



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
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36113
EXP 2/65

Networks point to shorter-funnier shows next season. p27

NAB could wind up with more than one man on top. p58

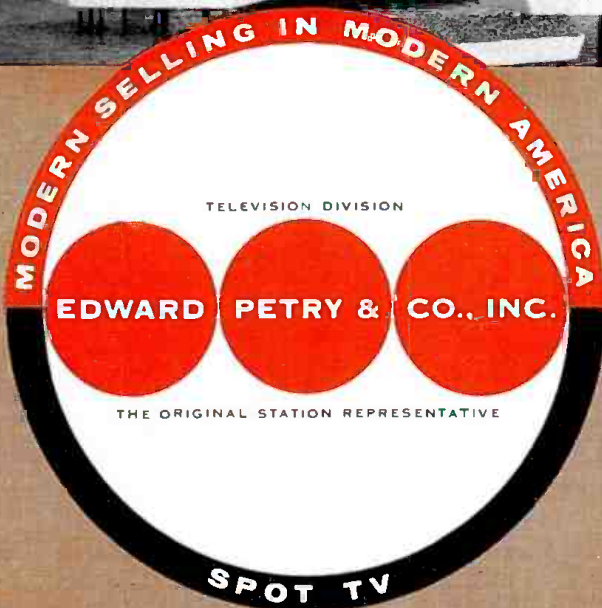
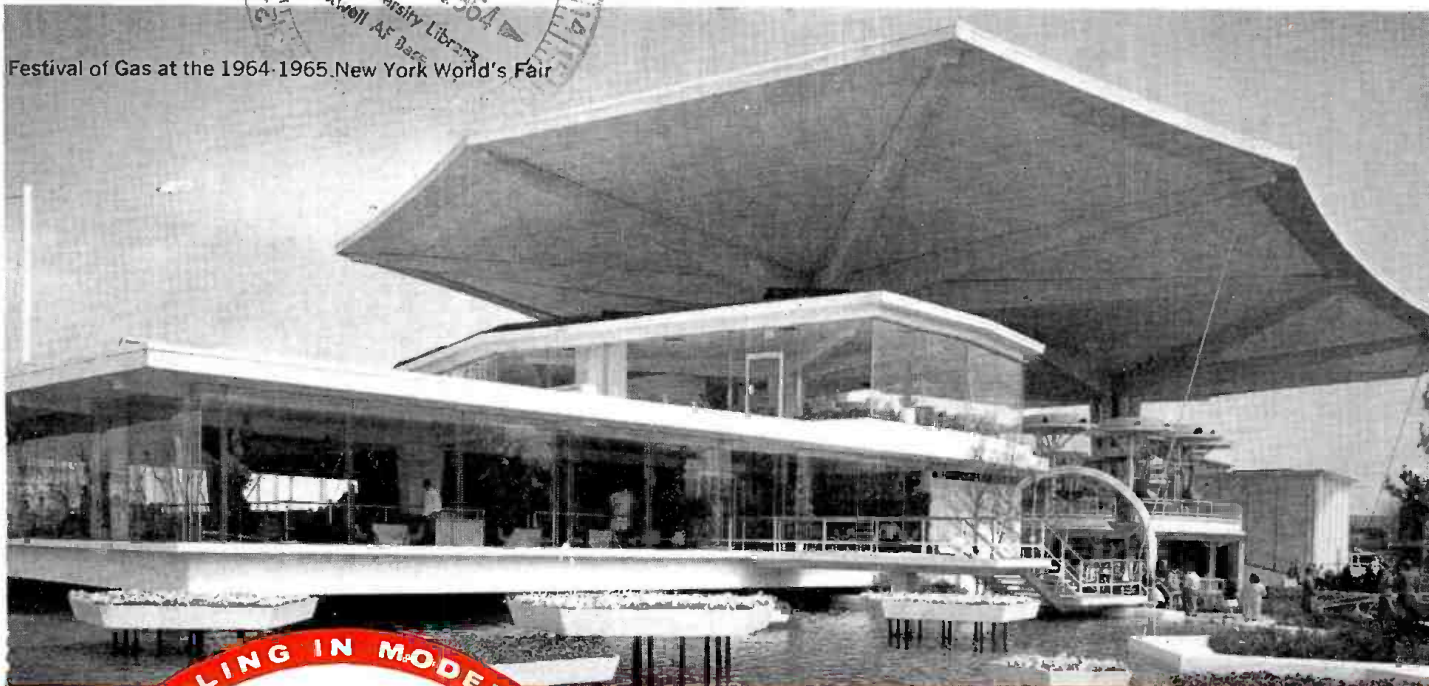
CATV operators take aim at ABC's regulatory plan. p40

FCC decides payola is worth another look. p60

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Festival of Gas at the 1964-1965 New York World's Fair



Today's successful national advertisers put their media money where their markets are. They sell on target without waste with Spot Television. Check the national advertisers registering the strongest sales gains today. You'll find more and more of them using Spot TV on these outstanding stations.

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WSB-TV	Atlanta	WSM-TV	Nashville
KERO-TV	Bakersfield	WVUE	New Orleans
WBAL-TV	Baltimore	WTAR-TV	Norfolk-Newport News
WGR-TV	Buffalo	KWTV	Oklahoma City
WGN-TV	Chicago	KMTV	Omaha
WLW-T	Cincinnati*	WDBO-TV	Orlando
WLW-C	Columbus*	KPTV	Portland, Ore.
WFAA-TV	Dallas	WJAR-TV	Providence
WLW-D	Dayton*	WROC-TV	Rochester
KDAL-TV	Duluth-Superior	KCRA-TV	Sacramento
WNEM-TV	Flint-Bay City	KUTV	Salt Lake City
KPRC-TV	Houston	WOAI-TV	San Antonio
WLW-I	Indianapolis*	KFMB-TV	San Diego
WDAF-TV	Kansas City	WNEP-TV	Scranton-Wilkes Barre
KARD-TV	Kansas State Network	WTHI-TV	Terre Haute
KARK-TV	Little Rock	KVOO-TV	Tulsa
KCOP	Los Angeles	WTRF-TV	Wheeling
WISN-TV	Milwaukee		

*West Coast only

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LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

WOMEN LOVE THE MEN IN HER LIFE...



...AND THEY LOVE LORETTA, TOO. They love her versatility, her preference in drama, and her taste in leading men — (a love that's verified by ARB, Nielsen, Trendex, and TVQ Reports) — and they'll love you too when you invite Loretta Young into your market 250 times!

That's how many half-hour dramas are now available as Loretta Young Theatre moves into syndication for the first time. Loretta's troupe includes Hugh O'Brian, John Hodiak, Gary Merrill, Ralph Meeker, Eddie Albert, and top female stars — Joanne Dru, Diana Lynn, Teresa Wright, Merle Oberon, Nina Foch, and many others. **If you like to be loved . . . call**

NBC FILMS

30 Rockefeller Plaza / Circle 7-8300



Robert Preston



Gene (Burke's Law) Barry



Craig (Mr Broadway) Stevens



James (Virginian) Drury



Dean Jagger

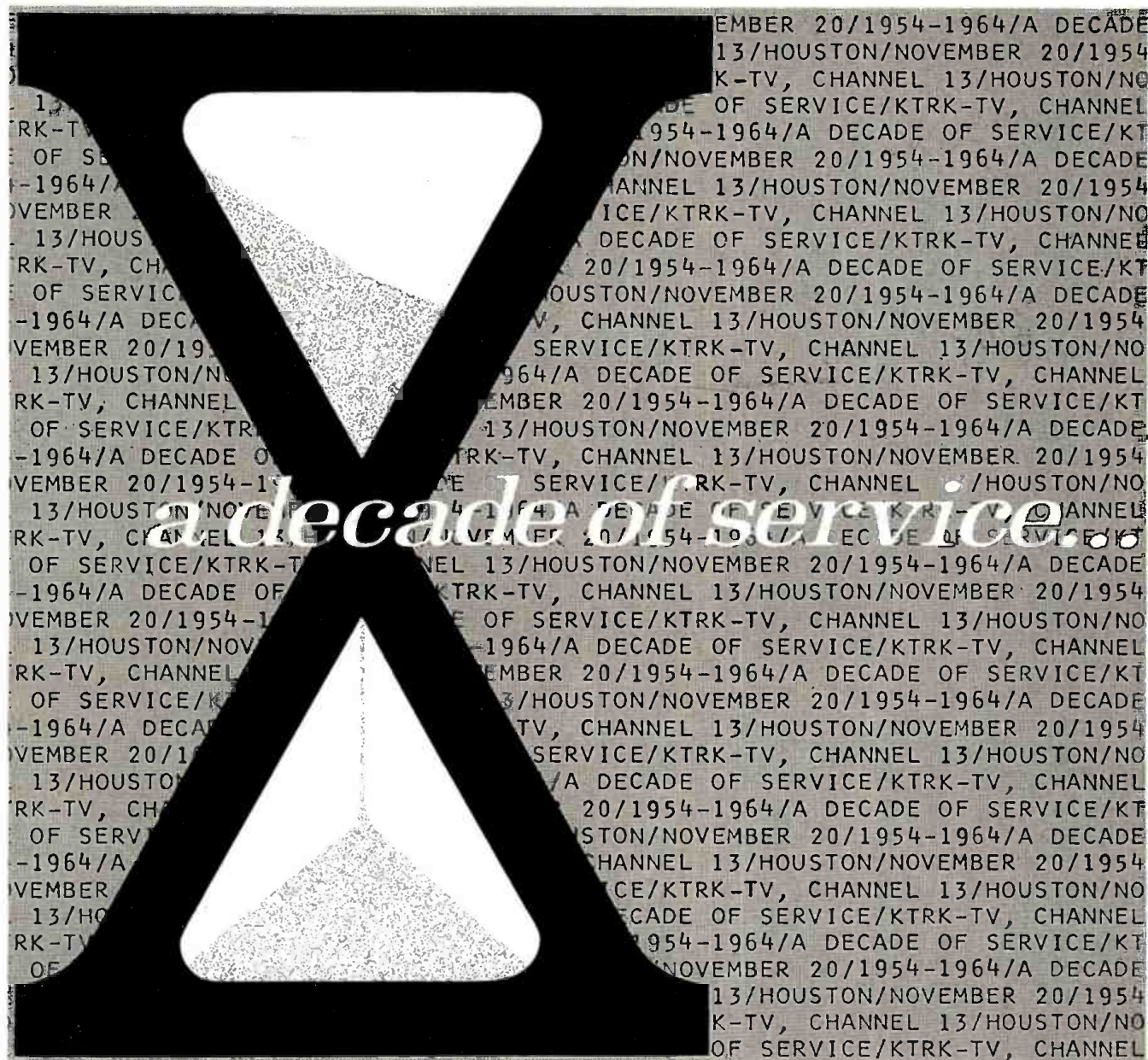


Ricardo Montalban



Hume Cronyn

1954



1964

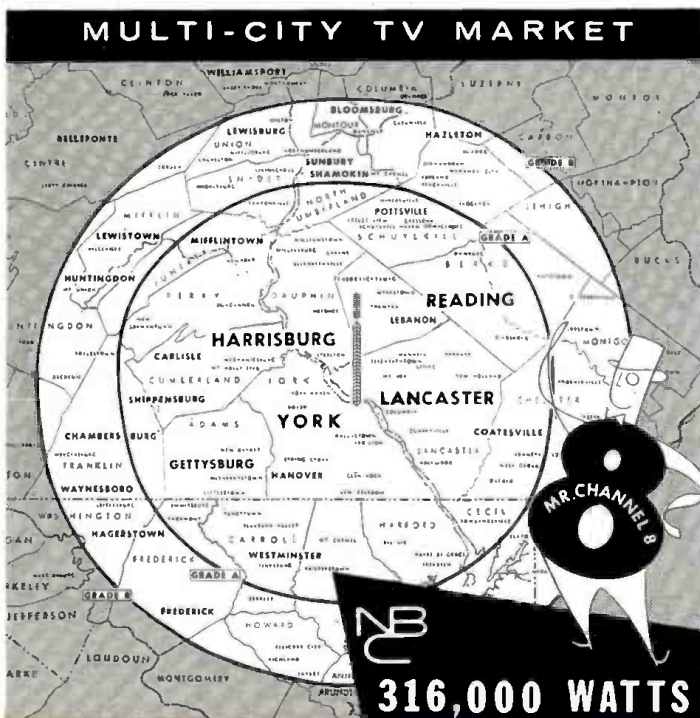
KTRK-TV CHANNEL 13 HOUSTON

BROADCASTING, November 30, 1964

happiest hunting!



WGAL-TV bags the **entire market**



Buy WGAL-TV. No other station or combination of stations in the Channel 8 area can claim total-market saturation. Don't cover just one limited area over and over. Reach all the market all the time. Buy WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

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

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

Critical importance of FCC's 1% rule on multiple ownership and cross-ownership of broadcasting properties is reflected in latest Wall Street estimate that nearly \$1 billion is now invested by mutual funds in broadcasting and broadcast-oriented properties. These exclude such companies as Westinghouse and GE, which are primarily in businesses other than broadcasting, but include RCA (which owns NBC) and American Broadcasting-Paramount Theaters, as well as CBS Inc.

FCC has extended until Jan. 22 time for filing comments on its inquiry and proposed rulemaking on ownership of publicly held companies by mutual funds and investment houses. Reply comments will be due Feb. 21. More than dozen corporate broadcast licensees had asked for 90-day extension from Nov. 23 (BROADCASTING, Nov. 23) but FCC held that 60 days appeared more appropriate.

CATV-NAB showdown

Months-long consideration by National Association of Broadcasters of proposed legislation giving FCC jurisdiction over community television systems is coming to head. NAB subcommittee is meeting with opposite numbers representing National Community Television Association in New York Dec. 7-8 for last try at compromise. Whatever outcome, NAB group intends to submit report to parent Future of Television in America Committee which will, in turn, pass on recommendations to full TV board at Jan. 25-29 meeting in Palm Springs, Calif.

Meanwhile, NAB position seemingly is spelled out in detail in model CATV ordinance drawn up by NAB general counsel Douglas Anello for broadcasters seeking guidelines for CATV franchise actions in their local communities. Highlights of model: Cable must delay for 24 hours any program to be carried by local station; program origination or advertising is prohibited except for time and weather; cable company must comply with FCC rules and regulations, present or future; if local TV station is carried on cable, no "material" degradation of signal is permitted.

Ford status

Status of FCC Commissioner Frederick W. Ford was unchanged last week as he awaited word from "Texas White House" on his resignation as well as return to Washington of Chairman Oren Harris (D-Ark.) of House

Commerce Committee with whom he wants to consult before formally announcing his acceptance of presidency of National Community Television Association. Thus it's likely Mr. Ford will be on hand this week and attend Wednesday commission meeting, as he did last week. It's expected, however, that commissioner will formally leave by mid-December.

Meanwhile support was building for candidates to succeed him in his Republican (or independent) vacancy. Unexpired portion of Mr. Ford's term runs for six and one-half years, or until June 30, 1970. Gaining strong support, it was reported, is Charles H. King, dean of Detroit College of Law, on FCC from July 1960 until March 1961 as interim appointee.

Foreign trade

Seven Arts Associated Corp. is quietly expanding its international television operations. Company understood to have completed agreement with Allied Artists Corp. to handle overseas TV and theatrical distribution of 437 Allied feature films. To accommodate this additional product (now totaling more than 1,100 hours of programming), Seven Arts has added sales representatives in London and Tokyo and in New York, which handles Latin America.

Saturday baseball

New York Yankees, 80% owned by CBS Inc., and under contract to CBS-TV for *Game of the Week* in 1965, will probably be out of projected national telecasts of Saturday afternoon major league baseball, if one of networks makes acceptable bid. Yankees are getting estimated \$550,000 for CBS-TV appearances next year and it is doubtful they would participate in package for less than that. Based on equal-share plan for all 20 teams, Saturday package would add up to \$11 million if Yankee-CBS deal were matched. No network is seen ready to spend that much for trial run in '65.

Proponents of baseball project laid plans out for three TV networks in New York last week and called network interest "exceedingly good." Baseball men say they're still open on price but have told networks plan can't be considered a bargain-counter enterprise. Plan now calls for national game with blackout only in cities of participating teams. Major leagues meet in Houston this week and any

network decision will have to come before meetings end. Networks say they are considering plan, but are wondering if they would have to take loss first year to put in high enough bid.

Search for angel

Brookings Institution of Washington has submitted formal request for over \$250,000 to three foundations for study of media coverage of governmental and judicial activities, hopes to hear in month whether it's going to get financing. Brookings won't accept underwriting of project from interested parties, thus ruling out contributions by broadcast entities and, presumably, by bar association. One problem that is worrying Brookings officials: Same foundations have been asked to underwrite other Brookings studies, and it seems to be tossup whether grant will be made for media study, or others.

Translators vs. CATV's

If community antenna television systems are required by FCC to refrain from duplicating local television stations, why shouldn't translators be subjected to same limitations. CATV's have long asked this question, and some commissioners as well as commission staffers are asking it too. As result, there are signs that commission may decide to impose non-duplication condition on translator grants as automatically as it does on grants of microwaves that serve CATV's.

One recent translator grant already carries that condition. But tip off on whether this will become hard policy will be given if commission votes to reconsider grant of translator construction permit to group in Ottumwa, Iowa. Grant this month was unconditional, but staff feels condition should be attached, and commission is going to take up matter soon.

Under one roof

Westinghouse Broadcasting Co. is thinking of housing all of its New York-based activities at one location. They'd be united by relocating WBC's corporate offices, which also house WBC Productions (radio-TV program production) and WBC Program Sales (syndication), as well as WINS New York and Television Advertising Representatives and AM Radio Sales, WBC's respective TV and radio spot representation firms. Best bet is east side of Manhattan in mid-town area.

MORE ADULT WOMEN

listen to

WIBG Radio 99

6 AM to Midnight

**than any other
Philadelphia Radio Station**



MORE total listeners **MORE** total homes in
MORE adult listeners **MORE** time periods

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—July-September 1964; Adult Audience Age 18-50. (Radio PULSE LQR 100 II—April-June, 1964) Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS '61; Share of Audience Total Rated Time Periods, HOOPER—September-October, 1964.

STORER BROADCASTING COMPANY	LOS ANGELES KCBS	CLEVELAND WJW	MIAMI WGES	TOLEDO WSPD	DETROIT WJBK	WIBG PHILADELPHIA
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Brevity and wit are aims of television networks as they plan for 1965-66 season. Gimmick shows will continue in favor. More themes will be picked up from movies and best-selling books. See . . .

SHORTER AND FUNNIER IN 1965-66 . . . 27

FCC by 6-0 vote decides to look into payola again. Henry given authority to issue subpoenas. Major investigation not planned, commission says, but subpoena power will help gather evidence. See . . .

OPENING SEASON ON PAYOLA . . . 60

Community-antenna TV operators, including some broadcasters, strike at ABC's proposed solution to CATV problem. ABC's suggestions to FCC would kill CATV, opponents say, while protecting networks. See . . .

CATV GETS HACKLES UP . . . 40

Some of bigger broadcasters in National Association of Broadcasters want NAB presidency to be rotated, with operations run by staff men. Smaller stations still lean toward national figure. See . . .

WILL NAB'S TOP JOB BE ROTATED? . . . 58

Ford dealers in 10 districts put \$750,000 into regional sponsorship of Wolper documentaries. Public affairs programs to be shown in 51 markets. Special spots will emphasize dealers' public spirit. See . . .

DEALERS USE WOLPER SHOWS . . . 32

Community-antenna television business is growing so fast National Community Television Association hard-pressed to keep track. In last year, 750 areas have franchises or applications. See . . .

CATV'S PASS 1,400 . . . 52

National Nielsen ratings for two weeks ended Nov. 8 pose problem for ranking TV networks. Counting election night results, NBC is in front, but ignoring Nov. 3 ABC and CBS are neck and neck. See . . .

WHO'S GOT THE LEAD? . . . 62

Association of National Advertisers' workshop on TV commercial production examines pre-planning, cost control, casting and picking production house. Webber urges agency producer be brought into planning. See . . .

ELEMENTS OF GOOD COMMERCIALS . . . 38

On eve of Sigma Delta Chi meeting in Kansas City, group's freedom of information committee issues report on problems facing broadcast newsmen. Election reporting and Section 315 called biggest headaches. See . . .

REPORT LISTS NEWS PROBLEMS . . . 64

Special report by William Dozier outlines belief that international television can aid world understanding and peace. Intimacy of television, he says, can brush away "barriers of language and custom." See . . .

SATELLITE TV: FORCE FOR PEACE . . . 76

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday. 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

When the Redskins make news an ALL-PRO LINE-UP tells the fans about it on WMAL

Washington is a football town, and everything the Redskins do is NEWS. To score with devoted fans, WMAL uses an all-star roster of pro-footballers to back up our regular sports schedule. Flanker back Bobby Mitchell does pre-game radio programs; Redskins' Coach Bill McPeak spends 25 minutes Monday-night-quarterbacking and answering listeners' phone calls on radio; linebacker Sam Huff previews and reviews the Sunday game on radio and discusses past and future performances with the TV audience twice weekly; former Redskins' star, Chuck Drazenovich, is the WMAL color commentator for all Redskins radio broadcasts.

This Redskins quartet, augmenting our 25-man staff of news and public affairs specialists during the season, gives WMAL sports programs an extra dimension. Another reason why WMAL-Radio and WMAL-TV is the news and sports authority in the Nation's Capital.



News and Sports Authority in the Nation's Capital

 **wmal** radio and television 

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

FCC suggests reins on Bakersfield CATV

FCC has suggested that Bakersfield, Calif., city council consider conditioning approval of pending application for community antenna television service franchise on CATV's promise to protect local stations.

CATV plans to relay programs of all Los Angeles stations into Bakersfield, now served by three UHF's. But cable company won't use microwaves and, as result, is outside authority thus far exercised by commission.

Commission suggestion was in letter to counsel for KLYD-TV Bakersfield. Andrew G. Haley, who had asked commission to acquaint city council with its views on CATV's.

Commission has given its views on CATV to city councils in past. But Bakersfield letter goes farther than others in suggesting attachment of conditions to CATV grant.

After stating its view CATV service should not be at "expense of crippling or eliminating" local TV service, commission noted it has proposed rules requiring microwave-fed CATV's to carry local stations and to refrain from duplicating their signals. It also said conditions are being imposed on CATV microwave grants on interim basis, pending resolution of rulemaking.

Commission added that if Bakersfield CATV sought microwaves to provide service facilities would not be granted without conditions.

"Accordingly," commission said, "the city council may wish to consider whether these requirements, in whole or in part, should be included in any franchise which may be issued by it."

KALI and WDBQ fined \$5,500 by commission

Two forfeitures totaling \$5,500 and notice of apparent liability for \$500 were announced by FCC Friday (Nov. 27).

Ordered to pay \$4,000 and \$1,500, respectively, were Tele-Broadcasters of California Inc. (KALI San Gabriel) and Dubuque Broadcasting Co. (WDBQ Dubuque, Iowa).

KALI, which had received notice from commission on July 1 of apparent liability of \$4,000, was fined for "willful and repeated" violation of rules that re-

Two more months

NBC has received another extension—to Jan. 31, 1965—from federal court in Philadelphia on order to divest itself of its Philadelphia radio and TV stations.

Network is under orders to get out of Philadelphia following consent judgment in government antitrust suit involving NBC's acquisition of WRCV-AM-TV Philadelphia from Westinghouse Broadcasting.

Pending before FCC are applications by NBC and Westinghouse to re-exchange stations—network's Philadelphia outlets for WBC's Cleveland stations (KYW-AM-FM-TV).

quire station to originate majority of its programming locally.

Acting on KALI's reply, commission deferred further consideration of station's request for waiver of requirement until licensee establishes basis and extent upon which it proposes to serve San Gabriel.

WDBQ was ordered to forfeit \$1,500 for "willful and repeated" violation of rules by failing to have licensed operator on duty and operating station after sunset with its daytime power.

Commission, which notified WDBQ on July 22 that it had incurred apparent liability of \$2,000 for two violations, reduced forfeiture Friday by \$500 after considering licensee's reply.

Eastern Broadcasting Co., licensee of WFPG Atlantic City, was notified by commission Friday that station had incurred apparent liability of \$500 for failing to have properly licensed operator on duty at transmitter or authorized remote control point.

WFPG has 30 days to contest action or pay forfeiture.

MCA buys music firms

MCA Inc., already active in TV program production and distribution and in motion picture making through Universal Pictures, is moving into another entertainment field—music publishing. MCA has acquired assets and worldwide copyrights of Leeds Music Corp. and Duchess Music Corp., both New York. These companies will operate under name of Music Corp. of America.

FCC clears stations in program inquiry

FCC last week concluded lengthy inquiry into contract of Family Stations Inc. to furnish taped religious programs to stations.

Commission, whose inquiry centered on contract between Family and WFME(FM) Newark, N. J., and KHC(B)(FM) Houston, held that stations are now operating within rules.

Question was whether contracts violated commission's rules on sponsorship identification and program control.

Commission's decision, announced in letters to stations made public Friday (Nov. 27), was based on clarification of contract provided by Family on Nov. 12.

Family is licensee of KEAR-FM San Francisco, KEBR-FM Sacramento and KECR-FM El Cajon, all California, all religious, noncommercial stations. Applications for renewal of their licenses have been deferred, pending completion of inquiry.

Commission said contracts raised questions as to whether all programs supplied or sponsored by Family were clearly identified as such, in accordance with sponsorship identification rules. Commission said most of Newark and Houston stations' programs were furnished by Family.

Commission also questioned whether stations in past broadcast misleading announcements indicating they were owned by Family, and whether they had delegated control of programming to Family.

Family, in its clarification, said its contracts don't require stations to broadcast any of its programs except those formally sponsored and so identified. Family also said it wouldn't attempt to influence programming it doesn't sponsor and wouldn't hinder acceptance by stations of commercial sponsorship of others.

In separate actions, commission renewed license of WFME for remainder of its regular term, ending June 1, 1966, and approved sale of commonly owned WKST New Castle, Pa., to Herbert Scott for \$450,000. Principal in Communications Industries Stations, which owns New Jersey station and sold WKST, is Lazar Emanuel. Mr. Scott has ownership in WJWL Georgetown, Del.; WTTM-AM-FM Trenton, N. J., and WPAZ Pottstown, Pa.

Revocation of WCLM(FM) license upheld by FCC

FCC last week denied petition for reconsideration by Carol Music Inc. and affirmed earlier decision revoking license and subsidiary communications authorization of WCLM(FM) Chicago.

Decision, announced Friday (Nov. 27), also ordered Carol to wind up affairs and cease operation of station and authorization within 60 days.

Commission last July, by 6-0 vote, revoked license of WCLM for "willful or repeated" failure to operate within terms of license, misrepresentations, concealment and other rule violations (BROADCASTING, Aug. 3).

Among issues in case was that Carol used multiplex facilities of station to provide bookies with horserace results. In initial decision hearing examiner found Carol guilty of this charge, among others.

However, commission's final decision did not adopt findings as to horserace news service, stating there were insufficient grounds for revocation in that WCLM turned over control of its programming to outside company without informing FCC (BROADCASTING, Sept. 28).

NATRFD becomes NAFB; elects vice presidents

National Association of Television and Radio Farm directors at annual meeting in Chicago (see page 63) Friday (Nov. 27) changed name to National Association of Farm Broadcasters and elected following regional vice presidents: northeast—Jack Heiskell, WSAZ Huntington, W. Va.; southeast—Gil Stamper WBT Charlotte, N. C.; mid-south—Marvin Vines, KAAV Little Rock, Ark.; west south central—Bob Etheredge WBAP Fort Worth-Dallas; west north central—Chuck Conger, KRVN Lexington, Neb.; east north central—Ben Werk, WHOF Canton, Ohio; Pacific northwest—Bob Kull, KIT Yakima, Wash.; Pacific southwest—C. W. Robinson, KWG Stockton, Calif., and Canada—Brad Schneller, Ontario Department of Agriculture, Toronto.

FCBA to hear Shapp

Milton J. Shapp, president, Jerrold Corp., Philadelphia community antenna television equipment manufacturer, and owner and operator of CATV systems, will speak Dec. 8 to Federal Communications Bar Association luncheon at National Press Club Ballroom, Washington.

Mr. Shapp will speak on "CATV: Past, Present and Future."

WEEK'S HEADLINERS



Mr. Stabile

James A. Stabile, VP and associate general attorney for NBC, has resigned to resume private law practice, effective after first of year. He said he had wanted to make this move for some time but deferred it for completion of complex and protracted TV music license negotiations between American Society of Composers, Authors & Publishers and TV networks, in which he headed three-network committee. Basic agreement in those negotiations has now been reached. Before becoming VP and associate general attorney, Mr. Stabile was NBC VP in charge of talent and program administration and VP for standards and practices. He joined NBC in early 1957 from ABC, where he was VP and general counsel.

