT's TV-radio expansion has proceeded at approximately twice the rate of the agency's overall growth.

Between 1945 and 1964, according to estimates supplied by JWT, total domestic billing grew from \$57 million to \$290 million. In that same period, broadcast billing sky-

rocketed from \$16 million to \$151 million this year.

A breakdown of billing, according to estimates by JWT, for selected years between 1945 and 1964:

	Total billing (millions)	Broadcast billing (millions)	TV-radio share of billing
1945	\$ 57	\$ 16	28%
1950	105	21	20%
1955	174	64	37%
1960	233	112	48%
1964	290	151	52%

terested in obtaining ownership or licensing advantages but in securing the "proper program environment" for a client.

For 18 years a long-time client, Kraft, has delivered prime-time programming to network TV (in 1964-65 *Kraft Sus-*

pense Theater and the *Perry Como Kraft Music Hall* specials are on NBC-TV on Thursday, 10-11 P.M.) J. Walter is understandably proud of its role on behalf of Quaker Oats, in helping in the development of *Bewitched*, a hit situation comedy program that started

on ABC-TV this season.

Several years ago, Thompson executives were impressed by the *Candid Camera* segment of the *Garry Moore Show*; they interested Lever Brothers in sponsoring *Camera* as a half-hour show and worked out arrangements with CBS-TV.

The agency was a catalyst in bringing *Hazel* to the TV screen for Ford and caught the glimmer of a TV attraction in the Mitch Miller songfests. The initial "Sing Along With Mitch" special was exposed on the *Ford Star Time* program.

"But unfortunately," a JWT executive confided, "we weren't able to move fast enough to sew up Mitch Miller for one of our clients at that time."

A closer "partnership" with networks and producers aiming at the development of high-caliber programs for its clients looms high on JWT's list of things-to-do as it begins its second century of operation. How well this role is enacted will determine the future TV course of the world's largest agency.

TVB flying high, ceiling unlimited

Agencies expect billings to go up 5-15% in '65, and TV expects a good cut, Cash tells members

Members of the Television Bureau of Advertising held their 10th annual meeting last week in an atmosphere of prosperity enriched by forecasts of further gains.

Norman E. Cash, TVB president, told the 258 broadcasters in opening the two-day meeting in New York last Wednesday (Nov. 18) that an informal canvass had shown that leading advertising agencies expect their billings next year to rise, on the average, from 5%-15% above 1964 levels.

These estimates related to total billing. The agencies, about 20 in all and representing \$1.6 billion in overall billings, were not asked about TV plans specifically. But Mr. Cash left no doubt that television, already the main medium for national advertisers, would expect to continue to get more than its share of the increased spending.

Forecasts for this year anticipated net TV billings of \$2.17 billion (net time, talent and production), up 6.8% from last year, and TVB's major new

presentation, "Prologue," which was shown to some 1,600 agency and advertiser guests at a breakfast Thursday morning, predicted the total would reach about \$2.91 billion by 1970 (BROADCASTING, Nov. 16).

Word to the Wise ■ Along with the optimism the broadcasters were given some cautionary advice. In a report to the members Thursday morning C. George Henderson of wsoc-TV Charlotte, N. C., chairman of the TVB board, admonished broadcasters to quit the "cannibalistic" practice of selling against each other and concentrate on budgets that now go into newspapers, magazines, outdoor and direct mail.

"As long as there are dollars being spent in newspapers and magazines by advertisers we know could do better with their dollars spent on television," Mr. Henderson said, "I don't think we have the time or the effort to fight each other."

Mr. Henderson said, "I don't see any ceiling on the growth of our business,

unless we create the ceiling ourselves. I believe we must continue to increase rates. Perhaps some day we will be as expensive as the newspapers and magazines—but by then they will probably have raised their rates and we'll never really catch up."

He said TVB is doing "exactly what it was created to do . . . to help us sell more television to get more and more dollars for TV—not pass the same old lump of television business back and forth among us. TVB was given the job of getting more new dollars and helping us get more new dollars.

Sell the Medium ■ "Every new dollar coming into TV is open to all of us to get, or at least to get our share. . . . I think TVB can use our help—and that we can profit by its example if we'll sell television and not work quite so hard to unsell someone else's television."

The "Prologue" presentation had a word of advice for advertisers: "Because the cost of reaching people will probably never again be as inexpensive as it is today, advertisers must ask each advertisement to do more."

The presentation, employing three screens to illustrate the marketing and creative capabilities of television, TV's growth and potential and the variety of TVB materials available to help advertisers and agencies, was written and produced by George Huntington, TVB executive vice president.

A recurrent theme of the meeting was developed from studies showing that among leading national advertisers the greatest gains in sales, profits and

corporate stock values have been made by those who put most of their budgets into television (BROADCASTING, Nov. 16).

This was the main thrust of the report by Mr. Cash, and also was pointed up in the "Prologue" presentation and at other points in the two-day program.

A 48-slide presentation on "Why You Should Use Television," which, with a keyed script will be available to TVB members for \$30, was shown by William Colvin, TVB member services vice president, at the opening session.

Campaign Results ■ Howard Abrahams, vice president in charge of local sales, reviewed TVB materials available for local sales use, reported "excellent results" in a Sears, Roebuck campaign that hopefully will lead to greater TV use not only by this company but by its competitors, and offered highlights of a major new presentation, "How 5,400 Local Advertisers Are Using Television," which he said is now being tested.

Mr. Abrahams also reported that in Detroit, stores were leading their district in sales before the newspaper strike started in July—and have continued to do so in all but four weeks since the strike cut off regular newspaper advertising.

Dick Noel, TVB account executive, displayed a presentation for supermarkets and one for food manufacturers and distributors.

A special Wednesday afternoon session attracted approximately 500 time-buyer guests who heard reports by Harvey Spiegel, TVB research vice president, and Mr. Colvin, and an address by Stephen Frankfurt, vice president and executive director of art at Young & Rubicam.

Mr. Frankfurt's presentation, "No Matter How You Slice It, It's Not Life," gave "slice-of-life" commercials a going-over and also singled out elements that add to, or detract from, TV messages (BROADCASTING, April 27).

Specialization ■ Another guest speaker, the Rev. Thomas M. Garrett, S. J., associate professor of ethics at University of Scranton, Scranton, Pa., suggested to the Thursday luncheon audience that success for many TV stations in the future may lie in appealing to specialized audiences rather than the "massiest possible audience."

He cited educational TV, community antenna TV, pay TV and UHF as elements that will splinter existing audiences. As this fragmentation proceeds, he said "a scramble for the biggest share of the least-common-denominator viewer may only raise promotion costs at a time when the real profit lies in the specialized audience."

Radio, he said, has regained vitality since it discovered specialization, and magazines that serve special-interest

“ALMOST 90% OF TOP BROADCAST SPENDING AD AGENCIES BOUGHT TIME ON KPOL LAST YEAR.

22 of 25 to be exact. We would have done better, but because we don't accept cigarette advertising, we lost a couple.

It goes to show you that advertisers know that they have to buy KPOL in order to reach an especially large, affluent, adult audience in Los Angeles.”



Unquote — Fred Custer, KPOL General Manager. Details? Call HOLLYWOOD 6-4123 ... or outside Los Angeles, call your local Raymer man.

KPOL

Distinguished Radio — Los Angeles

groups have done better than many that try to reach everybody.

Father Garrett described "Profits, imagination and our own ideals" as the "three dimensions of the creative margin" from which the future of television will emerge.

The "comfortable status quo" is already being threatened by many elements, he noted, citing CATV, UHF drop-ins, pay TV, home-taping and ETV, among others, plus "the shifting attitudes of both government and public, not to mention the frightening suggestions of certain FCC commissioners."

But, he said, defensive action will be useless—"the future and profits will depend on innovation."

Creativity Is the Key ■ If specialty stations are the answer, Father Garrett continued, imagination will be essential in meeting demands of "specialized programming and careful cost control," and in such areas as finding or creating

they deal."

"We learn to be more skillful in creating sales when we learn how to observe and analyze TV customers and their conditions, when we constantly increase our store of knowledge and know-how about our customers' circumstances, markets, policies, problems, and our own services as they relate to these circumstances.

"To really grow and mature and thus be more creative, we must develop a consideration for others and learn to appreciate human and social relationships. This is particularly true when it comes to selling ideas to the people within your organization, which is often a much more difficult job than selling customers. This applies to managing and leading sales representatives.

"To overcome customers' habits, you must show them how *their conditions* can be sufficiently improved by your idea . . . that their fears (of TV) are unfounded . . . that the benefits of TV,

major presentation in Washington in February; disclosed that a TVB presentation had been scheduled on the closed-circuit system into the rooms of the New York Hilton hotel, site of the meeting, and released a proclamation by New York Mayor Robert F. Wagner declaring Nov. 15-21 as "Television Week" as a salute to TVB and television generally. TVB supplied New York stations with on-the-air promotion material for the "Television Week" observance.

In his proclamation Mayor Wagner praised TV for "fulfilling its responsibility of service in the interest, convenience and necessity of our people" and commended TVB "for its priceless contribution to the public in every aspect of significance to our modern and advanced society."

Negro market tops \$6 billion annually

Negro households in 24 U.S. markets accounted for more than \$6 billion in retail sales last year, according to a market research study, "The Arithmetic of Negro Spending," being released today (Nov. 23) by Bernard Howard & Co., representation firm specializing in Negro-appeal radio stations.

The study, based on data compiled by Market Statistics Inc., New York, is an expanded sequel to the Howard firm's "New Dimensions of the Negro Market," issued last year and covering 15 cities. The new study presents Negro-market data on each of 24 metropolitan areas that are said to represent 38% of the Negro population and 40% of the Negro buying power.

The markets are Atlanta; Baltimore; Birmingham, Ala.; Buffalo, N. Y.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Detroit; Dallas and Fort Worth; Jackson, Miss.; Kansas City, Mo.; Little Rock, Ark.; Los Angeles; Miami; New York; Norfolk, Va.; Philadelphia; Pittsburgh; St. Louis; San Francisco-Oakland; Shreveport, La., and Washington.

Advertising's public service outlined

Advertising's public-service functions were highlighted in Detroit last week by Virgil Boyd, group vice president, domestic automotive, Chrysler Corp., before the annual meeting of the east central region of the American Association of Advertising Agencies. He called for a united stand against self-made critics.

"It seems to me we are too easily thrown off balance by the jabs and



Mr. Cash

reservoirs of talent, discovering better formats for informational programs and realizing that "there are issues which could engage the attention of large numbers if only we could get at the core and make it intelligible."

But neither innovation nor imagination will be enough, he said, without "your ideals as broadcasters"—not "dogoodism," but standards that will be reflected "not only in the balance sheet but in the world around you . . . in the last analysis, it is your own vision, your own ideal, which will determine the direction, the timber, the tone and the texture of television's future."

J. Douglass Kirk, executive vice president of the Sales Analysis Institute of Illinois, told the broadcasters that to achieve their sales goals and solve many "people problems" they should train their men to "learn how to think and talk from the viewpoint of each specific TV customer or prospect with whom



Mr. Henderson

both tangible and intangible, are worth the extra money. . . ."

Dr. Arthur Kantrowitz, vice president of Avco Corp. and director of the Avco-Everett Research Laboratory at Everett, Mass., called for broadcasters' help in dispelling the "science-fiction image" of scientists in a speech at the sales managers' luncheon Wednesday.

In answer to questions, he predicted that satellites in time will dominate worldwide high-frequency communications. H. Peter Lasker of Broadcast Communications Group, who introduced him, credited Dr. Kantrowitz with suggesting—shortly after the first Sputnik was orbited—that three TV stations in synchronous orbit with the earth could dominate TV and "destroy" all other TV stations.

In other developments TVB officials announced the hiring of Eldon (Hap) Hazard to head their new Detroit office (see page 10): reported plans for a

New RAB group to sell major advertisers on radio

Formation of a Radio Marketing Committee by the Radio Advertising Bureau and its member station-representation firms as a means of solidifying and expanding radio's position with major radio advertisers is being announced today (Nov. 23) by Edmund C. Bunker, RAB president.

The RMC program amounts to a "team selling effort—the first of its type in radio's history," according to Mr. Bunker. Each of the 19 station-rep firms that are members of RAB has been given a list of major national and regional radio accounts to cover. They are to re-

port back to RAB by mid-December.

"The report will analyze the advertiser's current feelings about radio and his needs for help, if any, in making full use of radio," Mr. Bunker explained. "In every case, RAB and the rep involved will decide together what follow-up action is called for."

The committee's objectives are (1) to service present accounts and (2) to increase the use of radio by these advertisers by showing them how they can use radio for brands in addition to those already in the medium.

Top executives of the rep firms,

rather than their staff salesmen, are to make contacts with top-level advertiser executives and their agencies.

Station-representation firms participating in RMC, all of them RAB members, are: Advertising Times Sales; Avery-Knodel; Charles Bernard Co.; Blair Radio; CBS Radio Spot Sales; Henry I. Christal Co.; Robert E. Eastman Co.; George P. Hollingbery Co.; H-R Representatives; Katz Agency; McGavren-Guild; Meeker Co.; Metro Radio Sales NBC Spot Sales; Peters, Griffin, Woodward; Edward Petry & Co.; Paul H. Raymer Co.; Stone Representatives, and Adam Young Inc.



Attending the meeting that started RAB's Radio Marketing Committee were seated (l to r): Charles Bernard, president, Charles Bernard Inc.; Maurie Webster, vice president and general manager, CBS Radio Spot Sales; J. W. Knodel, president, Avery-Knodel Inc.; Peggy Stone, president, Stone Representatives Inc.; H. D. Neuwirth, president, Metro Radio Sales; Morris S. Kellner, vice president, The Katz Agency Inc. (standing, l to r): Robert A. Burke, vice president, Adam Young Inc.; Miles David, administrative vice president, RAB; Thomas B. Campbell, president, Advertising Time Sales; Ed Argow, vice president, McGavren-Guild Inc.; Robert Alter, vice president, RAB; Robert M. Richmond, vice

president, Paul H. Raymer Inc.; Edmund C. Bunker, RAB president; Louis Faust, executive vice president, Blair Radio; James M. Alspaugh, executive vice president, H-R Representatives Inc.; Herb Hahn, radio sales manager, The Meeker Co.; W. B. Taylor Eldon, vice president, Advertising Time Sales Inc.; John Butler, eastern sales manager, Peters, Griffin, Woodward Inc.; Fred Hague, radio division president, George P. Hollingbery Co., and Frank Boyle, executive vice president, Robert E. Eastman & Co. Reps cooperating with the new group whose executives were out of town at the time of the meeting: Henry I. Christal Co., NBC Spot Sales and Edward Petry & Co.

thrusts of the Vance Packards and all the rest who make a very good living at the business of tilting at the windmills of selling and advertising," Mr. Boyd said in his keynote luncheon talk Thursday. "We tend too often to defend advertising by implying that it is a sort of necessary evil," he noted.

The Chrysler official pointed out that

in addition to advertising's direct public-service contributions through the extensive work of The Advertising Council, the industry serves the public in vital indirect ways too. He said advertising has raised the public's taste and educated consumers to expect and demand more and better quality products. This keeps manufacturers on their toes.

Advertising also has progressively raised the public's taste in the areas of clothing, interior decoration, automobiles, foods and entertainment, he said, and it has raised the public taste in the fields of art and language as well. John Pingle of Ross Roy Inc., east central 4A chairman, presided at the one day business and workshop meeting.

Print challenged to beat TV

Lavin suggests 'Tribune' might want to try to resolve media questions

Could print do a better job for the Alberto-Culver Co. than television, the medium which now gets almost all of the firm's \$40 million budget?

Alberto-Culver's president, Leonard H. Lavin, said last week he frankly didn't know and he suggested to the *Chicago Tribune* that it might like to take on the assignment of proving the point.

Mr. Lavin discussed his firm's involvement with TV at a luncheon meeting arranged by the *Tribune's* marketing department. He poured out a number of questions about the relative merits of TV and print which he said he would like to know more about.

"Our use of television," he said, "is the result of the always-tentative con-

"because we used television rather than print. What I do affirm is that we have been successful in our use of television."

Would the company have been just as successful if it has used print rather than TV? Mr. Lavin asked, pointing out that "there was a time when I would have said definitely not. Today—and not because of the company I'm in—I say that I don't know."

More Than Phenomenal? ■ Mr. Lavin said he also could not say if he had used print the toiletries firm might not have accomplished even more. "I don't know," he again remarked.

Alberto-Culver began in 1955 with one product and sold \$400,000 worth using TV. This year with 14 products and more on the way—still using mostly TV—it will gross over \$100 million.

Mr. Lavin explained that TV has enabled his firm to take on the giants like Procter & Gamble, Bristol-Myers and Colgate. "What television effects," he said, "is an instant mass demand" for the firm's products. "The medium allows us to exploit as fully as we are capable the potentials of a mass market item," he explained.

"There is no warmup," Mr. Lavin said. "The message hits at 9 p.m. and the goods start moving out at 9 a.m."

This is important to Alberto-Culver, he said, because it provides immediate income for reinvestment, effects immediate exploitation of a competitor's weakness and gives Alberto-Culver the maximum amount of time between its marketing action and a competitor's reaction.

Whether or not the goods move out of the store depends on the advertising message itself, Mr. Lavin said. The crucial points: "Does the consumer understand what you are saying? Is the message intelligible? And, is the intelligible message important?"

These three points "encompass the weakest and strongest aspects of television," Mr. Lavin said. "Making people just plain understand what you're trying to say is a terribly difficult problem on television."

"Time is short. The distractions are many. The screen is small. The colors are drab. The sound system is unrefined. Too many people are in the act to keep the message nice and simple—from writer to producer to cameraman to lightman to soundman to program director. And of course the beer in the next room is always cold."

Mr. Lavin said that in his mind the weakness of TV "can only be compensated for by the possibility of showing that what you're talking about is really and truly important to the consumer. In other words, you can demonstrate this importance."

Has Success Spoiled A-C? ■ But TV's great ability to demonstrate may also have caused Alberto-Culver to box it-

self in as to the range of products it develops, and thereby curbed the firm's success potential, Mr. Lavin indicated.

"That television is a sort of super-specialist salesman is obvious to me in my business," he explained.

"If we can't demonstrate a meaningful advantage to a consumer, then I'm misusing the medium," he continued, pointing out that as a consequence "we have created types of products whose advantages can be demonstrated. The medium becomes the message because the medium determines the message."

"My question then is: Is Alberto-Culver being cut out from lucrative markets because of its propensity to use television?" Mr. Lavin asked.

He brought up the relative "program" content of the two media too. Mr. Lavin noted that the newspaper's business is news.

"Nothing bursts with the hot here-and-now so much as the first big fat edition of the *Tribune*," he said.

"Television's main course is the world of dreams and myths and let's-pretend."

"But a new product is news. If Alberto-Culver creates a marvelous new type of hair color, that's news. The way to introduce a new product may be to hit with print first and then follow up with television," he speculated.

"Maybe we're working things backward at Alberto-Culver," he said. "I don't know. I'd like to be told."

Commercials in production . . .

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

Heller-Ferguson Inc., 1606 North Highland Avenue, Los Angeles.

Jos. Schlitz Brewing Co., Milwaukee (Burgermeister beer); seven 60's for TV on tape. Agency: Post-Keyes-Gardner, Chicago.

Champlin Oil and Refining Co., Fort Worth, (oil); seven 30's for TV on tape. Agency: Tracy-Locke, Dallas.

Mid-America Videotape Productions. Division of WGN Inc., 2501 West Bradley Place, Chicago.

International Milling Co., Minneapolis (Robin Hood flour); one 60 and one 30 for TV on tape. Dale Juhlin, director. Agency: Wade Advertising, Chicago. Royal Alcott and Lew Perking, agency producers.

Goldblatt's Department store, Chicago (various); three 10's for TV on tape. Dale Juhlin, director. Agency: Tobias & Olendorf, Chicago. Irv Haag, agency producer.

Evans Fur Co., Chicago (furs); five for TV on tape. Bill Lotzer, director. Agency: Malcolm-Howard, Chicago. Bunny Bearman, agency producer.

Sears, Roebuck & Co., Chicago (various); six 60's for TV on tape, color. Dale Juhlin, director. Agency: Reach-McClinton, Chicago. Jack Flatley, agency producer.



Mr. Lavin
Questions about TV

clusion that it is the medium that appears to meet the needs of Alberto-Culver. This conclusion can be wrong."

If it is, he said, "we would mend our ways if only someone would tell us why and how."

Mr. Lavin said he would not affirm that Alberto-Culver has been successful

Here's How One Of America's Great
Independent Radio Stations Gives

ELECTION COVERAGE

(52 hours of political controversy in the 1964 campaign alone)

STATION EDITORIALS

WBBF endorsed three candidates (Johnson, Keating and a local congressman), with a broadcast total of 29 different editorials on the candidates and the issues, and 22 replies by listeners—representing a total of more than 18 hours of political controversy, equally divided among all parts of the station's schedule.

TALKS BY CANDIDATES

Beginning in early September, WBBF broadcast *hourly* talks by the candidates themselves. Believing that people will listen and learn if brevity is observed, the station limited talks to *60 seconds*. Twenty-six candidates produced a total of another 21 hours of political controversy.

DAILY POLITICAL ANALYSIS

WBBF political reporter Roy Wetzel broadcast nightly summaries of the day's political campaign, summaries filled with recordings made by Wetzel in tireless rounds of political meetings. Another six hours of political controversy.

LENGTHY ISSUE DISCUSSIONS

WBBF devoted three programs to extended *debates* by candidates and supporters, carried WMCA's Keating-Kennedy debate live, gave each of four Presidential candidates time for lengthy *speeches*, devoted eight weekly programs to *discussion* of proposed county charter. Six and one half more hours of political controversy.

ELECTION NIGHT

A staff of more than 40 (including University of Rochester stringers) gave WBBF *clear beats on all local returns*; WBBF's "key district" survey anticipated many of those returns; broadcasts from party headquarters reflected reactions to them; experienced WBBF political reporter Wetzel interpreted them.

AND IN PAST YEARS?

Same thing. WBBF is now in its *fifth* year of editorializing, has presented free candidates' talks for *three* years, has provided *four* years of Wetzel's daily analysis, has *perennially* presented campaign debates.

Symbolic of WBBF's leadership in local political reporting: the independent gathering of vote returns by the station—which in each of the last three elections enabled WBBF accurately to name the winner of a close contest when other news media and party leaders did not.



WBBF—850 MIDTOWN TOWER • ROCHESTER, N. Y.

A Blair Station

BPA gets down to nuts and bolts

Three-day convention discusses ratings, graphics, sales and program promotion, print publicity, and merchandising in how-to-do-it sessions

The ninth annual convention of the Broadcasters Promotion Association in Chicago last week broke all previous records on two fronts—an attendance of 419 delegates plus many of their wives and a total BPA membership of 551, an increase of 10 per cent over last year.

The three full days of seminars on the practical problems of radio-TV station promotion and merchandising included nuts-and-bolts discussion of topics ranging from how to handle ratings to graphic design, trade outs, publicity and advertising. Last week's meeting included an extensive side agenda for the ladies, a feature which is expected to become a permanent part of future BPA conventions.

Principal conversation stimulator among delegates was the keynote address of Donald W. Severn, vice president in charge of media relations, Ted Bates & Co., New York, who asked for increased on-the-air exploitation by stations, especially in the case of new products, and who frankly spelled out his opinions about good and not-so-good promotion practices (see page 60). Many delegates chose to describe it only as "controversial," indicating they were sorry their side of the question could not have been included from the same platform.

H. Taylor (Bud) Vaden, advertising and promotion director, Triangle Stations, Philadelphia, was elected president of BPA in a close race with Caley Augustine, WIIIC-TV Pittsburgh. Other officers and directors also were elected (see page 82) at Tuesday's business session which also resulted in the defeat of a proposal to double the BPA dues.

The growing value of the BPA sessions in the professional education of the station promotion man was noted by many delegates as the basis for the organization's continuous expansion since the first convention of less than 100 delegates in Chicago in 1956. The "how-to-do-it" aspect of the meetings is the real secret to BPA's strength and future, according to one past president, Gene Godt, KYW-TV Cleveland, and this year's convention program chairman.

The Goals ■ BPA's desire "to con-

tinue to be a strong influence in the industry" and to seek out the best of new promotion ideas and "guidance" from all possible quarters was voiced by the retiring president, Clark Grant, WOOD-AM-TV Grand Rapids, Mich.

Other talks which drew considerable attention last week included a discus-



How broadcasters can more successfully utilize other media for radio-television promotion was thoroughly analyzed at the BPA session on "Five Ideas That Worked in Print Publicity" by (l to r) Caley Augustine, WIIIC Pittsburgh, chairman of the Wednesday morning seminar; Robert L. Meyer,

sion of ratings and computers by Melvin A. Goldberg, vice president for planning and research at John Blair & Co., New York; a check list of promotion effectiveness offered by Joe Costantino, KTVU (TV) San Francisco, and a presentation on graphic design by Lou Dorfsman, CBS Inc., New York.

Mr. Goldberg, citing TV's growing fractionalized audience, suggested the formation of a broadcast-industry group to study the problems of computerization, to review data now being fed into agency computers and to prepare research standards beyond those set by

the Broadcast Rating Council (BROADCASTING, Nov. 16). "Our problem is not to fight the computer, but to guide it," he said.

Mr. Dorfsman, CBS Inc.'s director of design, told Tuesday's luncheon meeting that radio-TV stand "completely exposed as in no other industry. We have an obligation not to offend the eyes and ears of all those beholders."

He told the delegates they are the ones who deal with design at its most sensitive spot, "the point at which it comes in contact with the public." He explained that "your attention to visual detail at every level can be crucial."

WISN-TV Milwaukee; Don Burnes, KSD St. Louis; Richard J. Braun, Mullins Broadcasting Co., Denver; Bill Axtell, WJBK-TV Detroit, and Steve Fayer, WTOL-TV Toledo, Ohio. Session was held Wednesday morning and followed by a similar panel on five ideas for merchandising.

Mr. Dorfsman pointed out that the moment "we try to arrange things thoughtfully—objects or ideas—we become designers. . . . Design is a kind of functional and aesthetic engineering of man's existence." Good design is effective design, he said, "and effective design is not only compatible but essential to profitable commerce."

Specialized Field ■ Mr. Costantino, participant in Monday's TV sales promotion panel, emphasized the need to sell management on the importance of the promotion department's role and noted sales promotion today is being

recognized as a specialized field. Urging separation of functions within promotion, he noted it is difficult for one man to be effective as audience promoter, sales promoter, merchandiser, public-relations man and publicity man all at the same time.

On the same panel, Larry Frerk of Needham, Louis & Brorby, Chicago, highlighted the need for a central theme in sales promotion, the station's trade advertising and what the station puts on the air. He urged stations to include agency account executives and client advertising managers in their mailings and reported that timebuyers find the visual presentation is "one of the most effective sales promotions."

A concurrent panel on radio sales promotion included William J. Hoffman Jr., BBDO, New York; Jack Walsh, D.

cussed the problems of winning the attention of today's timebuyer and recommended the contest as a "terrific low-budget attention getter."

Ratings ■ Broadcast ratings also were explored in separate radio-TV meetings on Monday after Mr. Goldberg's talk to the entire BPA.

William R. Wyatt, vice president and national sales manager, NSI, A. C. Nielsen Co., New York, cautioned the TV group about the writing of sales promotional materials and detailed appropriate qualifications about ratings to avoid legal complications. Gene Thompson, promotion manager, American Research Bureau, Beltsville, Md., observed "there is no such thing as a completely dominant station from every angle" and showed examples of how stations can profitably use ratings to promote their

with which his representative firm is experimenting. Katz also is involved in a major expansion program (BROADCASTING, Nov. 16). Mr. Mills said the research seeks to develop a format that would go beyond measuring mere numbers of people listening and hopes to learn why they listen and measure their attitudes as well. He said the study has been underway two years through Frank N. Magid Associates, Cedar Rapids, Iowa.

The suggestion that BPA should establish minimum standards as a guide to program syndicators in the preparation of syndicated promotion kits was voiced at another TV panel by Bob Weimar, KSLA-TV Shreveport, La. He felt too many packagers, particularly those in the movie field, fall far short of the network standard in providing



Panel on "We've Got a Problem . . . And Here's One Solution" offered some answers to puzzled radio promotion men. Seated (l to r): Jack Townsend, KELO-AM-TV, Sioux Falls, S. D.; F. C. (Mike) Strawn, KCMO-AM-TV Kansas City, chairman of the Wednesday afternoon session; Doug Shull, KYW Cleveland. Standing: Fred Birnbaum, WCAU Philadelphia, and Michael Hauptman, WINS New York.



Television version of the "Problem . . . Solution" session featured (seated, l to r) Dorothy Mugsford, Cox Broadcasting Co., Atlanta; William Jones, WSIX-AM-TV Nashville; David A. Course, WJRT(TV) Flint, Mich.; (standing) J. F. Brembeck, KABC-TV Los Angeles; Guy Koenigsberger, KRNT-AM-TV Des Moines, and George Rodman, KGO-TV San Francisco. Mr. Jones served as chairman of the session.

P. Brother & Co., Detroit, and A. William Lee, The Katz Agency, Chicago. Mr. Lee said station audience promotion is extremely important to the representative and the most effective promotions are those which are personalized and have continuity.

Citing the return of advertising dollars to radio, Mr. Hoffman said sales promotion service must be continued after the sale is consummated. Sales promotion aids must first create a favorable image for the station, he said, and secondly be fitted to the specific requirements of the sponsor. Mr. Walsh dis-

positive points.

Albert E. Sindlinger, president of Sindlinger & Co., Norwood, Pa., told the radio rating session the ways standard rating materials are best used today while George Sternberg, vice president, sales and promotion, The Pulse Inc., New York, cited harm done by improper tactics. Among these he criticized the "hypodermic needlers" and the "photographic reproducers," or those who would rather act and think like promoters instead of promotion men.

Kenneth A. Mills, The Katz Agency, reported on new in-depth radio research

stations with the working tools they need to properly publicize their product.

A station's community involvement can be part of long-range audience promotion, David R. Klemm, wxyz Detroit, told a radio panel on audience development. Phil Harrison, wsb Atlanta, said audience promotion through newspapers can be effective only when news releases are actually "newsworthy, terse and timely." A practical alternative, paid space, can be potent in the form of a weekly "column" about station personalities and projects.