Ray C. Stricker, senior VP and manager of Chicago office of Maxon Inc., joins Post-Keyes-Gardner there as VP and assistant to President Carl M. Post.

For other personnel changes
see FATES & FORTUNES

Roy Roberts to retire at start of new year

Roy A. Roberts, 77, chairman of board, *Kansas City (Mo.) Star and Times*, has announced he will retire completely from newspaper's management on Jan. 1. Mr. Roberts turned 77 on Nov. 26.

In 1957, Mr. Roberts and newspaper were required to sell WDAF-AM-FM-TV Kansas City under consent judgment following government antitrust suit against company. Stations were sold to National Theaters for \$7.6 million; National Theaters sold them to Transcontinent Television in 1960 for \$9.75 million. Earlier this year, TTC sold WDAF stations to Taft Broadcasting as part of TTC transaction which saw all, except Cleveland radio outlets, sold to others in liquidation of TTC.

Agency executive dies

Funeral arrangements were being made in New York last Friday (Nov. 27) for **George Crandall**, 66, former director of press information for CBS. He died on Wednesday (Nov. 25) in Houston from complications resulting from

major surgery. At his death Mr. Crandall was executive V. P. of Swan & Mason, New York advertising agency.

Weekly Arbitrons show close race

Close running of TV networks in Arbitrons for seven-day period ending Thursday (Nov. 26) gave CBS-TV 17.4, NBC-TV 17.2 and ABC-TV 15.6 in average ratings, 7:30-11 p.m. EST.

NBC fared best on Wednesday (Nov. 25) with five half-hour wins to CBS's two (NBC averaged 20.9, CBS had 19.5 and ABC 13.1 that night). On Thursday, CBS had three half-hour wins, ABC and NBC two each, with averages for that night showing ABC with 15.4, NBC at 14.8 and CBS with 14.5.

Wednesday, Nov. 25

		Arbitrons Rating	Share
7:30			
ABC	Ozzie & Harriet	15.0	29
CBS	Ecumenical Council Special	6.6	13
NBC	Virginian	22.1	43
8:00			
ABC	Patty Duke	19.7	35
CBS	Local	—	—
NBC	Virginian	23.4	41
8:30			
ABC	Shindig	15.2	25
CBS	Beverly Hillbillies	20.1	33
NBC	Virginian	20.8	34
9:00			
ABC	Mickey	10.0	17
CBS	Dick Van Dyke	23.8	41
NBC	Wednesday Night Movie	19.6	34
9:30			
ABC	Burke's Law	14.2	26
CBS	Cara Williams	15.5	29
NBC	Wednesday Night Movie	19.4	36
10:00			
ABC	Burke's Law	14.9	27
CBS	Danny Kaye	18.6	33
NBC	Wednesday Night Movie	21.2	38
10:30			
ABC	Scope	2.8	6
CBS	Danny Kaye	20.6	41
NBC	Wednesday Night Movie	20.1	40

Thursday, Nov. 26

7:30			
ABC	Flintstones	8.3	19
CBS	Munsters	15.9	36
NBC	Favorite Songs Special	13.8	31
8:00			
ABC	Donna Reed	13.0	27
CBS	Perry Mason	16.4	34
NBC	Favorite Songs Special	14.0	29
8:30			
ABC	My Three Sons	17.9	35
CBS	Perry Mason	16.7	33
NBC	Dr. Kildare	15.8	31
9:00			
ABC	Bewitched	22.0	42
CBS	Password	13.8	27
NBC	Dr. Kildare	14.4	28
9:30			
ABC	Peyton Place II	21.2	41
CBS	Baileys of Balboa	11.4	22
NBC	Hazel	14.8	29
10:00			
ABC	Jimmy Dean	13.6	28
CBS	Defenders	13.3	28
NBC	Kraft Theater	16.2	34
10:30			
ABC	Jimmy Dean	11.5	26
CBS	Defenders	13.9	31
NBC	Kraft Theater	14.5	32

Welcome KTLA

GOLDEN WEST BROADCASTERS 

**H-R Television, Inc., the industry's leading national
spot representative, and the family of
important television stations we represent throughout the country,
proudly welcome the Number 1 independent station
in the nation's most dynamic television market,
KTLA, Los Angeles.**



exclusive national representative

Effective December 1

49 ONE-HOUR SCIENCE FICTION ADVENTURES

Ready to Start on Your Station in January

JUST RELEASED AND
ALREADY SOLD...

n New York
Los Angeles
Chicago
Detroit
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Washington, D.C.
Minneapolis-St. Paul
Indianapolis
Miami
Seattle-Tacoma
Columbus, O.
New Orleans
South Bend-Elkhart

WNEW-TV
KTTV
WGN-TV
WXYZ-TV
KTVT
WTTG-TV
KSTP-TV
WTTV
WCKT
KTNT-TV
WTVN
WWL-TV
WSJV-TV

THE OUTER

a Daystar-Villa di Stefano-UA production



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JUNE HAVOC • BARBARA RUSH • GENE RAYMOND • WARREN STEVENS • HARRY GUARD

**5-Month
35-Market Study
reveals:**

**"THE OUTER
LIMITS"**

averages **23.8** rating
and **35.7%** share.

Market	Rating	Share
ATLANTA	18.3	27.5%
BAKERSFIELD	24.7	34.3%
BALTIMORE	23.7	34.5%
BIRMINGHAM	38.5	58.7%
BOSTON	19.6	27.3%
BUFFALO	18.7	28.0%
CHARLOTTE, N. C.	29.3	65.0%
CHARLESTON, S. C.	28.5	41.2%
CHATTANOOGA	25.5	38.5%
CHICAGO	17.0	28.0%
CINCINNATI	23.6	35.0%
CLEVELAND	22.0	32.3%
COLUMBUS, O.	27.7	40.2%
DALLAS-FT. WORTH	20.5	30.7%
DAYTON	32.7	50.0%
DETROIT	24.9	36.4%
HOUSTON	27.3	41.3%
INDIANAPOLIS	23.5	33.4%
KANSAS CITY, MO.	21.5	34.5%
LOS ANGELES	19.9	28.9%
MEMPHIS	21.0	31.7%
MIAMI	23.5	33.5%
MILWAUKEE	23.0	35.2%
MINNEAPOLIS-ST. PAUL	21.6	28.3%
NEW ORLEANS	18.9	26.2%
NEW YORK	16.9	24.4%
OMAHA	24.8	40.8%
PHILADELPHIA	26.3	36.6%
PITTSBURGH	28.5	42.2%
SACRAMENTO-STOCKTON	33.3	36.3%
SAGINAW-BAY CITY-FLINT	25.5	37.0%
SAN FRANCISCO	19.1	28.3%
SEATTLE-TACOMA	24.1	38.1%
ST. LOUIS	20.5	31.6%
WASHINGTON, D. C.	20.8	34.8%

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DATEBOOK

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

■Indicates first or revised listing.

NOVEMBER

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

DECEMBER

■Dec. 1—International Radio & Television Society timebuying and selling seminar will hear Cris Rashbaum, vice president of research and promotion at Harrington, Righter & Parsons, and Maurie Webster, vice president and general manager of CBS Spot Sales discuss "Professionalism in Selling." Chemical Bank New York Trust Co. auditorium, New York.

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

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

Dec. 2-5—Sigma Delta Chi national convention. Keynote address to be given by Benjamin M. McKelway, Washington Star (WMAL-AM-FM-TV Washington and WSVB-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 Broadcasters. Washington.

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

Dec. 10 — Awards luncheon of the Art Directors Club of Los Angeles, announcing winners of the 1984 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. 16—Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower inn, Chicago.

Jan. 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.

Are you like one of Solomon's wives?

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

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

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

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

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



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money

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DAYTONA BEACH
CAPE KENNEDY**

the Mid-Florida Urban Complex
has **MORE** of both

WESH-TV

FLORIDA'S CHANNEL 2

Don't wish—buy WESH-TV selling
FLORIDA'S No. 3 MARKET

REPRESENTED BY THE KATZ AGENCY, INC./NBC

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 radio and TV boards of National Association of Broadcasters. Palm Springs Riviera, Palm Springs, Calif.

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

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

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

FEBRUARY

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

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

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

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

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

MARCH

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

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

■March 31-April 1—National Electronic Industry Show Corp. to co-sponsor "New Business Forum" during National Electronics Week. Community antenna television will be among items discussed. Hilton hotel, New York.

APRIL

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

MAY

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

JUNE

■June 12-15—Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers tentatively scheduled: FCC Commissioner Frederick Ford and Paul Comstock, government affairs vice president of National Association of Broadcasters. Holiday Inn, Callaway Gardens, Pine Mountain.

■June 13-18—Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.

June 17-19—Annual convention of the Maryland-District of Columbia-Delaware Broadcasters Association, Henlopen hotel, Rehoboth Beach, Del.

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

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

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

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

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John Tillman's award-winning on-the-spot news and Kevin Kennedy's early and late evening reports are Television News Programs that penetrate . . . inform . . . enlighten. Gloria Okon and Marilyn Grey, the only television weather girl personalities in New York add a special vitality of their own to comprehensive weather reporting. Programming that keeps people more than informed is one of 20 Different Worlds of Entertainment this year that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York's One-Station Network.

People
hear
more
with
WPIX
NEW YORK



Radio-TV proves an ideal salesman for Mogen David

"Hitch your wagon to a star!"

The star, of course, is the Star of David, symbol of the Mogen David Wine Corp.

And Mogen David's star has been rising ever since the company was founded in 1933, thanks to a reputation for uniform quality, the development of new wines and expansion into new markets—plus a hefty investment in radio and television advertising.

We have just recorded the best October in our history. Sales were up 9% over October 1963 and 20% over the same month in 1962.

We expect to wind up November with another record too. Altogether this represents a steady upward trend during the past 10 years.

Expanding Markets ■ Mogen David now is the largest winery in the Midwest and the world's biggest producer of Concord grape wine. We are represented in all 50 states and our wines are popular among U. S. military personnel around the world as well.

Our growth has been paralleled by steady increases in advertising. Mogen David has poured more than \$25 million into advertising over the years and the bulk has gone into radio and television. Other media include trade and consumer magazines, daily newspapers, Sunday supplements, billboards, car cards and bus posters.

In 1943 our total advertising budget was only \$50,000. In 1950, when we pioneered among wineries in the use of network television, we spent \$500,000. Today we have a multi-million-dollar advertising budget.

Currently our broadcast schedule is heavily concentrated in spot TV commercials in 97 markets with additional radio spots in several key markets. We like local spots because of their flexibility, frequency and impact. With spots, we can tailor our message to the needs of each market and thus give our distributors the greatest possible impact.

Broadcasting's Impact ■ Radio and television have always been our principal media. We like the way our consumer message comes alive when the public hears and sees our presentation. The message penetrates more deeply and quickly through the broadcast media and sales responses come faster too.

Our first television theme, an appeal to tradition, was developed as a result of motivation research conducted by our advertising agency, Edward H. Weiss & Co., Chicago. One of our oldest slogans and one that is still effective

is "The wine like Grandma used to make." Recent campaigns have been built around the idea that "Any time is Mogen David time" and "Mogen David goes with everything."

We also are appealing to the "young marrieds" as well as to established markets. One of our current TV spots shows a young couple on a picnic. A decanter of Mogen David is prominent in the picnic basket.

Another employs humor, showing a "talking" Mogen David decanter in the refrigerator. The decanter jokes about its humble place next to the pickle jar.

The only commercials of their kind being used by the wine industry, they are designed to draw the viewer into the picture and enable him to see how Mogen David wines fit into his own daily life.

No Wine 'Mystery' ■ A central theme in our campaign is the idea that there's no "mystery" in the use of wine. What wines to serve with which foods is a matter of personal taste and there is no need to worry about traditional wine rules. We believe that more Americans would serve wine regularly if they were not afraid of making a social mistake.

Mogen David's progress has included steady development of new products. Our reputation was first made with our Concord grape wine. Since then cherry, blackberry, rosé and Mogen David dry red wine have been added to our list.

The dry red wine came into being last year as a result of surveys that showed the growing popularity of drier table wines. Ours has a unique flavor that appeals to persons who like something that is neither sweet nor extremely dry.

Quality control to insure that the wines always taste the same is another

factor in our steady growth. Because there is never any deviation from one year to the next, the consumer doesn't have to worry about vintages, another traditional source of concern to persons who believe in a wine *mystique*.

Mogen David's distinctive decanter is another of our assets. Ours was the first decanter in the alcoholic beverage industry to gain national distribution and has become a familiar sight on retailers' shelves.

We also have pioneered in our industry with the Mogen David Multi-Pak. This carry-home carton contains one decanter of each of four wines and comes in three bottle sizes—midgets, bantams and tenths. The midgets encourage the consumer to try each of the wines to determine which he likes best. The larger sizes provide an easy way of keeping a variety of flavors available in the home.

Attention Factor ■ The decanters and packaging are, of course, part of our over-all marketing program and they give us something different to show in print and television advertising. A product's ability to stand out from the competition is as important in advertising as on the store shelf.

In our philosophy of marketing there is no bad advertising media. Each has value as long as it reaches the public and each plays an important part in the sales picture.

We believe that the framework of any program should include various supporting media. But at the top of our list are radio and television, the quick-action media.

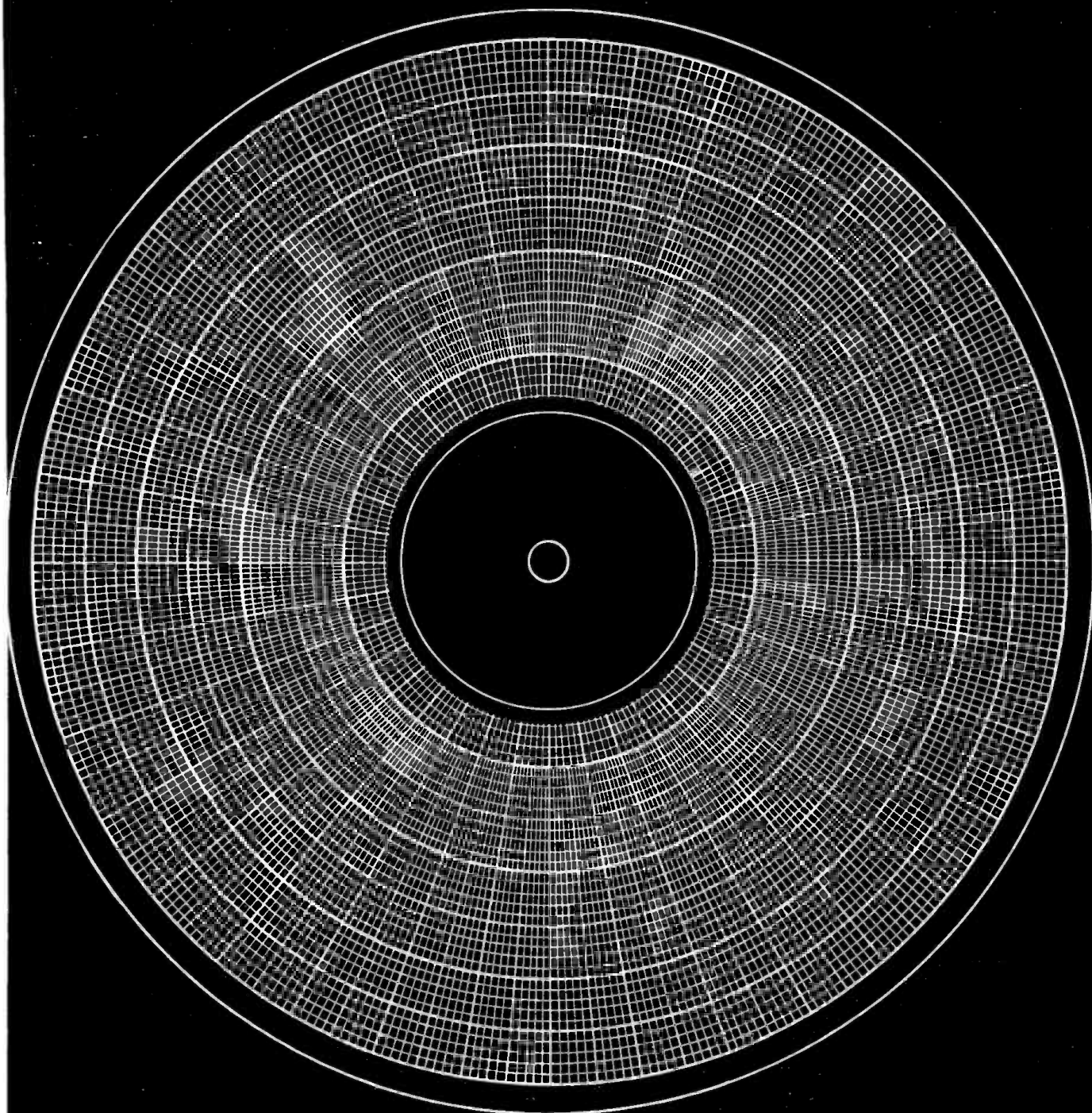
The Mogen David wagon is firmly hitched to the Mogen David star—and to broadcasting. We know that radio and television will keep our star rising higher and higher.

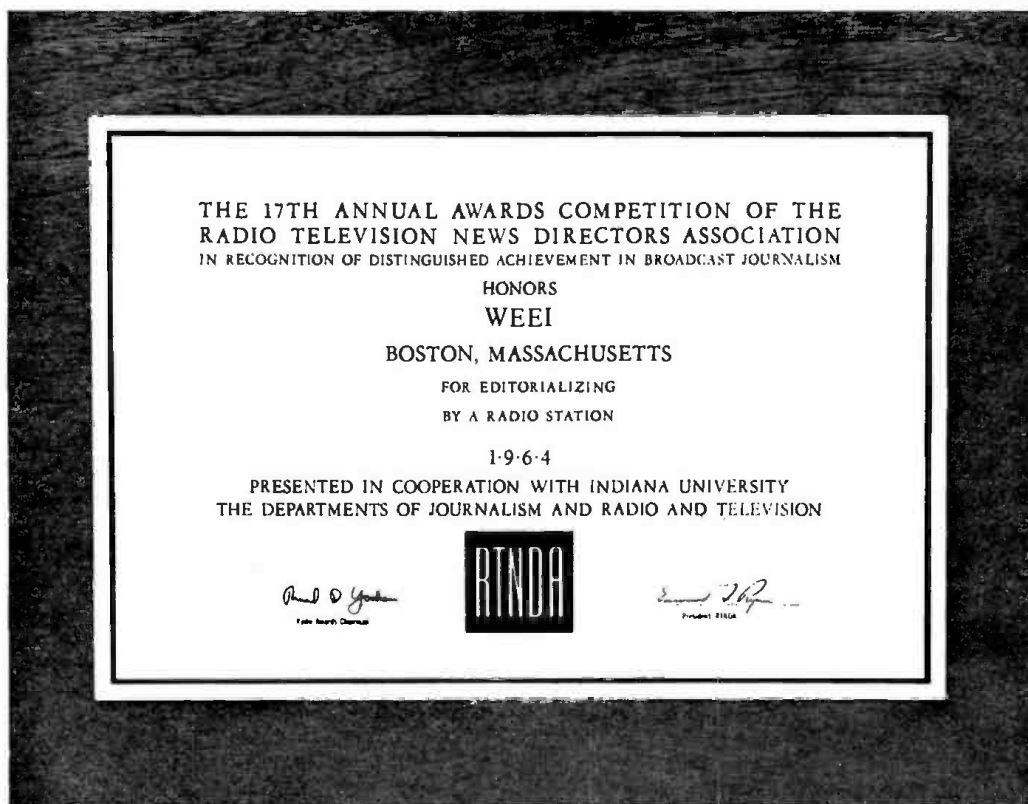


Bernard Wiernik became president of Mogen David Wine Corp. in late September. He first joined the company in 1946 as Midwest sales representative and before assuming his present post he was vice president in charge of sales and advertising and executive vice president. It was under his direction that Mogen David became the first member of the wine industry to use network television as part of its sales program. He recently rejoined Mogen David after a short period with C.V.A. Co.

Quality by any measurement is on the record at WELI.
The station with the adult purchasing power audience in New Haven.
The station that makes New Haven a better buy.
5000 Watts; 960 KC.

WELI





...“Distinguished achievement in broadcast journalism”

“The judges felt your entry was in the highest tradition of broadcast news service. Through your depth of treatment of the subject matter, understanding of the problems involved and utilization of your manpower and technical skills at peak efficiency, you have helped write a new chapter in the proud history of broadcast news.”

Professor Richard Yoakam
 Indiana University

The New
WEEL/BOSTON
 A CBS OWNED RADIO STATION

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!

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world. I am not surprised that your magazine is so widely circulated.—*Sam Baker, sales manager, Artransa Radio, Sydney, Australia.*

Waiting for ink to dry

EDITOR: I have just received advance notice on the contents of your Dec. 14 issue. Let me right now order 30 copies of the feature on radio programing formats.

If it at all compares with your Sept. 28 "Special Report: Radio," it will be invaluable to me.—*James S. McElhaney Jr., radio production supervisor, University of Texas, Austin.*

(Special Report: Radio, Part II will include a discussion of various program formats and their popularity.)

Thanks

EDITOR: As president of the Hamilton County Tuberculosis Association . . . I want to thank you very much for running the Christmas Seal ad in the Nov. 16 issue. I'm sure I speak for other radio-TV folks active in their associations.—*Walter H. Stamper, commercial manager, WAPO Chattanooga, Tenn.*

BOOK NOTES

"Market Analysis: A Handbook of Current Data Sources," by Nathalie D. Frank. Scarecrow Press Inc., New Brunswick, N. J. 268 pp. \$5.50.

A long but not exhaustive reference work, this book is a compilation of sources of marketing information. The lengthiest and most thorough section of the book lists the publications of marketing interest put out by the federal government, briefly describing their contents. Miss Frank is a librarian.

"Chases' Calendar of Annual Events," by Harrison V. and William D. Chase. Apple Tree Press, Flint, Mich. 58 pp. \$1.50.

A helpful publication for public relations men and disk jockeys fond of incidental information, this is a soft-cover, volume. The bulk of the book is a day-by-day compilation of events, both significant and trivial, that will happen in 1965.

"Hootenanny Tonight!," by James F. Leisy. Gold Medal Books, Fawcett Publications Inc. Greenwich, Conn. 192 pp. 50 cents.

Mr. Leisy has compiled his third folk song edition in a paperback that contains a fine selection of songs, each with its own explanatory notes and guitar chords. The book covers all fields of folk music, and instead of rehashing the well-known tunes, provides lyrics to some not-so-often heard melodies.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. ZIP code
20036. Telephone: 202 Metropolitan 8-1022.

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ASSISTANT PUBLISHER
Lawrence B. Taishoff

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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BROADCASTING, November 30, 1964



Jubilant winners of WFBM 40th anniversary contest

You may recall that we ran a somewhat unusual contest announcement in this publication some time ago.

"Have a little fun at our expense," we invited. "Tell us why you don't give a hoot about our 40th anniversary."

Pausing only to point out that we are the best broadcast buy in the prosperous Mid-Indiana market, we offered \$100.00 for the most devilishly clever reply.

Pictured above are the happy winners, Chet and Connie Dippel of Fullerton, California, shown with their faithful dog Gogi "Freckles" Dippel.

These three, incidentally, constitute the entire staff of Chet Dippel Advertising. And Gogi—correct us if we're wrong—is the only dog in America officially listed as an agency staff member.

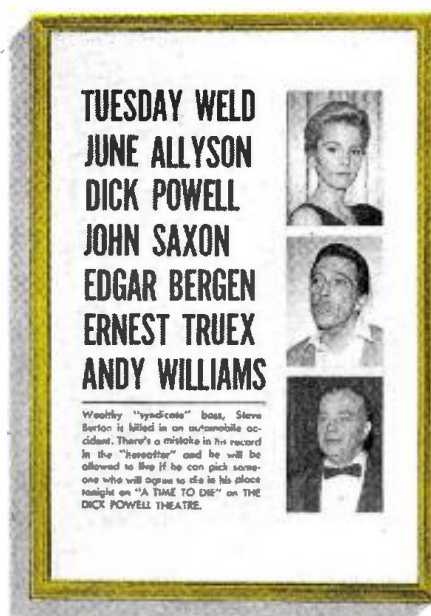
Gogi's duties are simple, according to Chet. "His gentle snoring helps us maintain our relaxed way of doing business, and we wake him as needed to bite the legs of radio and newspaper representatives."

As for us, we want to thank everyone who entered our contest. And we certainly don't feel that we need any thanks, even from the Dippels. Surely those three happy faces are reward enough!

the WFBM
STATIONS
INDIANAPOLIS • RADIO • TELEVISION • FM • WUZAK

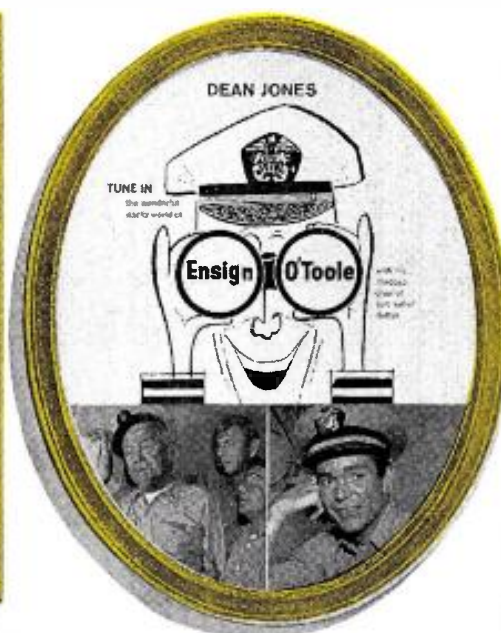


IF YOU'RE LOOKING FOR CHOOSE FROM THIS "Four Star



THE DICK POWELL THEATRE

Here is the finest quality drama . . . with great stars, great stories, and great production values. Each episode is truly equal to big name Hollywood produced feature motion pictures and makes a prestige prime time hour series. Over 200 stars . . . 60 one-hour dramas available.



ENSIGN O'TOOLE

Here's a bright, lively comedy program that led its time slot the second time on the network. It's currently delivering superb ratings for station after station in its syndication run. ENSIGN O'TOOLE and his madcap crew provide "top deck" entertainment in every episode. DEAN JONES stars . . . 32 half-hour episodes available.



RICHARD DIAMOND

This exciting series should hit a new performance peak in prime time programming. Each half-hour was telecast only once over the NBC network (1959-60) and are the only episodes on which the original title, RICHARD DIAMOND, can be used. DAVID JANSSEN stars . . . 26 half-hours available.



...AND FOR YOUR LATE
NIGHT FEATURE SLOTS

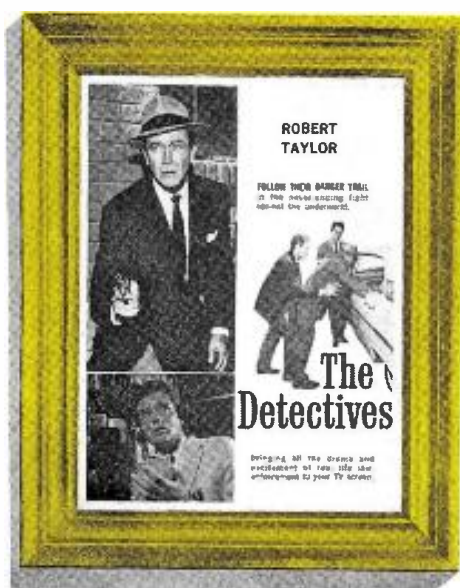
SPECTACULAR SHOWCASE

An exciting group of Feature Films for television. Based on legend and myth, we feel they're the very best of the Spectacular-Epic type and are of the scope and magnitude that attract big numbers for stations. 17 titles . . . 14 color.

ALSO IN DISTRIBUTION: TARGET: THE CORRUPTORS / THE TOM EWELL SHO

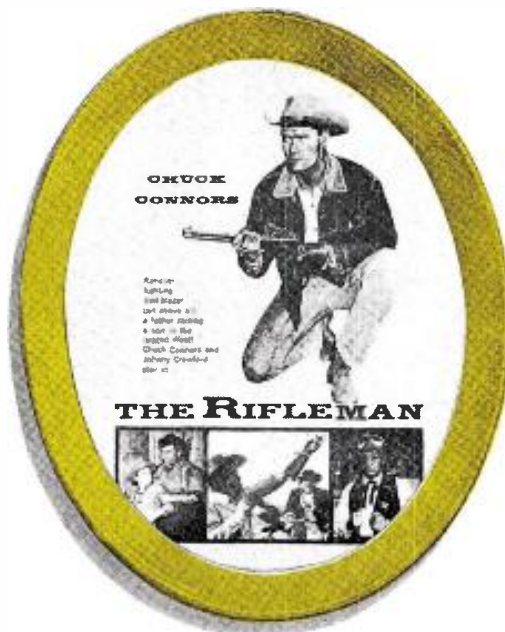
PRIME TIME PROGRAMMING*...

Gallery" OF QUALITY PRODUCT



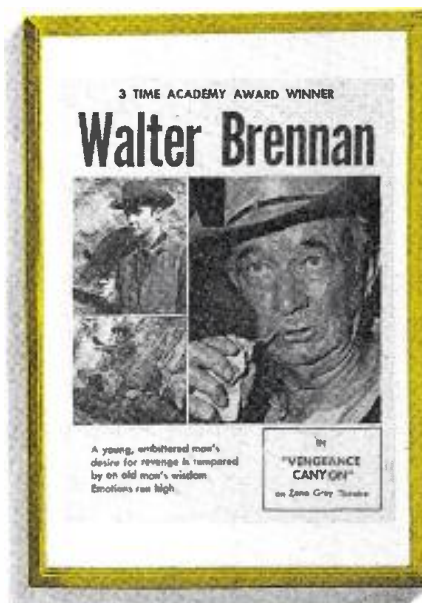
THE DETECTIVES

This series is currently winning top ratings, shares and homes. Its action, suspense and the superb talents of ROBERT TAYLOR make this one of television's finest law-enforcement series. Its 67 half-hours and 30 hours can be converted into 127 half-hour or 63 one-hour episodes by using custom ROBERT TAYLOR bridges.



THE RIFLEMAN

Sold in over 140 markets . . . this is one of the biggest rating-getters in syndication today. So popular, it has just been released for its 3rd and 4th syndication run. Programmed late afternoon, or evening . . . against news, movies or kids, THE RIFLEMAN is consistently delivering top audiences. CHUCK CONNORS stars . . . 168 half-hour episodes available.



ZANE GREY THEATRE

Here are compact, action-filled half-hour "Miniature Movies" produced against sweeping Western backgrounds. It is currently winning fine ratings in a wide range of time slots against a variety of competitions. 150 stars (including Oscar and Emmy winners) . . . 145 half-hour episodes available.

"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH
AVENUE
NEW YORK
20
NEW YORK
LT 1-8530

*or even fringe time programming

STAGECOACH WEST / THE LAW AND MR. JONES

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1954. It began with one TV station—old Channel 52, in Elkhart, Indiana. Big growth factor — erection of a new 650' tower next door in South Bend. Today, it's Channel 28, serving the entire South Bend—Elkhart market of 250,000 television homes!



1964. From a single station . . . to *The Communicana Group*. But the goal is still the same: *Communicate in Indiana*. And so is the method: Only dedicated Career Communicators, with deep local roots and strong community responsibilities, manage CG media. Result: successes of our advertisers have changed our size, pushed our growth . . . in TV, AM, FM and daily newspapers. Try a slice of advertising success yourself. Call ATS today!



The Communicana Group Includes:

WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **25** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



Shorter and funnier in 1965-66

Network planning indicates gimmick and comedy programs will get further airing next year; material from movies and best-selling books will be tried

With the 1964-65 nighttime television season still in its first quarter, millions of dollars are already being gambled on program piloting for 1965-66.

Clear signs have begun to appear as to what program types are most apt to find their way onto the networks next season, though slotting new programs by time periods is still months away and many pilot projects do not yet claim network affiliation.

A canvass last week of networks and top program personnel at the major agencies, who judge acceptability of new programs for their clients, found these principal developments:

- Continuing interest in half-hour situation comedies—many of them with so-called fantasy “gimmicks” after the success of ABC-TV’s *Bewitched*, and CBS-TV’s *The Munsters*.

- A new interest in westerns, some contemporary, some traditional.

- Talk of fewer one-hour shows, particularly for placement between 8:30 and 10 p.m.

- A reliance on theme material from well-known movies and best-selling books. Several agency men see the success of the twice-a-week *Peyton Place* on ABC-TV as pivotal in this respect.

- Continued interest in “big name” live variety shows, with CBS-TV the leading proponent of this category.

Agency sources last week generally agreed ABC-TV is farthest down the road in pilot commitments for the 1965-66 season. They attribute the ABC position to impetus achieved on successes in the early stages of the present season.

“They did the best job this year,” said one admiring agency director of programs. Others offered similar comments.

Although plans are advancing quickly at all three TV networks, the pace is behind that of last year when pilot development for the current year was well under way in August, even before the 1963 season began. The situation then

was considered “the earliest speed-up in television history.”

According to some observers, networks foresaw this year’s problem of unmeasurable bias in early rating reports—a consequence of political pre-emptions—and pushed back their pilot commitments pending clearer indications of success or failure for current-season vehicles.

Fewer Long Shows ■ Despite a number of pilot projects in work in this format, most agency men questioned saw a definite decline in one-hour drama following mediocre success for this category thus far in the current season. There was general agreement

that half-hour vehicles in comedy and comedy-fantasy formats would continue to dominate nighttime schedules.

“There are an awful lot of situation comedies coming on,” said a program man at one agency, “and that’s a good thing because you can’t beat them when they’re well done.”

“There are more ideas coming through this year and more diversification of shows,” he continued.

One agency said it had reports on over 100 ‘65-66 pilots from its West Coast office alone.

An official at another agency said he had expected a rash of nighttime “soapers” to have broken into the open

ABC-TV new orders for ‘65 total \$12 million

Some \$12 million in new orders for the first quarter of 1965 were claimed by ABC-TV last week. Tying the new business in with claims in its recent research, the network credited the sales to “dominance in reaching young married, acquisitive households.”

Topping the list of prime-time orders were buys of \$2 million each from S. C. Johnson & Son Inc., through Benton & Bowles, and General Electric Co. (appliances), through Young & Rubicam. Johnson bought participations in *The Jimmy Dean Show*, *Voyage to the Bottom of the Sea*, *Wagon Train*, *The Adams Family*, *Sunday Night Movie*, *Burke’s Law*, *The Fugitive*, *The Hollywood Palace* and *Ben Casey*. GE bought into *Valentine’s Day*, *Burke’s Law*, *Ben Casey* and *Sunday Night Movie*.

Advertisers who invested more than \$1 million on the ABC-TV nighttime schedule are Consolidated Cigar Sales Co. (Papert, Koenig,

Lois); John H. Breck (Young & Rubicam); Procter & Gamble Co. (Benton & Bowles); Joseph Schlitz Brewing Co. (Leo Burnett Inc.). Other orders reported by ABC-TV were from Pepsi-Cola, Clairol, Van Camp Sea Food, Standard Brands and Chrysler Corp. (Dodge and Plymouth).

The network also issued a special Nielsen study of nighttime programs in the October 1 National report.

Average nighttime ratings among various demographic sub groups

	ABC	CBS	NBC
Total U. S.	20.0	19.0	17.7
Age of head of house			
Under 35	23.1	17.3	18.4
35-49	24.9	18.5	18.1
50-64	16.0	19.1	17.2
65 and older	10.2	23.3	16.5
County Size			
A	22.0	17.2	17.8
B	21.0	19.4	18.7
C	17.5	21.6	17.5
D	15.9	20.5	16.1

Source: NTI, October 1 1964, all sponsored programs, Sunday-Saturday, 7:30-11 p.m.

SHORTER AND FUNNIER IN 1965-66 continued

by now, after *Peyton Place*, and that more pilots of this type might still be under secrecy wraps.

"All the movie studios are looking through their shelves for old films which could be rewritten as nighttime soap operas," he said.

But he warned of a long lag-time between a soap opera's introduction and its acceptance unless it has a blockbuster title such as *Peyton Place*.

Network by network, here is the 1965-66 look as it appeared last week on the basis of properties in hand, under consideration in script and in some cases already in pilot form:

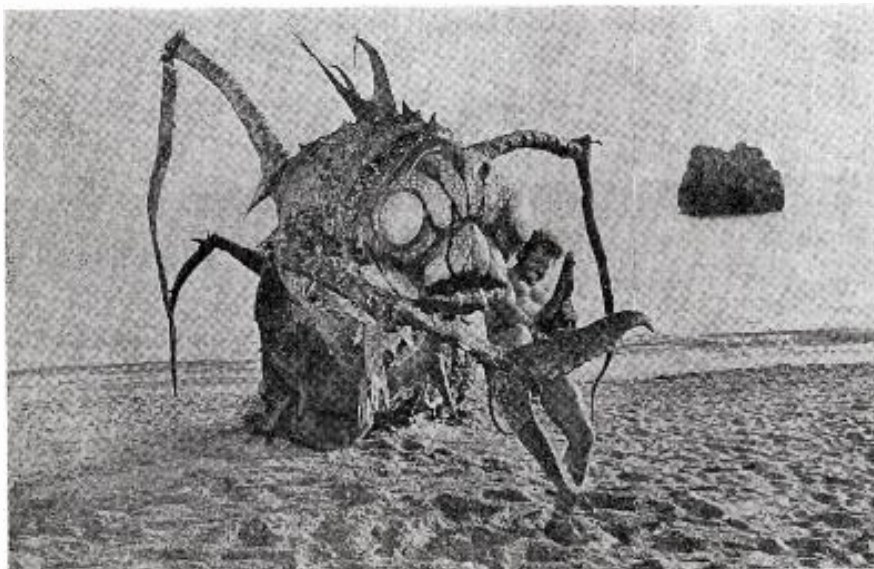
ABC-TV

ABC-TV believes it has succeeded this season in emphasizing half-hour

Meet Me in St. Louis, based on the movie of that name, by MGM-TV with Paul West as the producer, and possibly with the pilot in color.

Frank Merriwell, a Desilu production developed with Leslie Stevens; *Take Her, She's Mine*, a 20th Century-Fox production based on the motion picture of that name but not yet cast; *The Bette Davis Show*, comedy starring Miss Davis as an interior decorator and filmed by Four Star Television with Aaron Spelling the producer; *Thompson's Ghost*, a fantasy comedy from Bing Crosby Productions by Elliot Lewis and starring Bert Lahr.

Western Entry ■ Pilot for a western entry, *Legend of Jesse James*, will be shot in color by 20th Century-Fox and will star Chris Jones, a new actor from



This is all in the day's work for Hercules in ABC-TV's 'Hercules' series. With Gordon Scott in the lead role and Albert Band as the producer-di-

rector, the pilot is being produced in color by Joseph Levine's Embassy Pictures with scenes in Italy and Yugoslavia.

entries in its 8:30-10 p.m. periods and in 1965-66 hopes to capitalize further on the move. As a result, ABC-TV has more half-hour pilots and possibilities than one-hours. Estimates at the network are 14 half-hour series and about half that many one-hours being considered. At least 10 of the 14 half-hour series are in pilot form or near that stage.

ABC-TV also expects that it will have 14-16 hours per week returning next season, and hence will have fewer hours to reprogram than at any time in the past several years.

Its list of possible new half-hours:

My Man St. John, comedy about a millionaire, script by Abe Burrows from an idea by Cleveland Amory and starring Burl Ives, produced by Beresford Productions Ltd. with United Artists TV.

Memphis. Another 20th Century-Fox pilot for ABC-TV: *My Island Family*, a Rodney Young vehicle that will star Pat Boone and also will be produced in color.

Honey West, a spin-off of Four Star's *Burke's Law* and starring Anne Francis as a female detective in mock suspense theme, is a possibility, as is *Parker and Son*, a Talent Associates-Paramount production that would star Arthur Godfrey and have Leonard Stern as writer.

ABC-TV has these hour pilots talked about most among possibilities:

Three being filmed in color are *Hercules*, after the motion picture of that name, with Gordon Scott in the lead role and Albert Band as the producer-director, with pilot production by Joseph Levine's Embassy Pictures underway in Italy and Yugoslavia; *The Long Hot Summer*, as produced by

Buck Houghton for 20th Century as a one-hour series or as a two-part entry in the style of 20th's *Peyton Place*; and *The Big Valley*, a western produced by Four Star Television and starring Barbara Stanwyck.

Other one-hour possibilities on ABC-TV are *Diamond Jim*, produced by ABC's Selmur Productions starring Dale Robertson and Jeff York and dealing, as in the movie of that name, with a big spender of the 1890's (with some western settings); *Crisis*, a Hubbell Robinson-produced original drama series that utilizes ABC production units around the world and will have Robert Alan Aurthur as producer; *Will Banner*, a western-type series about a small-town sheriff, produced through QM Productions (Quinn Martin).

CBS-TV

CBS-TV is reported to be developing 12 one-hour pilots and 18 half-hours but the network is playing its hand close to the vest and remains silent on the chances for any specific shows. The major trend for CBS in 1965-66 appears to be the variety-show format, with a premium on established performers.

Big-name talent lined up by CBS for possible one-hour variety shows includes Barbra Streisand, Robert Goulet and Steve Allen and it's understood that the network is in negotiation with three additional "names" for similar formats.

Among CBS-affiliated hopefuls scheduled for pilot production within the next three weeks:

Selena Mead, a half-hour series about a female detective, starring Polly Bergen and adapted from the Selena Mead stories by Pat McGer. Jack Webb is the producer.

My Son, the Doctor, a half-hour comedy from Desilu about a young pediatrician who uses his mother as a receptionist, produced by Hal Goodman and written by Larry Klein.

The Wild West, a one-hour western with Rory Calhoun in the lead and Mike Garrison the producer.

Shows with scripts already in or being written and ultimately destined for CBS screening rooms include:

The Love Birds, a half-hour situation comedy from Desilu with Dorothy Loudon the star.

Quest, a one-hour contemporary drama anthology with some episodes to carry over to following weeks. The pilot is reported in the casting stage with Herbert Brodtkin as executive producer. One star will be cast in varied leading roles.

The Bravos, an hour drama of the post-Civil War West to be produced by MGM-TV with Jack Lord the star. Pilot writer is Adrian Spies; David Victor, the producer.

Replacement ■ *For the People*, hour

drama that went into production last week at Plautus Productions as a planned mid-season replacement for *Mr. Broadway* (Saturday 9-10 p.m.) and possibly a carryover to next season. Bill Shapner is in the leading role as a young district attorney in Brooklyn. Herbert Brodtkin is executive producer.

The Loop, an hour drama planned by Richelieu Productions with a Chicago setting featuring a "brilliant young lawyer" and two policemen. Stanley Niss is the producer and Herb Medow and Art Wallace, the writers.

The Adventurer, one-hour action-adventure story, to come from Four Star. The producer is Martin Manulis.

Man Among Men, an hour billed as adventure-drama, to be produced by Warner Bros. Richard Linkroum is the creator.

Country Cousins, a half-hour project, situation comedy similar in theme to *Beverly Hillbillies* and *Petticoat Junction* and planned for production by Filmways.

The Haunted, a one-hour joint production venture between Villa Di Stefano Productions and United Artists, written and produced by Joe Stefano. This is CBS-TV's new possibility in the fantasy category.

Other half-hour pilots mentioned as in contention for 1965-66 on CBS include *The Lawyer*, a Desilu project, and *Mr. Moto* a detective adventure from 20th Century-Fox. Additional hour shows receiving CBS attention are *The Trials of O'Brien*, a Filmways entry about a lawyer, and *Lost in Space*, a possible space-adventure series.

NBC-TV

A review of NBC-associated pilot projects shows a wide assortment of



One half-hour comedy under consideration at NBC-TV is 'Kissin' Cousins' based on the film of the same name. The MGM-TV production would star

Edd Byrnes and Pamela Austin. The plot centers around a U. S. Air Force unit in a mountain community. Producer is Sam Katzman.

theme material and formats, with half-hour comedies again leading the prospective list, variety shows receiving considerable attention and drama well represented.

Although NBC officials declined to discuss plans, the half-hour comedies reportedly under consideration there include:

Kissin' Cousins, an MGM-TV entry based on the film of the same name and starring Edd Byrnes and Pamela Austin. In this one it's the U. S. Air Force vs. a mountain community. The producer is Sam Katzman and the director Don Weis.

Stephoe & Son, an Embassy Pictures project based on the English TV hit of

the same title. The American version will concern the doings of an Italian antique dealer and his son. Producers are Russell Rouse and Clarence Greene.

See Here Private Hargrove, an MGM-TV pilot starring Tommy Rettig and Peter Helm. Marion Hargrove, author of the book of the same name, is writer-producer and Jerry Thorpe, the director.

My Mother, the Car, a co-production of Cottage Industries and United Artists; a half-hour situation comedy and fantasy starring Jerry Van Dyke, Maggie Pierce and a 1928 talking automobile. Rod Amateau is director.

Please Don't Eat the Daisies, an MGM-TV situation comedy based on Jean Kerr's book. Writer-producer is Jerry Thorpe.

Hank, a Warner Bros. pilot about a young man with no funds who goes to college unregistered. Dick Kallman is in the lead role.

Camp Runamuck, to come from Screen Gems; boys and girls at adjacent summer camps with a Maine setting. Producer is David Swift.

Prison Camps - *Campo 44*, a comedy from Jenny Productions about a prisoner-of-war camp in Italy. David Westheimer is the writer and Buzz Kulik, the producer-director.

Li'l Abner, described as real people moving in a Dogpatch setting.

Fred Astaire Show, a situation comedy to come from Revue about a retired performer who owns a record company.

Take Five, a Talent Associates-Paramount program about three soldiers in grease paint and a U.S.O. girl who become devout cowards behind the enemy lines. Director is Leonard Stern.

One variety in the works for NBC



Possibilities for the CBS-TV network next year are Barbra Streisand and Robert Goulet. While the network was silent about how they would be used



program sources indicated there was a good possibility both would be seen, possibly in network specials with other name stars.

next season centers around Dean Martin, a one-hour program to originate in NBC studios in Burbank, Calif. Another would be a minstrel show titled *The NBC Follies of 1965*. And still another, *Hulabaloo*, would be packaged by GAC and is billed as a revue of young talent. This show is expected to be a mid-season replacement for two segments of the network's *90 Bristol Court: Tom, Dick and Mary* and *Harris Against the World*.

Hour shows following dramatic and adventure formats which are scheduled for NBC review:

Convoy from Universal TV, stars John Gavin and John Larch with Don Diegel the producer-director.

I Spy, a T&L Productions project featuring Bill Cosby and Robert Culp as CIA agents in international intrigue. The producer is Sheldon Leonard.

The Sheriff, from 20th Century-Fox, reported as a contemporary adventure about a local lawman in northern California.

The Men Called Cade, to be filmed by NBC Productions. The story of "a powerful American family in the 20th century."

Indictment, from Universal TV starring Robert Ryan, Pippa Scott and Richard Beymer. David Lowell Rich is director and Robert Costello the producer.

A reported "drama fantasy" entrant for NBC-TV is *The Ghostbreaker*, a one-hour vehicle to be produced by MGM-TV. It concerns the adventures of a young associate professor of psychology. Norman Felton is executive producer.

Star Trek is a one-hour science fiction possibility for the network, planned by Desilu with Gene Roddenberry the producer.

Other Hopefuls ■ In addition to the programs known or authoritatively reported to be under consideration at the networks, programs under development by independent producers were said to include these possibilities:

Bing Crosby Productions—A half-hour comedy, *Baby Makes Three*, with Richard Crenna as director-producer of the pilot.

Daystar Productions — *American Masterpieces*, half-hour studies of American art and artists. James Mason is narrator and Allen Brown producer-director.

Desilu Productions—Half-hour comedy possibilities include *Jenny Penny*, *Penelope's Boys*, *The Good Old Days*, and *Mother is the Law*. *Assignment 100*, a one-hour action series created by Roddenberry-Blees, is another possibility.

Four Star Television—Half-hour com-

NBC-TV daytime business

NBC-TV last week announced the signing of some \$3 million in billing for participations in six daytime programs during the first and second quarters of 1965. Advertisers signed are: P. Lorillard Co., New York, through Grey Advertising and Lennen & Newell, both New York; United Fruit Co., Boston, through BBDO, New York; Warner-Lambert Inc., Morris Plains, N. J., and American Home Products, New York, both through Ted Bates, New York; Armour Grocery Products, Chicago, through Foote, Cone & Belding, New York; The Gillette Co., Boston, through Maxon Inc., New York; The Simoniz Co., Chicago, through Dancer-Fitzgerald-Sample, New York, and McKesson & Robbins, through Kastor, Hilton, Chesley, Clifford & Atherton, both New York. The programs are *Concentration*, *Say When*, *What's That Song?*, *Jeopardy*, *Truth & Consequences* and *You Don't Say*.

edies include *Our Man in Suburbia*, *Tell Aggie*, and *1088 and Tate* (for General Foods). Other Four Star projects are *Patrick Stone*, a half-hour drama with Robert Wagner starring and Sheldon Reynolds the producer; *The Ninth Key*, an adventure series created by Michael Fessier Sr.

Herbert Leonard Enterprises—*Augie the Third*, a half-hour comedy about a young king in a small European country who gives up his throne to make it on his own in the United States. Joe Carpenter is writing the pilot script.

MGM-TV—Has nine pilot projects including a one-hour drama titled *The Mayor* with E. Jack Neuman the producer; a half-hour western, *Shenandoah*; and *Daktari*, about an animal expert and veterinarian in modern Africa, Ivan Tors producing.

Richelieu Productions—Is working on *Mr. Flueghorn*, a prospective half-hour comedy (for Procter & Gamble) about a wealthy man working for a living in a menial job. Executive producer is Keefe Brasselle.

Surfing Plot ■ Screen Gems—Ford Motor is financing the half-hour pilot of *Gidget*, based on several feature films and dealing with a surfing team. It stars Don Porter and Sally Fields. General Foods has financed the half-hour pilot of a situation comedy, *Sybil* and

Lionel, starring Suzy Parker and Wilfred Hyde-White, and reportedly still another GF pilot is a fantasy-comedy starring Tammy Grimes who plays a ghost.

Bri-Wen Productions has *Pit Stop*, a one-hour auto-racing series created by Barry Shear for production in late winter by Screen Gems and Youngstein-Karr Co. Mr. Shear is producer-director. Also, *Sounds of Tomorrow*, hour-length musical series featuring a jazz symphony orchestra and guest conductors with Artie Shaw as MC.

20th Century Fox-TV—Is working on two half-hour situation comedies: *Sally & Sam*, about a young couple in New York City, starring Gary Lockwood and Cynthia Pepper with Vincent Sherman producer-director of the pilot and *Mr. Belvedere*, starring Victor Borge, based on the movie of the same title (for General Foods). Another 20th Century project, *Time Tunnel*, is a science-adventure series being developed by Irwin Allen and is in the scripting-casting stage.

Greenway Productions has three pilot projects firm, all to be produced in association with 20th Century-Fox: *The Avenger*, *You're Only Young Twice* and *The Spirit is Willing*. William Dozier will be executive producer of all three. They go into production in mid-December.

United Artists TV—General Foods is financing two pilots. One is *McGhee*, a half-hour comedy starring Jeremy Slate as a young man who inherits a town. The other is *Maggie Mulligan*, a half-hour comedy starring Janet Leigh as a political cartoonist who is widowed with a son. A third pilot, wholly financed by UA-TV, is *McCluskey*, a half-hour comedy starring Juliet Prowse as a movie star married to a naval officer. Don McGuire wrote, directed and produced each of these three pilots.

Warner Brothers has been working on two pilots not listed above; both based on feature movies: *House of Wax* with Richard Bluel as the producer and *Dial M for Murder*, with Mr. Bluel producing, and written by Robert Bloch and Joseph Hayes.

New drama series

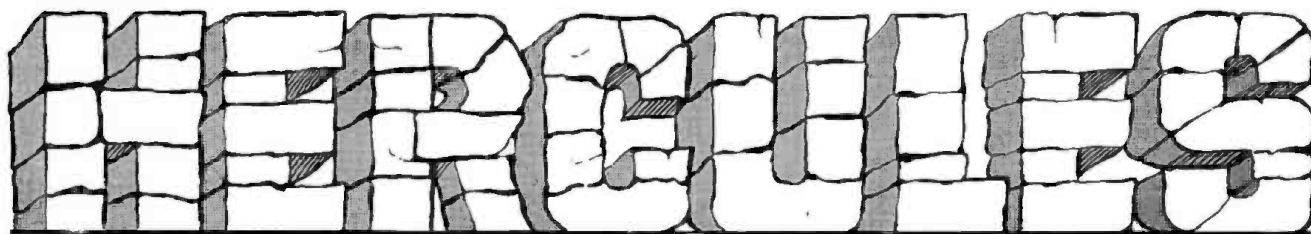
Esso Theater, U.S.A., a series of 13 one-hour dramas performed by repertory companies in 13 cities, will be telecast in New York and several other eastern cities starting next February. The series will present a different play each week and each program will be repeated several days after the initial showing. The series' sponsor, Standard Oil Co. of New Jersey, has not yet purchased time for the series.

ACTION!



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There's ACTION on the screen—ACTION in the ratings—and ACTION with the sponsors... The most pre-sold adventure hero of all time is the mightiest

kid attraction on the air-waves. Sensational success stories in city after city! Ask us for the details... 130 five-and-a-half minute cartoons in B/W or COLOR.

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Ford dealers use Wolper 'image-builders'

In what is believed to be the largest regional television syndication transaction in recent years, Ford dealer associations in 10 districts are investing more than \$750,000 to sponsor six one-hour *Specials of Our Times* in 51 markets. The documentary programs are produced by David H. Wolper and distributed by United Artists Television.

The move represents the first use by Ford dealers of regional television and is an attempt to further improve the image of dealers in their communities through association with "high-purpose" public affairs programming, according to M. H. Rifkin, executive vice president for sales of UA-TV. In addition, special commercials were produced for the programs by the Ford agency, J. Walter Thompson. They emphasize the dealers' contributions to the community as public-spirited citizens.

The specials have begun in some markets during the past two weeks and will make starts in other areas within the next week or two. The documentaries, which depict outstanding events in recent history, are planned for monthly presentation.

JWT regional offices were able to secure time periods ranging from 7-



Mr. Oliva

Mr. Hicks

10 p.m. in 47 markets and 6:30 p.m. slots in the remaining four.

Right Slot ■ The reaction from dealers to the purchase was said to be "excellent," according to I. R. Hicks, chairman of the Cincinnati Ford Dealers Advertising Fund. He noted that in the past, dealers in that area had sponsored local newscasts or had participated in sports events but "felt we had not made sufficient impact because we didn't have the right time period." Mr. Hicks felt the combination of a program with "serious" purpose and a prime-time period should attract responsive viewers and provide opportunities for ties with civic and educational groups.

Similarly, Albert J. Oliva, president of the New England FDA, re-

ported that his group endorsed the idea of a "high-level" program with commercials that were both business-like and friendly. He said that in the past his dealer group participated mainly in news and weather shows, and pointed out that the present effort provides a "wonderful opportunity for community involvement" on the part of schools, PTA groups, and civic organizations.

United Artists Television has organized an assortment of promotional material for FDA committees, stations and JWT representatives.

The shows in the series are: "The Battle of Britain," "Prelude to War," "Korea," "Japan: A New Dawn over Asia" and "The Trial at Nuremberg."

The specials have been bought by Ford districts, representing about 1,900 dealers, in St. Louis; New England; Buffalo, N. Y.; Pittsburgh; Cleveland; Indianapolis; Cincinnati; Louisville, Ky; Detroit, and Lansing, Mich.

Mr. Rifkin said the group of six specials has been sold in 101 markets in the U. S. and abroad. This is the second group of one-hour Wolper specials UA-TV has distributed. Last year the initial group was sold in 128 U. S. and foreign markets.



Ford Dealers Association logos and commercials, created by J. Walter Thompson, will be the same in the 10 regions where regional dealers associations are showing the six Wolper-UA TV documentaries.



Dealer activity in community affairs is depicted in this spot created by J. Walter Thompson for the 'Specials of Our Times' series as part of an 'image-building' program of the Ford Dealers Association.

Business briefly . . .

Union Central Life Insurance Co., Cincinnati, through Meldrum & Fewsmith, Cleveland, will sponsor NBC-TV's *Project 20* colorcast "The Coming of Christ" (Dec. 21, 8:30-9 p.m. EST).

NBC also reported last week its color special *Mr. Magoo's Christmas Carol* will be sponsored for the third consecutive year by U. S. Time Corp. (Timex Watches) through Warwick & Legler, both New York. The show will be seen Dec. 18, 7:30-8:30 p.m. EST.