Tuesday's panels included such prac-



Six BPA awards winners, flanked by executives of the association, touch trophies in Chicago last week. The group (l-r): David Klemm, WXYZ Detroit, awards committee chairman; Casey Cohlman, WFAA-AM-TV Dallas-Fort Worth; Frank Costa, WMCA New

York; Jerry Glenn, of AM Radio Sales who accepted for KSFO San Francisco; John Box, WIL St. Louis; Todd A. Spoeri, WJZ-TV Baltimore; Barry Stover, KARD-TV Wichita, Kan., and Clark Grant, retiring BPA president. See awards story below.

tical topics as how to save money on print promotions. Dale E. Landsman of Needham, Louis & Brorby, Chicago, warned however that "when it comes to graphics you are doing your budget an injustice by being insignificant. By spending a little more smart money and time you could be noticed and that is what you paid for." Frank Nardi, WGN Chicago, urged print planners to eliminate the word "adequate" from their vocabularies and to do every job the best they know how.

Too Much Clutter ■ George Vickery, WTVJ (TV) Miami, told another Tuesday session the quickest way to improve the public image of a TV station is to "unclutter, simplify and modernize the face it presents to the public." He illustrated how WTVJ has graphically redesigned its "face" during the past year and noted the simplest approach is the best because it will communicate better.

At a panel on the problems of entries for awards presented to broadcast stations, Fred Mueller, KSD-TV St. Louis, pointed out that most groups giving awards want to increase the number of entries as much as possible and are eager to hear from the smaller stations as well as the larger ones. He said the small station's chances of winning are just as good.

This year BPA's third and final day was expanded to include a complete afternoon "idea" workshop as well as the usual morning session. Again separate radio-TV sessions were featured.

The promotion man's expanding horizon now must also include community antenna television, it was noted by Dorothy Mugford of Cox Broadcasting Co.'s CATV division, Atlanta. Citing how to promote programming among

CATV subscribers, Mrs. Mugford also stressed that stations can merchandise their added CATV coverage to national advertisers and agencies.

George Rodman, KGO-TV San Francisco, showed how even the difficult area of news program promotion can be surmounted through a concentrated all-year campaign which first establishes the identity of the news personality and then builds up a continuity of exposure using a central theme.

David A. Course, WJRT (TV) Flint, Mich., told of successful efforts in reaching the community's new residents and young couples starting their own homes. Every city has a Welcome Wagon or similar organization, he said, and these groups are usually eager to cooperate because the new homemakers "are hungry for TV listings."

Cross-promotion of TV on radio was explored by Guy Koenigsberger, KRNT-AM-TV Des Moines. If you don't have your own radio outlet, he told delegates, "then use the largest non-TV affiliated station in your city, then local stations in larger populated towns in your area."

At the radio idea session Jack Townsend, KELO-AM-FM-TV Sioux Falls, S. D., related how the promotion-minded approach helped start KELO-FM on a profitable basis while Michael Hauptman, WINS New York, told how his station successfully tied in its summer-long promotion with the fall elections.

Doug Shull, KYW Cleveland, and recently of wowo Fort Wayne, Ind., recounted how wowo scored with national advertisers through a slide-and-tape presentation capitalizing on the station's broad 29 county coverage area as distinct from its small metropolitan market. Fred Birnbaum, WCAU Philadelphia, told of his outlet's "County Fair

Days" promotion in August which raised \$15,000 for local hospitals and broke even on its own expenses.

Print Publicity ■ At Wednesday's print publicity meeting, Steve Fayer, WTOL-TV Toledo, reported on the station's success with special days at the zoo and similar listener participation events including *Magilla Gorilla*. Bill Axtell, WJBK-TV Detroit, showed how extensive exposure can be obtained from a single event like the Horton Smith Memorial Golf Tournament.

Robert L. Meyer, WISN-TV Milwaukee, explained the need to keep in constant touch with trade-press editors since this phase of a station's promotion cannot be adequately handled merely by sending out "releases." Don Burnes, KSD St. Louis, urged promotion managers to think in terms of serving the editor's needs rather than just attempting to "sell" him, too often with the old mistaken theory "that if you buy him enough drinks and meals, you can get anything in print."

Dick Robertson, KRON-TV San Francisco, told the merchandising workshop an effective plan consists of alerting key members of group buying committees through the use of gimmick gifts which tie in both the product and the station. Sequence mailings of gift-wrapped but inexpensive items help build attention and interest, he noted.

Creativeness is the key to getting impact from gimmick merchandising, Doug Duperrault, WFLA-AM-TV Tampa-St. Petersburg, Fla., pointed out. He showed 15 examples of varied approaches used to alert buyers at the retail and wholesale level in support of schedules placed on his stations.

Tony Visk, WPRO Providence, R.I., explained how his station's "Product Parade" promotion of brand items using WPRO works two ways, one as a station promotion with listeners and the other as a merchandising effort for advertisers. On-air involvement of listeners through prizes is included. A similar plan was described by Nancy Chappel, KTAZ-TV Phoenix.

Eddie Allgood, WBTM Danville, Va., told how a million pieces of printed materials during the last six months supporting a radio drive have helped push the local Dr. Pepper distributor to the nation's No. 1 position.

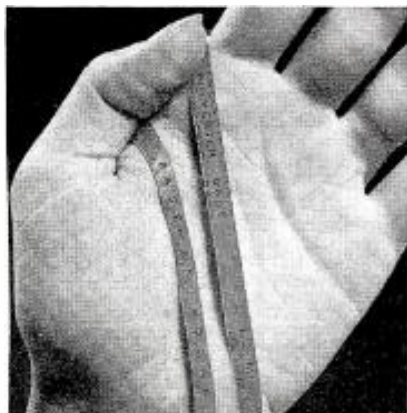
There were lots of awards at BPA meet

Winners of the third annual on-the-air awards competition were announced Tuesday at the Broadcasters Promotion Association convention in Chicago by David Klemm, WXYZ Detroit, BPA awards chairman, and Clark Grant,

Some plain talk from Kodak about tape:

features and conveniences that result in better use characteristics

It's amazing what good things can happen when you've got a hobby. A lot of our scientists working on KODAK Sound Recording Tape have hobbies. And in almost every case, coincidentally, the hobby is tape recording. And engineers being the sort of restless, dissatisfied people they are, all kinds of off-hours research projects are in work to give Kodak tape a few extra features in terms of handling ease. One of our boys, for example, decided that he wanted to know just what kind of tape he was using in terms of thickness and base type, even when it was separated from its box. And he



wanted to know it at a glance. Another engineer decided that nothing would be more valuable from a quality-control standpoint than a method of knowing just when a given roll of tape was made. And even what part of the master web it came from. This led to a virtual revolution in the tape business. In an age when more and more companies are taking their names off their products and furtively selling

them in unmarked white boxes, we are so proud of the quality and uniformity of our product that we are putting our name right on the back of the tape itself.

And not just our name. The kind of tape, too. Won't it be nice to know that you are using half-mil-polyester-triple-play every time you are using half-mil-polyester-triple-play? This means that even when you are using Kodak tape on an unmarked reel, you can still identify it. And you'll also know whether or not the reel has been rewound simply by looking at the imprint and noting how it reads as the tape comes off the reel.

Familiar with our Thread-Easy Reel? It's really worth knowing about because it cuts fumbling time down to zero. Here's how: you just take the end of the tape and drop it into the slot in the reel. Half a turn and it's engaged . . . securely. That's all there is to it. Not a worry about manhandling your tape, either. This reel's a real gentleman! Smooth surfaces. Bevelled edges. Dynamic balance. And notice, too, that each Thread-Easy Reel has a built-in splicing jig. That, plus the fact that it is calibrated on both sides, adds a few extra fillips well worth having. If you have been really keen-eyed, you have probably noticed by now that we have been referring to Kodak tape where in previous ads we have always called it Eastman tape. There's a good reason for that. We've changed the name. Goodbye good old Eastman tape. Hello good old Kodak tape. This brings up a small problem. With the name

change there are also number changes. And so you'll know just what to ask for, here's how the nomenclature looks (old Eastman tape numbers are in parentheses):

KODAK TAPE	BACKPRINTING CODE		
Type 31A (Type A303)	DUROL BASE	1½ Mil	Std Play
Type 34A (Type A304)	DUROL BASE	1½ Mil	Hi Output
Type 21A (Type A203)	DUROL BASE	1 Mil	Extra Play
Type 21P (Type P203)	POLYESTER BASE	1 Mil	Extra Play
Type 11P (Type P103)	POLYESTER BASE	½ Mil	Double Play
Type 12P (Type P105)	POLYESTER BASE	½ Mil	Triple Play

Note that the above list contains a pretty broad spectrum of recording tapes on both Durol base (indicated by an "A" in the above chart) and polyester ("P"). That's another nice thing about the Kodak line. You can get just about anything you need.



KODAK Sound Recording Tapes are available at all normal tape outlets—electronic supply stores, camera stores, specialty shops . . . everywhere. Oh, by the way, why did we change the name from "Eastman" to "Kodak"? Don't know, just thought it was a good idea at the time.

©Eastman Kodak Company, MCMLXI

EASTMAN KODAK COMPANY, Rochester, N. Y.

WOOD-AM-TV Grand Rapids, Mich., BPA president.

In category A of "station image," the respective radio and TV winners were WFAA-TV Dallas-Fort Worth and WIL St. Louis with honorable mentions going to WITI-TV Milwaukee; CBC-TV Network, Toronto; WFAA-TV; KMPC Los Angeles and WNAC Boston.

Winners in category B, "special events," were KARD-TV Wichita, Kan., WMCA New York. Honorable mentions: WXYZ-TV Detroit; KNXT(TV) Los Angeles; WJRT(TV) Flint, Mich.; KYW Cleveland; KLAC Los Angeles, and WLS Chicago.

Category C winners for "personalities and programs" were WJZ-TV Baltimore and KSFO San Francisco. Honorable mentions: KTUL-TV Tulsa, Okla.; KYW-TV Cleveland; KABC-TV Los Angeles; WBNF Binghamton, N. Y.; KMPC Los Angeles, and WSUN St. Petersburg, Fla.

Entries were judged on the basis of

four criteria: motivation, creativity, execution of an idea and contribution to the industry. The judges included Walter Eckley, radio-TV production director, Young & Rubicam, New York; Jack Richter, vice president-creative sales development, Papert, Koenig & Lois, New York; William Meeks, president, Pams Advertising Inc., Dallas, and Dave Watson, product manager, Best Foods Corp., New York.

The Kellogg Co., which places considerable broadcast advertising through Leo Burnett Co., Chicago, was again breakfast host for the opening morning of the Broadcasters Promotion Association last week. But in addition to the bacon, eggs and the "snap, crackle and pop," Kellogg handed out special promotion awards to stations, too.

Walter Lantz, creator of "Woody Woodpecker," announced the "Spook-A-Nanny" winners of a special "Halloween Party for Woody Woodpecker" audience building promotion carried

by more than 100 TV stations. Awards were classed according to market size:

Class A market winner—KTUV(TV) San Francisco-Oakland; honorable mentions—WGN-TV Chicago and KCOP(TV) Los Angeles.

Class B—KMSP-TV Minneapolis-St. Paul; honorable mention—WNHC-TV New Haven, Conn.

Class C—WDSU-TV New Orleans; honorable mentions—KOA-TV Denver and KMBC-TV Kansas City..

Class D—WAVY-TV Norfolk, Va.; honorable mention—WFMY-TV Greensboro, N. C.

Class E—KELO-TV Sioux Falls, S. D.; honorable mentions—KCBD Lubbock, Tex., and KAUZ-TV Wichita Falls, Tex.

Class F—KRGV-TV Las Vegas, Tex.; honorable mention—WIBW-TV Topeka.

Kellogg also presented a special grand prize to Dick Paul of WAVY-TV "because of his exceptional program." Each winning station received a "Spook-A-Nanny" plaque.

Promoters can do better job, BPA told

Bates executive gives them several suggestions on how they can use airwaves more efficiently

Radio-TV stations can better employ their own on-air facilities and creative promotion talents in behalf of themselves and the advertisers and agencies with whom they do business, Donald W. Severn, vice president in charge of media relations, Ted Bates & Co., New York, told the Broadcasters Promotion Association in Chicago last week.

"In short, we need each other," Mr. Severn said, citing how stations can establish a closer partnership with the merchandising, promotion and public relations departments of agencies, especially in the development of new products. Mr. Severn was keynote speaker at the opening BPA luncheon Monday.

"Basically, you can exploit yourselves by telling your audience, your buyers, your merchants and dealers about products that are coming into your markets," Mr. Severn said, "about products which will be heavily advertised, about the way these products are using your media to inform your audience."

Stations also can "exploit the nature of the entertainment you provide and the advertising scheduled with you," Mr. Severn said, "and you can do it without some of the gimmicks you use

today."

New products are news, the Bates executive declared, and the expansion and growth of companies through diversification, acquisition and new product development "is the very life blood of our economy." The successful marketing and merchandising of new products "is vital to you and to me—to the growth and expansion of your business and mine," Mr. Severn said, adding, "you stand and fall with us; it's as simple as that."

When a station hears of a new product being introduced in his market, "I say jump," Mr. Severn declared, and "do everything you can to help get the news of this product to the public whether your medium has been chosen for advertising or not." Part of a station's obligation to its audience "is to provide them with information they want or need," he explained, and new product information is "vital" to them.

Special Formats ■ Apart from new product news on regular programs, stations can develop special program formats suited to explanation and introduction of a significant product, Mr. Severn suggested. Bates and other agencies

have public relations departments to provide scripts and other material, he said, calling for a closer cooperation which would be mutually profitable.

"This isn't free advertising," he held, "this is a service to your audience, providing them with information and entertainment which they seek on your station and which they come to count on."

During his travels, Mr. Severn noted, he has found little use of air time by stations to promote and merchandise themselves. If radio and TV are such effective mass communicators for promoting and merchandising the goods produced in this country, he said, then they can be used for self-promotion too.

"You know as well as I that television and radio are the most powerful communications media in the world," Mr. Severn said, "so why not do a little self-exploitation?"

He also suggested on-air promotion of advertising schedules placed with stations. If a station obtains a schedule, he said, "it has been selected because it is considered the very best outlet for getting our message to the audience we want to reach. We think you're best—so why not turn around and tell your audience we think so by exploiting the fact that you've been chosen?"

Mr. Severn explained, "We think that you in broadcast are our partners in our efforts to sell our brands; when we succeed, you succeed, and when you fail, we fail." He added, "I do not mean to say that a station deserves all the credit for a good product and a good commercial but it must share some of the blame when good products and promotion fail."

The agency and the client "deserve



Bates's Severn

the maximum promotional activities which the station can put behind its products," he declared.

Display Help ■ Since stations are the experts on the local scene, they can help their advertised products to obtain the most advantageous exposure in the marketplace, Mr. Severn said. "What we need more than anything else," he explained, "is off-shelf display," particularly in the case of grocery and drug products.

The off-shelf position "stands out and demands attention," he said, and a product located here will sell 5 to 20 times as many units as the one on the shelf in the usual section. Agencies use a host of promotional activities such as buying allowances, case allowances for display and advertising, premiums, coupons and other related techniques to woo the marketer, he noted, but station help is also vital.

"One of the most productive things you can do with your local merchants is to make personal calls on the merchandising and advertising manager of your grocery and drug stores," Mr. Severn said. Ask them for special displays and ask them to spend their cooperative advertising dollars in support of the schedule placed by the agency, he emphasized.

The Bates executive also called for an increased flow of more useful information about stations and their audiences and markets, "but don't just give us the same figures we can get from 800 other sources." Audience information is necessary, he explained, "because the climate in which a product is exposed

has much to do with the selling effect on the listener."

Mr. Severn said agencies need "profile" information and not just numbers. "We want to know the sound and picture you project and therefore what the nature of your audience is at given times of day," he said.

This need is particularly important in the case of radio, Mr. Severn said, because "the sound image of radio today is a real puzzler. Radio today has no definite sound. You can turn the radio from top to bottom, market by market, going everywhere from hillbilly music to Haydn, without being able to tell who's listening."

Market Data ■ Other useful information concerns opening of new plants, new housing, opening of new chains or shopping centers, Mr. Severn explained. Population shifts and educational trends also are valuable marketing indices, he added.

"You can interpret your market for us better than anyone else," Mr. Severn said, and "if you put that interpretation in your trade ads, your trade ads could be a primary source of information for buyers."

Trade ads "are good, and necessary and are vital," he said, but in too many instances "they are momentary eye-catchers, quickly forgotten. That's because too few of them tell us what we need to know: what is pertinent, what is new and what is unique about your station and market. In other words, why we should schedule our advertising with you."

His recommendation: "an in-depth study done by a disinterested research group to determine what should go into the printed trade ads." Possibly the BPA in conjunction with state broadcaster associations could inaugurate such an independent study, he suggested.

Things stations do which are not helpful to agencies, Mr. Severn told BPA, or are of little value include:

- Station identification "gimmicks." The collection of desk gadgets during a year represent "a nice sum of money," he noted, but they don't influence station buying decisions a bit.

- Agencies would much rather see the funds spent on a newspaper campaign to promote and identify the station, he said, or on spots, trade contests and on direct promotion to merchants. "The same can be said for run of the schedule promotion pieces," he added, terming them "mostly boiler plate."

- Station trips "involving mass transportation of masses of people from New York, Chicago or Los Angeles to your local market." These junkets have degenerated into cocktail endurance tests, he observed and "have become a tremendous waste of effort and money."

Travel is important for the knowledge a buyer needs to have, Mr. Severn

IN ROCHESTER, N. Y. **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 HR
Member, The Gannett Group

ONE ORDER COVERS!

WJHG-TV



PANAMA CITY,
FLORIDA 7

COVERS . . . PANAMA CITY • DOTHAN
FORT WALTON BEACH • TALLAHASSEE
Contact Venard, Torbet & McConnell,
Inc., nationally . . . or, in the South, con-
tact James S. Ayers Co. . . for special
IMPACT Spot Plans, choice avail!

Raymond E. Carow, General Manager

added, however, and "station trips could be very educative—if the point were real hard work. And maybe a little socializing after the work is all done."

■ Film presentations. Many have lost their value, he felt, "because they contain the usual numbers plus several seconds of a close-up of the tower. I'm for ones that show that in the last three months or the last six months new industry, therefore new population, new stores, therefore new marketing possibilities have opened up in a particular area."

■ Station window or lobby displays of products. "When you do this you are trying to tell us that your station's physical plant is the store where consumers come to buy the goods our commercials advertise," Mr. Severn said. "You are not the store," he said, but the one outlet "through which consumers can shop at home." Put these signs on the air, not in the lobby, he asked.

■ Taxicab signs. Agencies are not impressed, he said, because in most cities with the exception of New York and Chicago "taxicabs are not used by a sufficient portion of the population and almost never by the great mass of families in the broad middle income groups whom we are trying to reach."

■ Jumbo postcards. Spend this money instead "on some phone calls to merchants," Mr. Severn urged, "because we know and you know and we know that you know that buyers' wastebaskets are filled to the brim every week with cards."

Sometimes, Mr. Severn observed, it is "better to do nothing than to do something, however well meaning, which does not begin to do the job."

Drumbeats ...

Station success ■ WRAP Norfolk, Va., attracted 2,000 Negro housewives to its

fourth annual state convention of the WRAP Homemakers Council. The women, from 30 councils in the state, competed in various homemaking categories. During the year, the housewives had attended classes conducted by Mrs. Leola J. Dyson, director of the council.

Honor for the chairman ■ FCC Chairman E. William Henry received the National Audience Board award for "Distinguished Service in the Public



Interest" on Nov. 13. The presentation to the chairman was made in the chairman's Washington office by the board's Washington correspondent, Leo Solomon (right). Peter Goelet, National Audience Board president, hailed Chairman Henry for his stand against overcommercialization and for his support of educational television. The board is a non-profit organization representing civic, cultural, business, educational and church groups.

Descriptive ■ Samuel Goldwyn Productions has issued a hard-cover volume, "The Samuel Goldwyn Library of Films for Television," describing the 50 Goldwyn features that have been released for TV.

Long run ■ When WJBC moved to Bloomington, Ill., 30 years ago, the Rev. R. J. Zehr signed up for a 13-week Sunday devotional program. He and WJBC-AM-FM are now celebrating the program's 30th anniversary, and the station's 40th. The Rev. Zehr has done his 15-minute show on a daily basis since the expiration of its original 13-week run and has never missed a show, reports Timothy R. Ives, station manager.

Top star ■ "Reprieve," a 22-minute color film on the outlook for heart attack victims, is available from the Public Health Service Audiovisual Facility, Atlanta. The picture features former President Dwight D. Eisenhower and other heart patients discussing their conditions and the measures taken to get them back in the mainstream of life.

Cooperative effort ■ The United Bay Area Crusade featured a half-hour TV documentary film on all San Francisco and Oakland stations during prime time on different days. All the talent and time for the film was donated. Stations involved in the presentation were KRON-TV, KGO-TV, KQED(TV) [educational], KPX(TV), all San Francisco, and KTVU (TV) Oakland-San Francisco.

Celebration ■ Harold R. Krelstein (r), president and director of Plough Broadcasting Co., was honored last week at a dinner marking his 25th anniversary with that firm. Mr. Krelstein began his radio career in 1934 with Harry S. Goodman Inc., New York radio produc-



tion firm. He joined WMPS Memphis in 1939, and was vice president and general manager of the station when it was purchased by Plough Inc. in 1944. Abe Plough, president of Plough Inc., (l) presented an anniversary gift to Mr. Krelstein.

THE PETKER TRADITION...

NO CASH—NO COMMISSION

Gifts for Time

BROADCASTERS SERVICE BUREAU
Division of Al Petker Publicity

8730 WILSHIRE BLVD., BEVERLY HILLS, CALIF. 90212

Ampex earnings reach record levels

Record sales, incoming orders and earnings after taxes for the second quarter and first half were made by Ampex Corp., Redwood City, Calif., in periods ended Oct. 31, William E. Roberts, president, announced last week. New products were introduced at the rate of more than one a week during the first six months of the fiscal year, including several tape systems, core memories and magnetic tapes for computers, a new line of Selexso automatic food sorting machines and a new tape for use with studio model Ampex Videotape recorders.

Three months ended Oct. 31:

	1964	1963
Earnings per share	\$0.21	\$0.19
Sales	\$36,525,000	\$34,122,000
Earnings	1,936,000	1,734,000

Six months ended Oct. 31:

	\$0.35	\$0.33
Earnings per share		
Sales	\$68,982,000	\$65,991,000
Earnings	3,226,000	3,052,000
Shares outstanding	9,244,310	9,209,095

Hargis may lose tax-free status

One of the controversial organizations that places so-called right-wing programs on radio-TV last week complained that the Internal Revenue Service has threatened its tax-exempt status and vowed to carry its fight into the courts if necessary.

Rev. Billy James Hargis, director and founder of Christian Echoes National Ministry Inc., Tulsa, Okla., which produces *The Christian Crusade* series of radio-TV shows, said the IRS has started proceedings to lift the foundation's tax-free status because of "political activities." Rev. Hargis said that if the organization loses its appeals "we will file lawsuits against every left-wing group with tax-exempt status who violated the [IRS] code during the past campaign."

The IRS before a congressional subcommittee last September said it was investigating 24 groups using mass media to promote causes (BROADCASTING, Sept. 7) to determine if the groups should remain tax free. If not, the foundations would have to pay taxes and contributors could not deduct their donations. Each investigation is being conducted separately, and the number of groups under scrutiny varies, but the IRS told the subcommittee that one

of the organizations then in the appeals process was Life Line Foundation Inc. of Dallas, producer of *Life Line*, a daily 15-minute radio program. Life Line is still appealing.

Mr. Hargis said the IRS action "may well be evidence of a beginning reign of harassment and persecution for those who hold opposite views to the administration in Washington." The IRS (whose files drop the word "national" from the foundation's name) does not comment on individual tax cases, but its usual process in revoking foundations' tax-free status is to have the district director's office send a letter to the organization notifying it of the proposal. Mr. Hargis said he received such a letter. In such cases a foundation can opt for a conference at the district director's office, and if rebuffed there appeal for a conference with IRS in Washington.

Four Star shows profit

Four Star Television has returned to a profitable operation in the first quarter of fiscal 1965, after a loss last year, Thomas J. McDermott, president, and George A. Elber, executive vice president, told stockholders in an interim report.

For the 13 weeks ended Sept. 26, 1964:

Earnings per share	\$0.15
Gross income	\$4,341,389
Net income before taxes	182,437
Net income after taxes	98,437
Total shares outstanding	665,950
Comparable figures for last year are not available as the company has not previously reported on a quarterly basis.	

Collins reports profit

Collins Radio Co., Cedar Rapids, Iowa, last week reported a profit of \$780,000 on sales of \$63 million for the three-month period ended Oct. 30, off slightly from the same period last year. Per share profit of 35 cents, however, was described as representing a rate nearly double that of the last half of the firm's fiscal 1964.

GT&E hits high

General Telephone & Electronics Corp., parent company of Sylvania Electric Products Inc., has reported higher revenues, sales and net income for the third quarter and first nine months of 1964 than in those periods in any other year.

Nine months ended Sept. 30:

	1964	1963
Earnings per share	\$1.12	\$0.93
Consolidated revenues		
and net sales	1,283,735,000	1,111,364,000
Consolidated net income	97,539,000	79,584,000
Shares outstanding	86,875,000	85,091,000



July-Aug. to Sept.-Oct., 8 a.m. to 6 p.m., Mon. thru Fri. Hooper Survey. Submitted as estimate only, not exact measurement.

The GREEN HORNET
Radio Mystery Series
IS BACK ON THE AIR!
Now available for local purchase
CHARLES MICHELSON, INC.
45 West 45th St., New York 36 • PLaza 7-0695

Cox buy of WIIC (TV) approved

\$20.5 million price is highest paid for single

TV station; may hasten action on part of FCC

to come up with new rules on multiple-ownership

The FCC last week approved the Cox Broadcasting Corp. purchase of WIIC(TV) Pittsburgh in a sale that sets another record for bigness—the \$20.5 million Cox will pay is the most ever paid for a single television station in the U.S.

Commission approval—on a 4-2 vote—was given despite continuing expressions of concern by commissioners about the trend to bigness on the part of licensee corporations. Acquisition of Pittsburgh's channel 11 station gives Cox its fifth VHF station—the maximum number allowed by commission rules.

Chairman E. William Henry and Commissioners Rosel H. Hyde, Lee Loevinger, Frederick W. Ford and Robert E. Lee voted to approve the sale of the station, now owned by P-G Publishing Co. (*Pittsburgh Post-Gazette* and *Sun Telegraph* and the *Toledo [Ohio] Blade*) and the H. Kenneth Brennan family. Commissioners Robert T. Bartley and Kenneth Cox dissented.

The WIIC sale tops by some \$8 million the previous high paid for a television station—the \$12.36 million that Cox itself paid for KTVU(TV) Oakland-San Francisco last year. In 1962 however, the Hearst Corp. paid \$10.6 million for the remaining 50% interest

in WTAE(TV) Pittsburgh.

Bartley's Dissent ■ Commissioner Bartley wrote a dissenting statement reaffirming his view that the commission should not approve station sales unless it determines that improved service to the public will result. He said he could not make that judgment regarding the Pittsburgh sale without a hearing.

Commissioner Cox didn't issue a statement. But he is known to be wary of approving sales to large multiple owners simply because the rules permit it and he has expressed the view that unless the commission acts, no policy prevents it. A relative handful of multiple owners will own all the VHF stations in the major markets.

Chairman Henry and Commissioner Loevinger are also understood to have expressed similar concern. But they are said to feel the commission cannot alter the practice it has followed without a change in its rules.

The staff recommended approval of the sale on the basis of the practice the commission has followed. It noted the commission approved the sale by Transcontinent Television Corp. of 11 radio and television stations to three multiple owners, Taft Broadcasting Co., Midwest Television Inc. and Time-Life Broadcasting Inc., for \$38.5 million

(BROADCASTING, Feb. 24), the largest transfer of broadcast properties in history. The staff also cited the acquisition by Capital Cities Broadcasting Corp. of five stations from Goodwill Stations Inc. for \$15,141,330 (BROADCASTING, Aug. 3).

But one outcome of the action last week appears to be increased pressure on the staff to complete a proposed revision of the multiple-ownership rules. One source said the staff may come up with a proposal in "two or three weeks."

Pressure on Staff ■ The staff for months has been working on a revision of the rules which now limit licensees to seven AM's, seven FM's, and seven TV's, provided no more than five of the TV's are VHF's. And two months ago it provided a draft proposal to alter the basis for ownership limits from number of stations owned to the size of the population served—not only by a licensee's stations but by the newspapers in which the broadcaster owns interests. (BROADCASTING, Sept. 21). In many cases, licensees would not be permitted to own as many stations as at present.

WIIC, which went on the air in 1957, represents a valuable addition to the Cox properties. It is one of three stations (all VHF) in Pittsburgh, which

Radio station staffs getting larger: TV employment keeps steady

The size of fulltime radio station staffs has grown during the past year. According to a nationwide survey for the 1965 BROADCASTING YEARBOOK which will be published in December, 52.2% of radio stations replying have fulltime staffs of 10 or less persons. In the survey for the 1964 YEARBOOK, 65% of radio stations had staffs of 10 or less.

Employment at television stations remained relatively steady. This year's survey shows that 28.6% of TV stations have staffs of 25 or less,

compared with last year's 27.7%. TV stations with 101 or more employees: this year—13.8%; last year—12.1%.

In the table, groupings of fulltime staffs have been made. The figures in parentheses are cumulative to that point.

Number employees	TV stations	Radio stations							
1 to 5	1.6%	13.9%							
6-10	5.0	(6.6)	38.3	(52.2)	21-25	9.3	(28.6)	5.8	(91.1)
11-15	5.0	(11.6)	22.4	(74.6)	26-30	6.9	(35.5)	2.2	(93.3)
16-20	7.7	(19.3)	10.7	(85.3)	31-35	4.6	(40.1)	1.5	(94.8)
					36-40	4.6	(44.7)	1.0	(95.8)
					41-45	8.0	(52.7)	0.5	(96.3)
					46-50	3.9	(56.6)	0.7	(97.0)
					51-55	4.4	(61.0)	0.3	(97.3)
					56-60	5.0	(66.0)	0.6	(97.9)
					61-65	4.1	(70.1)	0.1	(98.0)
					66-70	2.2	(72.3)	0.1	(98.1)
					71-75	3.6	(75.9)	0.1	(98.2)
					76-80	2.2	(78.1)	0.3	(98.5)
					81-85	2.5	(80.6)	0.1	(98.6)
					86-90	2.7	(83.3)	0.2	(98.8)
					91-95	1.6	(84.9)	0.1	(98.9)
					96-100	1.3	(86.2)	0.1	(99.0)
					101 plus	13.8	(100.0)	1.0	(100.0)

ranked ninth among the nation's TV markets in terms of revenues in 1963, according to FCC figures (BROADCASTING, July 27).