The Savings and Loan Foundation, Washington, through McCann-Erickson, New York, will sponsor a one-hour NBC-TV News color special, *The Capitol: Chronicle of Freedom*, Jan. 12 (10-11 p.m. EST).

The Admiral Corp., Chicago, through

The map displays the Dayton, Ohio region. Major highways are shown as thick black lines with their respective shields: I-75 running north-south and I-70 running east-west. The city of Dayton is highlighted with a black rectangle. Surrounding cities and towns are marked with dots and labels, including Lima, Toledo, Cincinnati, and Columbus. The map also shows the state boundaries of Ohio, Indiana, and Kentucky.

Megacity

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of **seven** metropolitan areas . . . three and one-half million people . . . **tenth** largest consumer market in America! ■ Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—**powered** to reach a huge segment of this concentrated audience with a total buying power of over **seven billion**. ■ Let George P. Hollingbery tell you how efficiently and economically you can reach it. ■ Megacity 70-75!

WHIO

WHIO-AM-FM • DAYTON, OHIO

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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.

SRA takes steps to promote spot

Formation of two new committees of the Station Representatives Association, one to promote the spot-radio and spot-TV concept of advertising and one on research, are being announced today (Nov. 30) by Lloyd Griffin of Peters, Griffin, Woodward, president of SRA.

The committee to advance the concept that market-by-market placement of broadcast advertising best serves the needs of national and regional advertisers is headed by Walter Nilson of The Katz Agency. Others on the committee, to be known as the marketing and planning committee, are William Knodel, Avery-Knodel; George Castleman, PGW; David Partridge, Blair Television, and Joseph Courtney, Katz.



Mr. Goldberg

Mr. Nilson

The research committee is under the chairmanship of Melvin A. Goldberg, John Blair & Co. Other members are Claire Horn of AM Radio Sales; Daniel Denenholz of Katz and William Schrank of Avery-Knodel.

Campbell-Mithun, Minneapolis, will return to network television after an absence of several years with one-sixth sponsorship in NBC-TV's *Andy Williams Show* and *Jonathan Winters Specials* (Monday 9-10 p.m. EST) during the first and second quarters of 1965.

General Motors Corp., through D. P. Brother, both Detroit, has purchased one-quarter sponsorship of NBC-TV's *East-West Shrine* football game (Jan 2, 4:45-7:30 p.m. EST), for its A. C. Spark Plug and Oldsmobile divisions. NBC reported that the game is now fully sponsored.

Roman Meal Co., Tacoma, Wash., will feature its hot cereal in a saturation radio campaign on stations in 18 key markets in Minnesota, Wisconsin, Michigan, Iowa and the Dakotas. Honig-Cooper & Harrington, San Francisco, is the agency.

The Maybelline Co., through Post-Keyes-Gardner, both Chicago, will participate in NBC-TV's: *The Man from U.N.C.L.E.*, *The Andy Williams Show*, *Jonathan Winters Specials*, *Wednesday Night at the Movies* and *The Alfred Hitchcock Hour*.

Approaches to use in fighting higher cost

Rising media costs and approaches being used to cope with this problem are explored in the December issue of "Grey Matter," newsletter of Grey Advertising Inc.

There is a trend toward making advertising more imaginative, memorable and persuasive, the newsletter said, add-

ing that "this thrust will gather force." Higher costs of media will accelerate research to refine copy testing techniques; to predetermine risks in buying TV programs; to pretest commercials and to probe deeply into consumer actions and reactions to advertising, Grey pointed out.

In addition, "Grey Matter" said there will be larger shares of advertising budgets allocated to industrywide promotions, joint advertising by individual competitors to stimulate the sale of a category of products or services (boating versus automobile trips), an expansion in integrated advertising of related products and a more intensive search for scientific techniques of media evaluation and selection.

Agency appointments . . .

■ **International Milling Co.**, Minneapolis, names D'Arcy Advertising, Chicago, effective Jan. 15 as agency for its consumer and bakery flours and mixes now handled by Wade Advertising, Chicago, and for its recently acquired Kretchmer Wheat Germ Corp., formerly handled by Maxon Inc., Detroit. Total all-media billing involved is \$1.5 million.

■ **Interstate Bakeries Corp.**, Kansas City, Mo., has named Doyle Dane Bernbach, Los Angeles, for its Blue Seal bakeries in Oakland and Sacramento, both California. Honig-Cooper & Harrington, San Francisco, continues as agency for Interstate's Weber's Bread division in Southern California.

■ **H. P. Hood & Sons**, Charlestown, Mass., names Warren, Muller & Dolo-bowsky, New York, to handle its first

frozen food product, Kitchen Window frozen bread dough. The line will be test marketed in Hartford, Conn., and in Springfield, Mass.

■ **Whirl-a-Dent Inc.**, San Gabriel, Calif., names Boylhart, Lovett & Dean, Los Angeles, to help direct market planning, promotion and advertising for their new electric denture cleaning unit.

■ **Gino's Drive-In** restaurants appoints Lewis & Gilman, Philadelphia, to handle advertising and promotion. Chain operates 48 units in Delaware, Maryland and Pennsylvania.

■ **Warner-Lambert Pharmaceutical Co.**, Morris Plains, N. J., appoints Glenn Advertising, Dallas, for Sloan's liniment and a new product.

■ **David Douglas & Co.**, Manitowoc, Wis., appoints Jameson Advertising Inc., New York. A Philadelphia TV campaign is planned for company's coffeemaker during early 1965, and if successful will be extended to New York, Chicago and Los Angeles.

■ **Fladell Advertising Associates**, New York, has been named to handle the Market Training Institute's student enrollment advertising in New York and New Jersey. The institute, which has a network of business and secretarial schools, plans to include radio and TV in its media plans.

Rep appointments . . .

■ **KOMO-AM-TV Seattle**: Jacobson-Simpson & Associates as Portland, Ore., representative.

■ **WLTN Littleton, N. H.**: Harold H. Segal & Co., Boston, as regional representative.

■ **WBER Moncks Corner, S. C.**: Charles Bernard Co., New York.

Progresso buys Sheen

For the sixth consecutive year, Progresso Brand Quality Foods, Jersey City, N. J., will sponsor a half-hour special program on the meaning of Christmas by Bishop Fulton J. Sheen on a lineup of 10 stations throughout the country on Dec. 20. Customary commercials for the sponsor are being omitted. The agency for Progresso is Vinto Advertising Inc., which was arranging station availabilities for the special program last week. Bishop Sheen makes a similar appearance on TV during the Easter season under the auspices of Progresso food products.

Cool Mule!



Name's Francis. Means business. No horsing around. Had strong track record as youngster in coast-to-coast theatrical outings. Showed exceptionally good form at Boxoffice. True professional. Matured beautifully.

Now a top TV Star!

Just played 'em in New York for WCBS-TV. (Now the apple of their .

Kicked up a rating storm in Tulsa for KVOO-TV.

They're still cheering his amazing April performance in Los Angeles for KABC-TV.

The Volume 9 "Francis" Sweepstakes: 7 Great Rating Races From 7 Arts.

 NEW YORK WCBS-TV	 TULSA KVOO-TV	 LOS ANGELES KABC-TV
"FRANCIS" Date: October 12 Time Slot: The Early Show, 5:00-6:30 P.M. A.R.B. Rating: 12.6 A.R.B. Share: 36% Comment: Twice the Rating and Share of closest competition. Think this performance is great? Stay tuned-in for the next 6!	"FRANCIS JOINS THE WACS" Date: September 21 Time Slot: Mon. 6:30-8:30 P.M. A.R.B. Rating: 20 A.R.B. Share: 37% Comment: Pretty nifty considering the fact that this rating race was run on opening night of ABC's new Monday night Prime Time schedule!	"FRANCIS" Date: April 25 Time Slot: "Saturday Night Movie" A.R.B. Rating: 15 A.R.B. Share: 38% Comment: This was the highest rating received by any feature film ever telecast by KABC-TV! What else is there to say?



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 Roval 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)

PGW expands TV sales force

Will start a third group of account execs in N. Y. office; mid-America group added to East and West

An expansion of sales manpower at Peters, Griffin, Woodward, described by the station representation firm as its largest in 30 years, is to be announced today (Nov. 30).

Lloyd Griffin, president-television, said that the new personnel and staff promotions will permit the start of a third, or "mid-America," group of PGW TV account executives in the New York office, which for the past four years has had the staff divided into two sales groups, "East" and "West."

In all, PGW has announced seven

Broadcast Communications Group), replaces James R. Siefert in PGW's Detroit office and Mr. Siefert moves to New York.

George W. Kupper, with PGW's TV sales for more than seven years, was elected an assistant vice president and will supervise PGW's Philadelphia office as well as help coordinate the activities of the New York office with other branches in the East and South-east.

Michael F. Mullins and Kenneth R. Better, who have been with PGW for

fective Jan. 1. A new advertising agency has not been named yet for the Northrup, King account.

New building ■ Gann-Dawson Inc., Scranton, Pa., advertising agency, is constructing a three-story, 16,000-square-foot office building in downtown Scranton. William M. Dawson, president of the agency, called the building a major part of an over-all expansion program.

New members ■ R. M. Klosterman Inc., Los Angeles, and Donald S. Smith Associates, Anaheim, Calif., have been elected members of Western States Advertising Agencies Association.

ARB details plans for radio survey

The American Research Bureau last week announced detailed plans for its new local market radio audience measurement service, scheduled to begin in January 1965.

Both at-home and away-from-home listening will be measured by means of individual diaries, a system ARB tested in Detroit in February and in Washington last September. Market definitions will be patterned after those used in ARB television surveys and estimates are to cover each station individually and the market totally.

The service will be offered in 1965 for 33 markets: New York; Los Angeles; Chicago; Philadelphia; Boston; Detroit; Baltimore; Cleveland; Pittsburgh; San Francisco; St. Louis; Washington; Minneapolis-St. Paul; Indianapolis; Seattle-Tacoma; Dallas-Ft. Worth; Hartford-New Haven, Conn.; Cincinnati; Buffalo; Milwaukee; Houston; Atlanta; Sacramento-Stockton, Calif.; Des Moines, Iowa; Denver; Kansas City, Mo.; San Antonio, Tex.; Hawaii; Albuquerque, N. M.; Portland, Ore.; New Orleans; Miami, and Cedar Rapids-Waterloo, Iowa. For the top 12, January, June and October surveys will be available.

The others will be surveyed in April and September.

Reports will list estimates in six age and sex categories: total persons, men 18-39, men 40-plus, women 18-39, women 40-plus and teens (12-17). They will be organized into four major sections, each covering the 6 a.m. to 2 a.m. periods; Monday through Friday, quarter-hour audience estimates reported by half-hour periods; Saturday and Sunday, quarter-hour audience by half-hour period; Monday through Friday, cumulative (unduplicated) audience estimates by half-hour periods, and Saturday and Sunday, cumulative audience by half-hour periods.



Mr. Kupper



Mr. Better



Mr. Van Erk



Mr. Nagle



Mr. Nolan



Mr. Mullins



Mr. Gallagher



Mr. Green



Mr. Hollingshead



Mr. Abel

newly appointed account executives and several promotions within the company. Among changes and additions:

Elevation of Theodore D. Van Erk, with PGW since 1959, to sales manager for the East group. At one time, he was with the Bolling Co. and before that an FBI agent.

As new account executives: Hugh Gallagher, former senior buyer with the William Esty Co.; Donald G. Green, formerly with Kastor, Hilton, Chesley, Clifford & Atherton and also with Adam Young Television and Radio as well as being a former media buyer at Grey Advertising; Thomas J. Hollingshead, former account executive with Adam Young and with several agencies previously; Francis X. Nolan, who leaves George Hollingbery, where he was a TV account executive, and who also had been with several agencies, and Richard F. Nagle, who joins PGW from Dancer-Fitzgerald-Sample, where he was senior broadcast buyer.

In the changes, Jonathan F. Abel, formerly with Crosley Broadcasting (now

three years, have been moved up to account executive status.

Mr. Van Erk's elevation now makes three "group" executives in New York. A. E. Muth, a vice president, heads the West group, and William G. Walters, also a vice president, is in charge of the newly begun "mid-America" group.

Also in advertising . . .

New site ■ Campbell-Ewald Co. has moved its San Francisco offices to a new building at 574 Pacific Avenue 94133. Telephone for the new office: 981-2260.

Free help ■ Carl Ally Advertising, New York, has volunteered its services to WNDT(TV) Newark, N. J.-New York, non-commercial outlet.

Finis ■ Northrup, King & Co., Minneapolis seed firm which uses some farm radio-TV, and Gardner Advertising, St. Louis, announced last week that their four-year association will end ef-



HOW TO START THE NEW YEAR RIGHT THIS CHRISTMAS

Option 1 Order a gift subscription to *Television Magazine* for the most important executive on your Christmas list. It's a gift he'll remember gratefully 12 times a year. \$5 each.

Option 2 Include with the subscription one of *Television's* newly-available library cases. They're designed to hold 12 issues in handsome, handy array. \$3 each.

Option 3 If you're already a *Television* subscriber, treat yourself to your own library case. It's not only a striking addition to office or home (black case, brown spine, quality gold stamping) but a perfect way to keep a year of depth reporting close at hand.

Option 4 If you're not a *Television* subscriber, don't let another month pass you by. Join the crowd who've already discovered in *Television* their guide to the industry's important currents.

To: TELEVISION MAGAZINE, 444 Madison Ave., New York, N. Y.
I'm exercising my option(s) as follows:

OPTION 1 ☐ for _____ (Name)
OPTION 2 ☐ _____ (Address)

(City, State, Zip)

OPTION 3 ☐ for _____ (Name)
OPTION 4 ☐ _____ (Address)

(City, State, Zip)

Ordered by _____ (Name)

(Address)

(City, State, Zip)

Payment Enclosed ☐ Bill Company ☐ Bill Me Later ☐

NOTE: You needn't settle on just one option. TELEVISION's subscription service department can handle all combinations.

What makes a good commercial?

ANA panel looks at pre-planning, cost control, casting and selection of production house in producing spots

The elements that contribute toward producing an effective TV commercial, including pre-planning, cost control, casting and selecting the production house, were discussed by a speakers panel in New York last Tuesday (Nov. 24) at the Association of National Advertisers workshop on television commercial production.

Gordon Webber, vice president and director of broadcast commercial production for Benton & Bowles, urged that the agency producer be brought into the planning of a TV commercial in the early stages, as are the writer and the art director. He can make a highly worthwhile contribution to a commercial, according to Mr. Webber, because he knows "the language of film and the disciplines of advertising."

Among the areas in which the agency producer can help if he is in the plan-

ning stages of a commercial, Mr. Webber said, are the following: He can advise a copywriter whether a particular staging will work and can suggest alternative staging; he can guard against the clutter of too many words and too many ideas in a storyboard; he can cut down on costly talent union residuals because he knows the regulations, and he can often suggest visual ways to strengthen the all-important opening of a commercial.

People and Talent ■ Don Trevor, vice president of TV commercial production for Doyle Dane Bernbach, analyzed the criteria to be considered in choosing a film production house. He noted that "people and talent" are the most significant factors to be gauged, but said facilities also are a consideration.

At DDB the director is considered the "most important talent" to look for

in a production house, Mr. Trevor said, but pointed out that agencies must remember that some cameramen function more effectively in one particular area (for example, in fashion photography) than in others. Similarly, an agency must seek out a production company with talented directors, set designers and prop men.

In terms of facilities, he observed, agencies must check out the type they require, paying attention to whether the production house has its own studios, sound and special effects departments. An intangible ingredient to seek, Mr. Trevor added, is "enthusiasm" for the commercial project.

The subject of estimating and controlling costs of TV commercials was explored by Philip Feld, vice president, radio-TV department, Street & Finney Inc., who indicated S&F is opposed to the bidding system of selecting a production house. He noted this procedure only provides "the lump figure" of the cost of a commercial and said at S&F a system has been evolved that provides the client and the agencies with detailed breakdowns on items included in the overall cost.

S&F requires a producer to list costs for these categories: Studio, equipment, crew, preproduction and shooting, sets, film, opticals, editing, sound, location and miscellaneous (insurance and travel). These breakdowns enable the agency and the client to know precisely where funds are being spent, Mr. Feld noted, and can be compared with an estimate the agency has prepared on each item.

A demonstration of a pre-production planning conference was held during the meeting. It involved an actual commercial storyboard. The participants were Newt Mitzman, commercial broadcast production supervisor, Ted Bates & Co.; Alfred Plant, vice president, advertising, Block Drug Co.; Marvin Rothenberg, producer-director, MPO Productions; Muriel Gettinger, stylist, MPO; William Pemble, copywriter, Ted Bates & Co., and Mrs. Rolly Bester, casting supervisor at Ted Bates.



Even the bottles talk in wine spot

Opening gun in a radio-TV campaign has been fired by Monsieur Henri Wines Ltd., importer of fine wines, in the New York area.

Maurice Feinberg, president of the New York firm, said that the present campaign through Christmas on WNBC-TV, WPIX-TV and WNEW-TV, appears to be "an exceptional success" and that an expanded effort in

other key markets is planned, probably after the New Year.

The TV spots, produced by WCD Inc. for agency E. A. Korchnoy Ltd., were prepared in Holland, Germany, France and Italy. A "talking" effect for the bottles shown is created by a combination of vocal choral effects and flashing lights behind the wine bottles.

Pulse plans new audience analysis

The Pulse Inc., New York, has announced the introduction of a new audience analysis service. The service, scheduled for 1965, will analyse audiences for radio stations in 100 leading markets during four different time periods from 6 a.m. to midnight.

The service is called LQR-3 (local-qualitative-radio) and expands on LQR-1 studies in 1963 and LQR-2 in 1964. The analysis, which will be available in IBM-card form and printed books, will

include: audience composition by age and sex; occupation of adult men and employment status of adult women; income of adult-listener's household and of listening household; family size of adult-listener's household and of listening household; family cycle (i.e., age of youngest child); and comparison of city with suburban area in terms of listening households.

Timebuyers' poll set on SRDS directory

Timebuyers at 75 agencies will be interviewed beginning Dec. 1 to determine just what information they need and require in rate cards. The results, due to be completed by Jan. 15, will be used to streamline the information published in Standard Rate & Data Service's monthly spot-radio volumes.

This was decided last week at the second meeting between representatives of broadcast organizations and SRDS executives seeking a compromise of the SRDS decision to drop radio listings of small market stations out of the monthly volumes, running them in full only twice a year (BROADCASTING, Nov. 9, 2; Oct. 26).

If the survey results in streamlining radio-rate information, SRDS feels it can again list all radio station rate cards in the monthly volumes. It could also, the group said after the Nov. 23 meeting in New York, make the volumes easier and faster to use by agency timebuyers.

The survey will be under the direction of three broadcast organizations (National Association of Broadcasters, Radio Advertising Bureau and National Association of FM Broadcasters) and SRDS but will be performed by an independent firm. Interviews will be conducted in person in the offices of 75 advertising agencies, primarily those located in New York, Chicago and Los Angeles.

The group plans to meet this week to draw up a questionnaire for use by the interviewers. It will also, it is hoped, choose a private firm to do the interviewing.

Pages Saved ■ The first SRDS stripped-down radio listing volume was the November issue, which contained 816 pages. The October issue, which comprised the full listings for all radio stations, contained 1,038 pages.

Attending the meeting last week: Vincent T. Wasilewski and Sherril Taylor, NAB; Edmund C. Bunker and Miles David, RAB; Abe Voran, WQAL-FM Philadelphia, NAFMB, and Albert Moss and Harvey Harkaway, SRDS.

What sells best in a TV ad?

Schwerin says it is showing comparative superiority of product

Demonstration is still television advertising's strong point, and the kind of demonstration commercial that works best is the one that shows the advertised product's superiority over a competitor.

That conclusion was reported last week by Schwerin Research Corp., based on analyses of 599 commercials and their effectiveness as found in Schwerin tests.

Among "comparative/competitive" commercials, described as those showing that "the advertised brand does it, the competitive brand doesn't," Schwerin found that 34% rated above average in commercial effectiveness. Among those employing analogies ("A bird connotes gentleness, water symbolizes freshness, etc.") 26% rated above average in effectiveness; of those simply showing the product in use, 23% were classified above average, and among those showing no demonstration at all, 13% ranked above average.

Schwerin, reporting the findings in the November issue of its *Bulletin*, also said a separate study of all commercials used by an unspecified household product confirmed the importance of demonstration.

"Six of the eight highest-scoring commercials in this field," Schwerin said, "featured some manner of demonstration device—comparative or non-comparative, product action or 'results.' But none of the eight weakest commercials

had a visual demonstration device."

Reporting on another, unrelated study, the *Bulletin* said Schwerin measurements of U. S. and British commercials found an "amazing correspondence" in the scoring distribution. The British had a few more in the lower-scoring ranges and the U. S. a few more in the middle ranges, but in the high-scoring range the percentages were identical (18.5% of those tested in each case).

Since the basic commercial length is 30 seconds in Britain and 60 seconds in the U. S., Schwerin concluded "the difference in standard length appears to make no difference," and added:

"We venture the guess that if—by some miraculous decree—all U. S. television commercials were given a maximum duration of 30 seconds, everyone would adjust to the new state of affairs very quickly with no loss in effectiveness or sales."

The 'chaotic' condition of radio salesmanship

Radio salesmanship is in so "chaotic" a condition that many times, instead of



Mr. Lasker

making the sale, it keeps the sale from being made, H. Peter Lasker, president of Broadcast Communications Group, told the Pittsburgh Radio and Television Club last Tuesday (Nov. 24).

"Radio, in terms of how it is sold, is in a pretty sad state today," he said.

Mr. Lasker called radio "a problem medium" because "we do not know how many stations [or spots] it takes to achieve a 75% penetration in one week in a market . . . agency creative people feel exiled to Siberia when assigned to work on radio . . . we don't sell radio—we promise merchandising . . . there is no definite information on radio's impact . . . we sell numbers, but not the right kind of numbers . . . we sell quarter-hour homes and metro ratings but not reach and frequency," there is no clear definition of saturation: "Does it saturate the market or just the station?"

"Obviously," Mr. Lasker said, "we do not have all these answers. We should have them and some progress is being made in the National Association of Broadcasters and the Radio Advertising Bureau." In the meantime, he said, BCG's "yardstick for buying persuasive radio"—a system for evaluating radio's qualitative as well as its quantitative factors numerically—is a "plan to make the best use of what we have today."

Renault wine enters TV

TV spots figure prominently in an aggressive promotion campaign scheduled for the Middle Atlantic markets of House of Renault, an Egg Harbor City, N. J., firm with wineries there and in California.

House of Renault has been inactive as an advertiser in recent years. The present campaign for the company's table wines is being handled by T. L. Reimel Advertising, Philadelphia, and will include bus and magazine ads, in addition to the TV spots.

Death threat seen in ABC plan

CATV operators, including some big broadcasters, gang up to fight ABC proposal which they say would kill off CATV while protecting networks' interest

ABC's proposed solution to FCC's community-antenna-television problem was subjected last week to waves of criticism from scores of representatives of the CATV industry, including some with broadcasting interests. They said ABC's proposal would destroy their industry, deprive viewers of a choice of TV programming—and is designed to aid major broadcasters, including the networks.

ABC had proposed that the commission limit the area within which a CATV could carry a station's signal to the station's grade B contour. This proposal in turn would require that the commission assert jurisdiction over all CATV's—those that do not use microwaves as well as those that do. The commission now exercises authority only through its jurisdiction over microwave grants.

The network said such steps were necessary to "meet the basic threat to free television" represented by regulated CATV's. These proposals go beyond

outstanding FCC rulemakings to require microwave-fed CATV's to protect local stations by carrying their signal and refraining from duplicating their programs. ABC said those measures are inadequate.

But the National Community Television Association said the ABC proposals would kill CATV. "The very existence" of a cable system "depends on its ability to meet the public demand for television reception not otherwise available in adequate quantity or quality," NCTA said. If a CATV's ability to perform this service was "destroyed or significantly impaired," NCTA added, "the destruction of a great portion of the industry would inevitably follow."

Impact on Viewers ■ NCTA warned that this would deprive many subscribers of multi-channel service—"a result the commission knows full well will not be accepted by them [the subscribers] short of an act of Congress."

The association also asserted that

ABC is not concerned about the "marginal" station but about its own stations and those with which it is affiliated, all of them in major markets. NCTA observed that ABC, in its petition, foresaw the possible transformation of CATV into pay TV in large cities, with the result that network talent would be siphoned off from free television. "This result, it is clear, in the view of ABC, constitutes a direct challenge to networks' domination of the source of television programming," NCTA said.

The association, like others opposing ABC, made short shrift of another ABC proposal—that the commission issue a statement urging local authorities to favor broadcasters in deciding between applicants for CATV franchises. NCTA said this would be "futile" since the commission lacks authority over state and local officials issuing franchises.

Every opposition filed last week stressed the argument that the commission lacks the authority to regulate all CATV's—and all cited the commission itself as the source for that view. Jerrold Electronics Corp., which manufactures equipment for CATV and operates cable companies, for instance, noted that the commission, following a study in 1959, said it lacked authority over CATV's. Jerrold noted that the FCC twice asked Congress for authority through legislation and that Congress declined the request both times—thus making it clear, the company said, that "Congress has no doubt" that the commission presently lacks jurisdiction.

NCTA-FCC Cooperating ■ NCTA noted that it has been cooperating with the commission in drafting a proposed bill providing for CATV regulation that both could support before Congress. The National Association of Broadcasters is also working with them in drafting the proposal.

ABC had said the commission's authority over CATV's is based principally on the "actual and likely impact of CATV development on the commission's ability to discharge its . . . responsibilities respecting the nationwide development of television service." The network cited provisions of the Communications Act authorizing the commission to establish "areas or zones" for

Group owner sets up central billing system

The Seattle, Portland and Spokane Radio Co. reports having developed a central accounting system that cuts personnel costs, saves time and virtually eliminates billing errors. All bookkeeping is handled by a National Cash Register class 33 accounting machine at the firm's headquarters, KXL Portland, Ore. Ledger sheets from the self-checking accounting machine are cut down in size and copied on a Kodak Cavalcade copier, then sent to the other stations—KJR Seattle and KNEW Spokane, both Washington. The system is used for advertiser's accounts, payroll documents, sales commissions and monthly reports to the owners, Alexander Broadcasting Co. and Dena Pictures Inc., Los Angeles.

Executive Director Lester M. Smith says the system is run by two clerks, whereas four would be necessary without it.



New accounting system uses Kodak Cavalcade Copier to make duplicate copies of financial data.

IT'S JUST AROUND THE CORNER, NOW...



Yes . . . the Radio Programming Report scheduled for BROADCASTING's Dec. 14th issue . . . is almost at hand. Advertising deadline is Dec. 5th.

PACKED WITH FACTS

The Radio Programming Report will include a three part feature: one section pertains to the programming formats of the larger radio markets in the top 50 cities of the country; another section will concern the medium size radio markets and a third is devoted to the small markets. Agencies and advertisers will refer to this useful Dec. 14 programming feature constantly. Have you ordered your advertising space yet? Better hurry. Dec. 5th is deadline.

To enable radio to sell more national time, the Radio Programming Report will bring to national agencies and their advertisers a most comprehensive feature on the various formats employed in all sections of the country. Tables will show exact percentages of stations in various sections using "top 40", country & western, talk, jazz, standards et al. Broadcasters and advertisers will state reasons why a specific programming format is successful in one market and not another. Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail; (inch \$50; 2 inches \$90; 3 inches \$125; 1/6 page \$155; 1/3 page \$280; 1/2 page \$400; 2/3 page \$150; page \$680). AAAAColor ranges from \$120 a page to \$20 for a third page. Now is the time for action. Reserve your space today!



stations' service.

All of the opponents, however, argued that the network had failed to document its charge that CATV's represent a threat to free television, and five New England CATV's asserted that the only "facts" available on the question of economic injury contradict ABC's assertion. The CATV's (Rattleboro [Vt.] Inc. Better TV Inc. of Bennington [Vt.], Claremont [N. H.] TV Cable Co., Paper City TV Cable Corp. of Berlin, N. H., and Fletcher's TV Service Inc. of Rumford, Me.) said an economic injury issue was involved in only two CATV cases that have gone through an FCC hearing. And in both, they noted, the hearing examiner found that cable companies involved did not constitute a threat to the TV stations in their area. Both cases are awaiting final commission action.