The station is affiliated with NBC, is represented by Blair and has a base hourly prime rate of \$2,000. WIIC Inc. The licensee corporation, showed assets of \$3.79 million in the balance sheet filed with the commission last year.

Under terms of the purchase agreement, which was disclosed in September, Cox will acquire all of the stock of WIIC Inc. (BROADCASTING, Sept. 7).

Besides KTVU, Cox now owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; and WIOD-AM-FM Miami. The company also owns community-antenna-television systems in Washington, Oregon and Pennsylvania, and has 50% interest in CATV franchises in Lima and Findlay, Ohio.

Court wants to wait on Prop. 15 validity

Subscription Television Inc. suffered a mild setback last week as it began its legal battle to have a California voter-passed amendment to the state constitution declared unconstitutional. The amendment, in effect, outlaws pay TV in the state (BROADCASTING, Nov. 9).

The California Supreme Court last Wednesday (Nov. 18) refused to hear a petition filed for a writ of mandate that would order Secretary of State Frank M. Jordan to refrain from certifying the amendment into law.

The court said it could not consider the question of constitutionality until the secretary of state fulfilled his "ministerial duty to file a declaration or statement of the vote on measures submitted to the people.

"Regardless of how clearly a statute's unconstitutionality appeared," the court noted in its brief opinion, the state's constitution and election code do not empower the secretary of state to refuse to file a declaration for any particular measure on the ground that the measure is invalid.

The amendment is expected to be declared a law about Dec. 8. STV President, Sylvester L. Pat Weaver, said the firm's attorneys are now determining the proper court to approach once the proposition is state law.

Mr. Weaver noted that the court indicated "it would pass on [constitutional] questions when raised in another proceeding" after the law is enacted.

BROADCASTING, November 23, 1964

Curtain rings down on '64 NAB roadshow

Final session hears call for grass-roots approach to teach foreign broadcasters American techniques

A plea for broadcasters to join in a sort of Peace Corps in reverse was one of the highlights of the final 1964 regional conference of the National Association of Broadcasters, Nov. 16-17, in Richmond, Va. The sharp verbal conflicts between proponents and opponents of community antenna television and pay TV that had begun with the first of the regional meetings also continued in Richmond.

Jack W. Lee—general manager of WSAZ-AM-TV Huntington, W. Va., vice president of Capital Cities Broadcast-

and planning board for designation of an in-state radio or television operation and its appropriate counterpart in a foreign country," Mr. Lee said. The end results of such a program, he contended, would be to strengthen the prospects of free broadcasting abroad and to promote world understanding. He said "this is no easy goal. We offer no commodities, no equipment, no handouts, no lend-lease to our fellow broadcaster across the water. Skill, knowledge and know-how are what we offer."

NAB Help ■ Mr. Lee said "our State



Mr. Lee



Mr. Pinto



Mr. Wearn

ing Corp. and vice chairman of the NAB's radio board—urged broadcasters to "assume a worldwide project" to train foreign broadcasters.

He called for "a grassroots, shirt-sleeves program" by state associations of broadcasters. America has been visited by foreign broadcasting students, he noted, but he asked "is training received in a huge network or in a large Washington, New York or San Francisco broadcast facility usable if you operate a 250 watt in Ghana?" He argued that "the sophisticated and complex operations they visit have little relation to their own small, often primitive broadcasting facilities."

Each state association "could play a major role serving as a screening

Department, the Peace Corps and the FCC would be natural sources for guidance and assistance." He also offered the cooperation of the NAB's international broadcasting committee, although he is not a member of the committee and at a news conference later admitted that he had not yet approached the group with his plan. He said his speech was the first unveiling of the plan and he had not discussed it with the state associations, although he expressed hope he could present it at the Feb. 4-5, 1965, meeting of the state groups in Washington.

In his speech, Mr. Lee also dealt with programing and FCC regulations. He warned against the mere imitation of popular shows, speaking of "what hap-

pened to the children who followed the legendary Pied Piper—they disappeared and were not heard from again. I am suggesting that in broadcasting, while imitation may be the sincerest form of flattery, it may be also the shortest road to obscurity.

He called for a strengthening of broadcast self-regulation "so that we will be virtually impregnable from government encroachment." He said it is not for the government to determine what is broadcast and said "when it is attempted, it is they, not us, who should be made to feel guilty, for it is they who are tampering with our freedom."

Pinto's Points ■ Leading off the discussion of CATV and pay TV, John H. Pinto, vice president of RKO General Phonevision Co., New York, a division of RKO that owns an experimental pay-TV operation in Hartford, Conn., said theater owners "terrorized" California voters in winning the abolition of pay TV in that state.

Mr. Pinto spoke on "purpose, potential and position—our purpose, your potential and NAB's position." He said RKO's pay-TV experiment was to help put its money to work and said that Hartford operations have proven that pay TV won't cripple free broadcasters. Pay TV, he said, will bring people "back

to the box" as a supplement to free television and will compete primarily with entertainment outside the home, such as theaters.

Sports programming, Mr. Pinto said, may go to pay TV by default if the price competition continues to escalate. He cited the network bidding for National Football League rights in particular. He doesn't believe pay TV will ever take commercials because the "extra small dividend" wouldn't be worth the sales resistance it would engender.

As to "your potential," Mr. Pinto told the assembled broadcasters that they should get into pay TV. Even those who stay out of the field will benefit from a "new vigor" in the industry, he said, and some broadcasters may want to get in "partially"—through selling time to a pay-TV operation or running a television station as half pay and half free.

"Disgraceful" NAB ■ In "this vital test case" concerning the California pay-TV vote, Mr. Pinto said, the NAB's position was "disgraceful." The NAB should have been protecting the right of free enterprise, he said, but instead it found it easier to hold onto the old rather than to accept the new. "When people understand it [pay TV], they want it," Mr. Pinto said, and it can benefit the public and industry alike.

M. William Adler, a CATV operator and consultant who was the panel's CATV expert, said CATV started to meet a public need and its problems should be resolved according to the public interest.

"CATV has never been the sole or even the major factor in the closing of any TV station," Mr. Adler said. People will pay for more programs and better reception, he said in pointing at the success of CATV systems. Mr. Adler said it is now technically possible for CATV's to carry 18 television channels and 40 FM's. Their potential limit for TV channels is 35, he said.

Broadcasters ask "Should I get into CATV?" Mr. Adler said. "Your answer must be yes . . . Come on in, fellows, the water's fine."

Wilson C. Wearn, executive vice president of Southeastern Broadcasting Corp., Greenville, S. C., said he thought Mr. Pinto is "unwittingly deceiving you." Pay TV is "inevitably the enemy of free television," Mr. Wearn said, and if it is successful it will have enormous impact on free television.

He said it is up to the public, not broadcasters, to decide the fate of pay TV, and the public has already spoken "emphatically" in California. That vote actually was unfortunate, he said, because Subscription Television Inc. would have gone broke anyway. But if the public wants pay TV, he said, broadcasters have to get into the field.

Problem or Opportunity ■ Turning to CATV, Mr. Wearn said "it's up to us whether we see it as a problem or an opportunity." He said he backed the NAB's Future of Television in

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Changing hands

ANNOUNCED ■ The following sale of station interests was reported last week subject to FCC approval:

■ **WSAR** Fall River, Mass.: Sold by K&M, whose principal owner is Frank Miller Jr., owns the *Fall River Herald News* and *Schenectady* (N. Y.) *Union Star*. Mr. Knight's other stations are **WEIM** Fitchburg, and **WSRS(FM)** Worcester, both Massachusetts; **WHEB-AM-FM** Portsmouth, **WTSN** Hanover, **WTSV-AM-FM** Claremont and **WGIR-AM-FM** Manchester, all New Hampshire. **WSAR**, founded in 1921, is a 5 kw fulltimer on 1480 kc. Broker: Blackburn & Co.

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

■ **WUC(TV)** Pittsburgh: Sold by the P-G Publishing Co. and the H. Kenneth Brennen family to Cox Broadcasting Corp. for \$20.5 million (see page

America Committee in advocating government regulation of CATV. Some broadcasters have the "foolish attitude" that CATV should be regulated because it can hurt broadcasting, Mr. Wearn said, but the only valid reason for regulation is to protect the public interest.

G. Richard Shafto, president of Broadcasting Co. of the South, Columbia, S. C., and a member of the Future of Television in America Committee, stated the committee's views of pay TV and CATV. He said the opinions of the committee, which started with one member in CATV and now has four, are gradually changing.

Mr. Shafto said he has noticed a more tolerant attitude toward pay TV and CATV by the NAB's board of directors and staff as well. During the past year, he said, the committee has concentrated on CATV, and he mentioned the committee's belief that CATV should be federally regulated. He reiterated his attack on the NAB's Fisher report on CATV's impact on television stations that he made at the regional meeting in Detroit (BROADCASTING, Nov. 16). CATV's shouldn't be allowed to originate programs other than time and weather, he said, although the committee expects "tremendous" resistance from the National Community Television Association on that point.

Douglas A. Anello, NAB general counsel, called Mr. Adler's presentation "cynical," referring to the 35-channel potential of CATV. Local stations are necessary, Mr. Anello said, arguing against a "satellite system" across the country. People are not solely inter-

ested in entertainment but also in "expression." He called for an "overall look-see" to discover how wired and wireless service can "melt together"—and the premise of the inquiry should be, he said, that CATV can indulge in no program origination.

Lee and CATV ■ FCC Commissioner Robert E. Lee, the conference's last speaker, outlined a "damn the torpedoes, full speed ahead" attitude toward regulation of CATV.

He called CATV "the most pressing problem" now before the commission. After much thought, Mr. Lee said, he has "about concluded" that he is willing to "take the giant step of assuming jurisdiction over CATV—both wired and over-the-air." The courts will decide if he is wrong, he said.

Too often the FCC doesn't act promptly, and on CATV the commission must act soon. "Some firm decisions, even if they don't please all of you, are better than the indecisions that have been a part of our history," Mr. Lee said.

He expressed the opinion that the FCC has the legal right to assume jurisdiction over CATV, but admitted that Congress might accuse the commission of usurping its authority. He said he has no objection to legislation "if we can get it quickly," but advanced

the opinion that Congress is traditionally far from swift.

Mr. Lee said broadcasters should be encouraged by the FCC to get into CATV and said the commission should not be concerned with broadcast ownership of CATV, even in the same community. He told the assemblage that his thoughts on CATV were tentative and subject to revision. "Don't hold me to it," he said.

Mr. Lee also revealed that the renewal applications of 14 AM stations are currently being challenged by competing filings at the FCC (CLOSED CIRCUIT, Nov. 16) and warned the broadcasters to "keep this in mind" while running their own stations.

Whittle Down Campaign Time ■ At the opening session of the conference, Ben Strouse, WWDC-AM-FM Washington, proposed a resolution asking the board of directors of the NAB to study the past presidential campaign with a view to recommending to the major political parties that they shorten their campaigns.

Although no vote was taken at the meeting, Vincent T. Wasilewski, NAB executive vice president, assured Mr. Strouse that the board would consider the proposal. Mr. Strouse argued that the present length of campaigns was established in days of slow communica-

64).

■ WADC Akron, Ohio: Sold by Allen T. Simmons and family to Harrison M. Fuerst and others for \$1,350,000. Buyers also have interests in KYA San Francisco and KCEY Turlock, Calif. WADC is a 5 kw fulltimer on 1350 kc and was founded in 1925.

■ KDON Salinas, Calif.: Sold by John B. Rushmer and associates to Sheldon F. Sackett for \$238,334. Mr. Sackett, through other companies, also has interests in community antenna television systems in Idaho, weekly newspapers in northern California and owns KOOS Coos Bay, Ore. KDON, started in 1935, is on 1460 kc with 5 kw fulltime.

■ KGBC Galveston, Tex.: Sold by Lenore C. Bradner to Edgar B. Taylor, Aaron R. Schwartz, Edward J. Walsh Jr. and Pete S. Miller for \$210,750 and \$5,000 per year for three years for covenant not to compete. Mr. Taylor also owns KMSC-FM Alvin, Tex. KGBC is on 1540 kc with 1 kw day and 250 w night.

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tions, and six or eight weeks would now be adequate.

At the meeting Mr. Anello also warned the broadcasters that the basic philosophy of the FCC is to divorce ownership of AM and FM stations. Don't fear such action now, he said, but plan strategy on a long-range basis with that in mind.

Two informal polls also were taken, with four in the audience raising hands to a query as to who had editorialized

on behalf of a presidential candidate in the past election and only one declaring in favor of applying NAB code standards to political advertising.

There was a registration of 186 at the Richmond meeting. Registration at the other fall conferences: 173 at Salt Lake City; 215 at Los Angeles; 219 at Oklahoma City; 175 at Des Moines, Iowa; 219 at New Orleans; 230 at Detroit; 250 at Albany, N. Y. Total attendance: 1,667.

The big shake-up at ARB

Seiler resigns as director to form new group after Dick is named president of ratings firm

James W. Seiler, director of the American Research Bureau, Beltsville, Md., and vice president of its parent corporation, C-E-I-R Inc., Arlington, Va., resigned his posts last Monday (Nov. 16). The move followed by hours a C-E-I-R announcement that George Dick had been appointed president of ARB (see page 10).

Also resigning from the research firm, which is one of two making national television measurements, were five members of the ARB top management team: John Landreth, general manager; James Dunn, assistant general manager; J. Ralph Crutchfield, station sales manager; Jim Rupp, manager of market reports, and Jack L. Gross, manager of the New York office.

On Tuesday, the Seiler group announced it was forming Media Measure-

ment Inc., with Mr. Seiler as president and the other principals as vice presidents and directors. MMI, which will do "research in the media field," according to Mr. Seiler, will be based in the Washington area and have a New York office.

Mr. Seiler said that he was currently negotiating with several firms regarding a possible tie-in. These firms, he said, had computer availability and if those talks fell through, he did not foresee any difficulty in getting computer capacity from an outside firm.

MMI, he said, has some ideas, but no immediate plans for bringing new products on the market. Design and development of the product, which could be in either broadcast or print, Mr. Seiler, noted, was the immediate concern. MMI would probably bring a new product

out in about a year. Mr. Seiler anticipated having more details of the new firm's projects by early December.

New Horizons ■ The appointment of Mr. Dick by the C-E-I-R board of directors was described by C-E-I-R President Herbert W. Robinson as a move to "give the division greater autonomy and broader scope." Mr. Dick, who had been executive vice president of C-E-I-R and a member of its board, will continue on the board. Mr. Dick is now giving "100% of my time to ARB."

Mr. Dick said last week that ARB's current product manager organization concept will serve as the basis for continued growth. "There will be no delays," Mr. Dick emphasized, "in meeting ARB's production schedules, either for current television audience reports on the many new research projects planned. Radio audience measurement, for example, will proceed as planned to begin in January."

The new ARB president cited two men who would play "increasingly important roles" in ARB management: R. R. Ridgeway, director of operations "and a key ARB member for nearly a decade" and M. J. McCarthy, who has been administrative manager for the past five years. A number of key sales personnel will also assume increased responsibility, Mr. Dick said.

The resignations of Mr. Seiler and the other MMI principals was surprising to Dr. Robinson. "We are mystified," he said, "as to why they would want to leave. We were rather sad that Mr. Seiler wanted to leave." He said that new three-year contracts had been offered to the men with a "management incentive plan" linked directly to ARB profits and total C-E-I-R profits.

Mr. Dick said he "wanted these men to stay," but wouldn't speculate on why they left.

Opinions in Air ■ There had been reports during the summer that ARB would become an independent publically owned corporation (BROADCASTING, Aug. 31). A plan of this type was favored by the Seiler group. However, under the plan announced last week ARB will be a wholly owned subsidiary of C-E-I-R and the measurement firm will have its own board of directors.

ARB was founded by Mr. Seiler in 1949 and merged with C-E-I-R in June 1961 with ARB stockholders, including Mr. Seiler, getting 62,000 shares of C-E-I-R stock. C-E-I-R was then selling over the counter at 65; last Thursday (Nov. 19), it was selling for 8.

Mr. Seiler said he still had 20,000 C-E-I-R shares of his original 30,000 and could not sell the remaining stock until June 1966, according to the provisions of the merger.

The basic three-year contract between Mr. Seiler and other principals of the



Mr. Seiler
To form new firm



Mr. Dick
New ARB president

original ARB Corp. and C-E-I-R expired last June 30. Since that time, rumors regarding the status of ARB had been flowing continually.

The proposal of Mr. Seiler and the other ARB principals for stock "at appraised market value" in a publically owned corporation with "reasonable" options, was to have been considered by the C-E-I-R board last Tuesday. However, the resignations preceded the consideration.

Jobs There ■ C-E-I-R said that Mr. Seiler and the other principals had been offered an opportunity to stay with the company under the new structure. "There was no thought, when Mr. Dick was named, of replacing anyone," according to Ray Hannon, director of communications for C-E-I-R. Mr. Hannon added that, "their positions were not only intact but reassured."

The board's action in creating the ARB presidency, Mr. Hannon said, "did not in time, intent or fact have any influence on any other position. It was done to make ARB a bigger thing and increase its stature in the eyes of the shareholders and financial community."

He said had Mr. Seiler remained, the only change would have been that Mr. Seiler would have reported to Mr. Dick and not to C-E-I-R directly as has been policy to now.

Mr. Seiler noted that he and the other principals had been offered raises and were told there would be "an attempt to set up an incentive plan." However, he said that profit-sharing had been offered by the company last year but nothing came of it.

Varied Feelings ■ He referred to a "basic difference in philosophy" between ARB and C-E-I-R and said "we never felt really at home with C-E-I-R, since the companies were run on diametrically opposed principles."

There are differing opinions about ARB's worth to C-E-I-R at the time of the 1961 merger.

C-E-I-R, in announcing Mr. Dick's appointment, said that ARB was "in serious financial difficulty when it was acquired by C-E-I-R . . . and it is now a multimillion dollar enterprise."

The feeling of Mr. Seiler is that C-E-I-R was not in good financial shape when it acquired ARB and that it has been ARB's financial position that has bolstered C-E-I-R.

In 1960, prior to the merger, ARB reported sales of \$3,195,000 (BROADCASTING, May 29, 1961). Sales for ARB in fiscal 1963 were \$3.5 million and in fiscal 1964, ended Sept. 30, about \$5 million, according to Mr. Seiler.

C-E-I-R's gross income for fiscal 1963 was \$16.6 million and for 1964 \$16,359,955, according to the firm's annual report.

BROADCASTING, November 23, 1964

Expanding LBJ interests

Texoma buying KLFY-TV and Capital Cable takes over TV Cable of Austin

President Lyndon B. Johnson's connection with the broadcasting industry through the family-owned Texas Broadcasting Co. was highlighted in two developments last week.

In one, the FCC was asked to approve the purchase of KLFY-TV (ch. 10) Lafayette, La., by a company in which Texas Broadcasting has an interest (CLOSED CIRCUIT, Oct. 12). Texoma Broadcasting Co., the proposed purchaser, would pay \$2,559,000, according to the application filed with the commission.

In the other, the Austin, Tex., community antenna television company in which Texas Broadcasting holds a 50% stock purchase option, took over its only competitor, under the terms of an agreement reached in June (BROADCASTING, June 29).

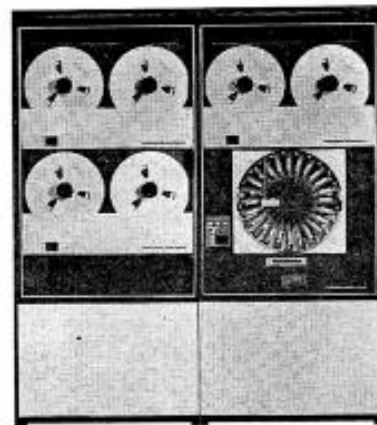
The agreement providing for the acquisition of TV Cable of Austin Inc. by Capital Cable of Austin Inc. ended a dispute involving the conditions the FCC had imposed on the use of microwaves. As in all such cases, the commission required that TV Cable refrain from duplicating the local station—and in one-station Austin, that is KTBC-TV, owned by Texas Broadcasting.

Capital Cable, which doesn't use microwave and is therefore beyond FCC jurisdiction was free to carry programs when it pleased. TV Cable said this gave Capital an unfair competitive advantage and sought to have the conditions removed, but without success. The CATV's brought in the three San Antonio stations.

Johnson Ownership ■ President Johnson's wife and two daughters own 83.6% of Texas Broadcasting, but their holdings were placed in trust soon after Mr. Johnson became President last year. Nevertheless, the Johnson family connection with the Austin CATV dispute attracted national attention to the controversy.

The Texas Broadcasting involvement in the KLFY-TV acquisition is through a 29% interest in KWTX Broadcasting Co. That firm owns 80% of the proposed purchaser, Texoma. The other 20% is owned by M. N. Bostick, who also holds 12.47% of KWTX. The remaining ownership of KWTX is divided among eight individuals.

Texas Broadcasting, whose principal



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properties are KTBC-AM-FM-TV, has interests in five other stations through KWTX Broadcasting. That firm, whose board of directors includes three representatives of Texas Broadcasting, owns 100% of KWTX-AM-FM Waco, 50% of KBTX-TV Bryan and 75% of KNAL Victoria, all Texas, and 80% of KXII-TV Ardmore, Okla., which is licensed to Texoma.

The Capital Cable take-over of TV Cable was consummated last week when a \$600,000 down payment was made, according to George Morrell, vice president of Midwest Video Co., Capital's parent company. Mr. Morrell declined to state the total purchase price, but said it was "substantially lower" than a \$1,750,000 figure quoted in a press report. Earlier accounts put the figure at \$1,500,000.

Preparations for the take-over were underway for months, and two weeks ago the two CATV systems were linked.

Mr. Morell said there was no precise count of the number of subscribers Capital had after acquiring its competitor, but he put the total "in excess of 5,000."

The purchase did not require FCC approval because no commission licenses were involved. Since the combined system was to rely on Capital's all-wire operation, there was no need for TV Cable's microwave authorizations. Consequently, these were turned back to the commission before the take-over.



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Support of review board gives licensees hint to keep wary eye on stock

Large broadcast-licensee corporations were put on notice last week it might be well to review changes in the ownership of their stock to determine whether a transfer of control had occurred without anyone being aware, and informing the FCC.

The notice came in an FCC order affirming—by a 5-0 vote—a review board decision in the Boston channel 5 case. In that proceeding, WHDH-TV is seeking license renewal in the face of three applicants seeking new stations on the channel.

The board, acting on a petition by one of the new applicants, Boston Broadcasters Inc., added issues to the hearing to determine whether an unauthorized transfer of control of WHDH-TV had taken place and, if so, whether WHDH-TV has the character qualifications to be a licensee.

The board noted in its decision that 52 per cent of the station's parent corporation, the *Boston Herald-Traveler*, had changed hands since 1954, when WHDH-TV got its original grant. The board added that commission regulations specify that a transfer of control takes place when "50% or more of the stock passes out of the hands of stockholders who held stock at the time of original authorization."

Pro Forma ■ The commission order, which denied a WHDH-TV application for review of the board's action, was brief and gave no indication of the commission's rationale. This is customary in orders denying review.

But denial of review is generally taken to mean that the commission believes the question involved is not of great importance or that the board has merely followed established policy.

WHDH-TV in its appeal maintained that transfer of control is required only when individuals or a group having some connection among them "gains or loses affirmative or negative (50%) control."

The station added that individuals buying or selling stock in a licensee corporation in amounts to that do not involve control "cannot possibly know whether any of the shares in any given transaction might be a share which brings to 50% the amount traded over

a given period. Neither can the corporation know . . ."

WHDH-TV said the board's interpretation raises questions as to whether "a large number of commission licensees are guilty of violating" the law requiring notice of transfer of control. The station quoted stock transfer records of nine corporations over a 10-year period to show that control of each of them had changed.

Commission sources said privately last week this might be the case. But if it is, they added, it only means that licensee corporations should be more alert to any transfer of control that occurs and to report it.

The commission itself is expected to keep better track of ownership control through the use of its new computer.

FCC extends mutual fund comment deadline

The FCC last week extended for 60 days—to Jan. 22, 1965—time for filing comments on its inquiry and proposed rulemaking into ownership of publicly held broadcast companies by mutual funds and other investment houses. Reply comments in the proceeding are now due Feb. 21, 1965.

In a joint petition filed two weeks ago by 15 corporate broadcast licensees and supported last week by CBS, the group had asked that the deadline be extended for 90 days in order that comments might be prepared in a form that would be meaningful and helpful to the commission (BROADCASTING; Nov. 16).

Also, the Insurance Securities Inc., in requesting a 30-day extension, said it would be impossible for the organization to prepare adequate comments by Nov. 23—the former deadline—in view of the complicated nature of the securities business and the involved information requested.

In announcing the extension last week, the commission said that the importance of the problem involved is such that there should be no undue delay in arriving at a solution, and that an extension of 60 days appears to be appropriate under the circumstances.

WDKD gets reprieve until early January

E. G. Robinson, Jr., owner of WDKD Kingstree, S. C., who failed in his latest effort to reverse the FCC's decision to revoke the station's license, has been given until Jan. 12, 1965, to cease operations.

Mr. Robinson's appeal last month

BROADCASTING, November 23, 1964

to the U.S. Supreme Court to review the case was denied (BROADCASTING, Oct. 19). That having failed, the station was allowed, by law, to operate for an additional 30 days, or until Nov. 22, before going off the air.

In announcing its decision last week, the FCC said it granted Mr. Robinson the additional time to allow for the orderly winding up of the affairs of WKD, and to provide time for any interested party to apply for the facility.

Earlier this month, Santee Broadcasting Co. and Collins Corp. of Georgia applied for the facility, and in separate petitions asked the commission to waive its rules to grant one or the other temporary operating authority when Mr. Robinson ceases operations so Kingtree will not lose the service of its only broadcast station (BROADCASTING, Nov. 2).

In its action last week, the commission waived its rules and accepted the Santee and Collins applications for the 1310 kc facility and said it would place the two applications at the top of its processing line to permit prompt consideration with such other competing applications that may be filed by Dec. 14.

Two broadcasters form CATV group

Two western broadcasters last week announced the formation of Western Slope Electronic Systems Inc., a new firm to develop community antenna TV systems in Grand Junction, Delta and Montrose, all Colorado.

The announcement was made by Rex Howell and George Hatch, each of



Mr. Howell



Mr. Hatch

whose broadcasting operations will own 50% of the CATV enterprise.

Mr. Howell is principal owner of KREX-AM-FM-TV Grand Junction, KJFL-TV Durango and he owns 51% of KREY-TV Montrose and 50% of KGLN Glenwood Springs, all Colorado.

Mr. Hatch is a principal in the A. L. Glasmann family stations and is vice president of Community TV Inc., Salt Lake City, Utah, which owns CATV's in the Rocky Mountain states.

NBC-WBC have no agreement

They deny RKO assertion that an understanding exists on network affiliation for Boston TV

NBC and Westinghouse Broadcasting Co. have denied that any understanding exists between them regarding future network affiliations for Westinghouse-owned WBZ-TV Boston.

They also asked the FCC in separate pleadings to deny a petition by RKO General Inc. and promptly grant their applications for an exchange of NBC's Philadelphia stations, WRCV-AM-TV, for WBC's KYW-AM-FM-TV Cleveland. This would undo an exchange the two parties made in 1956.

RKO has asked that action on the transfers be deferred pending a court decision on its appeal from the FCC decision in the drawn-out and increasingly complex Philadelphia channel 3 case (BROADCASTING, Nov. 9).

In asking for a delay, RKO said assurances should be obtained from the two parties that no agreement exists regarding a network affiliation for WBZ-TV, which already is affiliated with NBC. RKO contended that testimony in the Philadelphia channel 3 hearing indicates that such an agreement does exist. RKO said that if this were the case, its chances of gaining an NBC affiliation for its stations in Boston would be harmed.

NBC, which is required by a court order to dispose of its Philadelphia stations, had originally planned to swap them for RKO's Boston stations, WNAC-AM-TV and WRKO(FM). A complicating factor in that effort was the attempt by Philco Corp. to wrest channel 3 Philadelphia from NBC. The network was seeking renewal of its license on that facility preparatory to the swap with RKO.

Surprise Decision ■ But the commission in a surprise decision renewed NBC's Philadelphia licenses on the condition that the network trade the stations for WBC's Cleveland properties (BROADCASTING, Aug 3). The commission said the network had coerced Westinghouse into making the original swap. This contention also formed the basis of the Justice Department's antitrust action that led to the order requiring NBC to vacate Philadelphia.

RKO, in its appeal to the U.S. Court of Appeals, argued that the commission had erred since a possible Cleveland-Philadelphia swap was not an issue in the Philadelphia channel 3 case. RKO also said the decision runs counter to the law prohibiting the commission from considering any party but the one chosen by a seller in an assignment or transfer case.

In responding to the implication that an agreement exists regarding an affilia-

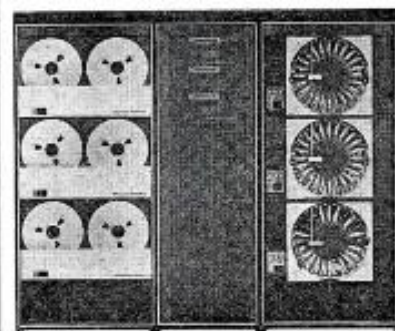
tion, WBC said, "Westinghouse does not have any agreement or understanding with NBC with respect to network affiliations in Boston, other than the agreements on file with the commission."

NBC's Assurances ■ NBC disputed RKO's right to demand any assurances. But "to dissipate any erroneous inference," NBC added, it "unhesitatingly represents that Westinghouse has no such assurance from NBC . . ."

NBC also said it would be unnecessary to delay the swap or to make approval of the applications subject to a court decision on RKO's appeal. The grant would be subject to such a decision in any event, the network said.

Westinghouse in addition challenged RKO's standing in the proceeding. WBC noted the commission held that when NBC cancelled its exchange agreement with RKO in order to enter into an agreement with WBC, RKO lost standing in the case.

NBC, WBC and the commission have not yet filed responses to RKO's court appeal.



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Ford's move to NCTA imminent

Formal announcement of resignation from FCC
to accept trade association presidency expected
momentarily; annual salary will be \$50,000

In a very short time—possibly a matter of days—FCC Commissioner Frederick W. Ford will leave the commission to become the new president of the National Community Television Association for an annual salary of \$50,000 (CLOSED CIRCUIT, Nov. 2, 9, 16).

The NCTA's board of directors, meeting in Washington last week, agreed to conditions of employment previously discussed by its selection committee and a representative of the commissioner—Max D. Paglin.

The contract proposal as agreed to in principle originally offered \$35,000 annually but recently was sweetened to \$50,000. It is for two years and includes a renewal option.

Mr. Ford has had no direct dealings with either the selection committee or NCTA board members. Mr. Paglin, former FCC general counsel now in private communications practice in Washington, acted in behalf of the commissioner.

Must Tell LBJ ■ Timing of an official announcement and the exact date when Mr. Ford would leave the commission and join the NCTA were uncertain late last week. The White House and key members of the Senate and House Commerce committees were to be informed first.

However, an announcement was imminent, barring an unexpected development, and NCTA directors hoped Mr. Ford would be able to announce his resignation by Dec. 1 and assume office by Jan. 1.

The NCTA has wanted Mr. Ford for more than a year, and for a while this spring it looked as if he would be going over (BROADCASTING, April 20). He had already told Republican leaders in Congress that he wasn't interested in reappointment after his term ended June 30, but he changed his mind and accepted a seven-year appointment, at President Johnson's request.

Had he resigned, Mr. Ford would have left the President in a ticklish spot: Mrs. Johnson and their two daughters own Texas Broadcasting Co.; the President would have had to name a commissioner to the FCC—this in an election year when these broadcast interests already were a campaign issue.

Even after Mr. Ford accepted the

new FCC appointment, however, the NCTA board refused to give up hope that he would eventually head the association. The presidential post has been kept open since the resignation last year of William Dalton, NCTA's first fulltime president (BROADCASTING, Aug. 26, 1963).

No Answers ■ The board and Mr. Ford have remained uniformly silent to all inquiries about this. Mr. Ford has



Fred Ford

refused to discuss it, as he did again last week. The board, in Washington for a two-day meeting (see page 73), offered only a chorus of "no comment."

Mr. Ford, 55 and a Republican, has been in federal service since 1939. He was FCC chairman in 1960, the period immediately following the investigations into payola, quiz-show rigging and exparte contacts conducted by the House Legislative Oversight Committee.

In June, when the Senate Commerce Committee considered his nomination by President Johnson, Mr. Ford was described as "a credit to public service, a credit to the FCC, a credit to the government," by Senator John O. Pas-

tore (D-R. I.), chairman of the communications subcommittee (BROADCASTING, June 22).

In his only public statement about why he changed his mind about leaving the FCC, Commissioner Ford told the committee that he "was flattered to have the President offer a seven-year term to me and I accepted."

The commissioner made no commitment, however, to serve out his new term.

Spoke to NCTA ■ Later that week Mr. Ford delivered the keynote speech before the NCTA annual convention in Philadelphia. He told the cable system operators that CATV must play an integral role if the country is to achieve its goal of a competitive, multiservice television system.

Their industry, the commissioner said, "has demonstrated that it has the capacity, desire and ability to furnish that additional service in the public interest." He also expressed concern about CATV's impact on existing television stations, especially in one-station markets. The NCTA conventioners cheered lustily, and many indicated then that they believed patience would bring its reward—Mr. Ford as president.

In addition to his \$50,000 salary plus expenses, Mr. Ford will draw federal retirement compensation understood to be about \$11,000 for his combined 24 years of civilian and military service. He was honorably discharged from the Air Force as a major.

It is expected he will bring with him to the association Emma Burke, his secretary since 1951.

Mr. Ford was born Sept. 17, 1909, in Bluefield, W. Va., was educated in that state and practiced law there. He began federal service in 1939 and became a second lieutenant in the Army Air Force in 1942. After the war he returned to the Office of Price Stabilization and joined the FCC general counsel's office. He was first chief of the Broadcast Bureau hearing division.

In 1953 he joined the Department of Justice Antitrust Division and in 1957 was nominated FCC commissioner by President Eisenhower from the post of assistant deputy attorney general to fill a vacancy left by George C. McConaughy.



Members of the National Community Television Association board of directors who met in Washington last week (l-r): J. Leonard Reinsch, Atlanta; F. Gordon Fuqua, Bluefield, W. Va.; Robert Regan, Mankato, Minn.; Harry Harkins, Webster Springs, W. Va.; Charles W. Fribley Jr., Corning, N. Y.; Lee Stoner, treasurer, La Grande, Ore.; Bruce Merrill, national chairman, Phoenix; John Walsonavich, Mahanoy City, Pa.; Robert J. Tarlton, Lansford, Pa.; Franklin R. Valentine Jr., Dallas; Fred J. Stevenson, immediate past national chairman, Rogers, Ark.; Douglas B. Danser, Naples, Fla.; Charles E. Clements, secretary,

Waterville, Wash.; Benjamin J. Conroy Jr., Uvalde, Tex.; Bob J. Magness, Bozeman, Mont.; Archer S. Taylor, Missoula, Mont.; Milton J. Shapp, associate member representative, Philadelphia; Jack R. Crosby, Del Rio, Tex.; Wally Briscoe, administrative assistant, Pine Bluff, Ark.; Frank P. Thompson, national vice chairman, Rochester, Minn.; Harry C. Butcher, Santa Barbara, Calif.; George J. Barco, Meadville, Pa.; Alfred R. Stern, New York, and Albert J. Bucci, Keene, N. H. Present but not shown: Ralph L. Weir, Junction City, Kan. Not present, Jim Davidson, Batesville, Ark. and Sidney E. Young, Rutland, Vt.

Policy matters occupy NCTA

Biggest is shaping of proposed legislation

to authorize federal regulation of CATV

The National Community Television Association board of directors, a new president within their grasp after a 15-month quest, took stock during a two-day meeting in Washington last week (Nov. 16-17) and prepared to meet the dual challenge of growth and federal regulation.

The board expects FCC Commissioner Frederick W. Ford to become NCTA president soon (see page 72) and approved terms of his two-year contract at \$50,000 annually.

The board also reviewed major policy matters facing the community-antenna-television industry. Foremost is the shaping of proposed legislation to authorize federal regulation, said Bruce Merrill, NCTA board chairman. The association has progressed from a policy of actively seeking legislation two years ago, nearing agreement with the FCC recently until it now faces new factors in the shaping of the legislation, Mr. Merrill said.

The National Association of Broadcasters, with whom the NCTA is seeking agreement on legislative proposals in conjunction with the FCC, is demanding that CATV operators be precluded from originating programming, Mr. Merrill said. CATV is basically a reception service, he went on, but is not inclined to forever bar itself from doing something it might possibly want to in the future.

The NCTA and the CATV industry

are facing a period of rapid expansion. The association has 593 member systems and is in "healthy shape" adding members right along, Mr. Merrill said, "but we don't feel we're getting our share of the new people in the field." Upwards of 1,400 CATV systems are estimated by the association to be in operation.

To meet this challenge, and to increase services to its members, to the public and communities seeking information about CATV, the board last week approved hiring two additional staff members, one to work in information, the other in membership. More clerical help will be hired, too.

CATV Impact & AT&T ■ Also reviewed at the meeting were the NAB's Fisher report on the economic impact of CATV's on TV stations and a recent AT&T policy statement on CATV.

The Fisher report, was filed with the FCC last month (BROADCASTING, Oct. 26). Mr. Merrill commented, "I'd be very much surprised and/or disillusioned if the FCC puts much weight in it." The report purported to show a specific dollar figure could be assigned for each CATV subscriber as a loss to a local TV.

The AT&T statement "doesn't apparently affect anybody now—but it could in the future," Mr. Merrill said. Bell System telephone companies (controlled by AT&T) have begun a renewed effort to lease channels for

CATV's (BROADCASTING, Oct. 19). AT&T said telephone companies would cooperate with CATV firms where possible by renting pole space for cables, but to only one CATV in any community. Where more than one CATV has been authorized, the telephone companies will offer Bell's own CATV service.



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FCC approves KBGO transfer of control

Despite "repeated technical violations" of its transfer of control rules and other alleged misconduct, the FCC last week waived its three-year ownership requirement and granted transfer of control of KBGO Waco, Tex., from Joyce Monroe and Horace Jackson to Charles McDonald and Frank B. Tirey Jr. KBGO has been on the air since Oct. 17, 1962.

With approval of the transfer, Messrs. McDonald and Tirey, president and board chairman, respectively, of KBGO, now own 76.52% of the outstanding stock, with the balance distributed among five other stockholders.

At the same time, however, the commission informed KBGO that it had incurred an apparent liability of \$1,500 for repeated failure to observe the transfer of control rules.

In a series of informal complaints filed last year, Waco Waco, asked the FCC to deny KBGO's transfer application, which was filed in October 1963, alleging that the station had violated a number of the FCC's rules.

Another Foe ■ Last December, KwrX Broadcasting Co. (KwrX-AM-TV Waco), also requested the application be denied and a hearing be held. KwrX Broadcasting is owned 29.05% by the Texas Broadcasting Co. (KTBC-AM-TV Austin), which is 83.5% owned by President Johnson's family.

In its decision, the FCC said that the challenged actions of KBGO, considered either separately or in combination, did not raise any public interest question of sufficient gravity to warrant a hearing or licensee revocation proceedings as requested by KwrX. The commission said, however, that it was clear that KBGO repeatedly failed to observe the FCC's transfer of control rules. The violations, the FCC stated, were technical in nature and did not constitute an attempt to misrepresent or conceal actual ownership and control, since all actions were subsequently reported.

K-Six gets VHF in Laredo, Tex.

The FCC last week granted a construction permit for a second VHF in Laredo, Tex., to K-Six Television Inc. It also dismissed a petition by Southern Operating Co. (KONS-TV Laredo) that would have designated the application for hearing.

The commission said that K-Six plans to rebroadcast a major portion of its programs from KZTV(TV) Corpus

Christi, Tex., a primary CBS-TV affiliate. Southern's major contention was that Laredo could not support another VHF. But the FCC held that Southern's allegation was "too generally stated, speculative and not sufficiently related to the conclusions drawn." K-Six Television is controlled by Corpus Christi Broadcasting, licensee of KSIX Corpus Christi.

Triangle wants Philly CATV

City ordinance has been introduced that would allow pay-TV system to develop

A bill that would give Triangle Publications a nonexclusive authorization to operate a cable TV station of any description including "a paid television system" has been introduced in the Philadelphia city council.

A city hall source said the prospective ordinance would be brought to public hearing tomorrow (Nov. 24). It was introduced by city councilman Bellis and would provide for the use by Triangle of poles, wires and cables either over or under the city's streets.

The provision for a pay-TV operation was felt by some observers to constitute the only "unusual" aspect of the bill. "The transmission of television signals," it states, "may be a CATV system, closed circuit, paid television system or any other type of system."

Among the common requirements pertaining to quality of signal, etc., set forth in such proposals, this one stipulates that any person within 500 feet of any wire or cable may not be denied access to the service.

The bill would allow Triangle to enter an agreement with "any person now authorized to erect poles or lay wires . . . for the purpose of sharing wires."

Triangle owns a CATV in Binghamton, N. Y., Empire State Cable, and is an applicant in New Haven, Conn., TV Cable. It operates WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBK-AM-FM-TV Binghamton, N. Y.; WNBC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif. Triangle Publications Inc., the parent company, is owned by Walter H. Annenberg and family.

A Triangle spokesman said the company has no intention of operating a pay-TV system, "nor has it ever had such an intention." He would not comment on Philadelphia CATV plans.

FCC gets comments on CATV regulation

Interest was generated last week to ABC's petition to the FCC asking institution of rulemaking to regulate the carrying of TV signals by community-antenna-TV systems (BROADCASTING, Oct. 19).

Among those supporting the proposal, as well as favoring the adoption of a broad set of rules to regulate the operations of all CATV systems, was Springfield Television Broadcasting Corp., owner of UHF TV stations WWLP and WJZB-TV Worcester, both Massachusetts; WKEF Dayton, Ohio; and WRLP Greenfield, Mass.-Brattleboro, Vt.-Keene, N. H.

Springfield said that the problem of reaching equitable arrangements between CATV systems and the broadcast licensees is not new. The FCC's record of not regulating CATV's, Springfield said, is based on its findings that cable systems do not come within its jurisdiction over common carriers or within its authority to regulate broadcast facilities.

Assuming, however, that this is so, Springfield said, the Communications Act is "not so narrow and restricted" as to preclude the FCC from exercising jurisdiction over cable companies. Its purpose is to regulate "interstate and foreign commerce in communication by wire . . ." and this applies, the company said, "to all persons engaged within the U. S. in such communications."

Also supporting ABC's proposals were Duhamel Broadcasting Enterprises, licensee of KOTA-TV Rapid City, S. D., and KDUH-TV Hay Springs, Neb.; Jefferson Television Co., licensee of KRCG(TV) Jefferson City and KMOS-TV Sedalia, both Missouri, and Aroostook Broadcasting Corp., licensee of WAGM-TV Presque Isle, Me.

Opposition to the ABC statement came from Mel's TV Inc., Guerneville, Calif.; Atlantic Coast Cable Corp., Atlantic City, and Columbus TV Cable Co., Columbus, Miss.

Connecticut may set strict rates for CATV

The first round of the Connecticut Public Utilities Commission's hearing on 22 applications for community-antenna-TV franchises approached the end last week with PUC members indicating they may be stricter on rates than many applicants had thought.

A further hearing on the direct presentations of the applications of Ducci

Electric Co. of Torrington and Cable-Video Inc. of Hartford was scheduled for today (Nov. 23). A similar hearing on Community Television Systems Inc. of New Haven is set for Dec. 21.

Then the first phase of the sessions will be officially over. The second phase, in which cross-examination will be permitted for the first time, is due to start in January.

At one point near the windup, PUC Chairman Eugene S. Loughlin speculated that "if many of these applicants knew more about the practice and philosophy of utility regulation," they might not be interested in pursuing their applications.

He said many applicants seemed to expect their customers "to pay for the plant, and then pay a return on the plant they have provided."

Sterling N.Y. CATV hearing delayed again

Sterling Information Service's bid to offer community antenna television service to New York City was delayed again last week as the city's board of estimate decided to hold over the Sterling petition for a Dec. 3 hearing.

The board was to have taken one of two steps, either closing the hearing pending the preparation of an actual contract under which the company would operate or authorizing temporary operation by Sterling until such a contract was ready.

While action on the Sterling proposal was again delayed—the matter had been continued originally from an Oct. 22 hearing—another petitioner, Telepromp-

ter Corp., appeared to be cutting down the distance between it and Sterling in the process of acquiring a franchise.

The Teleprompter request, filed after Sterling's, was also set last week for a Dec. 3 hearing date.

Five different petitions for CATV operation in New York are now wound up in the city's municipal machinery. These include RKO General Inc., CATV Enterprises and Tele globe Cosmotronics (BROADCASTING, Nov. 16). Petitions of the last three were referred last week by the board of estimate to the city franchise bureau. These three petitions might also be put up for hearing on Dec. 3.

The board of estimate said its decision to delay the Sterling proceeding was to allow the bureau of franchises further time to study the matter.

PROGRAMING

ABC News plans several shifts

Dropping weeknight, adding weekend TV news shows, searching for new format for early evening news

The ABC News television operation will undergo major changes in personnel, format and scheduling, it was revealed last week. Eventual format for its regular evening news program may involve switching between two newsmen stationed in New York and Washington after the manner of NBC-TV's successful Huntley-Brinkley combination.

Elmer W. Lower, ABC News president, informed the board of governors of the Affiliates Advisory Board, of regrouping measures at the board's meeting in Montego Bay, Jamaica.

The network will drop Ron Cochran as its early evening news anchorman Feb. 1, 1965. A replacement has not been named but among those mentioned is Peter Jennings, who joined ABC several months ago, from the Canadian Television Network (CTV). Mr. Jennings, 26, would conform to what one ABC News representative described as a new "accent on youth." Should the network adopt the team format, it was suggested the Washington representative might be ABC News commentator Howard K. Smith, already stationed in that city.

It was reported that no problems had arisen between Mr. Cochran and the network, but that considerable pressure had come from affiliates for a new evening news format.

At the same affiliates board meeting it was announced that the network's late-night news strip—*Bob Young and the News*, (Monday-Friday 11-11:10 p.m.)—would be discontinued Jan. 1. New weekend news programming will be instituted Feb. 6: 15-minute newscasts Saturday and Sunday at 11 p.m.

Other changes announced:

- Introduction of a news syndication service for affiliates, involving closed-circuit feeds of footage to stations who desire extra news material from the network. The service will be inaugurated Feb. 1.

- Formation of a permanent election unit to be directed by Arnold Snyder. Mr. Snyder was the network's representative on the board of managers of Net-

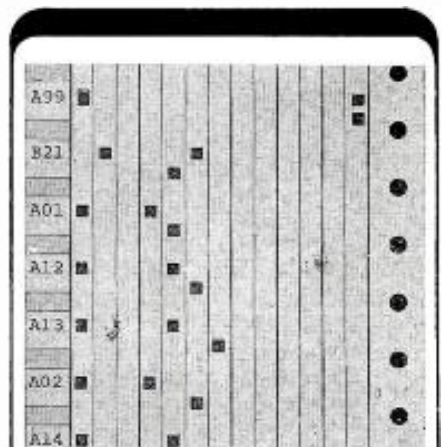
work Election Service in the Nov. 3 election.

Also meeting in Montego Bay were representatives of ABC-owned television stations. They discussed possible plans for further development of shows created locally noting the ABC-TV scheduling this fall of *Shindig* and *The Les Crane Show*.

CBS leads in Arbitrons

CBS-TV took the lead by two rating points on the basis of Arbitron reports for the seven days ending Nov. 18. The overnights for prime time (7:30-11 p.m.) gave an average rating of 18.7 to CBS-TV compared to NBC-TV's 16.7 and ABC-TV's 16.5.

On the basis of nights per week: CBS took Friday (Nov. 13), Saturday, Sunday and Monday with an average of 20.5 for the first two days, 18.1 on Sunday and 18.7 on Monday. ABC was first on Thursday (Nov. 12) with 19.0, and on Tuesday with 21.2. NBC took Wednesday (Nov. 18) with 20.1. In half-hour wins: CBS had 22, NBC 14 and ABC 13.



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CBS-TV to drop 'Mr. Broadway'

CBS-TV's series about a public-relations man, *Mr. Broadway*, has been cancelled after its Dec. 26 presentation. A network spokesman said last week that a proposal to continue the program on an interim basis for at least two more segments had been turned down by the show's star, Craig Stevens.

No replacement has been named for the Saturday (9-10 p.m.) program, but one report suggested the gap would eventually be filled by *For the People* a new program to be produced by Herbert Brodtkin. *Mr. Broadway* is a Talent Associates-Paramount production.

NBC-TV said last week that Procter & Gamble, current advertiser in the *Bill Dana Show* (Sunday 8:30-9 p.m.) will also sponsor a new western titled *Branded* effective Jan. 24 as the replacement show (AT DEADLINE, Nov. 16). The P&G agency is Leo Burnett.

N.J. court outlaws statements to newsmen

The New Jersey Supreme Court last week outlawed statements to the news media by prosecutors, policemen and defense lawyers before and during criminal trials if the statements could possibly prejudice jurors.

The court said the lawyers could be chastised under the codes of professional ethics and policemen can be disciplined by superior officers if their statements constitute conduct unbecoming a policeman. Possible punishment for news media publicizing such statements was not dealt with in the court's decision, however.

The appeal of a murder trial prompted the ruling. The appeal cited, in part, possibly prejudicial news stories read by jurors prior to their hearing of the case. The court upheld the conviction but decided to prohibit prejudicial statements.

Hoover blames police, not media in Dallas

There has been "extreme and unwarranted criticism of the press" in connection with Jack Ruby's killing of Lee Harvey Oswald in a Dallas police station before a television audience, J. Edgar Hoover, director of the Federal Bureau of Investigation, said last Wednesday (Nov. 18).

Mr. Hoover criticized the Dallas police for allowing reporters to be present in the basement of the Dallas jail



FBI's Hoover
Points finger at police

when Oswald was being removed.

The Dallas police had been told by the FBI, he said, that the federal bureau had received a tip that Oswald's life was in jeopardy. The police were advised to move the prisoner at night and not in public view.

Oswald was shot and killed while being walked through the jail basement among a crowd of reporters and before live TV cameras.

Asked about the Dallas situation during an unusual joint interview conducted by women reporters in Washington, Mr. Hoover said, "In Dallas it got out of hand . . . producing some things that were unwarranted and wrong."

His comments on "unwarranted criticism" included the Warren Commission report on the assassination of President Kennedy, which itself criticized behavior of news media and police (BROADCASTING, Sept. 28).

Radio series sales . . .

Anniversaries in Sound (Triangle): WSGO Oswego, N. Y.; WMBS Uniontown, Pa.; WSMN Nashua, N. H.; WGLB Port Washington, Wis.; WMRI Marion, Ind.; WGTG Greenville, WFLB Fayetteville, both North Carolina; WOHI East Liverpool, Ohio, and WILM Wilmington, Del.

30 Hours of Christmas (Triangle): WBAX Wilkes-Barre, Pa. and WOHI East Liverpool, Ohio.

Window on Washington (Triangle): WGLB Port Washington, Wis.

Jimmie Fidler in Hollywood (Jimmie Fidler): WMPL Hancock, Mich.; KAAZ

Little Rock, Ark., and CHWO Oakville, Ont.

The First Christmas (Woroner Productions): WSGN Birmingham, WHBB Selma, WDIG Dothan, WABB Mobile, all Alabama; WKHM Jackson, WKFR Battle Creek, WKNR Dearborn, all Michigan; WLEC Sandusky, Ohio; WSWA Harrisonburg, Va., and WLLH Lowell, Mass.

July 4, 1776 (Woroner Productions): WKHM Jackson, WKFR Battle Creek, WKNR Dearborn, all Michigan.

Film sales . . .

Century I (20th Century-Fox TV): WNAC-TV Boston; WCPO-TV Cincinnati; WFGA-TV Jacksonville, Fla.; WREC-TV Memphis, and WGHP-TV High Point N. C. Now in 78 markets.

Century II (20th Century-Fox TV): WNAC-TV Boston; WCPO-TV Cincinnati; WOC-TV Davenport, Iowa; WFGA-TV Jacksonville, Fla., and WREC-TV Memphis.

The Best of Charlie Chan (20th Century-Fox TV): KENS-TV San Antonio, Tex.; KATV(TV) Little Rock, Ark.; WBIR-TV Knoxville, Tenn.; KTVK(TV) Phoenix; WBRC-TV Birmingham, Ala., and WTVO(TV) Rockford, Ill. Now in 16 markets.

Tarzan (Banner Films): WBAY-TV Green Bay, Wis. and WCIA(TV) Champaign, Ill.

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

Program notes . . .

From Mexico ■ Three TV stations owned by Metropolitan Broadcasting Co. will present live coverage of the inauguration of President-elect Gustavo Diaz Ordaz of Mexico on Dec. 1 (12-1 p.m. EST). The telecast, scheduled on WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles, is the first time that a foreign presidential inauguration will be carried live in this country.

New flight ■ The Air Force Systems Command, Andrews Air Force Base, Washington, has released its latest 13-week series of *Take a Giant Step* five-minute radio programs describing the activities of the command on aerospace projects.

TAC adds programs ■ Eight half-hour documentaries have been added to the library of Television Affiliates Corp., raising the number of informational-cultural shows available to TAC subscribers to 180. Programs were obtained from WGN-TV Chicago; WNHC-TV New Haven, Conn.; WNAC-TV Boston, and WXYZ-TV Detroit.

Air safety is factor in spacing waiver

The FCC's concern over air safety tipped the scales in favor of a television station seeking a new location for its transmitter that would leave it short-spaced to a co-channel station. The commission vote was 3-2.

WAOW-TV (formerly WCWT) (ch. 9) Wausau, Wis., sought authority to increase the height of its antenna from 1,020 to 1,209 feet and to relocate its transmitter from 15 miles northeast of Wausau to four miles southwest of that community.

The proposed site, on Rib Mountain, would leave WAOW-TV 175.8 miles from co-channel station KMSP-TV Minneapolis, while the mileage separation required by the rules is 190 miles. In addition, KMSP-TV has applied for a move-in of its own, which would further reduce the separation to 168.6 miles.

However, Rib Mountain is already the tower site for Wausau's other television station, WSAU-TV (ch. 7)—and federal and Wisconsin aeronautical authorities endorsed the idea of placing both towers in one location. They said it's in keeping with their policy on tall towers.

Improved Service Cited — The station in its application said the move would enable it to provide optimum coverage to the area. The station also said the new location represents the closest site to Wausau which, in accordance with aeronautical safety considerations, would permit the proposed tower height.

Chairman E. William Henry and Commissioners Rosel H. Hyde and Lee Loevinger constituted the majority approving the grant. The order, which was released Nov. 13 and which denied objections to the short-spacing raised by the Association of Maximum Service Telecasters, conditioned the grant on WAOW-TV using a directionalized antenna to protect KMSP-TV.

Dissenting to the grant were Commissioners Robert T. Bartley and Kenneth A. Cox. Commissioners Frederick W. Ford and Robert E. Lee were absent.

The commission majority said that the grant would result in a "second competitive television service to areas of substantial population." But a major factor in the decision was the majority's concern over air safety.

"We believe that the air safety factors and the position of the Federal Aviation Agency and the Wisconsin Aeronautics Commission with respect thereto are entitled to great weight," the commission said.

"Air safety is a vital public interest

consideration which must be weighed by the commission in any matter in which it is a factor," the majority continued. "The steady increase in authorizations of new broadcast stations and increases in tower heights of existing stations have required the commission to devote more attention to the problem of air safety, and to attempt to reduce the number of potential hazards to air navigation, where feasible."

Commission moves KFMB to 760 kc

The FCC last week gave KFMB (5 kw fulltime) San Diego, a fulltime, Class II station, permission to move to a new frequency—760 kc, the clear channel on which WJR (50 kw) Detroit has long reigned alone at night.

The channel is one of 13 clears that the commission has marked for duplication. But the decision to locate KFMB on the frequency with its current power is an outgrowth of the U. S.-Mexico Radio Agreement of 1961.

Mexico under the agreement pre-empted class I-A operation on 540 kc, the frequency now occupied by KFMB. As a result, the FCC was obliged to find a new location for the station.

The commission decided on 760 kc, amended its rules to permit an unlimited live class II station to operate on that frequency, and in October 1961, the station filed an application for the move. KFMB, licensed to Marietta Broadcasting Inc., when the proceedings began, is now licensed to Midwest Television Inc.

Goodwill Stations Inc., which owned WJR when KFMB applied for the move, had opposed the proposed frequency switch. But Capital Cities Broadcasting Corp., which acquired the Detroit station in September, dropped the opposition.

Continuing opposition was maintained by John Poole Broadcasting Co., licensee of KGLM (740 kc) Avalon, Calif. Poole, contending the move would result in interference between KFMB and KGLM (10 kw daytimer) said it was entitled to a hearing on the proposal.

The commission acknowledged that 2 mv/m and 25 mv/m overlap would occur, and in approving the KFMB frequency change it waived the rules concerning overlap of that amount.

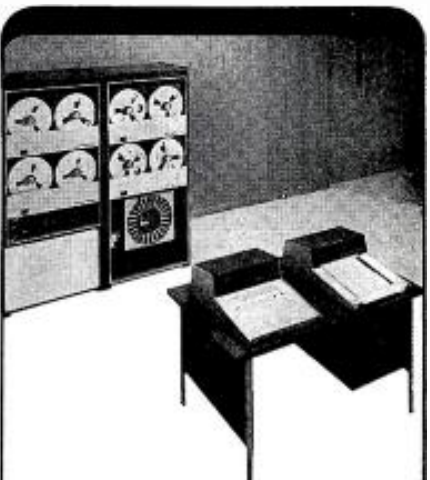
But the commission said that Poole had accepted renewal of KGLM's license on Feb. 27, 1963, with the knowledge that KFMB would be moved to 760 kc.

Westinghouse gets moon camera

Westinghouse Electric Corp., Pittsburgh, has been awarded a multi-million dollar contract for 13 tiny molecular electronic TV cameras to be used by astronauts for taking pictures on the moon's surface.

The camera, planned to be 99.9% reliable for 14 consecutive days, will operate on 6 watts, weigh only 5½ pounds without the lens. The camera will use the highly sensitive vidicon developed by Westinghouse Research Laboratories, and will operate completely automatic. It is designed to operate for 44 hours on the lunar surface.

Scenes taken by astronauts on the moon will be transmitted from the moon to earth at 10 frames per second with 320-line resolution. Conversion to standard broadcast frame and scan rates at ground station will permit them to be broadcast to the public, according to a description of the functions provided by Westinghouse last week.



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BROADCAST ADVERTISING



Mr. Hall



Mr. Smith

J. Parker Hall, treasurer of University of Chicago, and **Norman P. Smith**, VP and syndicate manager of Merrill Lynch, Pierce, Fenner & Smith, elected to board of directors of Foote, Cone & Belding, New York. **Robert J. Koretz**, senior VP, resigns from board and agency after 35 years with FC&B. All changes will be effective in January.

William C. Thomas, national sales manager of WTTV(TV) Indianapolis, named general manager of WPTH(FM) and WPTA(TV) Fort Wayne, Ind., both Sarkes Tarzian stations. **William P. Pipher**, with WZZM-TV Grand Rapids, Mich., named general sales manager of WTTV(TV) and **Bernie Souers**, local sales manager, promoted to assistant sales manager.

Mario Donna, formerly with Carson Roberts and Foote, Cone & Belding, named head of art department at Campbell-Ewald, Los Angeles, **Bruce Nicolaysen**, with Campbell-Ewald, San Francisco, moved to creative supervisor in Los Angeles.