In one, KTVB(TV) Ensign, Kan., has asked the commission to deny renewal of a microwave station serving a CATV in nearby Liberal. The examiner described the station as a "healthy, going enterprise." In the other case, WKBT-TV La Crosse, Wis., opposed microwave grant for a CATV in its area, where 14 cable companies operate. The hearing record indicated that the station in the five years preceding the hearing had recorded increases in revenue from its network affiliation, national and regional spot advertising and local advertising.

Broadcasters' CATV's ■ Seven companies having interests in both broadcasting and CATV said they support "in principle" the existing FCC proposals to require CATV protection of television. But they said the need "for such an extraordinary step" as that proposed by ASC has not been demonstrated. Furthermore, they said, the ABC proposal would "unduly restrict the increased coverage" CATV's can give small-market TV stations, particularly UHF stations. The petition was in behalf of Central California Communications Commission, Cox Cablevision Corp. (Cox Broadcasting Corp.), Golden West Broadcasters, Midcontinent Broadcasting Corp. and Palmer Broadcasting Co.

The ABC proposal was regarded by 55 CATV operators and licensees of microwaves serving CATV's as a violation of the constitutional and statutory prohibition against censorship. In a joint pleading they said the Communications Act prohibits the commission from imposing any condition or limitation on "signals transmitted by any radio [or television] station."

"If the governmentally imposed restriction urged by ABC does not constitute 'censorship' through the vehicle of 'prior restraint' it would be difficult to conjure just what activities would," the pleading said.

Antennavision Service Co., Inc., li-

censee of common carrier point-to-point microwave stations serving CATV's, said ABC's petition is based on "a false assumption" that CATV's are part of the transmitting system. Antennavision maintained that CATV's, in picking up a station's signals, are "part of the receiving apparatus." The company added that Congress never intended that that apparatus—which would include receiving sets—be placed under the commission's regulation.

Federal libel law sought by Rogers

Representative Walter Rogers (D-Tex.) is preparing legislation to establish a federal libel law and an "effective and active" fair campaign committee.

Efforts were made in the recent campaign "to mislead and misguide the average citizen . . . by misrepresentations, misstatements, distortions of fact, innuendoes, unfounded insinuation, deliberate falsehoods and malicious lies," he said.

Representative Rogers, chairman of the House Communications Subcommittee, reflected last week on the recent election and said he didn't think Section 315's equal time provisions should be repealed. His subcommittee conducted hearings in the 88th Congress on legislation to suspend equal-time require-

ments for presidential and vice presidential candidates. Bills were passed by the House and Senate but died after a conference between the two houses last summer (BROADCASTING, Aug. 24).

Representative Rogers indicated that rather than Section 315 his major concern was writing a general federal libel law and protecting third parties not responsible for libelous statements, such as broadcasting stations.

He expects his panel again will examine the fairness doctrine, "sometime in February or March." The hearing would seek a proper rule of fairness, regardless of the group using broadcasting, but he anticipates some organizations now involved in fairness disputes may use the proceeding as a sounding board for their views.

Libel laws have been written by the states, he said last week, "but they can't control television beams or printed words that come into a state."

Some kind of guidelines should be established, Representative Rogers said, and both criminal and civil penalties should be prescribed. "Without such penalties the communications industry could be materially affected," he said. A presently unanswered question, the congressman explained, is whether a broadcasting station is responsible for libel uttered over its facilities. "I don't think they ought to be responsible for matter broadcast over their station over which they have no control," he said.

And, he continued, libel laws should not distinguish between public officials and private citizens. "Why should it be possible to lie about a political candidate and not someone else?" he asked. Representative Rogers referred to a benchmark libel decision by the U. S. Supreme Court (*Sullivan vs. New York Times*) holding in effect that statements about a public official wouldn't be considered libelous unless found to be malicious.

The congressmen expressed reluctance to write a libel provision into the Communications Act, largely because he believes a general law is necessary to cover print media. He thought it might be possible, however, to draft legislation expressing the intent of Congress that broadcasts carried by a station but over which the operator had no control could not form the basis of a libel action against the station. But, he added, sponsors should not be exempted.

Antitrust suit filed against Ohio newspaper

A civil antitrust suit has been filed against an Ohio newspaper and its owners by the Justice Department. The suit charges that the newspaper deliberately sold advertising and subscriptions below cost and at a loss to drive



Representative Rogers
Why put stations in a bind?

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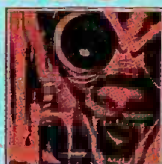
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40 top-notch
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and ALAKAZAM THE GREAT, full color, full length feature cartoon

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20 spine-tingling suspense features, THRILLERS FROM ANOTHER WORLD

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TELEVISION:

These stars have contributed their talent to make this public service material available:

15-minute transcribed programs starring:

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CHET ATKINS, BOBBY DARIN,
CONNIE FRANCIS, BOBBY VINTON

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58th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 16th through DECEMBER



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For local use: Contact your local Tuberculosis Association
in your own community.

a competing newspaper out of business.

The suit was filed Nov. 19 in the U. S. District Court in Toledo, Ohio. It asked that the *Lima* (Ohio) *News*, Freedom Newspapers Inc., parent company of the Lima newspaper, Raymond C. and Clarence H. Hoiles, principal owners of Freedom Newspapers, and E. Roy Smith, managing editor of the *News*, be forced to divest themselves of interests in the *Lima Citizen* and that agreements against competition be voided.

The government said that the *Lima News* for six years had sold advertising and subscriptions at a loss in order to drive the *Lima Citizen*, founded in 1957, out of business. Over the six-year period, the government said, losses by the *News* exceeded \$6 million but were covered by Freedom Newspapers' profits from other newspapers. Freedom Newspapers, based in Santa Ana, Calif., owns 78% of the *Lima News* and publishes or has interests in eight other newspapers in the West and Southwest.

The *Lima Citizen* ceased publication on Jan. 7. Four days before its demise, the Justice Department said, the *News* agreed to pay the Citizens Publishing Co. and nine principal owners \$862,000 on their promise not to compete for five years in the newspaper business in Lima or in any other community where Freedom Newspapers operates a newspaper.

Comments sought on Nebraska TV move

The FCC has asked for comments on a proposal by Wichita Television Inc., licensee of KOMC-TV (ch. 8) McCook, Neb., to shift that channel to Oberlin, Kan.

Wichita said that KOMC-TV was established and is now being operated by Kansas interests and that Nebraska has shown little interest in establishment or continued operation of the station.

In opposition to the change the McCook Chamber of Commerce stated that McCook civic interests played an important part in the promotion and financing of the station. A McCook spokesman said that if the city is deprived of channel 8 it would leave it without a station of any practical use.

Wichita TV stated that Oberlin does not receive a grade B or better service from a Kansas station, whereas McCook receives a grade B or better signal from KHPL-TV Hayes Center, Neb. The KOMC-TV transmitter is presently located nine miles west of Oberlin.

The commission later deferred action on a Wichita TV request for the issuance of a show cause order to modify its license.

CBS completes N. Y. move

Three connected structures consolidate practically all activity; two separate theater-studios retained

The new CBS Broadcast Center in New York, consolidating studios and facilities that were dispersed among 14 different locations, is now in full operation. CBS authorities declined to release cost figures on the center, but unofficial estimates put them above \$20 million.

The center, on 11th Avenue between 56th and 57th Streets, is built around a core of six large TV studios. Broadcasts ranging from news bulletins to musical comedies can be developed and produced there. The facility contains 495,628 square feet of floor space, more than the area of 10 standard football fields.

CBS is retaining two theater-studios, located at Broadway and 53d Street and at Broadway and 54th Street, to meet the needs of audience shows, but all other facilities are housed in the new center. Units of the CBS-TV network, CBS-owned WCBS-TV New York, the CBS Radio network, the CBS News division and various central staff services are located there.

The six studios, all on a single floor, are separate "floating structures." The floor of each studio is a concrete slab, which, together with the walls, is supported by coil springs and neoprene pads. Buffer corridor areas around each studio, special soundproofing and the "floating structure feature" provide acoustical isolation.

A control room is adjacent to each studio, arranged in each case to enable the production team and the program director to maintain continual visual contact.

The central technical area, directly

below the studio floor, contains the center's computers and switching systems. The systems store information on the scheduled use of facilities, direct audio and video signals and communications circuits to their destinations and provide the means to start and stop videotape machines and film and slide projectors.

Keyed to Programming ■ Two computers have been installed. Each is said to have the capacity to store all programming information needed for the entire broadcast day and to select automatically the program element to be broadcast. The computers are also used to record the studio lighting levels worked out during rehearsals for identical repositioning of the lighting controls during the broadcasting of programs.

All basic network and local-station broadcast schedules can be handled by the computers, officials said. The two computers are continually "exchanging information," and therefore back-up protection is available if needed.

The broadcast center contains three connected units. An eight-story structure houses the music and record library, offices of WCBS-TV news, offices of CBS Films, CBS data processing and CBS News' production and administrative offices and reference library.

The second structure is six stories high. It contains offices of the CBS Television network operations department; CBS Radio network operations department offices and one of the center's five radio studios; WCBS-TV program department; CBS Television network show units and accounting offices; four film screening rooms; WCBS-TV

TV replacing radio in the hot seat—Hurleigh

Writing in Mutual's monthly newsletter, Robert F. Hurleigh, president of MBS, predicts that UHF television, community antenna television and pay television will carve up the television "empire" and result in a "life and death struggle" similar to the internal conflict "which almost toppled radio 15 years ago. . . . In the interim, however, we predict a return of advertisers to our own medium that may be reminiscent—in reverse—of the exodus of the post-war years."

Television will be plagued by increasing costs, according to the Mutual president. Radio, on the other hand, has overcome the "problems of survival," Mr. Hurleigh said.

"Costs [in radio] have been stabilized; our basic raw materials (music and news) are abundant and endless; salaries are fair but one doesn't need a computer to tabulate them. The whole picture makes economic sense. And it will make even more sense to advertisers as TV begins to bleed itself in its own internal war."

film editing facilities; CBS Television sound effects department; and the cafeteria and stationery shop.

The third structure contains the six television studios and their complete support facilities. The studios range in size from 3,260 square feet to 8,450 square feet. The building also contains: CBS News' newsroom; correspondents' and executives' offices; film editing and viewing facilities; four radio news studios; the television general technical area; storage, staging and maintenance area for equipment used in remote pickups; film distribution; scenic design area construction shops and storage facilities; dressing rooms, wardrobe and make-up rooms; rehearsal halls; film and video-tape storage rooms, and an emergency power plant.

The broadcast center was designed with a capacity to meet expanded physical and technical requirements in the future. It can handle both black-and-white and color television broadcasts.

The broadcast center's original building was acquired by CBS in 1952 for ultimate conversion to a centralized broadcasting facility. It was initially used for rehearsal halls, scenery construction and storage, and production and administrative offices.

Microwave applicant attacks WHNT-TV case

Alabama Microwave Inc., an applicant for point-to-point microwave stations in Capshaw Mountain and Rogersville, both Alabama, has asked the FCC to deny petitions of WHNT-TV (ch. 19) Huntsville, Ala., opposing the grant of the two facilities.

WHNT-TV, which is carried on a community antenna TV system in Florence, Ala., beyond the station's grade B service area, has opposed Alabama Microwave's applications and that of H&B Microwave Corp. (BROADCASTING, Nov. 16). The station claimed that if the applications were granted, it would be forced off the CATV system and suffer severe economic injury by losing 15% of its total audience.

In its petition, filed Nov. 18, Alabama said that in similar cases the commission has denied outright pleas by television stations complaining of CATV injury on the ground that the complaining stations did not provide direct off-the-air service to the community involved. And WHNT-TV has said it does not place an over Florence, the company charged.

In a separate action, the commission granted in part Alabama's application for a point-to-point microwave facility to carry signals of WSM-TV Nashville to WOWL-TV Florence, for re-broadcast by the latter station.

More aid to ETV

Earlier story brings more reports on commercial TV's financial-equipment help

BROADCASTING's study of commercial broadcasters' aid to educational television stations, published earlier this month (BROADCASTING, Nov. 9), struck a responsive chord.

The report, which estimated commercial broadcasters' donations to ETV at more than \$14.5 million, was based on questionnaires returned by the ETV's, and although the great majority of operating noncommercial outlets supplied information, several questionnaires have been received since the story was published. The story also prompted a number of letters detailing further contributions.

The additional data confirm the conclusions drawn from the first flood of information: ETV's across the country receive considerable, and sometimes indispensable, financial and technical help from commercial broadcasters.

Fred Rebman, general manager of WJCT(TV) Jacksonville, Fla., wrote to say "Our two commercial stations"—WFGA-TV and WJXT(TV)—"have done more for ETV than the great majority of instances reported in your article, and if one considers the size of our market they perhaps stand second to none in contributions and help."

The two commercial outlets have given WJCT \$156,000 over a six-year period, Mr. Rebman said, with most of the cash given to get the ETV on the air. WJXT bought the educational station's transmitter, valued at about \$24,000, and donated it; WFGA-TV purchased and contributed an antenna and related lines, also for approximately \$24,000. Mr. Rebman's estimate of the value of other parts and equipment donated by the two stations: \$50,000.

Big Saving ■ WFGA-TV allows WJCT to use its tower, Mr. Rebman said, which "has saved WJCT nearly \$500,000 for a comparable facility. In addition, they have allowed us to house our transmitter in their building and have paid our power bill for transmission for six years." Mr. Rebman noted that during its first two years on the air, the ETV used the studio facilities and personnel of both stations, which also promote the ETV's annual fund drive with promotion spots in good time slots.

"I can say with great surety that if

it were not for the support of our two commercial stations," Mr. Rebman said, "Jacksonville would not yet have ETV. Likewise, if their cooperation and support does not continue in the future, we would likely suffer an unendurable hardship."

Educational WKNO-TV Memphis reported that the commercial TV stations in its city have given \$60,000 in cash and approximately \$168,000 in equipment. WHBQ-TV, WMCT and WREC-TV each have contributed \$20,000, the ETV said, and WMCT has added about \$110,000 worth of equipment. WHBQ-TV has given some \$58,000 in equipment, WKNO-TV said. The commercial outlets also have helped with programs on occasion, according to the ETV, and "have been most cooperative and encouraging."

Educational WMHT(TV) Schenectady, N. Y., said the three commercial TV stations in its area—WAST, WRGB and WTEN—have not only "given support in the form of equipment, money and air time, but what is even more important" they have aided in providing "leadership in the community—pointing out to the people . . . how valuable it [TV] can be for the education of the young and old alike."

WMHT said WAST has given it \$1,000 and WRGB has donated \$3,000 annually since 1953. WTEN gave the ETV a used UHF transmitter and used microwave equipment. WAST also gave used microwave equipment, and WRGB donated cameras and lets the ETV use its tower and transmitter building. "We would not be on the air today," the ETV said, "if it were not for the cooperation of the commercial stations in our area." WMHT also expressed a belief, however, that commercial outlets would find it in their best interests to aid ETV even more.

Radio Helps Too ■ A radio station, KSFO, contributed \$4,000 annually for several years to educational KQED(TV) San Francisco, and KRON-TV gave \$5,000. KPix(TV) chipped in with \$600 and also sold the ETV a transmitter, forgiving the last \$4,000 in payments. KRON-TV and KPix at different times have carried parts of the ETV's fund-raising auctions.

Cincinnati's educational WCET(TV) says it "would not have survived if we had not had both financial and material help from the three commercial TV outlets in Cincinnati for the past ten years." WLWT gave \$10,000 and WKRC-TV \$2,000 in the ETV's formative years, and along with WCPO-TV have contributed equipment and other help since.

WLWT has given equipment valued at \$5,500; WKRC-TV, \$50,000; WCPO-TV, \$11,000, and a radio station, WSAI, \$1,000. The commercial TV's have al-

Who Says Excess-Crew Laws --- Are Necessary?

not the people!

By public vote in the recent general election, the people of California, Arizona, and North Dakota repealed antiquated laws requiring excess railroad crewmen.

This makes four states, including Mississippi, which have modernized their own laws this year in line with the award of the National Arbitration Board established by Congress to settle the railroad work rules dispute.

This action is a clear and unmistakable repudiation of the last-gasp argument of the firemen's union that safety requires a third crewman on locomotives.

Safety is in no way involved. This was recognized by the special Presidential Commission which recommended the removal of firemen from freight and yard diesel engines, and said:

"Firemen-helpers are not so essential for the safe and efficient operation of road freight and yard diesels that there should continue to be either a national rule or local rules requiring their assignment on all such diesels."

This vote for progress by these four states is a clear call for similar action by the 12 states which still retain musty, out-of-the-past excess-crew laws on their statute books.

AMERICAN RAILROADS

so loaned WCET personnel, programs and promotion time. WLWT also leases its Mount Olympus TV building and tower to WCET for \$1 a year for use as studio, offices, transmitter and antenna site. The commercial outlets, the ETV said, has also turned commercial taping and spot commercial projects toward the station, helping it to substantially supplement its income.

Educational WTHS-TV Miami was enabled to go on the air through a gift from WTVJ(TV)—owned by Wometco Enterprises Inc., whose WFGA-TV Jacksonville was of such help to WJCT. WTVJ sold the ETV a transmitter, antenna, antenna site, film and slide projection equipment, interconnecting lines and temporary live studio facilities for \$1. Wometco telegraphed this information to BROADCASTING ("OPEN MIKE," Nov. 16) shortly before the ETV's advanced it on their own initiative.

Technical Aid ■ WTHS-TV also said it has consistently received technical and other help from WTVJ and the other two operating commercial TV's in Miami, WCKT and WLBW-TV. Editorial support in prime time by the commercial stations helped push the ETV's fund drive well over the anticipated level, WTHS-TV said.

Educational KUSD-TV Vermillion, S. D., said KBLO-TV Sioux Falls has con-

tributed an audio console valued at \$2,500 and cites several stations that pick up some of the ETV's programs. Educational KAET(TV) Phoenix (like KUSD-TV, licensed to a university) said KTAR-TV donated an antenna system and tower, valued at \$50,000, to the ETV before it went on the air. KTAR-TV and KOOL-TV have cooperated in programming ventures, the ETV said, and KTVK(TV) has joined the other stations in loaning KAET equipment for special broadcasts.

WSIU-TV Carbondale, Ill., and WGSF (TV) Newark, Ohio, were the only respondents who have received no money, equipment or programming aid from commercial broadcasters. The Carbondale ETV is a university station and noted generally good relations with commercial outlets.

Lewis A. Rhodes, director of Central Michigan Educational Television Council, Mount Pleasant, Mich., wrote in praise of Michigan commercial TV's that help educational goals.

"For the past six years," Mr. Rhodes said, "four Michigan commercial stations have contributed close to \$1 million in time and services to the schools of central and northern Michigan. WNEM-TV Bay City-Saginaw, WJRT(TV) Flint, WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie have each contribu-

ted one hour a day, five days a week over this period to the Central Michigan ETV Council for instructional teleclasses for public and parochial schools."

Mr. Rhodes said more than 200,000 pupils receive instruction over these channels each week and "it is anticipated that within a very few years at least three ETV stations will have 'spun off' from this present service.

"WZZM-TV Grand Rapids also presents instructional telelessons, enabling WMSB(TV) Onondaga ETV to extend its school programming to the southwestern part of the state.

"Education, not only educational broadcasting, owes these stations a great debt."

Changing hands

ANNOUNCED ■ The following sales of station interests were reported last week subject to FCC approval:

■ WMAK Nashville; WAKY Louisville, Ky.; KAAV Little Rock, Ark., and KEEL Shreveport, La.: 43% interest sold by Harry C. Feingold and group to Lehman Bros., C. E. Unterberg Tobin, J. C. Bradford Co., and William E. Allaun for almost \$450,000 (see page 49).

■ WICC-AM-TV and WJZZ(FM) Bridgeport, Conn.: 28.6% interest sold by John A. Hill (23.8%) and others to parent corporation for \$370,000. Transaction will give Kenneth M. Cooper 66% control (he now owns 47%). Earlier in year, announcement says, \$2,150,000 was offered for stock of stations; seven of 11 stockholders declined offer. Wicc, founded in 1926, operates fulltime on 600 kc with 1 kw day and 500 w night. Wjzz(FM) is on 99.9 mc with 9 kw. Wicc-TV, after operating on channel 43, suspended operation.

■ WNVY Pensacola, Fla.: sold by John Drees and John C. Smith to Atlantic States Industries Inc. for \$225,000. Atlantic States, which is headed by Robert Price, owns WTSA Brattleboro, Vt. WNVY, on 1230 kc, operates fulltime with 1 kw day and 250 w night.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 78).

■ WALA-AM-TV Mobile, Ala.: Sold by W. O. Pape to Roywood Corp. for \$2.6 million, and subsequent sale of WALA by Roywood to Leon S. Gilbert and wife for \$248,000. Roywood Corp. is owned principally by Edgar B. Stern Jr. and family, (WDSU-AM-FM-TV New Orleans). Mr. Gilbert has 2½% interest in KATZ St. Louis. WALA, founded in 1930, operates fulltime on 1410 kc with 5 kw. WALA-TV, on channel 10, is affiliated with NBC.

■ WACO-AM-FM Waco, Tex.: 50% in-

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terest sold by Wendell Mayes to R. E. Lee Glasgow for \$275,000. Mr. Glasgow, half owner, now will be 100% owner. WACO went on the air in 1922, operates fulltime on 1460 kc with 1 kw.

▪ **KVIC Victoria, Tex.:** Sold by J. G. Long and associates to Wendell Mayes and family for \$210,000. Mayes stations are also **KNOW Austin**, **KBWD Brownwood**, **KXOL-AM-FM Fort Worth**, **KCRS Midland** and **KSNY Snyder**, all Texas. **KVIC** is fulltime on 1340 kc with 250 w.

New TV stations

As of Nov. 25 there were 99 television construction permits outstanding for stations not yet on the air. Of these 17 were commercial VHF's, 59 were commercial UHF's, five were educational VHF's and 18 were educational UHF's. Asterisk denotes noncommercial station.

New stations going on the air since Nov. 1 include:

***WEIQ(TV) (ch. 42), Mobile, Ala.** P. O. address 2151 Highland Avenue, Birmingham, Ala. On the air with program test granted Nov. 6. Alabama Educational Television Commission, licensee, H. Maynard Layman, president. Station has power of 234 kw visual and 129 kw aural. Microwave will connect ***WEIQ** with commission's other stations; ***WBIG Birmingham (ch. 10)**, ***WCIG Mt. Cheaha Park (ch. 7)** and ***WDIG Dozier (ch. 2)**. CATV will be fed into Florence, Muscle Shoals, Sheffield and Tuscumbia in cooperation with Muscle Shoals TV Corp., and to Opelika in cooperation with Lee County Cable Co. Commission is also licensee of **WAIQ Montgomery (ch. 5)**.

WCCB-TV (ch. 36), One TV Place, Charlotte, N. C. On the air with program test granted Nov. 1. Mecklenburg Television Broadcasters Inc., licensee, owned by Cy N. Bahakel. Mr. Bahakel owns directly or through subsidiaries **WRIS Roanoke, Va.**; **WABG-AM-TV Greenwood, Miss.**; **WKIN Kingsport, Tenn.**; **WWOD-AM-FM Lynchburg, Va.**; **WLBK-AM-FM Bowling Green, Ky.**; **KXEL-AM-FM Waterloo, Iowa**; **WDOD-AM-FM Chattanooga**; **WKAB-TV Montgomery, Ala.**, and **WOLO-TV Columbus, S. C.**

WITF(TV) (ch. 65), Community Center Building, Corner Chocolate and Cocoa Avenues, Hershey, Pa. On the air with program test granted Nov. 13. South Central Educational Broadcasting Council, licensee, Dr. Woodrow W. Brown, president and Lloyd Kaiser, general manager. Board of directors is comprised, mainly, of local school superintendents. Station is equipped with RCA antenna and transmitter with pow-

er of 240 kw visual and 126 kw aural. Information received regarding plans of other holders of construction permits includes:

***WGBH-TV (ch. 44), c/o WGBH, 125 Western Avenue, Boston (02134).** Target date fall 1965. WGBH Educational Foundation permittee. Negotiations underway for transmitter and antenna site. Executive will be drawn from present WGBH staff. Hartford N. Gunn Jr. is general manager. Covington and Burlington Washington attorneys.

***WNYE-TV (ch. 25), New York City.** Target date 1965. Board of Education permittee. Grant of \$381,707 by U. S. Department of Health, Education and Welfare makes possible development of station. (See page 50).

WCMC-TV (ch. 40), 3010 New Jersey Avenue, Wildwood, N. J. Target date, January 1965. Francis J. Matrangola, permittee, is licensee of **WCMC-AM-FM Wildwood**. Station equipped with RCA transmitter, Co-El antenna, GPL video gear, Bell & Howell projectors, Spindler-Sauppe slide projectors, Conrac monitors. NBC is expected to feed the station some programs. Staff is same as the radio affiliate (see page 52).

*Indicates educational station.

Bankers buy interest in LIN Broadcasting

The purchase of 43% interest in LIN Broadcasting Corp. by a group of investment bankers for about \$450,000 was announced last week.

LIN Broadcasting, which is principally owned by John R. Ozier and Frederick Gregg Jr., owns **WMAK Nashville**; **WKY Louisville, Ky.**; **KAAV Little Rock, Ark.**, and **KEEL Shreveport, La.** Mr. Gregg also owns Gregg Cablevision Inc., which holds franchises or is seeking permits for over 25 CATV systems.

Gregg Cablevision will be merged with LIN Broadcasting following consummation of the stock purchases.

The 43% interest is being sold by a group of stockholders headed by Harry C. Feingold of Kansas City. Buying the stock, at \$1.75 a share, are partners and associated interests of Lehman Bros., 130,000 shares; C. E. Unterberg Tobin Co., 51,000 shares; William E. Allaun, Newport News, Va., 45,000 shares, and J. C. Bradford Co., 27,000 shares. Mr. Allaun is 71% owner of **WBCI Williamsburg, Va.**, and 41%

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Under the new ownership, Mr. Ozier will own 16.5%; Mr. Gregg, 9.38%; Lehman Bros. group 22%; Unterberg Tobin group, 8.65%; Mr. Allaun, 7.69%, and Bradford Co., 4.61%. The remaining ownership will be held by other minority interests.

Mr. Ozier is chairman of the board, and Mr. Gregg, president. New directors are Mr. Allaun, David Steine, representing the Bradford interest; Henry Hooker, Nashville attorney; Thomas E. Unterberg, and Ed DeGray.

Gregg Cablevision is starting to build five CATV's in southern Illinois; three in northwestern Florida; three in central Kentucky, and three in Tennessee.

Announced simultaneously were the elections of the following station managers as vice presidents: Joel Thrope, WAKY; Len Carl, KAAV, and Mrs. Marie Gifford, KEEL. Lawrence Edwards remains as general manager of WMAK, and Ken Knight, formerly with WMAK, is named general manager of CATV.

More applications filed for UHF's

UHF television is continuing to demonstrate its attractiveness to Springfield Television, Warner Bros. and D. H. Overmyer.

Each is already committed in varying degrees to UHF television. And, in the past two weeks, they have filed applications for new UHF stations.

D. H. Overmyer and Warner Bros. have earlier applications pending before the FCC while Springfield owns four operating upper band facilities.

Springfield Television Broadcasting on Nov. 24 applied for channel 20 in Albermarle, N. C. Principally owned by Roger L. Putman, it owns WWLP(TV) Springfield; WRLP(TV) Greenfield; WJZB-TV Worcester, all Massachusetts, and WKEF-TV Dayton, Ohio.

D. H. Overmyer Communications Co. filed an application for channel 29 in Dallas on Nov. 10. Mr. Overmyer, is presently applicant for new UHF facilities in Toledo, Ohio, on channel 79 and Stamford, Conn., on channel 55. He is also seeking to acquire WATL-TV Atlanta; WNOP-TV Newport, Ky.; KBAY-TV San Francisco, with future plans to purchase WENS-TV Pittsburgh. WATL-TV, WNOP-TV and WENS-TV suspended operations; KBAY-TV never started. All are UHF's

Warner Bros. Pictures Inc., whose major stockholder is Jack L. Warner, filed an application for a new UHF station on channel 29 in Houston on Nov. 24. Warner Bros. has pending applications in Chicago for channel 38 and channel 20 in Fort Worth.

N. Y. ch. 25 ETV plans fall '65 start

The New York City Board of Education expects to open its long-planned UHF television station next year, thanks to a grant of \$381,707 from the U. S. Department of Health, Education and Welfare.

The station tentatively known as WNYE-TV, will operate on channel 25.

Dr. Clare C. Baldwin, associate superintendent of the Board of Education Special Service Division, said that the target date for WNYE-TV's opening is October 1965. Programs initially will be directed toward school children during class hours and to teachers for in-service training. Eventually, the station hopes to offer cultural and educational programs for the public during evening hours, according to Dr. Baldwin.

The federal grant, made available under a five-year program authorized by Congress last year to aid in the construction of noncommercial educational television stations, will reimburse the city's schools for half the cost of buying and installing equipment.

The total estimated cost of the installation is expected to be around \$810,000.

A TV production center costing \$775,000 has already been built by the board of education using a Brooklyn high school. The board also operates a radio tower from another nearby high school, but Dr. Baldwin said it would be rebuilt to accommodate both radio and television antennas.

The activation of channel 25 appears likely to have an adverse effect on the finances of WNDT(TV) New York area, VHF educational station. New York City now pays WNDT \$500,000 a year for broadcasting in-school programs weekdays.

WNDT President John W. Kiermaier

took the prospective loss of the city revenue philosophically. "We've known that someday we would lose the school programs, so the announcement of channel 25 does not come as any surprise," he said. "We hope that whatever happens will be best for New York City."

WNYE-TV probably will be the third UHF station to begin operation in the New York metropolitan area. WNYC-TV, the city's municipal station is already operating on channel 31; WNJU-TV (ch. 47), Linden-Newark, N. J., is expected to be on the air next spring.

Ch. 23 applicants ask reconsideration

TVue Associates Inc. and United Artists Broadcasting Inc., applicants for channel 23 in Houston, have asked the FCC's review board to reconsider its earlier denial and approve the joint agreement between the two companies that would enable TVue to eliminate itself from the channel 23 proceeding.

The agreement calls for payment by United of \$27,500 in expenses incurred by TVue in seeking the channel. In the event the agreement is approved, TVue would ask the commission to dismiss its application for the Houston facility and apply for one of several other UHF channels in that area.

In a petition filed Nov. 18, the companies sought to remedy what they felt was the defect that caused the review board to refuse approval of the agreement—the absence of a specific proposal of TVue regarding its future television plans.

TVue had said initially that in the event the proposal was approved and its channel 23 application was dismissed, it would apply for either channel 29 or 68 in Houston or channel 17 in Rosenberg (BROADCASTING, Nov. 2). Now it will definitely apply for Rosenberg, it said.

GE name change costs bundle in FCC fees

The filing fees the FCC now requires of those applying for various authorizations don't make a significant dent in the applicants' bank account—\$10 here, \$25 there—with \$100 being the highest fee, and that for an application for a new television station. But the fees can add up.

Take the case of General Electric Co., which last week filed a raft of applications assigning nonbroadcast FCC authorizations its holds to Gen-

eral Electric Radio Service Corp.

There was an application for the assignment of 194 authorizations in the business radio service, at \$10 an authorization; 51 in the manufacturers radio service, at \$10 each; 40 in the citizens radio service, 14 of them at \$10 each and 26 at \$8; 11 in the aviation radio service, at \$10 each; and one in the domestic public land mobile radio service, at \$10.

Total cost: \$2,918.



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CATV's pass 1,400—still going

Some 750 communities have granted franchises or received applications for new franchises within the past 12 months

The community antenna television industry is growing so rapidly that even its trade association is unable to say exactly how many CATV's are operating in the U. S.

Broadcasters are flocking into the business so fast that it is believed one in five communities where CATV applications are being pursued have one or more broadcasters knocking on the door. Almost all major group station owners are in CATV.

The National Community Television Association places the number of operating CATV's at about 1,400, but private guesses are that more than 1,500 are in business. NCTA currently is compiling information from manufacturers, the FCC, BROADCASTING and other sources and is expected to announce an accurate nose count soon.

To give an indication of the industry's growth, however, an NCTA spokesman said last week that of 750 communities wherein franchises have been granted or applications have been made since Oct. 1, 1963, 278 of those communities have granted permission and applications are still outstanding in the remaining 472.

NCTA recently revised its estimate of

the number of subscribers to an average system from 850 to 1,200, and its best estimate of the number of CATV subscribers nationwide is 1.6 million.

The volume of CATV business is believed to exceed \$90 million in subscriber fees yearly.

Developments reported last week:

Connecticut—Public Utilities Commission hearing continued last week (see page 54).

Quincy, Ill.—City council tabled a petition that would deny permission for operation of CATV or pay TV. Gregg Cable Vision, Nashville, Tenn., is applicant.

Owensboro, Ky.—Application sought by Multi-Channel Cable Co., Portsmouth, Ohio, Edward L. Glockner, president. Firm now serves Portsmouth, New Boston and Wheelersburg, all Ohio.

Mayfield, Ky.—Charles Stratton, general manager, wycw Mayfield, requested city council permission to conduct CATV business after non-exclusive permit had been awarded earlier to Mayfield Cablevision Co.

Muskegon, Mich.—Milton Maltz, Mt. Clemens, Livonia, both Michigan and doing business as Community Antenna TV Service, applied for a CATV permit and were opposed at city council by representatives of local TV dealers and servicemen.

Wildwood, N. J.—FCC grants applications of South Jersey Television Cable Co. for microwave facilities to serve community antenna television systems in Wildwood, North Wildwood and Wildwood Crest, N. J.

Auburn, N. Y.—Application filed by Rochester Liberty Corp., Gloversville, N. Y., subsidiary of Schine's Chain Theaters Inc. operating CATV's as Antenna Systems Inc.

in Massena, Potsdam and Gouverneur, all New York. Other applicants: Meredith Broadcasting Co., Omaha, and WSYR-AM-FM-TV Syracuse, N. Y.

Glens Falls, N. Y.—City council refused to consider further CATV applicants until expiration Friday (Dec. 4) of application of Mohican TV Cable Corp.'s (see page 54).

Raleigh, N. C.—A temporary injunction has been granted that prevents the city awarding CATV permits without an election (see story below).

Philadelphia—City council held a hearing on Triangle Publications Inc.'s proposal for a CATV ordinance last week and continued it until tomorrow (Dec. 1) (see page 56).

N.J. UHF and CATV settle their problems

The last vestige of a battle between a UHF permittee and a community-antenna-television-system operator in New Jersey were disposed of by the FCC last week.

The commission granted applications of South Jersey Television Cable Co. for microwave facilities to service its CATV's in Wildwood, North Wildwood and Wildwood Crest, all New Jersey.

At the same time, the commission permitted WCMC-TV (ch. 40) Wildwood to withdraw its opposition to the applications. The station is not yet on the air.

The FCC's grant was conditioned on South Jersey accepting the conditions contained in an agreement that ended the dispute between South Jersey and WCMC-TV last August. It provides for the transmission and simultaneous non-duplication of WCMC-TV's programs, when it goes on the air, by South Jer-

Raleigh court ruling could ripple entire CATV pond

A temporary injunction has delayed plans for community antenna television in Raleigh, N. C., and could lead to a requirement that an election be held before a CATV system be permitted.

At issue is a legal question—the city's authority to grant certain business permits—that could stir up problems for existing and pending CATV's all over the country.

CATV opponents in Raleigh contend that an ordinance authorizing the city to grant business permits to CATV firms is illegal because the permits are more in the nature of franchises, implying exclusivity. The Raleigh charter requires an election to determine whether the city may grant franchises.

Southeastern Cablevision Co., with ownership related to WRAL-TV Raleigh, contends that the ordinance is legal and only authorizes a nonexclusive privilege—the right to establish a CATV enterprise. Southeastern, the survivor of three initial applicants, has petitioned

the Wake county superior court to be made a party to the proceeding which it directed against the city itself.

A. J. Fletcher, Southeastern president and head of Capitol Broadcasting Co., WRAL-TV licensee, has taken the city's side and says his firm was instrumental in the city's adoption of its CATV ordinance. The law, he argues, was intended to grant a nonexclusive business permit, not a franchise.

Four Raleigh businessmen, who sell or service TV equipment and want a permanent injunction, contend the effect of the ordinance is a franchise and that it also improperly pre-empts the role of the state utilities commission.

Ticklish Question ■ Exclusivity—and a serious question whether a city has the legal authority to grant it—is one reason that existing and newly developing CATV's are being advised to be careful about the kind of ordinances they seek conveying authority for CATV in their communities. In most instances these

firms are asking city councils to write nonexclusive ordinances, not because they relish competition but because of a nagging feeling that the grant of a city franchise offers a ripe issue to CATV opponents, as it did in Raleigh.

In Raleigh Southeastern is the survivor of three original applicants, having merged with one while the other withdrew. All three were threatened by a referendum when petitions demanding an election on the CATV issue was sought this summer, but the drive failed (BROADCASTING, Aug. 31).

Southeastern principals have indicated the firm would seek permission for a CATV service under the Raleigh ordinance. Superior Judge William H. Copeland granted a temporary injunction Nov. 16 that would prevent this without an election. The opponents also contend that the city ordinance is illegal because, they argue, only the state utilities commission can establish rates.

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Connecticut PUC won't allow CATV 'inducements'

The Connecticut Public Utilities Commission last week indicated it will not allow community-antenna-TV systems in the state to offer financial inducements to customers in establishing their services.

The PUC position came during testimony of E. John Ducci, president of Ducci Electric Co., Torrington, Conn., who as applicant for a system covering Torrington, Winsted and Thomaston, had testified he planned to offer customers a discount in exchange for their home TV antennas. Eugene S. Loughlin, chairman of the three-man commission, said this would not be permitted by the PUC.

Also heard last week was Cable

Video Inc., Hartford, which seeks a system in Norwich, New London and Groton. This was the last of 22 applicants to be heard. Joseph C. Amatore, who is president and general manager of WPOP Inc. (WPOP Hartford), appeared for Cable Video as its president. He estimated the firm would initially invest \$2.5 million in the system.

The commission set Dec. 21 as the date for hearing new testimony on the application of Connecticut Television Systems Inc., which appeared previously. That will mark the end of the first round.

The second round, in which cross-examination will be permitted for the first time, is to begin in January.

sey's CATV's that will be served by the microwaves granted by the FCC last week, as well as by a South Jersey CATV in Ocean City. In addition, the company's CATV's in Ventnor, Longport and Margate, all New Jersey, will carry the network programs on WCMC-TV and their commercial adjacencies, rather than duplicate them with offerings of other stations on the cable.

The commission also conditioned the grant on the cable company agreeing to protect TV stations that subsequently go on the air in the area.

The station and the cable company had opposed each other before the Wildwood city council last spring. And in May the commission, acting on a petition filed by WCMC-TV, set South Jersey's applications for hearing (BROADCASTING, May 25).

The CATV proposes carrying the signals of eight New York and Philadelphia stations, and WCMC-TV said it would be unable to survive that kind of competition.

Broadcasters want CATV in Glens Falls

Two broadcasters wanting to apply for a community-antenna-television franchise in Glens Falls, N. Y., are waiting until Friday (Dec. 4) to learn whether an earlier applicant "implements" his service.

Gerald McPhillips, counsel for Newhouse Broadcasting Corp., which would like to apply in Glens Falls, said last week that Mohican TV Cable Corp. was granted a one-year franchise Dec. 3, 1963, and that if the firm fails to

satisfy the city council by Friday, Newhouse's application may be considered.

Also desiring to apply is Normandy Broadcasting Corp., licensee of wwsc Glens Falls. John Lynch, president, said terms of a contract by which he bought wwsc from Martin Karig, principal of Mohican TV, contain a covenant extending through 1966 that states Mr. Karig wouldn't engage in radio or TV operations "in any manner" that would compete with wwsc.

Translator group opposes broadcasters in CATV

The FCC was urged last week by Tri-State TV Translator Association to adopt rules prohibiting ownership by broadcast licensees of community antenna television systems.

The organization which represents TV translator owners in Idaho, Montana and Wyoming, said it was equally concerned over the lack of regulation of CATV systems. It pointed out that unregulated CATV's have "eliminated or limited free over-the-air broadcasting to all people in some areas and have stunted the growth of television in rural America."

In reply comments filed in the commission's notice of inquiry into TV licensee acquisition of CATV systems, Tri-State said the FCC "must re-evaluate its rules and do everything in its power to enhance the development of true over-the-air TV broadcasting. It would be better to develop new stations . . ." with increased power and antenna heights to provide programming to all rural areas than to allow cable

systems to fill this need (BROADCASTING, Nov. 2).

Tri-State also said that it was opposed to the assignment of microwave facilities for "leapfrogging" television programs over and around TV markets, and that it didn't believe microwaves should be permitted to extend a TV station's signal far beyond the coverage area assigned it by the commission.

Deadline for reply comments in the inquiry was Friday (Nov. 27).

Educators show quiet concern with CATV

The Educational Television Stations Division of the National Association of Educational Broadcasters has decided that community antenna television bears some watching.

An ETS study committee, set up at the group's May 25-26 meeting in Columbus, Ohio, has been quietly looking into CATV affairs since then, holding meetings with FCC officials and members of the National Community Television Association, as well as interested ETV operators.

The committee observed that CATV is a rapidly growing field, usually well financed, and that such ventures seem to have a good chance of success. They also noted that CATV practices and operating procedures are still very diverse.

Possible difficulties for educational broadcasters were foreseen in the insertion of advertising upon or around ETV programs by some CATV systems.

ETV stations, the committee suggested, should keep in touch with CATV developments in their areas and "try to work out some ground rules ahead of time." The group also recommended that ETS watch areas of possible joint ETV-CATV concern, such as FCC rulemakings, and be represented where and when they occur.

N. Y. phone company plans CATV activity

Chenango and Unadilla Telephone Co., fourth largest independent telephone company in New York State, has announced the establishment of Chenor Communications Inc., a wholly owned subsidiary, to operate community antenna-TV systems in the state.

According to Sterling F. Higley, president of Chenor, the company will engage in acquiring and operating CATV systems. Mr. Higley is president of the New York State CATV Association and president of Valley Video Inc., Nor-

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wich, N. Y., a CATV system with 2,200 subscribers.

Mr. Higley said that Chenor will begin operating a CATV system in New Berlin, N. Y., early next year. The company also has a franchise to construct a CATV system in Chenango Bridge, N. Y. Negotiations for franchises in other areas are now underway.

UHF-TV opposes Triangle's CATV

Triangle Publications Inc. told a Philadelphia city council committee last week of its proposal to build a community antenna television system to serve the area and was immediately opposed by principals of a new UHF planned to go on the air next spring.

Roger W. Clipp, executive vice president of Triangle stations division and general manager, WFIL-AM-FM-TV Philadelphia, testified Tuesday (Nov. 24) that the system could provide three New York City independents and an educational TV in addition to the Philadelphia area's own stations. Monthly cost to subscribers would range between \$3.50 to \$5 a household, plus installation. It was estimated about 200,000 households could be served within five years of initial operation beginning in northeast Philadelphia.

Opponents said CATV is unnecessary in Philadelphia and was a guise for a pay-TV operation. Language of the proposed authorizing ordinance would permit pay TV, although a Triangle spokesman has denied that is the firm's intention (BROADCASTING, Nov. 23).

Triangle's system "could to a certain extent retard our long-term audience . . . but we feel their intention is not to operate a conventional CATV at all" but to establish a pay-TV enterprise, said Leonard Stephens, vice president of Philadelphia Television Broadcasting

Co., a firm planning to reactivate channel 17, WPHL-TV.

Isadore Bellis, city councilman who introduced Triangle's proposed ordinance and is chairman of the council's committee on law and government, conducted the hearing and ordered it continued tomorrow (Dec. 1).

Mr. Stephens and Aaron J. Katz, president of Philadelphia Television, said they intended to alert theater interests, local professional sports clubs, TV servicemen and dealers and other broadcasters to what they considered "threats" that a pay-TV operation could pose in Philadelphia. Their communications lawyer also is counsel to the Television Accessory Manufacturers Institute (TAME).

The Triangle proposal said the city would receive use of communications channels for police and fire departments, but apparently made no offer to share in the system's profit, an inducement often suggested by applicants to win approval for CATV.

A councilman pointed out, however, that an existing city ordinance requires "sound reproduction systems"—which might include CATV—to pay a tax to the city representing 5% of monthly gross.

Mr. Katz is a local attorney; Mr. Stephens is vice president of Weightman Inc., an advertising agency.

They expressed concern about Triangle Publishing's "already extensive concentration of media ownership" in the Philadelphia area.

Triangle Publications Inc. owns, among other publications, the *Philadelphia Inquirer* and *Daily News* (two of the city's three daily newspapers) and *TV Guide*. Its broadcasting arm includes in addition to the WFIL stations, a CATV in Binghamton, N. Y.; a CATV application in New Haven, Conn.; WFBG-AM-FM-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania; WNBC-AM-FM-TV Binghamton; WNBC-AM-FM-TV New Haven,

Conn. and KFRE-AM-FM-TV Fresno, Calif. The parent company, Triangle Publications Inc., is owned by Walter H. Annenberg and family.

Sixth applicant files bid for N. Y. CATV

Five master antenna installation and maintenance companies led by Bell Television have submitted a collective petition to the New York City Board of Estimate to operate a community antenna television system.

The petition is the sixth to be presented to the city and follows those of Sterling Information Services, Teleprompter Corp., RKO General Inc., CATV Enterprises and Telelobe Cosmotronics (BROADCASTING, Nov. 16). Of these the Sterling and Teleprompter petitions are scheduled for public hearing before the board of estimate Thursday (Dec. 3), and the other three may also be considered at that time.

Master antenna companies involved in the latest petition, in addition to Bell Television, are Electronic Installation Corp., Retma Electronics, Amplitel Inc. and Acme TV Corp.

Electronic Installation had previously signed an agreement with CATV Enterprises to cooperate in its New York CATV venture but was released from that agreement to enter the master antenna company group.

Broadcast Bureau opposes Kaiser request

The FCC's Broadcast Bureau last week opposed Kaiser Industries Corp.'s request that its application for channel 38 in Chicago be dismissed without prejudice.

In a petition filed two weeks ago, Kaiser said that it was withdrawing from the proceeding, which now includes three other applicants, because it was unwilling to undergo the "delay, expense and uncertainty" of a multiparty comparative hearing (BROADCASTING, Nov. 16).

The Broadcast Bureau said FCC rules provide for dismissal without prejudice "only upon a showing that circumstances wholly beyond the applicant's control preclude further prosecution of his application." No such showing was made by Kaiser, the bureau said.

In the event the hearing examiner adopts the bureau's recommendation, Kaiser would not be permitted to apply for a television station in the Chicago area for one year.

Kaiser, which was the first to file for channel 38 in September 1962, has

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since received grants for channel 50 Detroit (WKBD), channel 44 San Francisco (KFOG-TV), channel 52 Corona, Calif. (KICB) and channel 41 in Burlington, N. J.-Philadelphia (WKBP). The company two months ago sold its entire Hawaiian holdings (KHVH-AM-TV Honolulu and KJHK-TV Hilo) (BROADCASTING, Oct. 12). The transaction is now awaiting FCC approval.

Remaining applicants for channel 38 Chicago are Warner Bros. Pictures, Chicagoland TV Inc. and WCFL Chicago (Chicago Federation of Labor & Industrial Union Council).

Loevinger explains his pay-TV views

W. Robert McKinsey, executive vice president of Atlanta Telemeter Inc., Atlanta pay-TV firm, said last week that FCC Commissioner Lee Loevinger has amplified his views on pay TV in an exchange of letters.

The commissioner has told him, Mr. McKinsey said, that as he understands present plans for pay TV, it does not seem likely to destroy conventional television, although its possibilities "are in fact, relatively limited." Commissioner Loevinger said this is on the basis "that pay TV is a practical possibility only in a limited number of areas of concentrated urban population. At best, it may be a rival of conventional TV for some programs in these areas, and at worst it will have a very difficult struggle to survive at all."

Mr. McKinsey said, "We in the business agree that, certainly for the present, our viability depends upon providing cable only to large centers of population and, further, that the wired area must contain a high density of middle to upper-middle income households, apartment complexes, etc."

Mr. McKinsey had inquired about a BROADCASTING report of remarks on pay TV by Commissioner Loevinger at a National Association of Broadcasters regional fall conference meeting in Des Moines, Iowa. The story summarized the commissioner's view as: "Pay TV doesn't have much future and doesn't pose a threat to free broadcasting" (BROADCASTING, Oct. 26).

Background to His Talk ■ Commissioner Loevinger told Mr. McKinsey that the necessarily condensed report of his remarks was a "characterization rather than quotation." The commissioner's letter continued:

"Several speakers had appeared on the program preceding me and had warned the audience about the threat of pay TV. Most of these presentations involved the familiar process of extra-



Informality rule as ABC-TV o&o's meet

Representatives of the ABC-owned television stations met in Montego Bay, Jamaica, in conjunction with meetings of the governors and affiliates advisory boards (BROADCASTING, Nov. 23). O&o men, shown above, are: (seated, l-r) James Conley, president, ABC Television Spot Sales Inc.; John Pival, president, wxyz Inc. and general manager, wxyz-TV Detroit; David Sacks, vice president and general manager, KGO-TV San Francisco; Charles A. DeBare, general attorney for owned stations; Robert Goldman, assistant to president, owned TV stations; (standing

l-r) Thomas Miller, vice president and general manager WBKB-TV Chicago; Symon B. Cowles, director of advertising and publicity; Elton H. Rule, vice president and general manager KABC-TV Hollywood; Philip Mayer, director of program services; Walter H. Stein, research and promotion, ABC Television Spot Sales; Jesse Zousmer, vice president and director TV news; John O. Gilbert, vice president and general manager WABC-TV New York; Elmer Lower, president, ABC News, and Theodore F. Shaker, president, owned TV stations.

polating from the TV audience through the figure of an assumed pay-off to a projected pay-TV revenue in the multi-billion dollar range. The argument then proceeded to the conclusion that this tremendous sum of money will attract all good programming to pay TV and conventional, or free TV, will be destroyed.

"I stated in substance that I thought such extrapolations and reasoning are unrealistic and grossly exaggerated. I said that any sober consideration of pay TV must take into account the cost of stringing cable and installing equipment of the kind required to permit billing and pay-off by whatever system is involved. Further, I said that we must consider the available revenue for programming in specific situations where a pay-TV installation is possible rather than on some imaginary basis, taking a hypothetical percentage of the national audience.

"On this basis I said I think that the possibilities of pay TV are nothing like those suggested by the speakers who said it would destroy conventional TV and are in fact, relatively limited. On the basis of studies which I have seen, it

appears to me that pay TV is a practical possibility only in a limited number of areas of concentrated urban population.

"At best, it may be a rival of conventional TV for some programs in these areas, and at worst it will have a very difficult struggle to survive at all. My own hunch is that it will be difficult for pay TV to find enough programming to become a long-term, economic success on a large scale. On the other hand, I believe that there is no sound basis whatever for prohibiting it by law as is being adopted in California."

"I spoke out against adoption of the California proposal to broadcasters several times before the election. As a matter of fact, I even said this to a meeting of California broadcasters a couple of months ago. . . .

"Certainly, this is a field in which none of us have very much information and where there is a great deal of unfounded speculation and loose talk. I can assure you [Mr. McKinsey] that I am interested in getting as much information on the subject as possible, and am trying to maintain an open mind while avoiding some of the more obviously exaggerated claims."

A rotational system for top NAB job?

That's now the talk in some quarters, though many still want a celebrity to be permanent president

Sentiment was developing among influential National Association of Broadcasters members last week for the installation of a new system of NAB leadership. According to this turn of thinking, the chief executive of the association would be a broadcaster who would serve one or two years and the operating boss would be an NAB career man.

This sentiment was more prevalent among major broadcast interests than among the more numerous small-station members of the NAB. The latter group was said to prefer the appointment of a public figure, hopefully one with some broadcasting background, as the successor to LeRoy Collins, the president of NAB who resigned last summer. Such a man, it was admitted, would be hard to find.

The development of these rival views on the selection of a new NAB command was reported after a meeting of the NAB's presidential selection committee last week in New York. The 10-member committee hopes to reach agreement on recommendations in time for submission to the 44-member NAB board which meets Jan. 25-29 in Palm Springs, Calif. The selection committee's aim is to attain unanimity on first, second and possibly third choices to present to the board.

After the meeting the selection committee made it clear that it hoped to keep its own counsel as it entered the home stretch of its deliberations. Although names of persons under consideration for the NAB presidency had been freely mentioned up to last week, the committee decided at its meeting last Tuesday to put the lid on. All queries were referred to Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., the NAB joint board chairman.

The Rotation ■ Under the new-leader plan that was taking shape in some quarters last week, a rotational system would be set up for the top NAB job. A broadcaster would be picked to serve for one or two years during which he would take leave, without loss of corporate benefits, from his regular position. As chief officer of the NAB he

would be provided living accommodations in Washington, a car, chauffeur and liberal expense account. The theory is that over the years a number of outstanding broadcasters with leadership qualities would acquire experience in the political and regulatory ways of Washington.

According to this thinking, the top title would be either chairman or president. If it were chairman, the paid career officer in permanent charge of things would be president. If the top job were to be called the presidency, the career job would probably be called the executive vice presidency.

But the quest was still on for a public figure, and it was believed that a number of names were still on the list. Even though selection committee members aren't talking, it's known that individual members have talked to Senator Kenneth Keating (R-N. Y.), who lost out last month to Robert F. Kennedy, his Democratic opponent. Eugene Zuckert, secretary of the Air Force, also has been sounded out as to his possible availability. Fred Seaton, former secretary of the Interior and a Nebraska publisher-broadcaster, hasn't been eliminated. Ted Koop, CBS Washington vice president and national president of Sigma Delta Chi, professional journalistic society, likewise is understood to be on the list, among others. Many suggestions were made following the plea several weeks ago by the selection committee for more nominations.

All members of the committee attended Tuesday's all-day meeting at the Regency hotel in New York. In addition to Chairman Schroeder, they are: Mike Shapiro, WFAA-AM-FM-TV Dallas; John F. Dille Jr., Communicana Stations; Rex Howell, KREX-AM-TV Grand Junction, Colo.; Jack W. Lee, WSAZ-AM-FM Huntington, W. Va.; F. Van Konyenburg, WCCO-AM-TV Minneapolis; Carleton D. Brown, WTVL Waterville, Me.; Otto Brandt, King Stations; A. Louis Read, WDSU-AM-FM-TV New Orleans; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.

Board Plans ■ On the preceding day, the executive committee met to appraise headquarters operations and the

status of various NAB projects preparatory to drawing up a preliminary agenda for the Palm Springs board meetings. At those sessions the selection of a new NAB leadership will be the most important item.

No conclusive action was taken although the executive committee agreed that the series of regional meetings of NAB, concluded a fortnight earlier, went well. A report on operating and housekeeping problems was heard from Vincent T. Wasilewski, executive vice president. Among agenda items reviewed were the status of research committee activity covering the Broadcast Rating Council; pay TV-CATV; new code provisions to cover political broadcasts, particularly spot announcements; the status of Television Information Office; public-relations activities, including progress on the \$50,000 appropriated for a film project, and what to do about NAB's housing problem and building project.

Members of the executive committee, all of whom are also selection committee members, are Messrs. Schroeder, Shapiro, Dille, Howell and Lee.

KQCY transfer approved but fine must be paid

The FCC last week granted assignment of license of KQCY Quincy, Calif., from Pioneer Broadcasters Inc. to John H. Boyd, the station's general manager.

At the same time, however, the commission notified the station that it had incurred an apparent liability of \$500 for prior acquisition of control by Mr. Boyd without commission approval.

The station has 30 days to contest the action or pay the forfeiture.

KQCY, on 1370 kc, is a 500 w day-timer.

Media reports . . .

Room to grow ■ CKLW-AM-FM-TV Windsor, Ont.-Detroit, has started construction of a \$300,000 addition to its office and studio space. The new 9,800-square foot building is designed to give CKLW-TV color production capability and will furnish additional office, studio and film editing facilities, in addition to a large prop storage area.

New agency ■ Robinson, Donino & West, New York, has been appointed agency for ABC-owned radio stations (WABC New York, KQV Pittsburgh, WXYZ Detroit, WLS Chicago, KGO San Francisco and KABC Los Angeles) effective Dec. 1. Previous agency for the ABC group was Ketchum, MacLeod and Grove, New York.

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GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1965, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1964.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—All entries should be submitted in simple, legible form. Elaborateness of presentation will not be a factor in the judging.

6—Awards will be announced April 15, 1965.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The 1964 Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the 1964 Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.

FCC will revisit the payola scene

No extensive probe expected; Henry gets subpoena authority to bring reluctant witnesses in line

Payola is about to come under the scrutiny of the federal government again.

Five years ago, Congress, followed by the FCC, investigated charges some broadcast station personnel were taking under-the-table payments to plug products—usually records—on the air. The inquiry led to legislation and commission rules outlawing the practice.