Robert H. Bolte, with William Esty Co., named assistant media buyer; **Frances M. Flentge**, with Procter & Gamble, market research analyst; **John Henry Urban**, with Richard K. Manoff, market research analyst, and **Holland R. Melson Jr.**, design director with Gallery of Modern Art, art director, all for Gardner Advertising in New York. **Ralph Franklin**, research supervisor promoted to associate research director in charge of marketing research section; **Ralph Hartnagel**, account executive, transferred to creative division as premium and promotion supervisor on all accounts; **Martin Berutti** and **Richard Tucker**, senior analysts, promoted to marketing research supervisors, and **Anthony Pozsonyi**, with Clayton Davis & Associates, named art director, all in Gardner's St. Louis office.

Joseph Antelo, account executive at Stone Representatives, New York, and **Charles Digney**, assistant account executive at BBDO, New York, join TV sales staff of The Katz Agency, New York.

Sherman E. Rogers, VP and creative director, Post-Keyes-Gardner, Chicago, appointed senior VP and director of all creative services of Chicago, New York and Denver offices of Buchen Advertising. Mr. Roger's headquarters will be in Chicago.

Walter Flynn, formerly with Edward Petry & Co. and Avery-Knodel, New York, named account executive for

ABC-TV Spot Sales in San Francisco. He succeeds **Dick Savage**, promoted to ABC-TV Spot Sales, New York.

Robert W. Allen, account executive and acting eastern sales manager for CBS Radio Spot Sales, New York, named sales manager at WNAC-TV Boston, succeeding **Gene Mitchell**, named director of sales.



Mr. Deutsch

Harold K. Deutsch, director of sales projects at WPAT-AM-FM Paterson, N. J., named director of national radio sales in New York for Capital Cities Broadcasting Corp. Before joining WPAT in 1963, Mr. Deutsch was account executive at WINS New York.

Frank Livermore, formerly with KLAC Los Angeles, named business manager of KTTV(TV) that city. Succeeding him as business manager of KLAC is **William Chapman**, of WTVH(TV) Peoria, Ill. **Rex Kalin** becomes business manager of WTVP(TV) Decatur, Ill. All stations are owned by Metropolitan Broadcasting division of Metromedia Inc.

Wilhelmus B. Bryan, advertising manager at 20 Mule Team products department of United States Borax and Chemical Corp., Los Angeles, appointed to newly created position of director of marketing services. Other appointments in department: **Richard M. Miller**, assistant advertising manager, advertising manager; **James C. Campbell**, manager of marketing research, to newly created post of director of staff operations; **Elizabeth J. Clements**, with Marplan, McCann-Erickson research group, suc-

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TVB chooses board



Mr. Tipton



Mr. Chapin

Jack K. Tipton, KLZ-TV Denver, elected chairman of board of Television Bureau of Advertising (see page 50). He succeeds **C. George Henderson**, wsoc-TV Charlotte, N. C., who becomes chairman ex officio. **Don L.**

Chapin, Taft Broadcasting, Cincinnati, elected secretary, and **Frank M. Headley**, H-R Representatives, New York, re-elected treasurer. With President Norman E. Cash, Messrs. Tipton, Chapin, Headley and Henderson form executive committee.

Six board members whose terms expire this fall were re-elected to two-year terms: Messrs. Tipton and Chapin, and **Lawrence M. Carino**, WJBK-TV Detroit; **A. James Ebel**, KOLN-TV Lincoln, Neb.; **Mrs. Mary McKenna**, Metromedia Inc., New York, and **George Whitney**, KFMB-TV San Diego.

79

More election returns

▪ **Senator Howard W. Cannon** (D-Nev.), member of Senate Commerce Committee, re-elected by 48 votes, but recount is expected after certification of results Wednesday (Nov. 25).

▪ **Lester L. Wolff**, chairman and founder of Co-Ordinated Marketing Agency, New York advertising firm, elected to represent New York's Third Congressional District (Nassau county), unseating Representative **Steven D. Derounian** (R-N.Y.).

▪ **Lowell Thomas Jr.**, TV commentator, lecturer and son of commentator, lost second try to unseat Representative **Ralph J. Rivers** (D-Alaska), losing by 1,750 vote margin.

▪ **William L. Armstrong**, managing director and owner of KSOI and KOCI-FM, both Denver, elected to Colorado Senate. He was elected to state House in 1962 and, before buying Denver stations in 1959, was with Storz and Balaban station groups.

turns to WAGM-AM-TV as account executive. **Wayne Knight**, WAGM director of operations, named sales production coordinator for WAGM-AM-TV, newly created position.

William Casey, **Michael Chappell** and **Monte Ghertler**, copy supervisors at Papert, Koenig, Lois, New York, elected VP's. **Robert Fiore**, **Sam Scali** and **Kurt Weihs**, art directors, also elected VP's.

James Hoffman joins Blair Television Philadelphia, as account executive. He was formerly with Container Corp. of America, that city, servicing national accounts.

Edward Royal, account supervisor with J. Walter Thompson, New York, named director of advertising and public relations, consumer products division, The Singer Co., New York, effective Jan. 1.

George Ramos, formerly with WTAC Flint and WNEM-TV Bay City-Saginaw, both Michigan, joins sales staff of WJRT (TV) Flint.

Ed Price, account executive at WJIM Lansing, Mich., joins sales staff of WCER Charlotte, Mich.

Betty McDermott, formerly director of consumer service for Western Growers Association and home service director of Southern Counties Gas Co., both Los Angeles, joins Edward J. Mc-

Elroy, Los Angeles agency, as home economics advisor.

James Creed, on sales staff of KDEF Albuquerque, N. M., named account executive for KRAK Sacramento, Calif.

Michael Bloebaum, on copy staff, promoted to associate producer in radio-TV production department of D'Arcy Advertising, St. Louis.

Proctor S. Waterman, with O. S. Tyson & Co., New York, joins Doremus & Co., New York, as account executive.

Saul Kampf, treasurer of Ritter, Sanford, Miller & Kampf Inc., New York, joins Dunwoodie Associates Inc., Garden City, N. Y., as senior VP.

Robert H. Delehanty, account executive with WISN-TV Milwaukee, joins Chicago TV sales staff of Edward Petry & Co.

Joan Z. Baldwin, assistant sales manager and assistant manager of WFLM-FM Ft. Lauderdale, Fla., named sales representative for WPIX-FM New York.

Joseph T. Schmidling, formerly owner of agency in Des Plaines, Ill., joins Fletcher, Wessel & Enright Advertising, St. Joseph, Mo., as account executive.

Jeraldine Freed, with KHQA-TV Hannibal, Mo.-Quincy, Ill., named sales promotion manager of WICS(TV) Springfield, Ill.

John P. McElroy, account executive at Post, Keyes, Gardner, Chicago, named VP and account supervisor at Earle Ludgin & Co., Chicago.

James T. Kennedy, previously with Ted Bates & Co., J. Walter Thompson, and Sullivan, Stauffer, Colwell & Bayles, joins Weightman Inc., Philadelphia, as creative supervisor.

Charles E. Reilly Jr., assistant to publisher of *TV Guide*, joins Young & Rubicam, New York, as assistant to Michael J. O'Neill, VP and director of corporate relations.

Robert S. Burgess, general sales manager, Consumer Products division of Union Carbide Corp., New York, named director of marketing.

James G. Mitchell, assistant business manager at KPIX(TV) San Francisco, named account representative at KRON-TV that city.

Mrs. Pamela Steward, media director of Liller Neal Battle & Lindsey Inc., Atlanta, elected president of Atlanta Media Planners Association for 1965. Other officers elected: **Patricia McKemie**, media director of Harris & Weinstein agency, and **Joan Hodgson**, media buyer, Tucker Wayne & Co. Named to board of directors: **Ann Benton**, media director, Tucker Wayne,

and **Kathryn McGranahan**, media director of BBDO.

THE MEDIA



Mr. Pace



Mr. Merchant

Frank Pace Jr., former secretary of the Army and director of Bureau of the Budget, and **Livingston T. Merchant**, former U. S. undersecretary of state for political affairs, elected to board of directors of Free Europe Committee, operator of Radio Free Europe. Re-elected to board for three-year terms: **Winthrop Murray Crane III**, **Eli Whitney Debevoise**, **Earl Newsom**, **Theodore C. Streibert** and **H. Gregory Thomas**. **John C. Hughes** re-elected chairman of board and **Ernest A. Gross** re-elected chairman of executive committee.

Donald B. Pearce appointed assistant treasurer of National Association of Broadcasters, replacing **William L. Walker**, new director of NAB's department of broadcast management (BROADCASTING, Nov. 9). Mr. Pearce was with Ernst & Ernst, national accounting firm, for more than five years. He will assist **Everett E. Revercomb**, NAB secretary-treasurer.



Mr. Donofrio

John E. Donofrio, general manager of WPFM(FM) Providence, R. I., named VP of Charles River Broadcasting and general manager of WCRO (FM) Providence.

Keith L. Mealey, chief engineer, appointed station manager of KFRE-TV Fresno, Calif., replacing **Leslie H. Peard**, who resigned. **Stephen Weber** named to succeed Mr. Mealey.

PROGRAMING



Mr. Grant

B. Donald (Bud) Grant, manager, nighttime program operations for NBC-TV New York, named manager, daytime program operations.

Robert Jameson and **Wallace Dunham**, on production staff of WCPO-TV Cincinnati, named production manager and chief director respectively. **Vera Schulte** appointed assistant to program director of WCPO-TV.

Richard Lewine resigns as producer of ABC-TV's late-night *Les Crane Show*. **Daryl Duke**, Canadian producer and most recently producer of *Steve Allen Show* when latter was programed by Westinghouse Broadcasting Co., replaces Mr. Lewine. Mr. Lewine resigned because of motion picture commitment.

Kent P. Coughlin, operations supervisor for ABC-TV production services, named assistant national program director for ABC Radio, New York.

Donald S. Hillman, formerly with NBC-TV and N. W. Ayer & Son, New York, appointed VP of sales and creative development for Coastal Film Service Inc., New York.

Ron Lyons, formerly with KEWB Oakland, Calif., and KYA San Francisco, joins KROY Sacramento, Calif., as program director.



Mr. Ringlep

Carter Ringlep, southwestern division manager of CBS Films and head of its Dallas office since 1953, will retire at end of year. He joined CBS in 1941 in CBS Spot Sales office, St. Louis, became general sales

manager of KMOX St. Louis, and later put in charge of KMOX's all-night operations.

Alan Lansburg, producer-director of *Men in Crisis* elected to VP of Wolper Productions, Hollywood.

Jules Weill, long associated with television and theatrical motion pictures, appointed VP of Beth Brown Enterprises in charge of West Coast office of New York-based program packager and distributor.

Bob Carlson, commercial director with Group Productions Inc., joins VPI of California Inc., Hollywood, on freelance basis.

William C. Ross, program and production manager at WTAR Norfolk, Va., named radio operations manager for WAVY Portsmouth-Norfolk, Va.

Frosty Harris, with KRLA Pasadena-Los Angeles, joins WHB Kansas City, Mo., as disk jockey.

Keith Taylor, associate producer and production manager for Wolf Associates, New York radio-TV program packagers, appointed director of program development for Trans-Lux Television Corp., New York.

Arthur Joel Katz, executive VP of Plautus Productions, New York, named producer of new series, *For the People*, being produced for CBS-TV and scheduled for airing later this season.

Joe Perkins, on announcing staff of WTAR-TV Norfolk, Va., since 1953,

Oregonians name officers

Bob La Bonte, KERG Eugene, elected president of Oregon Association of Broadcasters, succeeding **Robert Chopping**, KAST Astoria. Other new officers: **Ray Kozak**, KSLN Salem, VP; **Les Smith**, KXL Portland, secretary-treasurer. **Karl J. Nestvold** remains as general manager of association.

named night operations manager of station.



Mr. Korman

Marvin Korman, director of advertising and sales promotion for Screen Gems, New York, named director of advertising and public relations, post created by merging of two departments.

Phil Sheridan, program director, WRFD Columbus-Worthington, Ohio, named director-operations for WRFD-FM. **Bill Collins**, production director, succeeds Mr. Sheridan as program director.

Mrs. Peter H. Bardach joins WLKW

Providence, R. I., as women's editor and announcer.

NEWS

John Chancellor of NBC News' Washington staff appointed White House correspondent. Mr. Chancellor succeeds **Robert Goraliski**, named State Department correspondent in place of **Elie Abel**. Mr. Abel was designated diplomatic correspondent concentrating on foreign-affairs areas.

Eric Severeid, CBS News correspondent, appointed national correspondent for CBS News and will be based in Washington.

Bill Diehl, with WWDC Washington, joins news staff of WTOP Washington.

Mort Crim, newscaster at WLS Chicago, moves to WNEW New York in similar capacity.

John Pennel, holder of world's record for pole vaulting, joins sports news staff of WTVJ(Tv) Miami.

Christopher Menkin joins KFRC San Francisco to write and produce news features and documentaries.

David Snell, newscaster for WJRT (TV) Flint, Mich., joins news depart-

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ment of WKJG-AM-FM-TV Fort Wayne, Ind.

Dick McGee, formerly news director at WMIX Mt. Vernon, Ill., joins news staff of KTVI(TV) St. Louis.

EQUIPMENT & ENGINEERING



Mr. Mihalic

Steven R. Mihalic, manager of General Electric's television receiver department, Syracuse, N.Y., named marketing manager for division. He will be responsible for all functions associated with marketing of General Electric television products.

Maury Betchen, formerly Detroit plant manager of Radio Corp. of America, named head of manufacturing operation of Jerrold Electronics, Philadelphia, a subsidiary of Jerrold Corp.

Bernard A. Koval, chief engineer for WGH-AM-FM Newport News, Va., joins WABC New York as chief engineer, newly created position.

Roy Raymond, sales engineer for professional audio and video products at Ampex Corp., named eastern regional sales manager for industrial products

division of Sony Corp. of America, New York.

Frederick J. Wills Jr., manager of Raytheon Co.'s plant in Quincy, Mass., promoted to operation manager of semiconductor operation. He replaces **Clyde R. Rockwood**, resigned.

William F. Garmon, director of manufacturing at Interstate Electronics Corp., Anaheim, Calif., appointed to newly created post of chief manufacturing engineer at Altec Lansing Corp., Anaheim, subsidiary of Ling-Temco-Vought Inc.

Harold A. Brinkman, with KGO-TV San Francisco, joins engineering staff of KRON-TV San Francisco.

FANFARE

Hank Jones, with CBS-TV's *The Entertainers* and *Repertory Workshop*, and **Martin Hoade**, NBC-TV producer and director of *Eternal Light*, *The Catholic Hour* and *The Southern Baptist Hour*, named to board of governors of New York chapter of National Academy of Television Arts and Sciences. Mr. Jones fills unexpired term of late **Hank Sylvan**, and Mr. Hoade, unexpired term of **Herbert Sussan**, Screen Gems Inc., who moved to West Coast.



BPA chooses Vaden

H. Taylor (Bud) Vaden (c), advertising and promotion director, Triangle Stations, Philadelphia, elected president of Broadcasters Promotion Association at last week's meeting (see page 56) succeeding **Clark Grant**, WOOD-AM-TV Grand Rapids, Mich., who by new by-laws amendment becomes chairman of nominating committee. **Casey Cohlmaia** (l), WFAA-AM-TV Dallas-Fort Worth, elected first VP of BPA and **Judd Choler** (r), KMOX-TV St. Louis, elected second VP.

Elected to BPA board of directors: **Fred Birnbaum**, WCAU Philadelphia; **Dick Paul**, WAVY-AM-TV Norfolk, Va.; **Mel Grossman**, H-R Representatives, New York; **Arnie Kuvent**, WGAN-TV Portland, Me.; **Jack Townsend**, KELO-AM-TV Sioux Falls, S. D., and **W. A. Jones**, wsix Nashville. Named to 1965 nominating committee in addition to Chairman Grant were: **Clayton Kaufman**, WCCO Minneapolis; **George Rodman**, KGO-TV San Francisco, and **Doug Shull**, KYW Cleveland.

ALLIED FIELDS

A. Ross MacGregor, manager and part owner of Lakehead Videon community antenna television system, Port Arthur, Ont., joins staff of Daniels & Associates, Denver, in operational and financial management.

Richard Lindheim, of CBS-TV, **Eve Pohlo**, of *The Los Angeles Times*, **June Thompson**, of Lockheed California Co. and **Richard Racer**, of ABC Radio all Los Angeles, join Audience Studies Inc., research division of Screen Gems, Los Angeles, as project directors.

John L. Thayer, director of TV production at Monroe F. Dreher Advertising, New York, moves to RTV International New York consulting firm, as director of program services.

INTERNATIONAL

Yoshinori Maeda, president of Japanese Broadcasting Corp., named first president of Asian Broadcasting Union, at group's first meeting in Sydney, Australia (BROADCASTING, Nov. 16).

Burt Avedon, VP and general manager, KMEX-TV Los Angeles, UHF all-Spanish station, leaves position Nov. 30 to become director of European marketing for Colgate-Palmolive Co. Before joining KMEX-TV two years ago, he had been with Kenyon & Eckhardt as head of Mexico City office and later as head of Los Angeles office. **Joe Rank**, with John Blair & Co., station representative firm, Los Angeles, succeeds Mr. Avedon at KMEX-TV.



Mr. Riel



Mr. Eyrl

Eric Riel, United Press International regional executive, Los Angeles, named general manager of UPI of Canada Ltd., Montreal. He succeeds **Frank Eyrl**, appointed Continental European manager of UPI.

Jack Singer, network manager for ABC International Television Inc., promoted to manager of programming.

Gerry St. Denis, head of Publicite-Chanteclair Ltd., Montreal, named vice-president and director of French marketing and creative services of McConnell-Eastman Co. Ltd., Montreal agency.

Jacques Marchand joins Molson Brewery Quebec Ltd., Montreal, as advertising manager.

L. M. Nichols appointed VP of finance, and **E. J. Delaney** VP of sales, of CFTO-TV Toronto.

Ken Hutson named sales manager of

CFQC-TV Saskatoon, Sask.

Paul Akehurst named Ottawa news correspondent of CHUM Toronto, succeeding Don Peacock, who has become executive assistant to Canadian Minister of Agriculture Harry Hayes.

DEATHS

Professor Waldo Abbot, 76, pioneer in radio broadcasting field, died Nov. 14 in Ann Arbor (Michigan) hospital after long illness. He had been on faculty of University of Michigan for 37 years, founded school's broadcasting department, was author of "Handbook of Broadcasting," published in 1930, and founder of first library of radio and wireless history, in 1938. He is survived



Mr. Abbot

by his widow, Emily; son, Waldo Jr.; and daughters, Mrs. Marie Jackson and Mrs. Pricilla Straub.

Bill Thompson Jr., 38, news director of WRVA-TV Richmond, died Nov. 13 in Richmond of cancer. He joined WRVA in 1946 and was named to manage news film department when WRVA-TV went on air in 1956. Mr. Thompson was president of UPI Broadcasters Association of Virginia at time of his death. He is survived by his widow, Jean, and son, Kenneth.

Harold A. Smith, 52, VP and assistant to president, Needham, Louis & Brorby, Chicago, died at Highland Park (Ill.) hospital Nov. 7 following heart attack two weeks previous. He had been with agency six years and before that for dozen years had been with NBC Chicago. He is survived by his widow, Vera, and three children.

Eldon Smith, 58, president of KCET

(TV) Los Angeles, died Nov. 11 of cancer at his home. Mr. Smith became president of Community Television of Southern California, licensee of non-commercial educational TV station, in April 1963, two months after his retirement as vice chairman of board of Security First National Bank of Los Angeles.

Steve Phillips, 42, died after heart attack Nov. 10 in New York. He was director of Announcer Training Studios, New York, and also was on-air TV commercial spokesman. His widow, former Moya Diana Moynahan, has been active as commercial spokeswoman. He also leaves sons Christopher and Adam Phillips.

Summer P. Ahlbum, 50, VP for public information of Radio Free Europe Fund Inc., died Nov. 13 at his home in New York after heart attack. He is survived by his widow, Joanne, and three children.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 12 through Nov. 18 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing case, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

Modesto, Calif.—Redchester Broadcasting Co. Granted CP for new TV on UHF channel 17 (487-494 mc); ERP 20.5 kw vis., 10.98 kw aur. Ant. height above average terrain 323 feet, above ground 354.5 feet. P.O. address Box 338, Ceres, Calif. Estimated construction cost \$122,490; first year operating cost \$84,000; revenue \$100,000. Studio and trans. locations, both Modesto. Geographic coordinates 37° 38' 09" north latitude, 121° 03' 53.5" west longitude. Type trans. RCA TTU-1B, type ant. Co-EL Multiguide slot. Legal counsel Spearman & Roberson, Washington; consulting engineer Cecil Lynch, Modesto. Principals: Chester Smith and Corbett Pierce (each 50%). Redchester is licensee of KLOC Ceres. Action Nov. 12.

Laredo, Tex.—K-Six Television Inc. Granted CP for TV on VHF channel 13 (210-216 mc); ERP 30.9 kw vis., 15.5 kw aur. Ant. height above average terrain 419 feet; above ground 340 feet. P. O. address KZTV(TV) Corpus Christi, Tex. Estimated construction cost \$238,860; first year operating cost \$37,000; revenue none. Studio and trans. location both 1.9 miles east-southeast of Laredo, Tex., on Wormser Road. Geographic coordinates 27° 27' 45" north latitude, 99° 26' 19" west longitude. Type trans. General Electric TT50-B2; type ant. General Electric TY70-F. Legal counsel none; consulting engineer Dale W. Taylor, applicant employee.

Principals: Corpus Christi Broadcasting Inc. (54.27%), Mr. and Mrs. Van M. Kennedy (each 10.4%), Guy I. Warren (13.33%), Cecil E. Burney (4.03%) and others. Mr. Kennedy has 51.67% and Mr. Burney has 25% interest in KSIX Corpus Christi, Tex., through Corpus Christi Broadcasting, licensee. Applicant is licensee of KZTV(TV) Corpus Christi, Tex. Action Nov. 18.

APPLICATIONS

San Bernardino, Calif.—Marbro Broadcasting Inc. UHF channel 18 (494-500 mc); ERP 285 kw vis., 41.8 kw aur. Ant. height above average terrain 1,900 above ground 104 feet. P.O. address 8530 Wilshire Boulevard, Beverly Hills, Calif. Estimated construction cost \$469,000; first year operating cost \$300,000; revenue \$360,000. Studio location San Bernardino; trans. location Valley View Park. Geographic coordinates 34° 14' 03" north latitude, 117° 18' 29" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Welch and Morgan; consulting engineer George C. Davis, both Washington. Principals: Al Lapin Jr., Jerome M. Lapin, and Irving Al Lapin (each 30%), and Daniel Harrison and Irving A. Bernstein (each 5%). Applicants have same interest in Jall Broadcasting Inc., applicant for channel 26 in San Francisco. Ann. Nov. 9.

Owensboro, Ky.—Regional Television Corp. UHF channel 56 (722-728 mc); ERP 3.62 kw vis., 1.98 kw aur. Ant. height above aver-

age terrain 384.4 feet, above ground 412.2 feet. P.O. address Box 762, Murfreesboro, Tenn. Studio and trans. locations both Owensboro. Geographic coordinates 37° 42' 44" north latitude, 87° 07' 28" west longitude. Type trans. GE-TT-20A, type ant. GE TY-21E. Legal counsel Leo Resnick, Washington; consulting engineer Walter F. Kean, Riverside, Ill. Principals: William Robert Vogel (50.1%), Jack R. Caldwell, William H. Farnham and Carlyle Jennings (each 16.6%) and Betty Jean Vogel (0.1%). Mr. Vogel has 70% interest in Regional Broadcasting Corp., licensee of WGNS Murfreesboro, Tenn., KWRV McCook, Neb., and KLIX Twin Falls, Idaho. Mr. Farnham has 14% interest and Mr. Caldwell has 8% interest in Regional Broadcasting. Ann. Nov. 3.

Columbia, S. C.—South Carolina Educational Television Commission. UHF channel 31 (572-578 mc); ERP 418 kw vis., 209 kw aur. Ant. height above average terrain 1,105.7 feet, above ground 1,095 feet. P.O. address c/o Mr. Charles S. Morris, 2712 Millwood Avenue, Columbia. Estimated construction cost \$927,687; first year operating cost \$129,550. Studio and trans. locations both Columbia. Geographic coordinates 34° 04' 40" north latitude, 80° 53' 35" west longitude. Type trans. GE TT-57A, type ant. RCA TFU-30J. Legal counsel Dow Lohnes & Albertson, Washington; consulting engineer Robert D. Lambert Jr., Columbia. Principal: board of commissioners. Ann. Nov. 10.

Dallas—D. H. Overmyer Communications Co. UHF channel 29 (560-566 mc); ERP 570 kw vis., 142 kw aur. Ant. height above average terrain 1,661 feet, above ground 1,490 feet. P.O. address 41 East 42nd Street, New

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York. Estimated construction cost \$1,069,440; first year operating cost \$400,000; revenue \$400,000. Studio and trans. locations both Dallas. Geographic coordinates 32° 35' 35" north latitude, 96° 58' 19" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-46K. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York; consulting engineer Paul Godley Co., Upper Montclair, N. J. Principal: D. H. Overmyer. Mr. Overmyer is applicant for new UHF-TV in Toledo, Ohio, and through subsidiaries is seeking assignment of license of WATL-TV Atlanta; is proposed assignee of WNOP-TV Newport, Ky.; applicant for channel 55 in Stamford, Conn.; proposed assignee of KBAY-TV San Francisco, and prospective assignee of WENS-TV Pittsburgh. Ann. Nov. 10.

Existing TV stations

ACTIONS BY FCC

■ By notice of proposed rulemaking, commission invited comments on proposal by Wichita Television Corp. licensee of KOMC-TV on channel 8 in McCook, Neb., to shift the channel to Oberlin, Kan. Deferred action on petitioner's request for issuance of show cause order to modify license to specify operation on channel 8 in Oberlin. Commissioner Cox dissented. Action Nov. 18.

■ By memorandum opinion and order, commission (1) waived mileage separation requirements of Sect. 73.610(a) of rules and granted order of CP of Midcontinent Broadcasting Co. to change trans. site of WAOV-TV channel 9, Wausau, Wis., from about 15 miles northeast of city to Rib Mountain, 4 miles southwest of Wausau, and increase ant. height from 1,020 feet to 1,209 feet, with directionalized ant. to suppress radiation in direction of co-channel KMSP-TV Minneapolis, conditions; and (2) denied Association of Maximum Service Telecasters Inc. objections to co-channel mileage separation shortage. Commissioners Bartley and Cox dissented. Action Nov. 12.

New AM stations

ACTION BY FCC

Brookneal, Va. — Lester L. Williams. Granted CP for new AM on 1230 kc, 250 w, unil. P.O. address Box 471, Rocky Mount, Va. Estimated construction cost \$14,000; first year operating cost \$36,000; revenue \$36,000. Principal: Lester L. Williams (100%). Mr. Williams is 50% owner of WYTI Rocky Mount and WODY Bassett, both Virginia. Action Nov. 12.

APPLICATIONS

Cochran, Ga. — Bleckley County Broadcasting Co. 1440 kc, 1 kw, D. P.O. address Box 184, Hazlehurst, Ga. Estimated construction cost \$11,997; first year operating cost \$31,200; revenue \$42,000. Principal: John Hulett. Mr. Hulett has 24.5% interest in WVOH Hazlehurst. Ann. Nov. 10.

Newberry, Mich. — Newberry Broadcasting Co. 1450 kc, 250 w D, 1 kw-N, unil. P.O. address Box 82, Carsonville, Mich. Estimated construction cost \$18,533; first year operating cost \$42,000, revenue \$50,000. Principal: T. Stewart Backus. Mr. Backus owns oil and gas distributing company in Carsonville. Ann. Nov. 10.

Portage, Mich. — Portage Broadcasting

Corp. 1560 kc, 1 kw, D. P.O. address Box 248, Portage. Estimated construction cost \$39,719; first year operating cost \$65,000; revenue \$72,000. Principals: Robert D. VanderRoest, Floyd O. Holes, Kenneth H. Krum, Meredith Clark and Italo Carl Candoli (each 16%). Mr. Holes is general manager of Portage Broadcasting Corp., advertising tape production firm. Others have non-broadcast business interests in Michigan. Ann. Nov. 9.

Lemmon, S. D. — Lemmon Broadcasting Inc. 1400 kc, 250 w, D. P.O. address c/o Krause & Hanks, Professional Building, Lemmon. Estimated construction cost \$17,107; first year operating cost \$70,000; revenue \$75,000. Principals: William C. Bootz, G. J. Johnson, Vernon Evanson, Arnold Molitor and Newell E. Krause (each 20%). Ann. Nov. 13.

Existing AM stations

ACTIONS BY FCC

KWOW Pomona, Calif. — Granted increased daytime power from 1 kw to 5 kw, continued operation on 1600 kc, 500 w-N; conditions include no pre-sunrise operation with daytime facilities pending final decision in Doc 14419. Action Nov. 18.

KTOH Lihue, Hawaii — Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Nov. 18.

■ By memorandum opinion and order, commission (1) waived Sect. 73.37 of overlap rules and granted application of Midwest Television Inc. to change facilities of KFMB San Diego, Calif., from 540 kc, 5 kw, DA-N, unil., to 760 kc, 5 kw, DA, unil., remote control permitted during daytime only; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and (2) denied opposing petition by John Poole Broadcasting Inc. (KGLM) Avalon, Calif. Commissioner Lee abstained from voting. Action Nov. 18.

■ By order, commission (1) granted application of McLean County Broadcasting Inc. to change operation of WIOK Normal, Ill., from daytime to unil. hours with 500 w-N and change from DA to DA-2, continued operation on 1440 kc with 1 kw-LS; conditions; and (2) dismissed opposing petitions of Rockford Broadcasters Inc. (WROK), Rockford. Action Nov. 18.

■ By order, commission denied application by James S. Rivers Inc. for review of Aug. 14 decision of review board which denied Rivers' application to change facilities of WJAZ Albany, Ga., from daytime only to unil. time, with 1 kw-N, DA-2, continued operation on 980 kc, 5 kw-LS. Commissioner Bartley not participating; Commissioner Ford absent. Action Nov. 18.

■ Commission gives notice that Sept. 25 initial decision which looked toward granting application of Sundial Broadcasting Corp. to increase power of KIBE Palo Alto, Calif., on 1220 kw, D, from 1 kw to 5 kw; conditioned to precluding pre-sunrise operation with daytime facilities pending decision in Doc. 14419, became effective Nov. 16 pursuant to Sect. 1.276 of rules. Action Nov. 18.

WMRC Milford, Mass. — Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; condition. Commissioner Cox abstained from voting. Action Nov. 12.

KPOS Post, Tex. — Waived Sect. 1.534(b)

of rules and granted application to replace expired permit for increased power on 1370 kc, D, from 500 w to 1 kw and installation of new trans. Action Nov. 12.

New FM stations

ACTIONS BY FCC

Brunswick, Ga. — Golden Isles Broadcasting Corp. Granted CP for new FM on 100.7 mc, channel 264, 28.4 kw. Ant. height above average terrain 170 feet. P.O. address c/o Charles J. Thornquest, Box 10, Brunswick. Estimated construction cost \$26,700; first year operating cost and revenue not given. Principals: Charles J. Thornquest (39%), John B. Greene (8.33%), Roy G. Fitzgerald (2%), Jefferson H. Heeter (10%), Robert E. Boswell (8.66%), Isaac M. Aiken (8.66%) and Central Assurance Co. (33.33%). Golden Isles is licensee of WGIG Brunswick. Mr. Thornquest has 25% interest, through debentures, of KLEM LoMars, Iowa. Action Nov. 10.

Springfield, Ill. — Dan Menghini. Granted CP for new FM on 101.9 mc, channel 270, 5.27 kw. Ant. height above average terrain 392 feet. P.O. address 1313 South Ninth Street, Springfield. Estimated construction cost \$15,582; first year operating cost \$16,250; revenue \$30,000. Principal: Dan Menghini. Mr. Menghini owns Springfield Television Inc., electronic sales and service company. Action Nov. 16.

APPLICATIONS

Escondido, Calif. — Palomar Broadcasting Co. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain minus 56.4 feet. P.O. address 316 Hale Avenue, Escondido. Estimated construction cost \$11,093; first year operating cost \$9,000; revenue \$12,000. Principals: Dean V. and Floyetta Kiner and Alan B. and Nancy Skuba (both 50% jointly). Palomar Broadcasting is licensee of KOWN Escondido. Ann. Nov. 10.

Noblesville, Ind. — White River Radio Corp. 97.9 mc, channel 250, 50 kw. Ant. height above average terrain 500 feet. P.O. address Box 26B, Noblesville. Estimated construction cost \$34,450; first year operating cost \$57,000; revenue \$64,000. Principals: Wendell Hansen (51%), Mrs. Charles Whitford (15.6%), Glenn A. McHatton (5.29%), Walter Riddle (2.12%), Robert E. Albright (2.12%) and Paul Goeke Sr. (2.12%). Mr. Hansen has 33.3% interest in WMNE Menomonee, Wis. Ann. Nov. 13.

Spencer, Iowa — Iowa Great Lakes Broadcasting Co. 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 311.5 feet. P.O. address Box 631, Spencer. Estimated construction cost \$42,983; first year operating cost \$15,000; revenue \$20,000. Principals: Ben B. Sanders (80.4%), William R. Sanders, Charles B. Sanders and Louise C. Sanders (each 6.25%). Iowa Great Lakes is licensee of KICD Spencer. Ann. Nov. 10.

Cape Girardeau, Mo. — Missouri-Illinois Broadcasting Co. 100.7 mc, channel 264, 5.04 kw. Ant. height above average terrain 208 feet. P.O. address Box 380, Dexter, Mo. Estimated construction cost \$3,479; first year operating cost \$5,145; revenue \$10,300. Principals: Jerome B. Zimmer and Lionel D. Spidel (each 50%). Messrs. Zimmer and Spidel each have 50% interest in KZIM Cape Girardeau. Mr. Zimmer has 50% interest and Mr. Spidel has 49% interest in KDEX Dexter. Ann. Nov. 10.

Lovington, N. M. — Lea County Broadcasting Co. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 279 feet. P.O. address Box 877, Lovington. Estimated construction cost \$14,062; first year operating cost \$36,000; revenue \$30,000. Principals: Iva Lea Worley (1% for herself and 98% as administratrix of estate of David R. Worley) and Hoyt Caldwell (1%). Mrs. Worley is also administratrix of 50% of KLEA Lovington; 100% of KOKE Austin, and 100% of KWBA Bartown, Tex. Ann. Nov. 10.

Tabor City, N. C. — Tabor City Broadcasting Co. 104.9 mc, channel 285, 1 kw. Ant. height above average terrain 160 feet. P.O. address Tabor City. Estimated construction cost \$11,669; first year operating cost \$6,000; revenue \$6,000. Principals: Isadore Kramer, Troy McPherson and J. M. Soles Jr. (each 22.5%), Linnie M. Ward (20%), J. G. Worrell (10%) and Willie D. Ward (2.5%). Messrs. Kramer and Soles each have 50% interest in WYMB Manning, S. C. Ann. Nov. 10.

Existing FM stations

ACTION BY FCC

KRPM(FM) San Jose, Calif. — Waived Sect. 1.534(b) of rules and granted application to replace expired permit which authorized construction of change of facilities. Action Nov. 12.

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Ownership changes

ACTIONS BY FCC

KDON Salinas, Calif.—Granted assignment of license from **KDON Inc.**, owned by **John B. Rushmer and associates** (100%) to **1460 Inc.**, owned by **KVAN Inc.** which is owned by **Sheldon F. Sackett** (100%). Consideration \$238,334. **KVAN Inc.** owns Northern California Publishing Co., San Anselmo, Calif., which publishes weekly newspapers in Tiburon, Corte, Madera, Ross Valley, Cotati, and Rohner Park, all California. Mrs. Sackett owns World of Coos Bay Inc., Coos Bay, Ore., publisher of *The World*; Olympic Press, Oakland, Calif., publisher of group of weekly and monthly newspapers, and East Bay Printing Co., Oakland, commercial printing plant. Mr. Sackett is owner of **KOOS Inc.**, licensee of **KOOS Coos Bay**, and through subsidiaries, **V Inc.** and **Southern Idaho Microwave Co.**, owns Cablevision Inc. and Magic Valley Cablevision Inc., operators of CATV systems in Twin Falls and other Idaho cities. Action Nov. 13.

KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo.—Granted acquisition of positive control of licensee corporation. **Metropolitan Television Co.**, from **Bob Hope** (85.6%), **Martin Gang** (2.5%), **Violet Gang Raum** (0.5%), **James L. Saphier** (10.1%) and **Norman R. Tyre** (1.26%) to **William Grant** (13.26%), **Hendrie Investment Co.** (34.75%), **Thomas P. Campbell** (8.83%), **Arnold B. Gurtler Jr.** (6.68%), **Quigg Newton Jr.** (7.69%) and others. Consideration \$6,318,600. Action Nov. 12.

WQMG(FM) Greensboro, N. C.—Granted transfer of control of licensee corporation, **Murray Hill Broadcasting Co.**, from **Harry J. Hill** (50.1% before, 43.5% after) through sale of stock by corporation to **Ralph C. Price** (46.1% before, 53.2% after). Consideration \$11,020. Mr. Price is 66% owner of **Musico Corp.**, background music firm in Greensboro along with other non-broadcast holdings. Action Nov. 13.

WADC Akron, Ohio—Granted assignment of license from **Allen T. Simmons Inc.**, owned by **Allen T. Simmons** (66.75%), **Nina Simmons** (8.25%) and **Nina Simmons** for **Maris Sarah Simmons** (25%) to **Welcome Radio Inc.**, owned by **Harrison M. Fuerst** (21.25%), **Ohio Loan and Discount Co.** (9.84%), **Stanley M. Fisher** (10%) **Clarence Obletz** (5%), **Julian Morrison** (5%), **Edward Kavinoky** (5%), **Joseph Adams** (3.75%) and others. Consideration \$1,350,000. Mr. Fuerst had 57% interest in **KVOR Colorado Springs, Colo.**, and 31.33% interest in **KCEY Turlock, Calif.** Mr. Kavinoky has 10% interest in **KYA San Francisco**. Action Nov. 13.

KOKL Okmulgee, Okla.—Granted assignment of license from **Okmulgee Broadcasting Corp.**, owned by **Time Publishing Co.** which is owned by **Great Western Underwriters** (3.7%) and **Southwestern Operating Co.** (96.3%) to **J. William Brauer**. Consideration \$85,000. Mr. Brauer is manager of Dallas office of **J. Walter Thompson**, advertising agency. Action Nov. 13.

WCHE West Chester, Pa.—Granted assignment of license from **WCHE Broadcasting Co.**, owned by **E. Theodore Mallick** and **Chandler W. Drummond d/b as Bi-States Broadcasters** (25%), **Edgar G. Shelton Jr.** (60%) and **William R. Baumer** (15%) to **Frank A. Robino Jr.** Consideration \$81,500. Action Nov. 13.

KMAP(FM) Dallas—Granted assignment of license and SCA from **W. B. Carver** to **Century Broadcasting Corp.**, owned by **Howard Grafman** (27.4%), **George A. Collias**

(27.4%), **George A. Rafel** (27.4%), **Anthony C. Karlos** (6.5%) and others. Consideration \$55,000. **Century Broadcasting** is seeking assignment of license of **KSHE-FM Crestwood, Mo.** Mr. Grafman is central division manager for **Allied Artists Pictures Corp.**, Chicago. Mr. Collias is attorney. Action Nov. 13.

KGBC Galveston, Tex.—Granted assignment of license from **Lenore C. Bradner** to **Harbor Broadcasting Inc.**, owned by **Edgar B. Taylor, Aaron Robert Schwartz, Edward J. Walsh Jr. and Pete S. Miller** (each 25%). Consideration \$210,750 and \$15,000 for covenant not to compete for three years within 50-mile radius of Galveston. Mr. Taylor has 33% interest in **Bay Area Broadcasting Co.**, applicant for new FM in **Dickinson, Tex.**, and has 95.6% interest in **Alvin Broadcasting Co.**, licensee of **KMSC-FM Alvin, Tex.** Mr. Walsh is director of **Alvin Broadcasting**. Action Nov. 13.

KTRE-AM-TV Lufkin, Tex.—Granted assignment of license from **Forest Capital Broadcasting Co.**, owned by **Lucille Buford** (36.75%), **Marshall H. Pengra** (15%), **Richman C. Lewin** (12.5%), **Fred C. Hill** (12.5%), **Robert Buford** (7.5%), **Gerald Buford** (7.5%), **Geoffrey Buford** (7.5%), **John Lenox** (0.3%) and **Hudson C. Collins** (0.3%) to **Forest Capital Communications Corp.**, owned by same individuals at same percentages. No financial consideration. Action Nov. 13.

KWFA Merkel, Tex.—Granted assignment of license from **Taylor County Broadcasting Co.**, owned by **Keith Hodo** (100%), to **J. Bartell LaRue**, receiver. No financial consideration. Action Nov. 13.

APPLICATIONS

KDOT Scottsdale, Ariz.—Seeks acquisition of positive control of licensee corporation, **Scottsdale Broadcasting Co.**, by **Thomas B. Sweeney Investment Co.** (43% before, 86% after) through purchase of stock from **Community Broadcasting Inc.** (43% before, none after). **Sweeney** also will acquire 38.6% of **Arizona Aircasters Inc.** (14% owner of **Scottsdale Broadcasting**) from **Community Broadcasting** thus making its holdings of firm 76.12%. Consideration \$18,772. Ann Nov. 12.

KHOS Tucson, Ariz.—Seeks transfer of control of licensee corporation, **Grabert Inc.**, from **Fred L. Vance** (66% before, none after) through sale of stock to **William C. Scott** (none before, 66% after). Consideration \$20,000. Mr. Scott is attorney and has non-broadcast interests in Arizona and California. Ann. Nov. 9.

KHOM Turlock, Calif.—Seeks assignment of license from **House of Music**, owned by **Gordon D. Olson, Gordon Bonander, Roy F. Stalians, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell, Dewey W. Green, Charles E. Bakke** and **Eugene R. Allen** (each 10%) to **Charles Bakke**. No financial consideration. Ann Nov. 10.

KRLN Canon City, Colo.—Seeks assignment of license from **Royal Gorge Broadcasting Inc.**, owned by **Raymond M. Beckner** (99.9%), **Mary D. Beckner** (0.05%) and **Barbara D. Bryan** (0.05%) to **KRLN Inc.**, owned by **Joel L. Wiens** and **Norton E. Warner** (each 50%). Consideration \$65,000. Mr. Warner and wife, **Diana H. Warner**, own **KIMB Inc.**, licensee of **KIMB Kimball, Neb.**, and through **KIMB Inc.** own 87% of **KKAN Inc.**, licensee of **KKAN Phillipsburg, Kan.** Ann. Nov. 12.

WZOK Jacksonville, Fla.—Seeks assignment of license from **Peninsular Life Broad-**

casting Co., owned by **Carmen Macri** (100%), to **Radio Jax Inc.**, owned by **Mr. Macri** (100%). No financial consideration; transaction in accordance with provision set forth by **Peninsular Life Insurance Co.** following Mr. Macri's acquisition of licensee corporation. Ann. Nov. 12.

WKRO Cairo, Ill.—Seeks transfer of control of licensee corporation, **Cairo Broadcasting Co.**, from **James F. Hirsch** (48.33% in trust for **Marjorie Ann Hirsch** and 50% himself) and **Marjorie Ann Hirsch** (1.67%) to **Marjorie Hirsch Deimund** and **James F. Hirsch** (each 50%). No financial consideration. Ann. Nov. 13.

KLFY(TV) Lafayette, La.—Seeks assignment of licensee from **Camellia Broadcasting Inc.**, owned by **Paul H. DeClouet, Thomas A. DeClouet, Harold Delhomme, and J. W. Mitchell** (each 18.75%), **Dr. Ror and Fink** (11.02%), **Dr. Maxell** (5.76%), **Dr. G. W. Ducote** (4.11%) and **Charles C. deGravelles** (4.11%), to **Texoma Broadcasters Inc.**, owned by **M. N. Bostick** (20%) and **KWTX Broadcasting Co.** (80%) which is owned by **Hilton E. Howell** (12.47%), **Ross M. Sams** (12.47%), **M. N. Bostick** (12.47%), **W. W. Callan** (9.78%), **Robert E. Levy** (8.64%), **Thomas D. Stribling** (7.97%), **George and Ellender Chase** (4.49%), **W. Woody Callan** (1.34%), **Diana C. Braswell** (1.34%) and **Texoma Broadcasting Co.** (29.03%) owned by **A. W. Mourmand** and **J. W. Bullion** (83.6%) in trust for **Claudia T. Johnson** and children, with **Capitol National Bank of Austin** (3.9%) in trust for **Walter Jenkins**, and others. Consideration \$2,559,000. **Texoma Broadcasting** is licensee of **KTBC-AM-FM-TV Austin**. **KWTX Broadcasting** is licensee of **KWTX-AM-TV Waco, Tex.**, and has 50% interest in **KBTX-TV Bryan, Tex.**, 75% interest in **KNAL Victoria, Tex.**, and 80% interest in **KXII-TV Ardmore, Okla.** Mr. Bostick has 10% interest in **KBTX-TV**, 15% interest in **KNAL** and 20% interest in **KXII-TV**. Ann Nov. 10.

WIKB Iron River, Mich.—Seeks assignment of license from **Iron County Broadcasting Corp.**, owned by **Edwin P. Phelps Sr.** (100%) to **Northland Advertising Inc.**, owned by **Eugene A. Halker** (100%). Consideration \$70,000. Mr. Halker owns **WATW Ashland, Wis.**, and has 27.5% interest in **WXMT Merrill, Wis.** Ann. Nov. 12.

KMAM Butler, Mo.—Seeks assignment of license from **B. D. Thornton, E. E. Summers** and **Woodrow Behannon** (each 33% tr/as) to **Bates County Broadcasting Co.** to **Bates County Broadcasting Co.**, owned by same individuals with same interest. No financial consideration; transaction of incorporation. Ann. Nov. 9.

KXTR Kansas City, Mo.—Seeks assignment of license from **Telesound Broadcasting Corp.**, owned by **Nancy Lytle** (14.7%), **John L. Humphreys** (14.7%), **Newton E. and Lila A. Jerome** (35.83% jointly), **Robert B. Collins, William R. Green Jr. and Charles L. Gardener** (each 11.37%) to **Gene A. DeLeve**. No financial consideration. Ann. Nov. 9.

KYVA Gallup, N. M.—Seeks assignment of license from **Radio Station KYVA**, owned by **Cloyed O. Kendrick** and **Hugh DeWitt Landis** (each 50%) to **Kandel Corp.**, owned by **Raymond I. Kandel** (99.3%) and **Clarice S. Kandel** (0.7%). Consideration \$190,000. Mr. Kandel has 33% interest in **WMON Montgomery, W. Va.** Ann. Nov. 12.

WFMZ(FM) Allentown, Pa.—Seeks assignment of license from **Franklin Broadcasting Co.**, owned by **Lawrence M. C. Smith** (75%) and **Raymond S. Green** (25%) to **Maranatha Broadcasting Inc.**, owned by **Richard C. Dean** (55%), **Robert Reichards** (30%), **Paul Brittin** (7%), **Robert Johnson** (1%) and **Richard Dean Sr.** (7%). Consideration \$70,000. Mr. Dean has 10% interest in **WBYO-FM Boyertown, Pa.** Mr. Johnson is announcer and salesman at **WTOF Canton, Ohio**. Ann. Nov. 10.

WAZS Summerville, S. C.—Seeks transfer of control of licensee corporation, **Radio Summerville Inc.**, from **N. H. Hamilton** (100% before, none after) to **S. E. Felkel** (none before, 100% after). Consideration \$67,000. Ann. Nov. 9.

KFJZ-AM-FM Fort Worth—Seeks assignment of license from **Texas State Network Inc.**, owned by **Sid W. Richardson** (62.07%), **Gene L. Cagle** (19.59%), **Perry R. Bass** (15.76%) and others, to **Radio Fort Worth Inc.**, owned by **Pyrometer Company of America Inc.** (44%), **Arnold Malkan** (41%), **Stanley E. Wilson** (10%) and **Jimmy R. Phillips** (5%). Consideration \$1.1 million. Mr. Malkan is chairman of board of **Pyrometer Co.** Mr. Wilson is vice president and director of **Texas State Network**, and is manager of **KRIO McAllen**, and **KFDA-TV Amarillo**, both Texas. Ann. Nov. 17.



Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Walter W. Guenther issued supplemental initial decision looking toward granting application of North Central Video Inc. to change operation of KWEB Rochester, Minn., on 1270 kc from 500 w, D, to 5 kw-L.S., 1 kw-N, DA-2, subject to condition imposed in Feb. 20 initial decision precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, also, formalized examiner's Nov. 6 ruling which granted petition for leave to amend and accepted proffered amendment. Action Nov. 16.

■ Hearing Examiner Millard F. French issued initial decision looking toward (1) denying application of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license of KSHO-TV (ch. 13), Las Vegas and (2) dismissing applications for assignment of license from receiver in bankruptcy to Television Co. of America Inc. and transfer of control of Nevada Broadcasters' Fund Inc. (holding company of Television Co. of America) from Reed R. Maxfield, Carl A. Hulbert, Robert W. Hughes and Alex Gold to Arthur Powell Williams. Action Nov. 12.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Cleveland Broadcasting Inc. for new TV on channel 19 in Cleveland, and denying application of Community Telecasters of Cleveland Inc. for same facility; also denied Community's request for waiver of Sect. 73.513(a) of rules to locate main studio outside city limits. Action Nov. 12.

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Mid-Utah Broadcasting Co. to increase daytime power of KEYV Provo, Utah, from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions. Action Nov. 12.

DESIGNATED FOR HEARING

Southern Newspapers Inc. and Radio Hot Springs Co., Hot Springs, Ark.—Designated for consolidated hearing applications for new FM's on channel 248 (97.5 mc)—Southern with ERP 59.3 kw; ant. height 698 feet, and Radio Hot Springs with ERP 36 kw; ant. height 475 feet; issues include determination as to whether grant of Southern's application would create concentration of control of media of mass communication in Arkansas and in northeastern portion of Texas contrary to public interest. Action Nov. 18.

WTWV Radio Tupelo, Miss., and Progressive Broadcasting Co. Corinth, Miss.—Designated for consolidated hearing AM applications for new daytimes on 1350 kc—WTWV with 5 kw, and Progressive with 1 kw. Dismissed as moot petition by WTWV for acceptance of application and other relief. Action Nov. 18.

Charles Vanda, Sovereign Television Corp. Henderson, Nev. and Boulder City Television Inc. Boulder City, Nev.—Designated for consolidated hearing applications for new TV's on channel 4; denied objections by city of Boulder City against Charles Vanda and Sovereign Television Corp., also request to be made party to proceeding. Commissioners Hyde, Ford and Loevinger dissented to inclusion of 307b issue. Action Nov. 18.

■ By order, commission designated application of Chicago Federation of Labor and Industrial Union Council for new UHF-TV on channel 38 in Chicago, in consolidated hearing with similar applications of Kaiser Industries Corp., Chicagoland TV Co., and Warner Bros. Pictures Inc., previously designated in Doc. 15667-9; specified new issues superseding those set forth in previous hearing order. Action Nov. 18.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted application of Meredith Inc. for new UHF-TV translator on channel 70 to serve Norfolk, Neb., by rebroadcasting programs of WOW-TV (ch. 6) Omaha; and (2) denied oppositions by Peoples Broadcasting Corp. (KVTV, channel 9), Sioux City, Iowa. Action Nov. 18.

Ottumwa Area Translator System Inc. Ottumwa, Iowa—Granted CP's for two new UHF-TV translators on channel's 74 and 76 to rebroadcast programs of KCRG-TV (ch. 9), Cedar Rapids, and WHO-TV (ch. 13), Des Moines, Iowa, respectively. Chairman Henry and Commissioner Cox would have added program non-duplication condition. Action Nov. 18.

■ By order, commission denied applica-

tion by WHDH Inc. for review of Aug. 6 memorandum opinion and order of review board which enlarged issues in Boston TV channel 5 proceedings in Doc. 15204-7 to inquire whether unauthorized transfer of control of WHDH Inc. and Boston Herald-Traveler Corp. has occurred and whether WHDH possesses requisite qualifications to be commission licensee. Commissioners Cox and Loevinger not participating. Action Nov. 18.

■ Commission addressed letter to Radio Station KFV Co. concerning broadcast by KFV Wichita, Kan., of own devised "Tel-O-Total" promotion (offering prizes based on telephone number combinations) during rating survey period. Action Nov. 18.

■ By report and order in Doc. 15383, commission amended practice and procedural rules by adding new Sec. 1.550, effective Dec. 22, 1964, to provide that it will give public notice of requests by AM's, FM's and TV's for new or modified call letters, and such requests will not be acted upon by commission earlier than 30 days following issuance of public notice. Applicants for new or changed call letters will be required to, among other things, notify by mail others within 35-mile radius from main post office (instead of trans. site as was proposed) of respective communities of intention to make such request. New rule also provides that CP must be granted before request can be made for call sign assignment; however, assignees or transferees may request particular call letters when assignment or transfer applications are filed. Procedure will permit interested persons an opportunity to object, because of phonetic or rhythmic similarity to call letters, before commission action. Action Nov. 12.

■ Commission addressed letter to Radio Buffalo Inc., licensee of WWOL-AM-FM Buffalo, N. Y., which inquired about contemplated talent contract with Daniel J. Lesniak, president and owner of Advercast Inc., licensee of WADV(FM) in Buffalo. Action Nov. 12.

■ Commission waived Sec. 74.732(d) of rules and granted Nelson A. Crawford CP's for two new VHF-TV translators on channel 6 to serve Lebanon, N. H., and White River Junction, Vt. by rebroadcasting programs of WMTW-TV (ch. 8), Poland Spring, Me.; and on channel 12 to serve Hanover, Lebanon, N. H., and White River Junction by rebroadcasting programs of WCAX-TV (ch. 3), Burlington, Vt. Commissioner Cox absent. Action Nov. 12.

■ By order, commission terminated formal investigatory proceeding concerning acquisition and operation of WNUS Chicago, by McLendon Corp. Conclusions resolved all issues specified on January 23 and March 8, 1963, which were subject of subsequent public hearings held in Chicago and Washington. Action Nov. 12.

■ By order in proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM's in Newton and Dedham, Mass., respectively, commission granted (1) permission to transcript to file memorandum in excess of 50 pages, and accepted filing, and (2) Newton's request for extension of time to Dec. 9 to file replies to exceptions to initial decision. Action Nov. 12.

Midnight Sun Broadcasters Inc. Upper Kenai River area, Alaska—Waived Sec. 74.732(e) (1) of rules and granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of KENI-TV (ch. 2) Anchorage. Commissioner Cox absent. Action Nov. 12.

K03BS McAlester, Okla.—Granted application to change trans. location and make changes in ant. system of TV translator. By letter reminded applicant that should further interference objections be received, he would be expected to comply with provisions of Sec. 74.703(b) of rules with respect to corrections of any conditions of interference. Commissioner Cox absent. Action Nov. 12.

■ By report and order, commission amended part 73, subpart E, of broadcast rules so as to eliminate requirement that TV's employ continuously operating type-approved frequency monitors while on air; it also provided that trans. frequencies be checked only once-a-day instead of every half-hour. Improved TV transmitting equipment no longer makes frequency monitors necessary and stations can use simpler means to check operating frequencies. This is pursuant to rule making proposed by commission on Nov. 22, 1960. Action Nov. 12.

■ By memorandum opinion and order, commission assigned FM channel 280A to Carpentersville, Ill. James C. French, who petitioned for reconsideration of report and order in Doc. 15424 which denied earlier re-

quest, submitted engineering data to meet channel spacing requirements. Action Nov. 12.

■ By order, commission denied application by Radio Haddonfield Inc. for review of June 30 decision of Review Board which granted application of Salem County Radio for new daytime AM on 1510 kc, 250 w, in Salem, N. J., with condition, and which denied Radio Haddonfield application for same facilities in Haddonfield, N. J. Action Nov. 12.

■ By memorandum opinion and order, commission denied petition by S. H. Patterson (permittee of KSAN-TV, channel 32, San Francisco) to reconsider action of Nov. 1, 1961 which denied petitioner's proposal to assign TV channel 12 to San Francisco. Commission adhered to previous view that such assignment would not only be poor allocation but would also adversely effect UHF development. Action Nov. 11.

■ By memorandum opinion and order, commission denied petition by Conant Broadcasting Inc. (WHIL Medford, Mass.) to amend Sec. 73.79 of broadcast rules to specify new method for determining uniform sunset times to permit daytime AM's to extend operating day by 15 minutes during certain months of year. Commission pointed out that present method treats daytime and unlimited time stations equally, whereas proposed change would favor daytime exclusively. Action Nov. 11.

■ By memorandum opinion and order, commission denied petition by William E. Bennis Jr. for amendment of Sec. 73.37 of rules relating to minimum separation requirements for adjacent channel AM's which prohibited issuance of license under certain conditions of overlap. Since petition was filed, commission revised AM rules in Doc. 15084, rendering moot petitioner's arguments with regard to former Sec. 73.37. Action Nov. 11.

■ Commission, by Commissioners Henry (chairman), Hyde, Bartley, Lee, Ford and Loevinger, granted request by Rockland Broadcasting Co. for extension of time to Nov. 17 to file reply pleading in proceeding on application and that of Rockland Radio Corp. for new AM's in Blauvelt and Spring Valley, N. Y., respectively. Action Nov. 3.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted request by Dover Broadcasting Inc. to extend time to Nov. 20 to file appeal from examiner's Nov. 4 adverse ruling in proceeding on its application and that of Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively. Action Nov. 13.

■ Granted petition by Saul M. Miller to extend time to Dec. 1 to file exceptions to initial decision in proceeding on application and that of A-C Broadcasters for new AM's in Kutztown and Annsville-Cleona, Pa., respectively. Action Nov. 13.

■ By memorandum opinion and order denied College Radio petition to enlarge issues in proceeding on its application and that of Pioneer Valley Broadcasting Co. for new FM's in Amherst and Northampton, Mass., respectively. Member Nelson not participating. Action Nov. 13.

■ By memorandum opinion and order in Columbus, Ohio, TV channel 40 proceeding in Doc 15619-20, denied Peoples Broadcasting Corp. petition to enlarge issues. Member Nelson not participating. Action Nov. 13.

■ By memorandum opinion and order denied motion by WFTL Broadcasting Co. (WFTL), Fort Lauderdale, Fla.; to enlarge issues in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla., in Doc. 15571. Action Nov. 16.

■ By decision in proceeding on applications of Sara Radio Inc., and Channel 900 of Saratoga Springs, New York, Inc., for interim operation on 900 kc in Saratoga Springs, N. Y., Review Board concluded that continued operation of AM on 900 kc in city was warranted pending disposition of mutually exclusive applications for regular service which are in comparative hearing in Doc. 15587-8. In view of fact that interim applicants were unable to agree to terms of joint interim operation, review board, under its power contained in commission's Oct. 7 memorandum opinion and order, afforded parties time to Nov. 18 to indicate acceptance of equitable formula for operation. Upon notification by parties of acceptance of board's recommendation, latter will authorize commencement of joint operation as of Nov. 26 under specified terms and con-

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

Immediate opening for manager-sales N.Y.S. Must be experienced and alert. Salary open, terrific opportunity. Send photo and resume. Box L-88, **BROADCASTING**.

Virginia . . . medium market station going on the air in early '65. Need experienced manager. First phone preferred . . . not essential. \$4,500 salary plus commission and bonus. Real opportunity. If you are good—Reply. Box L-167, **BROADCASTING**.

Manager-Strong on sales for New Jersey small market station. Send resume to Box L-309, **BROADCASTING**.

Sales

If you can sell, if you want to make money, contact station with biggest potential East coast Florida market today. Box L-176, **BROADCASTING**.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual Opportunity. Multiple Group. Box L-237, **BROADCASTING**.

Salesman for established single market station in Illinois. Will consider announcer-salesman who would like to concentrate on sales. This is a permanent position for someone who enjoys professional hometown radio. Immediate opening or we can wait until first of March. Good account list and good opportunity. Box L-270, **BROADCASTING**.