But payola never really stopped—or so the FCC has been told over the years by a string of complaints. And there were so many tips, including some from broadcast licensees, that the commission staff urged the commission to provide subpoena powers so that a meaningful investigation could be con-

ducted (CLOSED CIRCUIT, Nov. 23).

The commission, by a 6-0 vote last week, authorized the probe and delegated to Chairman E. William Henry the authority to issue subpoenas.

Commission sources say a major investigation is not contemplated. The commission is said to lack the funds and personnel for that. But the subpoena power will be helpful in obtaining the kind of documentary evidence that the staff has not been able to get in previous efforts to check into complaints about payola.

Generally, licensees, over whom the commission has authority, don't have the evidence. Record manufacturers or other businessmen and station employees

have the facts—and unless subpoenaed they don't feel obliged to cooperate with the commission.

The payola issue erupted in the news twice last spring. In April, a Hollywood record promoter, Albert Huskey, charged that certain record companies were paying payola to a number of Southern California disk jockeys. The charge was contained in a \$230,000 damage suit in which Mr. Huskey alleged that station executives, disk jockeys, record companies and record promoters had conspired to put him out of business because of his refusal to participate in payola (BROADCASTING, April 27).

And in May, a House Appropriations Subcommittee released testimony given by the FCC in which the commission expressed concern about the complaints about payola. The testimony had been given behind closed doors in March. In its prepared remarks, the commission had said that despite the anti-payola law enacted in 1960, "payola is still widespread in broadcasting and in certain fields may even have increased." The commission said that it believed a "major, nationwide investigation of this and related practices . . . highly desirable."

Children learn 'lost art'—radio acting

ABC Radio's new syndicated drama series, *Theater Five*, has encountered a problem: during the years when radio drama was in limbo, child actors with training in microphone techniques apparently became extinct. Up to now the series,

which was introduced last summer, has gotten around the shortage by having children's parts taken by adults. Now the series has stopped production of scripts calling for child actors, and ABC Radio has set up a Children's Acting Workshop in

cooperation with New York's Professional Children's School in an effort to cure the shortage. Here, *Theater Five* Director Ted Bell coaches three students in the workshop, whose classes run 90 minutes a week for four weeks—or as long as necessary to get promising youngsters ready to perform on the series. Five 25-minute episodes of *Theater Five* are produced each week. ABC Radio officials say the series has been sold to more than 60 stations.

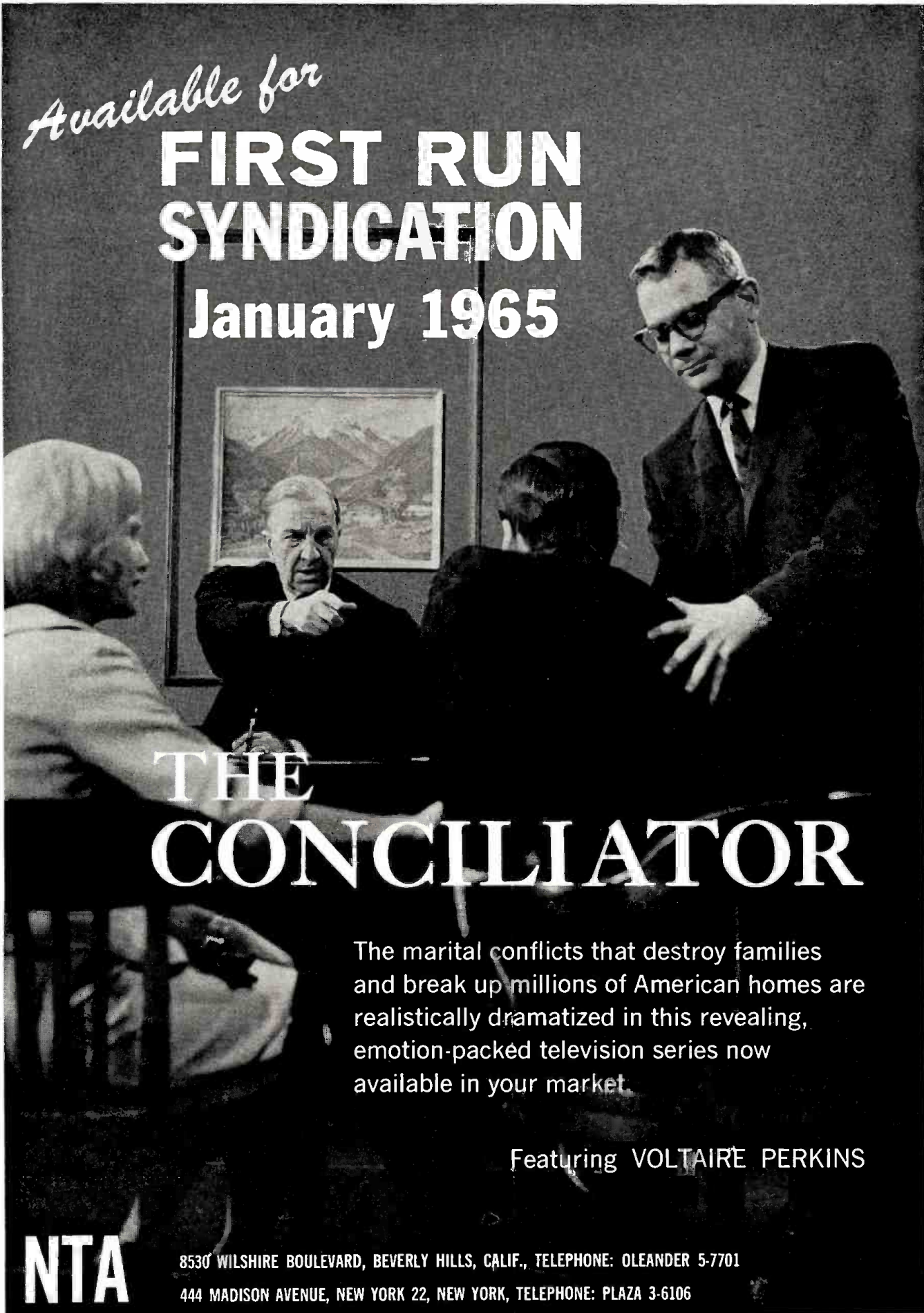


The 'lost art' of radio acting is being learned at ABC Radio's Children's Acting Workshop by Randy Gaynes (r), veteran TV, Broadway and motion picture actor, age 11, and by nine-year-old Doree Sitterly (l) and Doreen Ann Schneider, age 11. *Theater Five*' director Ted Bell observes their progress. Master Gaynes's credits include a year in Broadway's 'Oliver,' four 'Naked City' TV appearances and several TV specials.

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Lead, lead, who's got the lead?

Nielsen top 20 depends whether you count election night ratings: if you do, NBC wins; if you don't, it's ABC, CBS

Buoyed by a sweeping election-night victory, NBC-TV took the lead in the season's latest national Nielsen ratings, which covered the two weeks ended Nov. 8. NBC had an 18.9 rating for the period, CBS 18.4 and ABC 17.5.

On election night, Nov. 3, NBC had a 29.3 rating and 51 share, according to the Nielsen Television Index for the 7:30-11 p.m. EST period. CBS had a 20 rating and 35 share and ABC had an 8 rating and 14 share. Of the seven half-hours in prime time, six half-hours of NBC's election coverage placed in the NTI top 10 for the two-week period.

In the 7 p.m.-2:30 a.m. period on election night, NBC had a rating of 23.6 and 51 share, CBS's rating was 16.1 and 35 share and ABC had a 6.5 rating and 14 share.

However, the NBC lead was not reflected outside of election night. In NTI's top 20 programs for the two-week period, excluding Nov. 3 results, ABC and CBS were neck and neck, although NBC's *Bonanza* was in first place.

Of the top 20 programs, ABC and CBS each had nine and NBC had two. The 20 shows represented 14 hours of network programming, with five hours on ABC, four-and-a-half hours on CBS and two-and-a-half hours on NBC.

NTI's top 20 prime-time programs for Oct. 26-Nov. 8, excluding the election night ratings:

1 Bonanza (NBC)	35.2
2 Bewitched (ABC)	31.2
3 Ed Sullivan (CBS)	28.7
4 Red Skelton (CBS)	27.0
5 Van Dyke (CBS)	26.1

6 Peyton Place II (ABC)	26.0
7 Virginian (NBC)	25.6
8 Andy Griffith (CBS)	25.4
9 Addams Family (ABC)	25.1
9 Munsters (CBS)	25.1
11 Beverly Hillbillies (CBS)	25.0
11 Petticoat Junction (CBS)	25.0
13 Favorite Martian (CBS)	24.9
13 Gomer Pyle (CBS)	24.9
15 Peyton Place I (ABC)	24.7
16 Combat (ABC)	24.6
17 Voyage to Bottom of Sea (ABC)	24.5
17 Fugitive (ABC)	24.5
19 McHale's Navy (ABC)	24.1
20 My Three Sons (ABC)	23.7

CBS has slight lead in Arbitron report

CBS-TV captured first place by three-fifths of a rating point on the basis of Arbitron reports for the seven-day period ending Nov. 24. The overnight ratings of nighttime programs gave CBS-TV an average rating of 18 compared to NBC-TV's 17.4 and ABC-TV's 15.8. NBC-TV had previously led by two-fifths of a point in the Arbitrons for the period ending Nov. 1, the first seven-day period without extensive political pre-emptions (BROADCASTING, Nov. 16).

For the period ending Nov. 24, starting with Friday, Nov. 20, NBC won four half-hour periods and CBS three half-hour periods on Friday; NBC four, CBS two, and ABC one on Saturday; CBS four and NBC three on Sunday; CBS four, ABC two and NBC one on Monday and ABC five and CBS two on Tuesday.

During the five nights from Friday to

Tuesday, CBS had 15 half-hour wins, NBC 12, ABC 8. The Nielsen ratings covering the two-week period ending Nov. 8 and including election night also were disclosed last week (see separate story, this page).

Arbitron		Rating	Share
Friday, Nov. 20			
7:30	ABC Jonny Quest	12.0	23
	CBS Rawhide	16.6	32
	NBC International Showtime	13.5	26
8:00	ABC Farmer's Daughter	14.9	26
	CBS Rawhide	19.6	34
	NBC International Showtime	15.1	27
8:30	ABC Addams Family	18.7	30
	CBS Entertainers	14.6	24
	NBC Bob Hope	25.1	41
9:00	ABC Valentine's Day	11.6	20
	CBS Entertainers	15.8	27
	NBC Bob Hope	26.9	45
9:30	ABC 12 O'Clock High	11.8	20
	CBS Gomer Pyle	25.3	44
	NBC Jack Benny	15.6	27
10:00	ABC 12 O'Clock High	12.5	24
	CBS The Reporter	13.5	26
	NBC Jack Paar	16.6	32
10:30	ABC Local	—	—
	CBS The Reporter	12.5	25
	NBC Jack Paar	18.2	36
Saturday, Nov. 21			
7:30	ABC Outer Limits	9.7	17
	CBS Jackie Gleason	24.5	43
	NBC Flipper	16.5	29
8:00	ABC Outer Limits	11.2	19
	CBS Jackie Gleason	28.9	50
	NBC Mr. Magoo	10.5	18
8:30	ABC Lawrence Welk	19.4	33
	CBS Gilligan's Island	17.8	31
	NBC Kentucky Jones	13.7	23
9:00	ABC Lawrence Welk	20.5	34
	CBS Mr. Broadway	11.9	20
	NBC Saturday Movie	22.3	37
9:30	ABC Hollywood Palace	17.3	30
	CBS Mr. Broadway	11.5	20
	NBC Saturday Movie	23.4	40
10:00	ABC Hollywood Palace	16.6	28
	CBS Gunsmoke	17.2	29
	NBC Saturday Movie	22.5	38
10:30	ABC Local	—	—
	CBS Gunsmoke	18.8	36
	NBC Saturday Movie	20.4	39
Sunday, Nov. 22			
7:30	ABC Wagon Train	11.1	19
	CBS My Favorite Martian	21.5	37
	NBC Walt Disney	21.3	37
8:00	ABC Wagon Train	12.2	20
	CBS Ed Sullivan	19.9	33
	NBC Walt Disney	24.0	39
8:30	ABC Broadside	14.3	23
	CBS Ed Sullivan	25.0	41
	NBC Bill Dana	14.9	24

TVQ's November top 10 by age

Rank	Program	By age					
		Total audience TVQ*	6-11 TVQ*	12-17 TVQ*	18-34 TVQ*	35-49 TVQ*	50 plus TVQ*
1	Bonanza (NBC)	57	62	71	45	51	61
2	Fugitive (ABC)	49	46	62	51	47	42
2	Gomer Pyle USMC (CBS)	49	76	64	44	39	38
4	Walt Disney (NBC)	47	67	46	43	43	43
5	Bewitched (ABC)	46	73	71	42	32	23
6	Beverly Hillbillies (CBS)	43	75	51	29	35	40
6	Flipper (NBC)	43	80	52	25	27	36
8	Saturday Night Movies (NBC)	41	41	42	46	39	39
9	Andy Griffith (CBS)	39	53	41	28	36	44
9	Dick Van Dyke (CBS)	39	54	52	37	37	30
9	Red Skelton (CBS)	39	52	44	30	37	38

*TVQ rating is percentage of those who are familiar with a program and say it is one of their favorites.

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9:00	ABC Sunday Movie	15.1	24
	CBS Living Doll	12.1	19
	NBC Bonanza	29.6	47
9:30	ABC Sunday Movie	14.0	24
	CBS Joey Bishop	10.5	18
	NBC Bonanza	29.7	51
10:00	ABC Sunday Movie	14.5	27
	CBS Candid Camera	20.0	37
	NBC Rogues	15.2	28
10:30	ABC Sunday Movie	14.9	30
	CBS What's My Line	17.4	35
	NBC Rogues	13.9	28
Monday, Nov. 23			
7:30	ABC Voyage to Bottom of the Sea	15.5	28
	CBS To Tell the Truth	18.9	34
	NBC 90 Bristol Court	12.2	22
8:00	ABC Voyage to Bottom of the Sea	19.2	32
	CBS I've Got a Secret	19.3	32
	NBC 90 Bristol Court	12.0	20
8:30	ABC No Time for Sergeants	16.8	28
	CBS Andy Griffith	28.5	48
	NBC 90 Bristol Court	8.9	15
9:00	ABC Wendy and Me	13.2	22
	CBS Lucy Show	24.4	41
	NBC Andy Williams	16.0	27
9:30	ABC Bing Crosby	13.5	24
	CBS Many Happy Returns	15.8	28
	NBC Andy Williams	20.8	36
10:00	ABC Ben Casey	19.3	40
	CBS Slattery's People	11.1	23
	NBC Alfred Hitchcock	11.7	24
10:30	ABC Ben Casey	21.4	45
	CBS Slattery's People	9.8	21
	NBC Alfred Hitchcock	10.5	22
Tuesday, Nov. 24			
7:30	ABC Combat	18.3	33
	CBS Local	—	—
	NBC Mr. Novak	15.8	29
8:00	ABC Combat	22.2	39
	CBS World War I	7.4	13
	NBC Mr. Novak	16.9	30
8:30	ABC McHale's Navy	17.8	31
	CBS Red Skelton	23.1	41
	NBC Man from U.N.C.L.E.	12.8	23
9:00	ABC Tycoon	16.9	28
	CBS Red Skelton	26.7	44
	NBC Man from U.N.C.L.E.	13.8	23
9:30	ABC Peyton Place I	22.1	38
	CBS Petticoat Junction	20.9	36
	NBC TW3	12.2	21
10:00	ABC Fugitive	23.4	45
	CBS Doctors & Nurses	16.2	31
	NBC Bell Telephone Hour	10.4	20
10:30	ABC Fugitive	22.0	46
	CBS Doctors & Nurses	15.0	31
	NBC Bell Telephone Hour	8.6	18

Color used to sell farm shows

KWTV(TV) uses tint to bring larger audiences among general public as well as from regular farm audience

Use of color spots for on-air promotion of KWTV(TV) Oklahoma City's special farm programs in color have proven successful in helping build total audience as well as farm audience, Montez Tjaden, KWTV promotion director, told the annual meeting of the National Association of Television and Radio Farm Directors in Chicago over this past weekend.

Scheduled to address the NATRFD Saturday morning (Nov. 28), Miss Tjaden pointed out that agriculture lends itself especially well to color TV and much of the "business" news of the farm today shown in color interests the city viewer too. She said KWTV plans five special color half hours next January, February on the topic "Cow Country U.S.A." and the series will be heavily promoted by color spots.

Careful pre-planning of such promotion is vital, she pointed out, along with thorough follow-ups to let prospective agencies and advertisers know what the station has been doing. KWTV's annual state fair exhibit, an authentic ranch house where farmers may obtain infor-

mation and get their own personal, registered cattle brands, has helped build the station's total service image, Miss Tjaden reported.

KWTV prefers to film fair events for careful editing rather than to make live pickups, she explained. This is because the on-air program quality is more important to the entire audience than the small promotion impact for the few who might be witness to the fair coverage, she said.

"A great deal of money is not essential," Miss Tjaden said. But with "a little creative thinking, a 'pro' in motion—farm directors probably travel more than anyone—and a good product on the air," she explained, "you can build an audience that will satisfy your management and your sponsors."

Much of NATRFD's Friday-through-Sunday meeting was to be devoted to informational sessions of interest to the farm broadcasters in their on-air roles. Considerable interest centered on coverage of the trading of futures in live cattle which begins today (Nov. 30) at 9:15 a.m. CST at the Chicago Mercantile Exchange for the first time in farm marketing history.

How Wide the Interest? • How widespread the interest in this news will be to a large segment of the farm and business audience was to be explained yesterday (Nov. 29) by Everette Harris, president of the exchange which already provides futures data daily to farm broadcasters on seven other commodities.

Problems of the new live cattle futures reporting and other agricultural news handling subjects also were to be discussed by two U. S. Department of Agriculture officials, George R. Grange, deputy administrator for marketing services, and Philip V. Fleming, marketing information division.

Parke Bringley, president, National Agricultural Chemicals Association, Washington, was to report on progress in research on the safe uses of pesticides. Lynn L. Means, U. S. Weather Bureau, was to report on special forecasting for specialized agriculture.

How a "far west" farm broadcaster in Hawaii meets the unique needs of his audience was to be related by Fortunato Teho, cooperative extension service, University of Hawaii.

Jess Marshall, Farm and Industrial Equipment Institute, Chicago, planned to explain the extensive resources of his organization in the collection and dis-

NATRFD awards

The National Association of Television and Radio Farm Directors' Meritorious Service award went to Wallace Kadderly, in recognition of his promotion of good farm broadcasting in the U. S. and many foreign lands. Mr. Kadderly got his start at KOAC Corvallis, Ore., served as chief of the U. S. Department of Agriculture's radio service for many years. He is now retired.

Awards presented by the Foundation for American Agriculture, Washington, for promotion of rural-urban understanding, went to Bob Nance, WMT-TV Cedar Rapids, Iowa, and Tom Gillies, WFLA-TV Tampa, Fla., in the television category, and to Bob Miller, WLW Cincinnati, for radio.

The group also presented tenure awards in 35, 30, 25, 20 and 10-year classifications, and the customary award to the station of the outgoing president, in this case George Menard's WBBM-TV Chicago.

semination of agricultural marketing information for farm broadcasters. He said his group now has monthly retail sales data on farm equipment for every state as well as informational news letters, all available for the asking.

Dr. Herb True, research psychologist and president of the National Labor Management Foundation, Chicago, was to tell about the idea revolution in today's society and how it affects marketing at all levels. He said the revolt includes a rebellion against "amateur performances of any kind" and signals the need for the highest order of professionalism in every endeavor.

New NATRFD officers were to be elected and take office yesterday (Nov. 29). George Menard, WBBM-TV Chicago, retiring president, was given a special gavel in recognition of his year's service to NATRFD.

SDX report lists news problems

Broadcast newsmen had two major problems in 1964, and the same two items are going to be in their laps for several more years, the freedom of information committee of Sigma Delta Chi has reported.

The report, issued Nov. 22, said the two troublesome broadcast problems are election reporting and Section 315. Both will be subject to congressional action, the committee said, with election reporting the first to receive some action.

Under question is whether TV networks should be permitted to predict winners of elections based on voting trends in key precincts or districts, before the polls are closed everywhere. A number of bills were introduced in the 88th Congress to prohibit this, but no action was taken. Similar bills are expected in the 89th Congress.

The professional journalism society

opens its 55th annual convention with a board of directors meeting in Kansas City, Mo., Wednesday (Dec. 2), followed by speeches and panel discussions through Saturday.

Among participants: Dan Rather, CBS News White House correspondent; Julian Goodman, NBC News vice president; Eddie Barker, KRLD Dallas; Rex Davis, KMOX St. Louis, and Louis Schollenberger, executive director of Radio Liberty, Munich.

National President Theodore F. Koop, CBS vice president, Washington, will preside.

Because Congress did not suspend the Section 315 equal-time provisions for the presidential and vice presidential candidates in the 1964 election, broadcasters were faced with a number of troublesome situations. The law should be repealed, the committee said.

The only advances made during the year, the committee said, were (1) the FCC's ruling in January renewing the licenses of the Pacifica Foundation stations in California and New York, and (2) the U. S. Supreme Court ruling in the *New York Times* case, reversing a libel conviction against the newspaper and holding that criticism of public officials is protected against libel actions unless malice can be proved.

The year ends, the committee said, without any major victories for broadcast newsmen. Television was partially in and partially out, and finally fully out, of the Bobby Baker congressional hearing; broadcasting's campaign to alter Canon 35 of the American Bar Association was dormant; broadcast newsmen were criticized in the Warren Commission Report in its coverage of the Oswald arrest and shooting, and by some for its coverage of the Ruby trial.

DOD Causes Concern ■ In an over-all review of Washington and other news centers, the committee said that the information policies of the Department of Defense "continued to cause more concern." White House news conferences,

called with a minimum of advance notice and held often in a "cozy" atmosphere, has caused a "vague uneasiness . . . to be felt among some Washington correspondents."

The report also criticized committees of Congress for conducting too many secret sessions and for barring photographers and broadcasters from many meetings to which newspaper reporters are admitted.

Urging all media to support a campaign in the coming session of Congress to enact a bill by Senator Edward V. Long (D-Mo.) which would require federal agencies to open up more of their records to public inspection, the committee also called for renewed campaigns to persuade state legislatures to pass laws requiring public bodies to conduct their business in the open and to make most of their records available for inspection.

It recommended that SDX join with other organizations representing all media in a continuing joint media steering committee to deal with mutual problems (mass coverage, pooling, fair trial-free press codes and other matters). This is an outgrowth of the Oct. 17 meeting in Washington of representatives of all media (BROADCASTING, Oct. 26).

The SDX committee on the advancement of freedom of information was headed by Julius Frandsen, UPI. Vice chairmen were William Small, CBS, and Murray Seeger, *New York Times*. Bruce Palmer, KWTW-TV Oklahoma City, was the only other broadcaster in the 18-member group.

Critics keelhaul television again

"Vacuous," "mediocre" and "boring" were among the adjectives used to describe contemporary television during a panel discussion, "The Critics Speak Out," held in New York Nov. 23 under the auspices of the National Academy of Television Arts and Sciences.

The panel, moderated by television personality Durward Kirby, included television critics Lawrence Laurent of the *Washington Post*, Cleveland Amory of *The Saturday Review* and *TV Guide*, Kay Gardella of the *New York Daily News* and Mel Ruderman of the *New York Journal-American*.

Mr. Ruderman described television today as blandly mediocre and blamed producers in particular, stating that "if Lee DeForest invented the vacuum tube, TV producers invented the vacuum."

The other panelists, however, divided most of their criticisms between networks and advertising agencies. Miss Gardella claimed that "an [James T.] Au-

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brey, a [Robert E.] Kintner and a [Thomas W.] Moore [presidents of CBS, NBC and ABC, respectively] do not think in creative terms, but rather in what brings the biggest audience."

Mr. Amory contended networks were more to blame than advertisers. He said that even when advertisers wanted to keep such "quality programs" as *Breaking Point* and *The Voice of Firestone*, the networks "played the ratings game" and canceled them. He criticized NBC in particular for, in his words, "sacking" such allegedly controversial figures as Dave Garroway, Steve Allen and Merv Griffin, and dealing "only a little less harshly" with Jack Paar. In addition, it was Mr. Amory's belief that video tape had been a "mixed blessing" to TV; its use, he said, gives timid network executives time to edit out "anything really controversial."

Mr. Laurent was critical of the use of rating reports by the networks, claiming that network executives use the figures as props to knock down programs they themselves do not like. He also believed that the so-called "golden age of television" in the early 1950's was "vastly overrated," noting that "for every hour of *Playhouse 90*, there were 40 hours of wrestling, roller derby and Pinky Lee."

A taped broadcast of the discussion will be aired on WNYC New York, Dec. 5.

Program notes . . .

More sports ■ *NBC Sports in Action*, a new weekly series reporting on sports personalities, will begin on NBC-TV on Jan. 17, 1965 (4-5 p.m. EST). Jim Simpson will be host for the series, in which most shows will be in color.

History on the march ■ CBS-TV News will produce two historically oriented one-hour specials *The Travels of Thomas Jefferson* and *Nineteen Forty-Five*, for presentation next spring. The programs will alternate with *CBS Reports* (Wednesday 7:30-8:30 p.m. EST).

The year that was ■ CBS-TV News will present a special on the year's major events, 1964: *A Television Album*, Sunday, Dec. 20 (3-5 p.m. EST), narrated by Harry Reasoner.

Extra hour ■ NBC-TV's *Saturday Night at the Movies* (9-11 p.m. EST) will begin at 8 p.m. on Dec. 12 when the film version of *War and Peace* is shown. Programs pre-empted by the extra-long feature will be *Mr. Magoo* and *Kentucky Jones*.

Return run ■ Indianapolis 500-mile auto race will be telecast again via closed circuit to theaters and sports arenas by MCA-TV on May 31, 1965. MCA-TV

arranged the first closed-circuit telecast of the event last May 31.

Ohio merger talks ■ The Associated Press Society of Ohio and the Ohio Associated Press Broadcasters Association have begun talks towards a merger of the two groups. The discussion followed a combined meeting in Columbus, Ohio, Oct. 30-Nov. 1. Attending the conference were 150 radio and TV executives and newspaper editors.

New properties ■ Wolper Productions, Hollywood, has set two more one-hour specials. The firm has obtained rights to the book *The Feminine Mystique*, for one of its six programs sponsored by the 3M Co. on ABC-TV next year. The *King-Size Family*, dealing with a couple with 18 children, is also on the firm's schedule. Sponsorship and network have not been announced.

Film sales . . .

Car 54, Where Are You? (NBC Films): WKYT(TV) Lexington, Ky.

Best of Groucho (NBC Films): KHQ-TV Spokane, Wash.

Highway Patrol (UA-TV): WKEF(TV) Dayton, Ohio, and WJZB-TV Springfield, Mass.

Men Into Space (UA-TV): WTVK(TV) Knoxville, Tenn., and KSTP-TV St. Paul-Minneapolis.

Men of Annapolis (UA-TV): WMUR-TV Manchester, N. H. and KSTP-TV St. Paul-Minneapolis.

Tombstone Territory (UA-TV): WMUR-TV Manchester, N. H.

A Thousand Days (Wolper): WGN-TV Chicago; WCNY-TV Carthage-Watertown, N. Y., and WFBG-TV Altoona, Pa.

Superman (Wolper): KCBT-TV Lubbock, Tex., and WEEK-TV Peoria, Ill.

Cinema 70, Cinema 90 (Walter Reade-Sterling): WTTO(TV) Washington;

WCIX(TV) South Miami-Miami; WKEF(TV) Dayton, Ohio, and WTVT(TV) Tampa-St. Petersburg, Fla.

Cinema 88 (Walter Reade-Sterling): WCIX(TV) South Miami-Miami and WGN-TV Chicago.

Time Out for Sports (Walter Reade-Sterling): WHAS-TV Louisville, Ky.

Laramie (NBC Films): KREX-TV Grand Junction, Colo., and WTCN-TV Minneapolis-St. Paul.

Astro Boy I and II (NBC Films): KVOO-TV Tulsa, Okla.; CKLW-TV Windsor, Ont.-Detroit; KHJ-TV Los Angeles; WVUE(TV) New Orleans and KUTV(TV) Salt Lake City.

East Side/West Side (UA-TV): WMUR-TV Manchester, N. H.; XETV(TV) Tijuana, Mexico-San Diego; WRGB(TV) Schenectady, N. Y.; WREX-TV Rockford, Ill., and KPLR-TV St. Louis. Now in 35 markets.