Southern California Multiple Group station needs experienced salesman. Good salary plus percentage with active blue chip account list. Excellent opportunity for advancement to management post. Box L-282, **BROADCASTING**.

Illinois-Iowa group needs salesman and salesman announcer to manage branch studio. Send resume and photo to Box L-310, **BROADCASTING**.

Increased power necessitates increased territory. Contact in person or send resume, picture to Paul Ransom, Commercial manager, KVON, Napa, California.

Only station in rapidly growing market of 75,000 offers tremendous opportunity to an outstanding salesman. Want a man who will become a part of our community and who has the stuff to make a good sales manager and, possibly, general manager. Send particulars to Chuck Norman, President, WGNU, Granite City, Illinois.

Sales and management availabilities. Professional placement service. Write Broadcast 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**.

Resonant, rich voice with first phone, wanted for adult format music operation. Send tape, resume, salary requirements to Box L-168, **BROADCASTING**.

Maryland station needs announcer with 1st phone. No maintenance. Box L-172, **BROADCASTING**.

Announcers—(Cont'd)

Downstate Illinois middle-of-the-road full-timer needs and will pay well for a polished, mature announcer with news gathering and writing ability. Rewards include top pay, bonus, profit sharing, many other benefits. Pleasant, progressive community, congenial, professional staff. Please write fully to Box L-177, **BROADCASTING**.

Country and western announcer with 1st phone license . . . must be top professional. Well experienced in pop-adult music also. Married dependable, 30-40 years old. Ready to settle in excellent medium size community—good schools. Must have good commercial voice without area accent. Station is mid-west. Starting salary \$140 or more if your experience will justify. Send full details, complete background, credit and employment references, photo, tape. No drifters . . . this is a job with a future, Box L-186, **BROADCASTING**.

Major market East—Top 40 personality at station that has "The Numbers." Production ability a must. Send tape and resume to Box L-280, **BROADCASTING**.

Experienced, versatile announcer for Pennsylvania daytimer. Give past experience, salary expected and 7½" tape in reply. Box L-308, **BROADCASTING**.

Immediate opening for all around announcer for middle of the road format. Send complete resume, photo and salary requirements to KPBM, Carlsbad, New Mexico.

Immediate opening for mature announcer with 1st phone. No maintenance. Excellent working conditions. Middle of the road music policy. 5000 watt NBC affiliate. Send photo, resume and tape to—Program Director, WBCK, 390 Golden Avenue, Battle Creek, Michigan.

Announcer who can write copy or copy writer who can announce. WBYS RADIO, Canton, Illinois.

Adult format AM station needs experienced announcer, copywriter. 80,000 watt FM now under construction. \$80 week to start. Must have knack for production and know good music. Send tape and resume to WCME, Brunswick, Maine.

Suburban Chicago. 1st class combo. Permanent position with growing organization. WEAW, Evanston, Ill.

Announcer, some station experience. For WELV, Ellenville, N. Y. Contact S. Lubin, WVOS, Liberty, N. Y.

Wanted—Top 40 personality for middle of the road station on Atlantic Coast.—Sober—no screamer—small market—send resume, and tape to WGOO, Georgetown, S. C.

Opening for staff announcer with first phone ticket. Good pay, medical benefits and payed vacation. WJBM, Jerseyville, Illinois.

Nightman with good voice and production ability for quality sound station. Experience in copy-writing desirable but not necessary. Work with professional staff. Send resume, tape, references and requirements. WSTP, Salisbury, North Carolina.

Maryland station needs announcer with 1st phone license immediately. Phone 301-398-3863.

Personalities and newsmen. 5 kw fulltime in 79th market expanding staff for middle road programming. Excellent opportunity and good salaries for right people. Send audition, resume, photo, salary expected to Jon Holiday, WWOK, Charlotte, N. Carolina.

Mature morning man with personality and good play-by-play ability in all sports. Southern Ohio—immediately. Call 614-532-1922, Ken Auble.

Announcers—(Cont'd)

Announcer for play-by-play and board shift. Must be experienced. East coast near Philadelphia. Good pay and opportunity in station of long standing. 215-384-2100.

Open the door to announcing opportunities across the country. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minn. 55417

Make no mistake, the demand today is for announcers who can influence and motivate their audience. "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.

"Self-Confidence — Success or Failure?" — Amazing manuscript! Positive thinking changes your life! \$1.00. Hal Fisher, Consultant, 678 Medford, Patchogue, New York 11772.

Technical

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, **BROADCASTING**.

Immediate opening for engineer-announcer with stable Mid-South station. Good working conditions. Airmail full details on training and experience. Box L-212, **BROADCASTING**.

I'm looking for a chief engineer-morning man for top AM-FM operation with veteran staff. Pay commensurate with ability. Sales opportunity. Prefer Southern family man who likes small town living. Box L-248, **BROADCASTING**.

Have opening for engineer-announcer top Florida East coast station. Send information to Box L-265, **BROADCASTING**.

Assistant chief wanted. Midwest market. AM-TV operation-VTR-RCA transmitter. Send resume to Box L-284, **BROADCASTING**.

First class engineer—Control operator. Good production important. No announcing. Pittsburgh area. Send resume to Box L-287, **BROADCASTING**.

Foreign Assignment—International consulting firm desires engineer with recognized training, practical experience radio & television in commercial or educational broadcasting to work in eastern Africa. Teaching or training experience desirable. Send qualifications to Box L-314, **BROADCASTING**.

Chief engineer, that can do a creditable announcing job. 6 to midnight shift. Take complete control of transmitter, remote control equipment, two tower directional array, remote units. Permanent position. Ed Mack, KCOY-radio, Santa Maria, Calif.

Chief engineer needed for 500 watt station. You can work for us full time and still go to college. Since 1951 three of our Chief engineers have completed all their college work—one with Westinghouse, another at Oak Ridge, and currently one going with a major U. S. industry. If you have the desires and talent to further your career, forward us your training and experience to date plus three references. Immediate situation. Maurice K. Henry, Radio Station WMIK, Middlesboro, Kentucky.

Qualified chief engineer needed at once to maintain AM, FM & SCA equipment. Light air shift. Excellent company benefits and salary scale. Contact General Manager. WNNJ-AM-FM, Newton, N. J.

Expedite jobseeking. Broadcast engineers and combo openings. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minn.

Production—Programing, Others

Great opportunity for radio-TV newsman. Top Midwestern stations need young, dedicated reporter and on-air man. Radio experience, college education necessary. Box L-130, BROADCASTING.

Program director. Major market suburb. Midwest. Salary commensurate with ability. 1st class license preferred. Must be able to supervise and organize. Permanent position with growing organization. Established AM and FM facilities. Box L-216, BROADCASTING.

Large Northeast market convenient to New York has opening for news writer/reporter in 5 man department. Fine opportunity for young man to develop abilities. Local news gathering and writing of prime importance in this market of 1 million. Must have minimum 1 year commercial experience. Air ability necessary. Chance to do sports, documentaries, special events too! Excellent salary. Only applicants submitting complete resume, airchecks, writing samples, photo and salary requirements considered. Mail replies to Box L-221, BROADCASTING.

50,000 watt clear channel radio station needs alert, alive, experienced newsman. Send tapes, background resume, minimum salary, references etc. Experience required in airwork, legwork, writing and editing. Only experienced newsmen who love news reporting need apply Box L-236, BROADCASTING.

We need an experienced copy writer. . . . That is capable of writing copy that sells. Must also be production minded in using a jingle service. Mature, sober, energetic, and aggressiveness demanded. Good salary with extras included, also Union and management benefits. Include full information plus recent photo. Write Box L-259, BROADCASTING.

A big ski country calls if you like to eat and sleep sports. If you are a capable announcer, can write and handle local sports programing, here's the job for you. You'll have fun while you work in the upper peninsula of Michigan. Please send background references and tape in first letter. Box L-297, BROADCASTING.

Newsman—Good opportunity for all around newsman in New York metropolitan area. Must have several years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ 50 people. Only applicants sending complete Biographical resume, air check, writing samples, salary requirements and photo will be considered. Box L-315, BROADCASTING.

Radio newsman for suburban station. Minimum two years experience. Must be capable of writing and airing local news. Send tape and resume to WLNA, P.O.B. 188, Peekskill, New York.

WPOP, Hartford, Connecticut. Top rated modern station. Immediate opening for experienced copy production man. Also modern music announcer or newsman with 1st class ticket. No maintenance. Send tape, resume to Jim Gearhart, PD.

Situations Wanted—Management

Station manager-program director with ten years experience ready for general manager position. Active family man, 40 years old, excellent references. Want to remain in East. Box L-159, BROADCASTING.

Young aggressive manager seeks position in small-medium market. Proven record: brought station from red to black in ten weeks; increased billing 60% in same period. First phone, outstanding announcer. Seeking good salary plus commission. Working presently, available soon. Box L-174, BROADCASTING.

Currently sales manager . . . same California station since 1959. 24 years radio . . . all phases. Age 44 married . . . home owner. Desire general managership small-medium market. No hurry, write Box L-209, BROADCASTING.

Manager—Top rated station close to million population interested in changing. Only large markets considered. Currently West. Late thirties, family. Successful sales, programing, personnel. Box L-244, BROADCASTING.

Aggressive-single-25-military completed. B.S. business, M.S. marketing, first phone w/engineering background. Presently top-rated personality major 50kw. Administrative experience. Looking for responsible slot in operations, sales, or asst. mgr. of medium or metro AM or TV. Opportunity out-weighs \$. Box L-245, BROADCASTING.

Management—(Cont'd)

Manager of medium-size station for over 10 years. Age 39, family man, no floater, interested in solid station. Present salary in excess of \$10,000, plus expenses. Know management and sales. Present employer is aware of my desire to change. Prefer Midwest or South. Box L-276, BROADCASTING.

After 15 years with present radio station, I have obtained the maximum. Prefer solid station with full authority in management or sales. Will consider investing, also, if desired. Must average \$250 weekly. Available after giving 4 weeks notice to present employer. Married, children, 39, active in community affairs. Box L-277, BROADCASTING.

Veteran Manager in South Carolina with proven sales and executive performance desires small market Southern station. Good announcer, can operate your station with small expense and show profit. Best references. Box L-302, BROADCASTING.

Nationally known, award-winning radio executive seeks stimulating, challenging job as station manager or program director. Anxious to bring children up out of New York. Top experience and references and long history of success. Box L-303, BROADCASTING.

Working manager 20 years experience, heavy sales, family, excellent references. Station sold, must move. \$200 a wk. minimum. Phone Mr. Kelly 704-256-2693 or Box L-304, BROADCASTING.

Pennsylvania Broadcast executive interested in making change. Young energetic and willing to invest. Manager-sales manager positions only! Prefer Pennsylvania, Ohio, New York, but will answer and consider all inquiries. Eleven years sales. Box L-311, BROADCASTING.

Sales

Salesmanager 500,000 market. Sales increase 28% over last year, 35-qualified all phases broadcasting. Seeking management or sales management with opportunity. Prefer Group operation. Available with 2 weeks notice. Box L-70, BROADCASTING.

Sales . . . Twenty years experience sales, management, announcing. Mature family man. Appreciate details. Box L-266, BROADCASTING.

Loyal, enthusiastic, trustworthy, creative, ambitious, steady and a salesman at that! Box L-273, BROADCASTING.

Announcers

Want-Jazz, commercial, Big Band sound. 1 year experience. Can do sports & news. Permanent. Box L-78, BROADCASTING.

Sports announcer—part time—strong on play-by-play. New York, New Jersey, Conn. area only. Box L-152, BROADCASTING.

Three-in-one. Production man, jock, newsman. 5 years experience. Box L-184, BROADCASTING.

Top 40 dj, 1st phone, 4 years experience. Desires position in large or major market. Box L-220, BROADCASTING.

DJ/announcer, five months experience, seeking top forty operation. Box L-234, BROADCASTING.

Mature Negro dj, announcer. Third phone. Bright personality. Dependable. Will relocate. Married. Box L-235, BROADCASTING.

Announcer—first phone, 8 years experience, college, warm mature delivery, creative productions, strong album-news-classical background; seeks quality, good music operation in desirable surroundings. Box L-246, BROADCASTING.

Quality major market newsman/announcer presently in top spot, desires move to station of humanity. Best Refs., and ability. Box L-249, BROADCASTING.

Reliable married announcer desires adult format, Northeast states. Play-by-play experience. Box L-250, BROADCASTING.

Newsreader, announcer and dj, bright personality, experience trained man and tight production. Resume, tape and photo available. Box L-251, BROADCASTING.

Announcers—(Cont'd)

7 years experience, can do top 40, news, play-by-play, even country. Station builder, married, references, college too. Looking for station with future. Now doing board, news director work. Let me help both of us. Box L-253, BROADCASTING.

Proven recipe—Start with presently employed medium market top-40 jock, add first phone, references, originality, ideas, mix thoroughly with versatility, maturity, and ambition, then write Box L-254, BROADCASTING for amazing results.

Top 40, degree, 1st phone, experience, family, 25. Desire move up. Possibility TV? Box L-255, BROADCASTING.

Experienced announcer, dj, newscaster, 3rd class ticket endorsed. Top 40 preferred. Willing to relocate immediately. Box L-258, BROADCASTING.

Employed male . . . M.A. English-radio. Experience: Commercial radio, educational radio, teaching. Desires college position. Box L-260, BROADCASTING.

Announcer, 21 married, 2 years experience in Virginia 3-station market. Desire relocation. Draft exempt. References good. Box L-268, BROADCASTING.

Top 40, ambitious young, creative deejay. Tight board . . . some experience. Box L-274, BROADCASTING.

Vet., 25, college grad., 3 years commercial and AFRS experience, third phone with endorsement, strong all phases, seeking staff position with growth opportunity. Prefer West. Will travel. Available immediately. Box L-281, BROADCASTING.

Music director in major market, also can pull night dj. Trick: wants good future. Box L-283, BROADCASTING.

Southeastern or Southern markets. Employed metropolitan market. Top references. Quality music only. Box L-285, BROADCASTING.

Young, experienced, single announcer . . . some copy-writing, seeking position in Wisconsin station. \$75. Box L-289, BROADCASTING.

Jock comedy team. Can sell, create comedy, do voices well! Box L-290, BROADCASTING.

First phone rock jock—Presently middle-road-drive-time jock, chief engineer full-timer. 21. Creative; worker. Immediately. Box L-292, BROADCASTING.

First phone showman—10 years top markets. Relaxed style. Any format. Available immediately. \$150.00. Box L-294, BROADCASTING.

East Coast—experienced middle of the road music personality. Authoritative news. Play-by-play. Tight production. Unedited air check. Married. \$150. Box L-295, BROADCASTING.

1st phone-announcer, family, vet., presently employed. No top 40. Box L-313, BROADCASTING.

Experienced, dedicated, seeks permanent position with good music station. 3rd phone, married. Presently employed. \$125. Available Jan. 10. Box 589, Winter Haven, Fla.

Professionally trained staff announcer, Negro, desires employment with middle of the road or jazz station. Contact: Alvin Russell, 975 North 35th, Milwaukee 8, Wisconsin.

Good voice, nice style, 1st phone. Consider any area. Rex Simpson, 4017 Parkside Drive, Dallas, Texas.

All states, small station experience, 229-4751, Port St. Joe, Florida.

First phone, ten years experience, classical, better pops. No maintenance. Personal interview only. Excellent references. Southeast. Wolford, Glebe House, Alexandria, Virginia.

Your lucky break Negro 1st phone, real swinging R&R, R&B. Call 212-DI 5-6921.

Announcers—(Cont'd)

Announcer—3rd phone—any kind of program. Limited experience, want more. Strongest in news. No floater, draft free. Write Bradley C. Bowen, 5 Birchwood St., Apt. 3H, Mineola, N. Y. PL 1-3853.

Top notch rock & roll dj & chief announcer, 22, single, draft exempt. Currently employed at ABC network affiliates. Seeks to relocate closer N. Y. 3rd phone license, endorsement. Operates tight board. Warm personality. Highly popular at present location. Great asset to any station. Air check available. P. O. Box 196, Lefferts Station, Brooklyn, N. Y. 11225

Third phone, broadcast endorsed, willing worker. Prefer small market. Weldon Allen, 3929 Lively Lane, Dallas, Texas.

Situations Wanted—Technical

Experienced first class engineer, now working, N. Y. C., will relocate for position with future. Quality board production, writing and technical ability. Box L-133, BROADCASTING.

First phone-announcer-any area considered for good offer. Late 30's. Two years experience. Box L-247, BROADCASTING.

Studio engineer, second phone. Maintenance, some announcing. First phone before Christmas, California, Southwest. Box L-256, BROADCASTING.

First phone—little experience. Desires position at directional. No announcing. Box L-263, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box L-286, BROADCASTING.

First class engineer with nine years experience in all phases of radio looking for chief position. Installation experience includes a 5 kw two 50 kw transmitters. College. Box L-312, BROADCASTING.

First phone beginning engineer. Earl Ballard, 5109 Bowser, Apt. 202, Dallas.

Production—Programing, Others

Free for all—resumes' concerning program and production director who is looking for Ohio or New England radio. Presently maintains free lance production agency. College and 7 years commercial radio experience. Married 1 child. Prefer pop music operation. Box L-257, BROADCASTING.

Radio newsman over 10 years experience seeks job in major market. College graduate. Accustomed to digging, writing and delivering responsible news. Box L-264, BROADCASTING.

Experienced Negro newsman and other phases of Broadcasting. Now working large market area. Additional information on contact. Box L-269, BROADCASTING.

Woman—3rd phone with endorsement. Extensive professional experience with women's and youth programs; public relations; production and writing. Also TV commercials model; copywriter; daily half-hour radio show; at present newscaster. Journalism major; author; active member N. Y. Woman's Press Club. Desires News work primarily and/or any other program in small station. Box L-272, BROADCASTING.

Gal disc jockey—news gathering—traffic-sales . . . dependents . . . Available. Telephone, Berlin, N. H. 652-W. . . . Write Apt. 3, 46 Main St., Berlin, N. H.

TELEVISION—Help Wanted

Sales

We are seeking an experienced, creative salesman who has established a track record of solid sales growth and management potential. Excellent opportunity for advancement with top TV station in Northern California. Salary opportunities upwards of \$20,000 yearly. Send complete information and resume to Box L-188, BROADCASTING.

Two good crackerjack TV salesmen that know the business, want top earnings in a wide open market. You've got to be good. If you're interested in money, Jim Ranger, KCOY-TV, Santa Maria, Calif.

Sales—(Cont'd)

TV local-regional sales manager wanted by 16-year-old CBS affiliate. Your chance to step up to a big quality market in the center of the rich Piedmont crescent. Fine schools, living conditions excellent. Opportunity and good compensation. What is your record? Tell us all about yourself in letter. Information will be kept 100% confidential. Enclose photograph if available. Ours is a strong NAB Code station. Write: Sales Manager, WFMY-TV, Greensboro, N. C.

Announcers

Mid-Atlantic AM-FM-TV station requires experienced, versatile man for middle of the road AM airshift and daily TV sports show. Strong production background helpful. You must send complete resume, tape and photo including salary requirements. Box L-136, BROADCASTING.

Staff announcer for net-affiliated TV station in medium Midwest market. Salary open, excellent opportunity for experienced man. Send complete resume and audition material to Box L-299, BROADCASTING.

Immediate opening—2nd man in news department. Wonderful opportunity for young man to work with 1st rate news chief, as well as general on camera work. Excellent compensation. Contact: Dave Allen, WSEE Television, Glendale 5-7575, Erie, Pennsylvania.

Technical

Opening for a competent maintenance engineer with VTR, microwave, studio and transmitter experience. Also need a good switcher and VTR operator. Must be able to run good board in a first class operation. Both men should have some schooling and a 1st phone. Send complete resume to Box L-229, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM-FM-TV control rooms and transmitters. Experience in radio or TV desired but others will be considered. Pat Finnegan, C. E., WLBC-AM-FM-TV, Muncie, Indiana.

Need three (3) experienced TV transmitter men to help build and then to operate maximum power VHF. Putting up new tower and transmitter. Only qualified stable men need apply. Call collect, East of Mississippi only. WVEC-TV, 627-7773. Ask for George Hillier or Bob Snyder.

Wanted: Technically competent man with experience in FM and CCTV studio maintenance who would like to enter the education's broadcast field. New and growing CCTV installation. Opportunity to work on degree. Send resume to Department of Broadcasting, 14 Hyers Hall, University of Tennessee, Knoxville.

Production—Programing, Others

Here's opportunity for assistant director wanting quick advancement to full directorship. Quality VHF station in Southeast looking for a man with at least two or three years experience; with ability to supervise studio personnel. Invite inquiries from Southeastern states. Box L-113, BROADCASTING.

Central Florida television station needs experienced copywriter. Radio or TV experience. Please send complete resume & salary requirement. Box L-179, BROADCASTING.

Newscaster/newswriter for group-owned Michigan VHF. Edit and deliver station's evening newscasts as member of the professional radio-TV news staff. Send resume, photo, audio tape, SOF if available to Box L-243, BROADCASTING.

Producer-director: . . . fully experienced TV producer-director; full-time position with established ETV station. College graduate, M.A., or work towards it preferred. Contact Otto Schlaak, Manager, WMVS, Milwaukee, Wisconsin.

Announcer-director. Modern television production center seeking top flight performer with proven professional abilities in both announcing and directing. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

TELEVISION—Situations Wanted

Management

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate: 39. A high-caliber producer. Box K-183, BROADCASTING.

Announcers

Part time staff announcer, college student. Five years experience. \$150 per week minimum. Box L-61, BROADCASTING.

Technical

Chief Engineer, 12 years experience all phases of UHF engineering. Competent to plan, build and operate your station economically. Management viewpoint, cost conscious. Box L-68, BROADCASTING.

Need a Chief engineer? Presently in charge of maintenance in a large metropolitan area station. 14 years experience. Box L-288, BROADCASTING.

Production—Programing, Others

Wanted: One progressive organization that can utilize 3 year's experience in film, floor, switching, directing. Reply to Box L-82, BROADCASTING.

Production minded, operational 1st phone desires opportunity to gain experience. Box L-223, BROADCASTING.

Sports & newscaster—9 years TV, 4 years radio. Good writer-reporter. Box L-217, BROADCASTING.

What did Eisenstein have to say about TV? This film pioneer developed many montage techniques that we take for granted. If you want a thoughtful director, experienced, professional, and creative, write Box L-291, BROADCASTING.

Experienced announcer-newscaster-writer, college graduate, seeks AM and/or TV connection. Prefer Southwest. Box L-293, BROADCASTING.

Major market experience in TV and radio news. Good background and have videotapes and ratings to prove it. Presently with major VHF and seeking move in near future. Box L-305, BROADCASTING.

WANTED TO BUY—Equipment

We are interested in purchasing an R.F. power amplifier capable of an output of 4000 watts on 88 mc. Either a channel six aural amplifier or an FM amplifier would be acceptable. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Wanted to buy, 5 kw FM transmitter. Send age, make, model, condition, asking price, etc. to WQIK, Jacksonville, Florida, 32208.

Need microwave system and image orthicon camera. KPIC-TV, Box 1488, Lake Charles, Louisiana.

Equipment offers or proposals accepted for 10 w FM station until December 7. David Eshelman, Geneva College, Beaver Falls, Penna.

Wanted GE audio Pre-amps, uni-level amp, power supply, VU panel and rack. Box L-298, BROADCASTING.

Tower used self supporting 400 to 550' Blaw-Knox H-21 or equal. WLWM-FM, 435 37th Avenue North, Nashville, Tennessee 37209.

Good used Automation system. Box L-301, 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. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

FOR SALE

Equipment—(Cont'd)

Approximately 400 feet 1 5/8 inch transmission line. Any reasonable offer will be considered. Box L-12, BROADCASTING.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Bristol, Tennessee.

Replace your outdated, bulky, inefficient 1 kw transmitter with our Collins 20V-2 single cabinet transmitter. Spare final, modulator, and rectifier tubes included. We went 5 kw. Asking \$3,500 F.O.B., Denver. KFML—Denver, 80206.

RCA BF-18A 8-section FM Pylon antenna. Horizontal power gain 12 times. Complete coaxial feeder system. Tunes 88 to 96 megacycles. Sandblasted. Painted. New condition. Original cost \$9,000.00; Price \$3,950.00 IDECO heavy duty 100 ft. self supporting galvanized steel tower to support RCA BF-18A FM Pylon. Sandblasted. Original cost \$10,000.00; Price \$4,250.00. On ground ready to transport. Specifications and photos free. WWLA. 518 State Street La Crosse, Wisconsin.

UHF television transmitter, 1 kw, channel 28 antenna and 200 feet 3 1/4 inch transmission line \$12,000.00. Chapman, WCRT, Birmingham, Alabama.

Make an offer: One Audiomotion automation unit, complete with two music playbacks and one spot playback unit. Includes program switching unit and extension arms to handle large reels on Magnacorder. Used about six months. In perfect condition and ready to save you money. Write Box 189, Elk City, Oklahoma.

Cartridge! I have one Gates cartridge record and play back unit plus one Spotmaster 505 playback, that must be sold. Used but in excellent condition. Call now and reap tremendous savings . . . less than half the original price. Repeat . . . excellent condition. Call area code 606-789-5311 and ask for Baldrige.

For Sale: RCA 44BX microphone, with stand excellent condition, just back from factory. \$110.00. Box L-238, BROADCASTING.

GR model 1932-A noise & distortion meter for sale, mint condition. Need Nems-Clarke 120 or RCA WX-2 series AM-FM meter, will consider regardless of condition. Box L-242, BROADCASTING.

1 FM 3 kw transmitter, Federal 192A with Harkens exciter. Was in working condition when taken out of service 90 days ago . . . \$500.00. Also 2 Ampex 14 inch playback tape units \$100.00 each. And 1 REL FM receiver \$100.00. Also 2 Ampex A-121 tape recorders \$40.00 each. All as is and FOB . . . Cal Goode, Manager, KZFM, Corpus Christi, Texas.

1-Ampex model 601-7 1/2, F. T. with microphone and a few accessories. New condition . . . \$450.00. Contact Mr. Cook, Shrader Sound, Inc., 2803 "M" Street NW., Washington, D.C. 20007, Phone 202-985-1300.

Western Electric 506-B-2 ten kilowatt transmitter in good operating condition, and two Collins four bay antennas tuned to 105.1 meg. Available as package, or sold separately, for best offer. Above items available on or about December 15th. Write or Wire: WRFM, 41-30 58th St., Woodside N. Y. C., N. Y. 11377.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to \$100,000 on terms for 10 to 50% interest in dominant money maker. Desire Northeast. Box K-45, BROADCASTING.

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-22, BROADCASTING.

Group purchasing #1 radio station in major city seeks additional investor. Highly profitable operation. High interest loan will be guaranteed by substantial corporation. Box L-267, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners. Gags, sound effect bits, station breaks, ad libs, etc. . . \$7.50. Show-Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

\$200.00 quality MERCHANT JINGLES, \$66.00 up. Why pay more, get less? Tailor-made for your local sponsor. Fast service, free lyric ideas. Free demo-details! JINGLEMASTER. 6000 Sunset, Hollywood, California.

New weekly comedy service strictly for dj's. Begins January 1st. None of the old jokes. 75 original openers, closers, special dj and topical lines. Send \$1.00 for week's sample. Write: FUNNY FACTORY, Box 164, Mt. Prospect, Illinois.

We can increase the audiences of some radio stations. No cost to the station. Box L-261, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin Jan. 5 - Feb. 9 - March 16 - April 20 - May 25. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Help Wanted—Announcers

TOP TALENTED MAN

needed for all-night show. Great opportunity for outstanding personality. Good music, mature format station. First phone needed. No maintenance. Call, wire write Harvey Ellsworth, KALL, 146 South Main, Salt Lake City, Utah.

Sales

RADIO SALES

Unusual opportunity for energetic man with prestige FM station in New England. Salary, commission, expenses and unparalleled opportunity for advancement. Must be college graduate. Write:

Box L-262, BROADCASTING

SALES MANAGER

Dynamic WARE radio in Ware, Massachusetts wants Sales Manager, Contact Dick Vaughan or Al Roberts, (area code 413) 967-6231.

Production—Programing, Others

RADIO-TV FARM REPORTER

Openings in Sacramento and Fresno. 1 to 3 years experience in farm radio or farm television preferred, but will consider agricultural journalism graduate or newscaster with farm background. Apply in person or send detailed resume to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING COMPANY
21st and Q Streets
Sacramento, California

Program Director—Personality

East Coast Top 10 market. We are Top 40 and Top Rated (Pulse & Hooper). This is an unusual opportunity with excellent salary for a creative personality who knows modern radio. You must be strong on Promotion and Production. Send tape and particulars.

Box L-279, BROADCASTING

Production—Programing, Others
Continued

**IMAGINATIVE!!
COPY—PRODUCTION
MAN NEEDED**

Must be able to write motivating commercial that sells, able to create exciting and entertaining promotion, able to produce well, able to work hard in this highly competitive major market.

Box L-169, BROADCASTING

**ASSISTANT
PROGRAM MANAGER**

Wanted—A man of parts. Good at detail, production, on air promotion. A clever creative writer. Major prestige station in large Eastern market. Excellent salary and benefits.

Rush Resume to:

Box L-240, BROADCASTING

**SALES
PROMOTION MANAGER**

For CBS Owned Radio Station in Top 10 Eastern market. Heavy experience in sales and audience promotion. Also general experience in research and merchandising. Skill in producing print pieces. Position requires man with ideas and expertise. Excellent FIVE figure salary, benefits and future.

Interested and qualified men send resume and work samples to:

Box L-239, BROADCASTING

Situations Wanted—Announcers

50,000 Watt Personality

In upper bracket market desires relocation where talent, maturity and stability are needed. Currently doing traffic time show. Active in community. Have dependents. Want Radio and/or TV deal. No staff or booth. Professional 11 years. College. Experience haviest in music, interviews, audience participation, production. Knowledge all phases, including programing. Reply:

Box L-296, BROADCASTING

To reach everyone in BROADCASTING and its allied fields.

**You Can't Top A
CLASSIFIED AD**

in

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

Help Wanted

Technical

**Television/Field Broadcast
Engineers**

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

Production—Programing, Others

PROMOTION MANAGER

For Midwest Television station ranked in Top 50 markets. Should have experience in the job or as Assistant Promotion Manager and be strong in sales promotion. Send details and examples of work; material will be returned if desired.

Box L-275, BROADCASTING

Promotion/Publicity Director

Immediate opening for a man, age 27 to 35, to direct the promotion and publicity activities of an Ohio TV group affiliate. Job involves local station and network promotion, advertising and publicity, and sales promotion. College graduate with a minimum of three years directly related experience in television required. Starting rate to \$10,000. An Equal Opportunity Employer. Send detailed resume of experience, education and salary growth to:

Box L-241, BROADCASTING

BUSINESS OPPORTUNITY

Radio Group Needs:

\$5,000 to \$10,000 plus financial backing for \$30,000 worth of TV gear to open station with Network programing. Stock plus other security.

Box L-278, 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

FOR SALE

Equipment

ETV EQUIPMENT

Blonder Tongue ST1, TV console complete with 2 Vidicon cameras, monitor, Audio and Channel 6 modulator. Excellent condition. Used 185 hours for demonstration. Original price \$8300. Make offer. Box 64, Palmyra, Penna. or phone 717-838-9031.

MISCELLANEOUS

**RELIGIOUS BROADCASTERS
PRIME TIME AVAILABILITIES**

Contact:

Bill Gallagher
WPIK, ALEXANDRIA, VIRGINIA
OVerlook 8-3000

WANTED TO BUY—Stations

\$
CASH AVAILABLE
for profitable AM's and/or FM's, major markets preferred. Also TV and CATV properties, anywhere. Principals only.
Box L-307, BROADCASTING
\$

CATV

Broadcaster with capital to invest will buy interest in operational CATVs. East Texas, Louisiana, Arkansas, Tennessee, Mississippi, Alabama, Georgia, North Florida. Write giving details:

Box K-267, BROADCASTING

**WANTED
SMALL RADIO STATION**

(southern, dry climate)
by experienced Manager
will buy all or part.

Send details, price, terms.
Box L-300, BROADCASTING

FOR SALE—Stations

WEST COAST AM. \$400,000. 29% down. Tremendous potential. Major Market. \$100,000 in real estate and equipment included. Need group know-how or owner manager-ship.

MIDWEST. Excellent frequency and power. Top market. Few stations. \$715,000. Doing approximately \$400,000.

FAR WEST. Doing approximately \$600,000 gross. Asking one million dollars on terms.

Lu Rue & Associates Inc.
Media Brokers

440 EAST 62ND STREET
NEW YORK CITY
TE 2-9362

FOR SALE

5,000 watt daytimer—single station in fast growing small deep South market \$15,000.00 down. Owners have other interests.

Box L-252, BROADCASTING

FOR SALE—Stations—(Cont'd)

Southwest regional

daytime AM-FM in excellent growth market. 29% down. Principals only.

Box L-157, BROADCASTING

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.

Dupont Circle Building
Washington, D. C. 20036
DEatur 2-2311

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.

PACIFIC NORTHWEST—5 kw showing profit since 1927—\$175,000. Terms negotiable.

Charles Cowling & Associates
Confidential Station Negotiations
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

BOOMING SOUTH PLAINS OF TEXAS

Single station market—AM—regional frequency—5 acres of real estate, equipment and building included. \$95,000, terms or cash.

Box L-271, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Me.	single	fulltime	\$100M	terms
Tenn.	small	fulltime	100M	cash
Va.	medium	daytime	105M	29%
Ill.	metro	daytime	170M	30M
N. E.	major	power	750M	cash

buying and selling, check with

✓ **CHAPMAN COMPANY INC**

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Full time. \$150,000. Excellent terms.
2. MIDWEST. Major market. \$30,000 down.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

ditions. Should parties continue to negotiate and come to terms different from those recommended, they should so notify board by Nov. 18 date. Failure of parties to accept board's recommendations or to come to own terms will result in disruption of local AM service to Saratoga Springs. Action Nov. 13.

ACTIONS ON MOTIONS

By Commission

■ Commission granted petitions by Capital Cities Broadcasting Corp., et al., and Insurance Securities Inc. to extent of extending time from Nov. 23 to Jan. 22, 1965, to file comments and from Dec. 18 to Feb. 21, 1965 for replies in rule making proceeding relating to multiple ownership of AM's, FM's and TV's. Action Nov. 16.

By Hearing Examiner James D. Cunningham

■ Pursuant to request made by Broadcast Bureau at Nov. 10 prehearing conference, continued Dec. 2 hearing to date to be specified by subsequent order in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif. Action Nov. 10.

By Hearing Examiner Thomas H. Donahue

■ On examiner's own motion, continued Nov. 17 hearing to Dec. 17 in proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FM's in Dubuque, Iowa. Action Nov. 13.

■ Pursuant to agreements reached at Nov. 9 prehearing conference in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., in Doc. 15658, scheduled certain procedural dates and hearing for Jan. 11, 1965. Action Nov. 10.

By Hearing Examiner Millard F. French

■ Granted Bigbee Broadcasting Co. petition to extend time to Nov. 27 to file brief in reply to Broadcast Bureau's opposition to petition for leave to dismiss application for new AM in Demopolis, Ala., in Doc. 14832; continued Nov. 16 hearing to date to be set by subsequent order, and scheduled oral argument for Dec. 16 on petition for leave to dismiss. Action Nov. 16.

■ Granted Broadcast Bureau's motion to correct transcript of hearing, and, on examiner's own motion, made certain corrections to transcript in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license of KSHO-TV Las Vegas, et al., in Doc. 15006 et al. Action Nov. 16.

By Hearing Examiner Walther W. Guenther

■ In view of pendency of petition by Bay Shore Broadcasting Co. for dismissal of application for new AM in Hayward, Calif., cancelled scheduled dates for further hearing. Action Nov. 12.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Cumberland Publishing Co. and East Kentucky Broadcasting Corp. for new FM's in Pikeville, Ky., in Doc. 15569-70, granted Cumberland's petition for leave to amend application to reflect sale on July 22, 1964, of entire interest in *Pike County News*, weekly newspaper published at Pikeville. Action Nov. 12.

By Hearing Examiner H. Gifford Irion

■ Continued Nov. 16 prehearing conference to Nov. 20 in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's on channel 40 in Columbus, Ohio. Action Nov. 10.

By Hearing Examiner David I. Kraushaar

■ In Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., granted request by applicants to extend time to Dec. 1 to file joint petition for approval of agreement parties are negotiating; hearing to convene on Dec. 15 as scheduled. Action Nov. 13.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Nelson Broadcasting Co. for leave to amend financial proposal in proceeding on application and that of WBNR Inc. for new FM's in Newburgh, N. Y., in Doc. 15591-2. Action Nov. 16.

■ In proceeding on applications of Nelson Broadcasting Co. and WBNR Inc. for new FM's in Newburgh, N. Y., denied motion by Ra-Tel Broadcasters Inc. to quash subpoena duces tecum; and, on examiner's own motion, directed Nelson to exchange exhibits going to financial issue added Nov. 2 by Review Board, on or before Nov. 13. Action Nov. 9.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In Fairfield-Homewood, Ala., TV channel 54 proceeding in Doc. 15460-1, granted Chapman Radio & Television Co. petition and received in evidence certain supplemental exhibits; scheduled procedural dates; and hearing for Jan. 11, 1965. Action Nov. 13.

■ In proceeding on applications of Vaughn-Hanssen Co., and Cape Canaveral Broadcasters Inc. for new AM's in Melbourne and Eau Gallie, Fla., respectively, granted applicant's joint request for continuance of certain procedural dates, and continued Nov. 23 hearing to Jan. 25, 1965. Action Nov. 12.

By Hearing Examiner Sol Schildhouse

■ In Lorain, Ohio, TV channel 31 proceeding, granted Ohio Radio Inc. petition for leave to amend application to show certain changes in stock ownership and other necessary stockholder data. Action Nov. 10.

By Hearing Examiner Herbert Sharfman

■ Pursuant to request by Great Northern Broadcasting System, continued Nov. 13 hearing to Dec. 4 in proceeding on application and that of Midwestern Broadcasting Co. for new FM's in Traverse City, Mich. Action Nov. 12.

■ In Boston, TV channel 5 proceeding in Docs. 8739, 11070, 15204-7, issued memorandum of ruling made at Nov. 6 hearing which granted Boston Broadcasters Inc. petition for leave to amend application to show resignation of Charles Mailotis as director and execution of additional subscriptions to capital stock; conditioned as shown in transcript. Action Nov. 9.

By Hearing Examiner Elizabeth C. Smith

■ In the Cleveland TV channel 65 proceeding in Doc. 15249-50, denied petition by Cleveland Telecasting Corp. for leave to file petition for reconsideration of Oct. 22 action which denied petition for leave to amend application, and dismissed petition. Action Nov. 13.

■ In proceeding on applications of Minnesota Microwave Inc. in domestic public point-to-point microwave radio service at Willmar, Minn., et al., in Doc. 15187-8, (1) granted applicant's petition insofar as it requests leave to amend application to show steps toward construction of CATV systems in Marshall and Montevideo have been undertaken; (2) reopened record for limited purpose of noting steps toward construction of CATV systems in Marshall and Montevideo have been undertaken and again closed record; and (3) denied Common Carrier Bureau's request to file supplemental proposed findings. Action Nov. 13.

By Office of Opinions and Review

■ In Miami, TV channel 7 proceeding in Doc. 15185-6, granted Community Broadcasting Corp. motion to extend time to Nov. 17 to file reply briefs. Action Nov. 12.

■ Granted motion by Gordon County Broadcasting Co. to extend time to Nov. 26 to file application for review of Review Board's Oct. 13 decision which denied Blue Ridge Mountain Broadcasting Inc. application for new AM on 1500 kc, 1 kw, D, in Ellijay, Ga. Action Nov. 12.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of November 17

KEEZ(FM) San Antonio, Tex.—Granted license covering increase in ERP; specify ant.-trans. and studio location.

WISH-TV Indianapolis—Granted mod. of license to reduce aur. ERP to 42.7 kw, and change type aur. trans.

WTOK-TV Meridian, Miss.—Granted mod. of license to reduce aur. ERP to 47.9 kw, and change type aur. trans.

KSLA-TV Shreveport, La.—Granted CP to install auxiliary ant. system at main trans. and ant. location.

WBJA-TV Binghamton, N. Y.—Granted CP to replace expired permit to make changes in TV.

WTIC Hartford, Conn.—Granted CP to use existing tower of WTIC-TV as auxiliary ant. to be used with auxiliary trans. only.

*KCPZ(FM) Tacoma, Wash.—Granted CP to move ant.-trans. location, and decrease ERP to 550 w.

WMC-FM Memphis—Granted CP to install vertical polarized ant.

WRKO-FM Boston—Waived Sec. 73.207(a) and (b) of rules, and granted CP to change ant.-trans. location to Newton, Mass.; reduce ERP to 7.9 kw; increase ant. height

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 18

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	3,975		60		74	367
FM	1,179		65		213	270
TV	548 ¹		38		89	179

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 18

	VHF	UHF	TV
Commercial	508 ²	163	671
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,948	1,175	555
CP's on air (new stations)	47	57	29
CP's not on air (new stations)	78	203	87
Total authorized stations	4,073	1,435	671
Applications for new stations (not in hearing)	176	197	73
Applications for new stations (in hearing)	68	52	62
Total applications for new stations	244	249	135
Applications for major changes (not in hearing)	204	55	39
Applications for major changes (in hearing)	36	5	10
Total applications for major changes	240	60	49
Licenses deleted	4	1	0
CP's deleted	1	0	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

to commission's Sept. 30 report and order in Doc. 15598, effective Oct. 2, to modify CP of noncommercial educational WITF-TV and specify operation on channel 33; ERP 513 kw vis, and 51.3 kw aur.; ant. height 860 feet.

Actions of November 12

Ottumwa Area Translator Ottumwa, Iowa—Pursuant to Sec. 1.113(a) of rules, set aside Nov. 4 action which granted CP for new UHF-TV translator on channel 74.

North Television Inc. South Wildwood and rural area, and North Wildwood and rural area, Alaska—Granted CP for new VHF-TV translator on channel 13, to rebroadcast programs of KTVA-TV (ch. 11) Anchorage.

K07AW Crawford, Colo.—Granted license for VHF-TV translator.

Actions of November 10

KYNT Yankton, S. D.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KBCL-FM Shreveport, La.—Granted CP to increase ERP to 49 kw; decrease ant. height to 255 feet; change ant.-trans. and studio location, and install new trans. and new ant.

KMJ-TV Fresno, Calif.—Granted licenses covering changes in main trans. and ant., and specify aur. ERP as 57.5 kw; and use of main ant. as second auxiliary ant. at main trans. and ant. site; condition.

WAIM-TV Anderson, S. C.—Granted extension of completion date to Feb. 10, 1965.

■ Granted licenses covering changes for following TV's: WINR-TV Binghamton, N. Y.; WAGM-TV Presque Isle, Me.

Action of November 6

WKBD(TV) Detroit—Granted extension of completion date to Jan. 15, 1965.

Fines

■ By order, commission authorized E. G. Robinson Jr. tr/as Palmetto Broadcasting Co., to continue operation of WDKD (1310 kc, 5 kw, D), Kingstree, S. C., until Jan. 12, 1965. Additional time will allow for orderly winding up of affairs of WDKD (license renewal of which was denied July 26, 1962 and later stayed pending outcome of court appeal in which commission was affirmed), and will provide any interested party 30-day period to apply for facility. Commissioner Bartley dissented; Commissioner Cox not participating. By separate order, commission waived rules and accepted for filing applications for new daytimer in Kingstree, on 1310 kc of Collins Corp. of Georgia (1 kw) and Santee Broadcasting Inc. (5 kw), and placed those applications at top of processing line to permit prompt consideration together with such other competing applications as may be filed by Dec. 14, 1964 in response to public notice adopted concurrently. Action Nov. 12.

■ By memorandum opinion and order and notice of apparent liability, commission waived "three-year rule" and granted transfer of control of Audicasting of Texas Inc. license of KBGO Waco, Tex., from Joyce Monroe and Horace Jackson to Charles McDonald, Frank B. Tirey, Jr., et al but notified Audicasting that it has incurred apparent liability of \$1,500 for repeated failure to observe Sec. 310(b) of Communications Act. At same time, commission denied petition by KWTX Broadcasting Co. (KWTX), Waco, opposing grant. Commissioners Bartley and Cox dissented and voted for hearing. Action Nov. 12.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Miami—Tele-Américas Corporation of Florida. Requests amendment of rules to add channels 29 and 35 to Miami, and request commission issue show cause order to Gateway Television Corp., looking toward its mod. of CP to substitute channel 29 for 33. Received Oct. 16.

■ Broomfield, Colo.—Broomfield Broadcasting Co. Requests amendment of rules to allocate channel 234 to Broomfield. Received Nov. 6.

■ Saratoga Springs, N. Y.—Community Broadcasters Association Inc. Requests commission change rules and standards governing nighttime power of class IV AM's to permit increase from 250 w, N to 500 w or 1 kw, N. Received Nov. 9.

■ KHAR Anchorage—Sourdough Broadcasters Inc. Requests amendment of FM table of allocations to add channel 280A to Anchorage. Received Nov. 10.

to 610 feet; and install new trans. and new ant.

WNYC-FM New York, N. Y.—Waived Sec. 73.207 of rules, and granted CP to decrease ERP to 4.8 kw; change ant.-trans. location; install new ant. and new trans.; and increase ant. height to 1,260.

K79AN Aberdeen, Hoquiam, Montesano and Central Park, Wash.—Granted CP to change primary TV to KIRO (channel 7). Seattle, type trans. and make changes in ant. system for UHF TV translator.

K12DO Westport, Grayland, Ocosta, Ocean Shores, Ocean City, Copalis and Pacific Beach, Wash.—Granted CP to change primary TV to KIRO (channel 7), Seattle, and type trans. for VHF-TV translator.

*KCSB-FM Santa Barbara, Calif.—Granted mod. of CP to make changes in trans. equipment.

KITY(FM) San Antonio, Tex.—Granted mod. of CP to move ant.-trans. location, and change type trans.; condition.

WIVI-FM Christiansted, St. Croix, V. I.—Granted mod. of CP to change type ant. and type trans.; increase ERP to 4.9 kw, and ant. height to 205 feet; conditions.

■ Following were granted extensions of completion dates as shown: WDCA-TV Washington, to May 17, 1965; KEFM(FM) Santa Rosa, Calif., to March 23, 1965; WIVI-FM Christiansted, St. Croix, V. I., to March 1, 1965; WKMO(FM) Kokomo, Ind., to Jan. 1, 1965; WHIM-FM Providence, R. I., to May 1, 1965; WCDL-FM Carbondale, Pa., to Jan. 31, 1965; WOCB-FM West Yarmouth, Mass., to April 27, 1965; WNRG-FM Grundy, Va., to May 25, 1965.

Actions of November 16

KAMD Camden, Ark.—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WJBK Detroit—Granted mod. of CP to make change in nighttime directional ant. parameters conditions; and extended completion date to June 24, 1965.

WDEW Westfield, Mass.—Granted CP to install new trans.; condition.

WESC-FM Greenville, S. C.—Granted CP to increase ERP to 32 kw and install new trans.

WWAY(TV) Wilmington, N. C.—Granted mod. of CP to reduce aur. ERP to 20 kw.

KUAM-TV Agana, Guam—Granted license covering changes for TV.

WPSD-TV Paducah, Ky.—Granted mod.

of license to reduce aur. ERP to 13.8 kw.

KGIN-TV Grand Island, Neb.—Granted mod. of license to reduce aur. ERP to 112 kw.

WKRC-TV Cincinnati—Granted mod. of license to reduce aur. ERP to 17.4 kw (DA).

■ Granted renewal of licenses for following: WDCZ Decatur, Ill.; WGEZ Beloit, Wis.; WLCK La Crosse, Wis.; WTAX-FM Springfield, Ill.; WFRV(TV) Green Bay, Wis.; WISC-TV Madison, Wis.; WTMJ-TV Milwaukee; WAIT Chicago; WCFL Chicago; WCVS Springfield, Ill.; WDFH(FM) Chicago; WFMQ(FM) Chicago; WHA-TV Madison, Wis.; WISM-FM Madison, Wis.; WJBM Jerseyville, Ill.; WMIL-FM Milwaukee; WOKY Milwaukee; WPEO Peoria, Ill.; WRJN-FM Racine, Wis.; WSEI(FM) Olney, Ill.; WSOY-AM-FM Decatur, Ill.; WTAQ La Grange, Ill.; WTMF Tomah, Wis.; WEFM (FM) Chicago; WJRL Rockford, Ill.; WMIL Milwaukee; WTMJ-FM Milwaukee; WHBF-TV Rock Island, Ill.; WISN-TV Milwaukee; KFIZ Fond du Lac, Wis.; WCCN Neillsville, Wis.; WCOW Sparta, Wis.; WCWC Ripon, Wis.; WEKZ Monroe, Wis.; WFRL Freeport, Ill.; *WHHI(FM) Highland, Wis.; WISN-AM-FM Milwaukee; WJMC-AM-FM Rice Lake, Wis.; *WMVS(TV) Milwaukee; WOMET Manitowoc, Wis.; WRJN Racine, Wis.; WRRR Rockford, Ill.; *WSIU(FM) Carbondale, Ill.; WTAD-AM-FM Quincy, Ill.; WTAX Springfield, Ill.; WTMJ Milwaukee, and WTTN-AM-FM Watertown, Wis.

Actions of November 13

■ Remote control permitted for following: KMUZ(FM) Santa Barbara, Calif.; WRIC Richlands, Va.

Tar Heel Broadcasting System Inc. Washington, N. C.—Granted CP for new aur. STL.

■ Granted renewal of licenses for following: KDON Salinas, Calif.; WEEZ Chester, Pa.; WKAP Allentown, Pa.; WNAR Norristown, Pa., and WNNR Beckley, W. Va.

WRFM(FM) New York—Granted CP to install new trans. and polarized ant.

WANV Waynesboro, Va.—Granted mod. of CP to delete condition which requires vertical plane field intensity measurements.

WUNC(FM) Chapel Hill, N. C.—Granted mod. of SCA to add sub-carrier frequency of 67 kc.

WTOC-FM Savannah, Ga.—Granted mod. of SCA to add sub-carrier frequency of 67 kc.

WITF-TV Hershey, Pa.—Approved engineering technical data submitted, pursuant

CONSISTENT is an adjective which Webster defines as "possessing firmness or coherence," "solid," as well as "having agreement with itself or with something else" and also "congruous."

If the subject is Howard L. Stalnaker, vice president of Meredith Wow Inc. and general manager of WOW-AM-FM-TV Omaha, "consistent" is an apt description of his character and also happens to be one of the most frequently used words in his vocabulary.

Consistency in programing, business policies and in serving listeners and customers is Mr. Stalnaker's principal thesis for success. He considers it the foundation stone in building long-term confidence and respect plus—among listeners and viewers—loyalty.

Mr. Stalnaker apparently never found it difficult to become a good salesman. "I just like people," he remarks.

Perhaps what he enjoys most is telling a joke on himself. Take the time he first joined Meredith Publishing Co. in 1946 as company pilot. He still loves to recall a top executive's assurance, "Howard, you'll go a long way with us—because you've got such a long way to go."

But his enthusiasm and drive in being very businesslike about business matters have helped carry him well up in the Meredith executive atmosphere. He has made his mark in book selling and merchandising and promotion during lay-over hours in the cities along his flying route. This was followed by promotions to field sales manager and assistant promotion manager of Meredith Publishing before moving into the firm's radio-TV division a dozen years ago.

Only Flaw ■ Mr. Stalnaker was manager of Meredith's KPHO Phoenix and later KPHO-TV there, before his promotion to the wow properties. He gave up his flying about 15 years ago. It was the only flaw in his consistency; an abrupt, shattering break in view of the typical intensity with which he had long pursued this phase of his career.

It had begun when young Howard was an underclassman at Drake University, Des Moines, Iowa, 1938. He joined the government's civilian pilot training course which was underway then as part of defense preparedness. By 1940 he had 275 solo hours and won his commercial license.

When he enlisted in the Navy in 1940 it naturally was a ticket to Pensacola, Fla., where he won his wings in 1941. His impatience for sea duty was sorely tried for a while as he served as flight instructor at Corpus Christi, Tex.

Then his papers finally came assigning him to the Pacific as a carrier-based pilot of a torpedo bomber. He soon earned 10 decorations and citations, including two Distinguished Flying Crosses, and became a lieutenant com-

Competition is the spice of broadcasting

mander at age 23.

But this attitude probably helps to explain another of his popular proverbs: "Underclaim and overperform." He feels this philosophy is equally applicable whether you are management hiring personnel or a broadcaster providing a program service to the public.

"Anybody can be a big success in broadcasting for one year," Mr. Stalnaker believes, "using gimmick programs and promotions or rubber rate

cards." But these will never sustain an operation which is in business for the long haul, he says.

Despite his quiet nature, Mr. Stalnaker is very vigilant and outspoken in defense of broadcasting's reputation. He is proud of his profession and he doesn't mince words when it is appropriate to do so, even when social popularity might be at stake.

A good example happened while he served as manager of KPHO-TV. In line with his policy to always be personally involved in local affairs, Mr. Stalnaker found himself a target for criticism of radio-TV within the Parent-Teachers Association of Phoenix. Berated for broadcasting's "lack of cultural programs" at one meeting, Mr. Stalnaker took immediate action to counteract the criticism.

Damn the Ratings, Full Speed Ahead ■ He ordered KPHO-TV at considerable expense and effort to cover an entire program of the local symphony which was aired in prime Sunday evening time with suitable promotion. At the next PTA session he polled those present only to find virtually all had tuned out the symphony and tuned to another channel.

"Don't you ever insult me or my children again," he admonished his fellow PTA members, "because I'm proud to be a broadcaster." Whereupon they elected him president, the first man ever to hold that distinction in Phoenix.

"Every man must have a sense of social responsibility," Mr. Stalnaker contends, "or he doesn't have any reason for living." He tries to implement this program in his supervision of the program services of WOW-AM-FM-TV as well as in his dealings with people.

A staunch supporter of the free enterprise profit-incentive system, Mr. Stalnaker still likes to point out a principle learned from his late father, the dean of Drake University's liberal arts college and chairman of its department of philosophy: "Anyone can make a lot of money in this world. But if you can leave it having made someone better somewhere, it has been worthwhile."

Whether it's selling or programing, "competition is the most fun in the whole world," Mr. Stalnaker says. He feels competition is stimulating too among the AM, FM and TV operations of the wow stations. Each can develop and serve an audience the other might not otherwise attract, he explains, especially FM.

Always concentrating on new ways to serve the audience and to make them feel a part of the wow stations, Mr. Stalnaker uses the same approach in reaching the sponsor. "The ingredients of making a sale," he says, "are when you find out what is important to your prospect."

WEEK'S PROFILE



Howard Lee Stalnaker—VP of Meredith WOW Inc. and gen mgr of WOW-AM-FM-TV Omaha; b. June 6, 1919, Des Moines, Iowa; Drake U., Des Moines, 1937-40, BA Drake, 1946; U. S. Navy, 1940-45; company pilot and member of methods department staff, Meredith Publishing Co., 1946; field sales mgr, promotion department, 1949; assistant promotion mgr, 1951-52; assistant to director of radio-TV, 1952-53; commercial mgr, Meredith's KPHO Phoenix, 1954; mgr of KPHO, 1955; mgr, KPHO-TV Phoenix, 1956-63; gen mgr of Meredith WOW Inc. (WOW-AM-FM-TV) Aug. 1, 1963; VP, August 1964; TVB sales advisory committee, 1960-62; TVB board, 1963; director, Nebraska-Iowa Electrical Council; chairman, educational TV committee, Nebraska Broadcasters Assn.; program adviser, Nebraska State ETV Commission; member—Omaha Chamber of Commerce area development committee, Omaha ETV Committee and Rotary Club community service committee; m. Martha June Major of Des Moines, July 8, 1942; children—Tom 20, Sally 14, Susan 12 and Jim 7; hobby—travel.

The following editorial was published in BROADCASTING on Dec. 2, 1963. It was the week after the assassination of President John F. Kennedy on Nov. 22 and the events that followed in four fateful days during which all regular programing was jettisoned.

In days of anguish—a lesson learned

THE drums are silent. A heroic widow has retired to the privacy of her personal grief. Her two children, for whom a nation wept, are at last beyond the camera's eye.

It is the aftermath of an emotional experience unique in human history: the assassination of a President, the capture of his suspected murderer, the killing of the suspect, the state funeral, burial in the national shrine, the beginning of a new administration—all unfolding with the measured awfulness of a Greek tragedy in four agonizing days, all seen by an audience that stretched to every corner of the nation and beyond it to the world.

To watch it would have been unspeakably morbid if it had been presented with less solemnity and taste. As it was, the experience, for all its dreadfulness, was in a way ennobling. Never had so many been so intimately associated with great events. In those four terrible days television came of age, and radio reasserted its capacity to move to history where it happens.

The homogenizing force of television, which alone among the communications media can convey to people the presence of events as they occur, was never before more clearly demonstrated. The experiences of disbelief, of shock, of the wish for vengeance, of the deprivation of a leader, of compassion for the family that survived and, finally, of relief from grief and vengefulness in the recognition of the need for national continuity occurred in approximately the same order at approximately the same times to persons of all stations everywhere.

It is not over yet. Now begins the slow reaction that will take no one knows what shapes. It is, however, a reaction that may be expected to stop short of extremes. Americans have had the venom wrung out of them by a catharsis like no other in their history.

For the record it is worthwhile to assess the cost, as is done elsewhere in these pages, of advertising revenues declined and extraordinary expenses incurred in the fantastic transformation of a whole broadcasting system to a specialized instrument of journalism for four whole days. Let it be noted here only that the cost was the least of the broadcasters' concern when they made their decisions to abandon their normal schedules and devote their total energies to the momentous job at hand.

IF their reaction seems out of character for money-grubbing businessmen, it may be recalled that this same broadcasting system consistently spends millions in unrecovered expense to report events of every magnitude, from man shoots to the actions of a city council. Were it not for the experience that broadcasters have acquired in the day-to-day practice of their form of journalism their coverage of the wholly unexpected events of Nov. 22-25 would have been impossible.

On no notice at all, giant network operations were created, intricate switching was arranged, cameras and crews were moved into position in cities a thousand miles apart, microphones were tied into lines, mobile units were deployed in a technical exercise of dazzling virtuosity. Meanwhile reporters, commentators, producers, writers, di-

rectors rushed into action all over the world. Out of all the frenzy came orderly programing in rational sequence.

It was not a job that amateurs could have done.

It was not a job that a marginal economy could have supported.

It was a job for professionals equipped with costly implements and backed by the resources of a broadcasting system that has grown big and stable on a program of fiscal responsibility.

The same broadcasting system stands ready to do as good a job on any other story, as long as it is allowed to grow, as it has grown, as a consequence of the natural interplay of private venture and public response.

IT must now be discernible to anyone that broadcasting is uniquely responsive to its environment. If in an ordinary week its output of *Ben Caseys* exceeds its output of ballets or seminars in Elizabethan poetry or local live discussion panels on subjects of limited concern, no one ought to be dismayed. To dump the programs of mass appeal would cost broadcasters their contact with the mainstream of American life.

It was because they had swum in the mainstream and have learned to sense the delicate as well as violent changes in its currents that they were able to make and execute so drastic a decision as that of Nov. 22. Their response was immediate, their commitment total and their performance worthy of the commendation they have since received.

No government official had to tell the broadcasters what to do. No body of government officials could have told them how to do it. In a time when the trend of federal regulation has been running toward tightening editorial control, broadcasters made their own best case for editorial freedom.

Events in the swift year that has elapsed since President Kennedy's death and the swearing in of Lyndon B. Johnson as his successor have validated the judgments we expressed. The public was kept informed as never before by the journalist work force of radio and television. The new President assumed the onerous burden of the nation's highest office as a nation watched and listened. They saw him elected in his own right after a campaign waged largely on the air. It happened under the American system of broadcasting, by private initiative and in spite of the roadblocks of an unconstitutional Section 315 and a fuzzy, ridiculous and equally illegal fairness doctrine.



Drawn for BROADCASTING by Sid Hix
"He spilled his drink on her dress. Do you realize we're seeing liquor spots on TV?"

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ization of its kind in the world.

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