A Christmas Carol (Seven Arts): CKLW-TV Windsor, Ont.-Detroit; KOB-TV Albuquerque, N. M.; KTWQ-TV Casper, Wyo.; KRDO-TV Colorado Springs; KTHI-TV Fargo-Grand Forks, N. D.; KGBT-TV Harlingen, Tex.; KID-TV Idaho Falls; WLVA-TV Lynchburg, Va.; KPAC-TV Port Arthur, Tex.; KGW-TV Portland, Ore.; KRCR-TV Redding, KSBW-TV Salinas, KNTV(TV) San Jose, all California; WNEM-TV Bay City-Saginaw, Mich.; KELO-TV Sioux Falls, S. D.; WICS(TV) Springfield, Ill.; WTVT(TV) Tampa-St. Petersburg, Fla.; KVOO-TV Tulsa, Okla., and WCNY-TV Carthage-Watertown, N. Y. Now in 33 markets.

Radio series sales . . .

The Green Hornet (Charles Michelson): WCAU Philadelphia.

The Shadow (Charles Michelson): WDRK(FM) Greenville, Ohio; WCEM Cambridge, Md., and WAVY Portsmouth-Norfolk, Va.



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RCA shipping new TV tape models

The first commercial shipments of two advanced types of RCA television tape machines, the TR-3 tape player and the TR-4 recorder-reproducer, were announced last week by the RCA Broadcast and Communications Products Division.

The compact, transistorized units are in volume production, and at least 70 machines will be delivered before year's end, according to RCA. Initial shipments have been made to broadcast stations in the United States and Canada, to the U. S. Army and Air Force and to other domestic users.

The TR-3 reproduces previously recorded video tapes in the same manner that a projector screens films. It can be used for broadcasts of tape shows or for previewing tapes elsewhere.

The TR-4 is a complete recording-playback system contained in a 33 by 22 by 66-inch cabinet. Like the TR-3, it has inherent color capability and will accept other accessories, including automatic timing control and electronic splicing.

FM wants fine dropped

Findlay Publishing Co., licensee of WFLM(FM) Fort Lauderdale, Fla., has asked the FCC to cancel a \$500 forfeiture imposed last month for failing to

maintain modulation levels within the prescribed limits.

In a petition for reconsideration filed Nov. 20, Findlay said that new equipment recently purchased will help correct the problem of overmodulation. It also pointed out that WFLM's chief engineer at the time the violations occurred was discharged when the station learned of his inexperience.

Since February 1961, WFLM was notified seven times by the commission for not maintaining proper modulation levels.

New ground station opens in Sweden

The ninth ground station for satellite communications, at Rao, Sweden, was inaugurated Nov. 26, Thanksgiving Day, with a special recorded TV program beamed from the United States.

The station, a joint effort of Sweden, Norway and Denmark, is another link in the terminal space stations for satellite communications on earth. Other ground stations: United States, Britain, France, Germany, Italy, Brazil, Japan and Spain. Rao is about 225 miles southwest of Stockholm.

The 10-minute program was beamed to Relay 1, over the Atlantic, by the National Aeronautics & Space Administration's ground station at Mojave, Calif. The program consisted of an interview of Robert C. Seamans Jr., associate

No blackout in tunnel

Chesapeake Bay Bridge-Tunnel spokesmen last week claimed they have the first in-tunnel connection that allows motorists to listen to their car radios while in a tunnel. The system consists of AM antennas at each end of two tunnels connected to amplifiers to boost the signals they receive, plus ceiling antenna cables running the length of the tunnels. The bridge-tunnel, called the world's longest, is a 17.5 mile span between Virginia Beach and Virginia's eastern shore.

The system was developed by the Communications Products Department of General Electric, Lynchburg, Va.

NASA administrator, by Arne Thoren, Swedish television correspondent in New York, and remarks by the ambassadors of Sweden, Norway and Denmark. The program was seen by about 5 million TV viewers in the three countries via a network pickup at the Rao station.

Technical topics . . .

Bright idea ■ Westron Corp., New York, has announced production of a powerful, compact floodlamp—the Westron quartz lamp, a 400-watt quartz iodine bulb mounted in a seven-ounce aluminum screw-in base designed to fit ordinary light sockets and fixtures built to accommodate R-40 or PAR lamps. A multifaceted polished aluminum reflector gives the beam a medium spread. According to Westron, its new lamp produces more light than seven 150-watt incandescent bulbs. Rated life of the bulb is 2,000 hours.

New set ■ Sylvania Electric Products, New York, has introduced a new color TV set with its "color bright 85" picture tube, which the company claims is more than 40% brighter than standard tubes. The new 21-inch set has a suggested retail price of \$498.15.

New headset ■ A headset designed for TV studio use is now available from Roanwell Corp., New York. The 106100 binaural boomman's headset features circumaural, foam-cushioned, noise attenuating earcups and a 15-foot retractable cord. Frequency range is 300-3,500 cps; impedance is 275 ohms and sensitivity is 113 db at 1,000 cps.

Production, sale of receivers up from '63

Sales and production of television and radio surged in September, with 839,863 monochrome TV sets and 1,297,571 radio sets (excluding auto radios) sold to distributors, and 875,895 monochrome TV and 2,193,840 radio sets produced.

During the month, 176,757 color sets and 205,407 FM sets were manufactured, according to the Electronic

Industries Association.

For the nine months of 1964, 5.4 million monochrome TV and almost 7 million radio sets (excluding auto radios) have been sold to distributors: 6,768,677 TV's, including 1,007,274 color sets and 13,821,995 radios, including 1,277,494 with FM have been manufactured.

The EIA figures:

Period	TV	SALES		
		(with color)	Radio	(with FM)
Jan.-Sept. 1964	5,402,301	()	6,980,845*	()
Jan.-Sept. 1963	4,758,191	()	6,616,451	()
Period	TV	PRODUCTION		
		(with color)	Radio	(with FM)
Jan.-Sept. 1964	6,768,677	(1,007,274)	13,821,995**	(1,277,494)
Jan.-Sept. 1963	5,188,815	()***	12,836,955	(1,057,955)

*Excluding auto radios.

**Includes 6,209,840 auto radios, compared to 5,430,684 for same period last year.

***There was no color count last year.

Petry seminar attended by promotion managers

Promotion campaign successes ranging from audience build-up and trade-paper advertising to merchandising, contests, get-out-the-vote drives and contract-getting sales presentations were described at the 10th annual seminar conducted by Edward H. Petry & Co. for promotion executives of Petry-represented stations.

Executives from 28 radio and TV stations attended the seminar, held in Chicago Nov. 16 during the Broadcasters Promotion Association convention (BROADCASTING, Nov. 23). Robert L. Hutton Jr. and William H. Steese, Petry vice presidents in charge of promotion for TV and radio respectively, were co-moderators of the session, which featured reports by station executives on their "most successful promotion of the year."

These speakers included Don Peacock, WBAL-TV Baltimore; Al Brassard, WJAR-TV Providence, R. I.; James G. Hanlon and E. Boyd Seghers Jr., WGN-AM-TV Chicago; John Burpee, WLWC (TV) Columbus, Ohio; Mary Neal, WTRF-TV Wheeling, W. Va., and Bob Kost, KSTP Minneapolis-St. Paul.

Feb. 1 deadline set for Polk entries

Radio-TV applicants for the George Polk Memorial Awards, sponsored by the Long Island University Department of Journalism, have been asked to submit their material by Feb. 1, 1965. Award categories include foreign, national, metropolitan, magazine and radio or TV reporting, as well as endeavors in community service and news photography. Journalists should enter any outstanding work published, broadcast or telecast during 1964. Radio and TV entries may be in the form of disk, tape or film.

Material is to be filed with The Curator, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

NAB code to issue second merit award

Howard H. Bell, code authority director of the National Association of Broadcasters, last week announced the opening of the second annual competi-

tion for an award of merit to be given to the state broadcaster association that is judged to have made "the most signal contribution to the radio or television code during the past year." The code authority decides the winner.

The deadline for entries is Feb. 15, 1965, and the award will be presented at the NAB's 1965 convention in Washington March 21-24. In announcing the start of the award derby, Mr. Bell also thanked the state groups for their aid in advancing the codes.

The South Dakota Association of Broadcasters won the award last year for being the first state to reach 100% in radio code members. It is believed that the Georgia Association of Broadcasters is a front-runner for the award this year as a result of its successful drive for radio code members in that state.

'Hollywood Palace' to go on the road

From television to fairs, exhibitions, arenas and musical tents. That's the outlook for *The Hollywood Palace*, the variety program on ABC-TV (Saturday, 10-11 p.m.), which will be adapted for road shows, beginning July 1965.

A two-hour package following the format of the TV program is being devised by Nick Vanoff and William G. Harbach, producers of the show, and Elroy O. Stacy, vice president in charge of special events for General Artists

Corp. Mr. Stacy estimates that as many as five separate packages with different talent will be on the road at the same time at the height of the fair season. The road show will travel under the title of "The Hollywood Palace," and will use talent which has appeared or will appear on the TV program.

Stars to push sales of Christmas Seals

Continuing a now established custom, many of the nation's leading entertainers are voluntarily appearing on radio and TV on behalf of the Christmas Seal campaign of the National Tuberculosis Association.

According to the association last week, Henry Fonda, Jimmy Durante and Betsy Palmer will be on TV during December urging viewers to buy the seals. They will be joined in a similar appeal on radio by such stars as Dean Martin, Lena Horne, Bobby Darin, Connie Francis and Bing Crosby.

In addition, many other stars will appear in local programs sponsored by some of the 1,900 affiliates of the association.

Drumbeats . . .

Faithful listeners ■ Sports Radio Inc., New York, is distributing a pocket-sized, transistor radio with a tuning device that permits switching to a pre-selected station. The device is designed so that



Is it true rajahs have more fun?

Jack L. Sandler, vice president and general manager of WQAM Miami, is surrounded by harem girls (all from WQAM) at the East Indian Jalsa party given in honor of his 25th anniversary in radio.

Mr. Sandler, proclaimed the "Rajah of Radio" by the station, began his radio career with KOWH Omaha and moved to WQAM in 1956.

even if the dial is moved when the pre-selected station is playing, the station will continue to play. When the button, which picks out the preset station, is not pressed down the radio performs as an ordinary set. The receivers may be purchased with the insignia of a favorite sports team on the front.

A princely idea ■ Queens reigned in Cedar Rapids, Iowa, when KLWW and Seifert's Apparel shop co-sponsored a "Queen of Queen's" contest. As a teaser, all homecoming queens of the high schools in Linn county received a dozen roses from Seibert's. After all schools had chosen their queens, the rules of

the contest were announced on KLWW. The winner was the queen from the school which cast the highest percentage of votes at the store. More than 2500 ballots were cast and the contest was renamed the "First Annual Queen of Queen's Contest."

Annual dinner ■ John H. Secondari, executive producer of news, special projects division of ABC-TV, was the speaker at the fourth annual Connecticut Service Council dinner sponsored by WNHC-AM-FM-TV New Haven. The council was formed in 1958 covering the fields of religion, education, civic affairs and business leadership by the

stations' ownership and management, and serves as the stations' statewide civic leadership advisory group on public affairs programming.

Area profile ■ WSFA-TV Montgomery, Ala., has prepared a 23-page market profile book containing information in story, graph and pictures including food and drug operations in the station's coverage area.

Hail to Cleveland ■ Heller-Ferguson Inc., Hollywood, has been signed by the Storer Broadcasting Co., Cleveland, to write an anthem for that Ohio city. Storer owns WJW-AM-FM-TV Cleveland.

FINANCIAL REPORTS

MGM shows profit for fiscal year

Metro-Goldwyn-Mayer Inc. last week announced net earnings of more than \$7 million for the fiscal year ended Aug. 31, compared to a net loss of more than \$17 million during the previous fiscal year.

The upswing in earnings was attributed to increases in production and distribution of motion pictures. The company also has established increased residual costs for motion pictures distributed last year against the pictures' subsequent release to television. Increased residuals on each picture released in 1963-64 enlarged the company's net profits during 1964 by \$950,000.

Robert H. O'Brien, president of MGM, reported that the company has a backlog of post-1948 features that have not yet been released to television. The backlog is increased each year by new production, and will enable MGM "to carry on the marketing of pictures in both the theatrical and television markets indefinitely," Mr. O'Brien said.

Fiscal year ended Aug. 31:

	1964	1963
Earnings per share	\$2.83	(\$6.79)
Revenues	171,360,000	136,219,990
Net income before taxes	17,624,000	(30,234,000)
Net income after taxes	7,390,000	(17,479,000)

Filmways net income up 16% over last year

Filmways Inc., New York, has reported that its net income for its fiscal year ended Aug. 31 was 167% over that of the previous year and increased earnings were across the board.

Filmways attributed its fiscal friskiness

in large part to its "unique" position of having "four successful network programs on the air"—*The Addams Family* (ABC), *The Beverly Hillbillies*, *Petticoat Junction* and *Mr. Ed* (all CBS). The firm also announced that its annual stockholders' meeting will be held Dec. 18 in New York.

Year ended Aug. 31:

	1964	1963
Income per share	\$0.53	\$0.20
Revenues	13,681,630	10,763,767
Income before taxes	687,434	272,408
Net income	327,434	122,408
Shares outstanding	620,618	613,308

Rollins revenues up 214% in six months

Rollins Broadcasting Corp. last week announced record revenues and earnings for the six months ended Oct. 31, with revenues up 214% and net earnings up 63% over the same period last year.

The firm's board of directors also voted a 3-to-1 split of both common and class B common stock. The split, if approved, will be effective Feb. 14, 1965, on stock outstanding Jan. 25, 1965. The board wants to declare quarterly dividends of 5 cents a share on the new common and 2½ cents a share on the class B common stock. The board last week declared its regular quarterly dividend of 12½ cents on common and 6¼ cents on class B common, so the new dividend on the split stock would amount to a 20% jump to 15 cents on common and 7½ cents on class B common. The dividends declared last week are payable Jan. 25, 1965, to stockholders of record Dec. 24.

The firm's stockholders at a meeting Jan. 25 will vote on the split and on changing the company's name to Rollins Inc. O. Wayne Rollins, president of the corporation, said that the name change "will represent a more meaningful portrayal of the company's oper-

ations." Rollins acquired Orkin Exterminating Co. last summer and recently expanded its cosmetics business.

Six months ended Oct. 31:

	1964	1963
Earnings per share	\$0.81	\$0.51
Revenues	13,374,413	4,252,750
Net income	791,629	486,385
Shares outstanding	981,797	958,838

Screen Gems reports record 1st quarter

Screen Gems Inc., New York, last week announced record earnings during the first fiscal quarter ended Sept. 26. Earnings increased 12% over the first quarter of the previous fiscal year.

At last week's stockholders meeting, shareholders approved an increase in authorized stock to 7 million shares from 3.5 million shares. Also approved was an option of 5,000 shares for Jackie Cooper, the actor and director who is vice president in charge of Screen Gems' West Coast production studios.

Three months ended Sept. 26:

	1964	1963
Earnings per share*	\$0.18	\$0.16
Gross income	57,162,444	64,376,983
Net income before taxes	1,107,000	1,009,000
Net income after taxes	577,000	515,000

*Based on 3,173,000 shares outstanding.

Financial notes . . .

■ The board of directors of Walt Disney Productions, Burbank, Calif., has declared its regular quarterly cash dividend of 10 cents per share and its annual stock dividend of 3%. Both are payable Jan. 1, 1965, to stockholders of record Dec. 3.

■ Trans-Lux Corp., New York, last week announced a regular quarterly dividend of 15 cents per share on common stock payable Dec. 10 to stockholders of record on Dec. 4.

FATES & FORTUNES

BROADCAST ADVERTISING

Donald L. Patrick and **John S. Scanlan** elected VP's of Ted Bates & Co., New York. Mr. Patrick, formerly of Ogilvy, Bensen & Mather Inc., New York, joined Ted Bates as account supervisor in 1963. Mr. Scanlan, also an account supervisor, joined Ted Bates in 1961, after four years with Benton & Bowles, New York.

Ira Sturtevant, VP, Foote, Cone & Belding, New York, appointed to newly created position of manager of copy department. In addition to new responsibilities, Mr. Sturtevant will continue as copy group head on various General Foods and Menley & James brands, Savarin Coffee and Angostura bitters.

D. O. Fuller Jr. joins Dancer-Fitzgerald-Sample, New York, as VP and account supervisor. He was account supervisor of C. J. LaRoche & Co., New York, and before that VP and account group head, BBDO, that city.

Richard F. McGeary, assistant sales manager, appointed general sales manager of KNX Los Angeles, and CBS Radio Pacific Network. He succeeds **Jim Ingraham**, named general manager of KFRC San Francisco (see page 71).

Jay Whalen, with WHN New York since 1962, appointed national sales manager.

Wilson Seibert, VP and copy group head of J. Walter Thompson, New York, appointed creative supervisor and member of editorial board.

Murray Klein appointed senior VP for creative department at Smith/Greenland Co., New York. **Sandi Butchkiss** named creative director and **Michael Mangano** named copy chief at Smith/Greenland.

Robert O. Archer Jr., account executive at Klau-Van Pietersom-Dunlap, Chicago, joins Buchen Advertising, that city, as account executive.

Chester R. Zemany, radio account executive at WAVY Portsmouth-Norfolk, Va., named sales coordinator at WKV Virginia Beach, Va.

Frank J. Martin, associate media director of Maxon Communications Inc., New York, named VP.

Edwin J. Howard joins Blair Radio, New York, as account executive. He was New York state district sales manager for *Mill & Factory* magazine.

Kermit S. Imbrey, with Maxon Inc., joins Street & Finney, New York, as account executives on Colgate-Palmolive.

James K. Hill, market research and client contact on Foremost Dairies ac-

count at Guild, Bascom & Bonfigli, San Francisco, joins Botsford, Constantine & McCarty, San Francisco, as account executive on California Cannery & Growers account.

Terry M. Saidel joins N. W. Ayer & Son, Hollywood, as media director of Los Angeles region Plymouth Dealers Association account.



Mr. Henderson

Frank L. Henderson, VP and management supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, named senior VP at Kudner Agency, New York.

Paul Bertellotti, formerly with Bauer-Black Co. and General Mills, joins MacManus, John & Adams, Chicago, as research associate.

Edwin Corley, **Ednamay Fasano** and **Alan Goldman**, copywriters at Compton Advertising, New York, promoted to copy group heads.

Gene K. Foss, marketing VP of Grove Laboratories Inc., St. Louis, appointed VP, marketing of Golden Dipt-Meletio Corp., that city, subsidiary of DCA Food Industries.

Ed Walthers, VP and account supervisor at Botsford, Constantine & McCarty, San Francisco, joins Compton Advertising, that city, as creative director.

William R. Proctor Jr., on Nestle account, and **Ross H. Tompkins**, on Menen account, appointed VP's of Warwick & Legler, New York.

William M. Tipping, account executive on Best Foods division of Corn Products Co. account, named VP of Lennen & Newell, New York.

S. Stephen Gilbert Jr., formerly with General Electric Co. and Magnavox Co., and **Jack L. Hughes**, E. I. duPont

de Nemours & Co., join Fuller & Smith & Ross, Pittsburgh, as account executives.



Mr. Lerch

August T. Lerch, senior writer-producer on Rheingold beer account for J. Walter Thompson Co., New York, joins Post-Keyes-Gardner, Chicago, as copy group supervisor. He will be assigned to Old Milwaukee beer account.

Paul H. Klein, VP and copy director of Bishopric-Green-Fielden Inc., Miami, named creative director of agency. **Ralston Prince**, formerly film producer for Florida Development Commission, appointed radio and television director for Bishopric-Green-Fielden.



Mr. Anderson

Richard C. Anderson, VP in charge of administration, Young & Rubicam, Chicago, transfers to New York office as head of media relations division.

William C. Brennan, with Lennen & Newell, joins New York office of Needham, Louis & Brorby as senior writer. **James F. Joiner**, with Young & Rubicam, joins NL&B there as art director.

John O. Leonard, with MacManus, John & Adams, Chicago, joins Needham, Louis & Brorby there as TV-radio producer. **Bruce T. Morgan**, with Sidney Clayton & Associates, joins NL&B as assistant art director.

Alice Dech Brooks, with Arndt, Preston, Chapin, Lamb & Keen, New York advertising agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

John Fenster, account executive at WQXR New York, appointed eastern

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BROADCASTING distributes more PAID circulation annually than the combined total of all other publications in its field.

sales manager of Prestige Representation Organization, New York radio sales representatives.

Nicholas Wedge and **Louis Emmanuele**, copy supervisors, named VP's of BBDO New York.

Daryl Laub, Midwest television performer, joins KEVE-AM-FM Golden Valley-Minneapolis, as account executive.

Frank Havore appointed sales promotion manager of KFWB Los Angeles. He had served in similar positions with KTTV(TV) and KNBC(TV), both Los Angeles.

Mary M. Begtzos, formerly media supervisor at Edward H. Weiss & Co. and supervisor of estimating at Leo Burnett Co., Chicago, joins media department of MacManus, John & Adams that city.

John S. Coffey, VP, named director of marketing services at Weightman Inc., Philadelphia advertising agency.

Betty Koven, administrative manager of West, Weir & Bartel, Los Angeles, named comptroller of Eisaman, Johns & Laws Advertising, that city.

Hank Malfa, account executive at Warwick & Legler, New York, and **Stanley Turk**, pharmaceutical editor of *Chain Store Age*, drug editions, named account executive and merchandising executive, respectively, at Cunningham & Walsh, New York.

John Holmes appointed television art director with McCann-Erickson, San Francisco.

John Cabrera, on art staff of Doyle Dane Bernbach, New York, joins art staff of Fladell Advertising Associates, that city.

Sally Vandiver, account executive with Lennen & Newell, Los Angeles, appointed advertising and PR director of Van de Kamp's Holland Dutch Bakeries.

Joseph B. Kennelley, director of advertising and public relations for National Technical Schools, Los Angeles, joins Koblitz Co., Los Angeles agency, as account executive. **Tack Shigaki** and **Shirley Tait Cox** named art and media directors, respectively.

Fred R. Jones, with Lilenfeld & Co., Chicago advertising agency, joins Geyer, Morey, Ballard, that city, as account executive.

Walter L. Purcell, director of community services, DeKalb county, Ga., joins George Crumbley Advertising, Atlanta, as executive VP for PR and business counseling.

John M. Peters, head of own talent booking and management firm in Binghamton, N. Y., joins WFBG-FM Altoona, Pa., as sales representative.



Mr. Wickstrom

J. Robert Wickstrom, account executive with Mathisson & Associates, Milwaukee, named national advertising and sales promotion manager of Van Munching & Co., New York.

Mrs. Margaret Ingraham, formerly with Campbell-Mithun, named art director, and **Mrs. Shirlee Finney**, regional manager for Tupperware Home Parties, assigned to community relations at Ball & Davidson, Denver advertising agency.

Dennis R. Israel, air-personality, appointed account executive at WFDF Flint, Mich.

George W. Fee, account executive at WFLA Tampa, Fla., named local sales manager.

William Ganley joins Harold H. Segal & Co., Boston broadcast representatives, as account executive.

THE MEDIA



Mr. Bartlett

Walter E. Bartlett, VP-TV of Crosley Broadcasting Corp., elected president of Ohio Association of Broadcasters, replacing **Mrs. Marianne Campbell**, WJRH Gallopis. Other new officers: **Reggie Martin**,

WSPD Toledo, first VP; **Collis Young**, WCOL Columbus, second VP.

Hayes Steward, commercial manager, KTAR-AM Phoenix, elected president of Metropolitan Phoenix Broadcasters. Other officers elected: **Jack Willis**, general manager, KHEP, VP and **John Crowley**, station manager, KPHO, secretary-treasurer. Named to board of directors: **John Redfield**, general manager, KIFN, **Jim Titus**, general manager, KCAC, **Bob Zimmerman**, station manager, KRUX Glendale, and retiring President **Jim Ross**, station manager, KOY.



Mr. Webb

Cecil Webb, account executive in sales department at KRON-TV San Francisco, named operations manager. He joined station in 1958 as merchandising manager. **Boyd Mullins**, formerly KRON-TV ac-

count executive and at present in same capacity for CBS Films, San Francisco, returns to station succeeding Mr. Webb.

Allen G. McLellan, account executive at WAVY-TV Portsmouth-Norfolk, Va., appointed executive VP and general manager of WKVK Virginia Beach, Va.

R. E. (Pat) O'Brien, at one time general manager and part owner of KJUP Durango, Colo., returns to station as general manager.

James Ingraham, general sales manager of KNX, Los Angeles, appointed general manager KFRC, San Francisco. He had been with KNX since 1958 and account executive for Don Lee Broadcasting from 1952 to 1958.

Reverend Bill Mansdoerfer, named manager of KEAR(FM) San Francisco, non-commercial station. He will continue as director of communications for Family Radio Inc., owner of KEAR.



Mr. Moss

David A. Moss, manager of WHWH Princeton, N. J., elected VP and general manager of station.

David H. Polinger, appointed VP of Friendly Frost Inc., Fresh Meadows, N.Y., in charge of broadcast

division. He joined Friendly Frost in 1961 as general manager of WTFM(FM) Lake Success and WGLI-FM and WQMF both Babylon, all New York.

H. Stewart Corbett Jr., lending officer with Trust Co. of Georgia, named business manager of Cox Cablevision Corp., Atlanta.

Tony C. Malara, sales manager at WWNX and WCNY-TV Watertown, N. Y., named director of radio for Watertown operation of broadcast division of *Watertown Daily Times*. Mr. Malara joined stations in 1957 as announcer and moved to sales department in 1961.

Donald V. Taverner, president of WQED(TV) and WQEX(TV) both Pittsburgh educational stations, elected president of Eastern Educational (Television) Network and re-elected to board of trustees. He succeeds **Hartford N. Gunn**, general manager of WGBH-TV Boston, named chairman of EEN.

Walter L. Rubens, station and commercial manager of KFDM-AM-TV Beaumont, Tex., named president and general manager of KOBE Las Cruces, N. M.

Harry T. Swanson, with Louis Quinn Associates, Los Angeles, named director of development at KCET(TV), Los Angeles educational station.

Bee Baxter, VP of industrial communications, EMC Corp. St. Paul, appointed director of development for WTHS-TV Miami.

PROGRAMING

Roy O. Disney, president of Walt Disney Productions, Los Angeles, elected to additional position of chairman.

Other appointments: **Donn B. Tatum**, VP, elected to board and executive committee; **Spencer C. Olen** elected VP and general attorney, talent properties, copyrights and patents, and **Richard T. Morrow**, named VP and general attorney, corporate and finance.



Mr. Doyle

Edward Layton Doyle, assistant program director of WBZ Boston, named program director for WHO-TV Des Moines, Iowa.

Thomas D. Tannenbaum, VP in charge of TV packaging and executive assistant to **Ray Stark**, joins Wolper Productions Inc., Los Angeles, as VP and executive assistant to **David L. Wolper**. **William Kronick** joins Wolper to produce and direct "Washington U.S.A.," hour-long TV special to be written by and to star columnist **Art Buchwald**. **Jeff Myrow**, named associate producer of "The Way Out Men," first of six hour-long "3M Specials" being produced for ABC-TV.

Walter Kerr, drama critic of *New York Herald-Tribune*, signed to be host-narrator on "Esso Theater USA," 13-week series being produced by Talent Associates-Paramount Ltd., New York, for airing in early 1965.

Fred Sayles joins WNJU(TV) Linden-Newark, N. J., as director of New Jersey programing for ch. 47 station which expects to start operations in spring. Mr. Sayles has done children's programs on stations in New York area.

Michael Mindlin Jr., who joined Filmways Inc., Hollywood motion picture and TV production company as advertising and publicity director last January, elected VP. He had worked abroad in production publicity assignments for several U. S. motion pictures before joining Filmways.

Fred King, in charge of production and music for WTCN-AM-TV Minneapolis-St. Paul, named program manager of KEVE-AM-FM Golden Valley-Minneapolis.

Win Opie, formerly with *Steve Allen Show* and *Matinee Theater*, named director of ABC-TV's *Les Crane Show*.

Joe Landis, producer-director for KNXT(TV) Los Angeles, named to produce 1965 *Repertoire Workshop* series, a joint effort of five CBS-owned television stations.

Paul Robinson, formerly national promotion manager for London Records, named regional field manager, radio and TV artists relations for RCA Victor records, New York.

Jules Weill, western division manager at J. Arthur Rank division of Universal

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*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

Pictures, named VP in charge of West Coast office for Beth Brown Enterprises, Los Angeles production firm.



Mr. Walrod

Truman Walrod, newscaster and night operations manager for Fetzer Television, Cadillac, Mich., named director of continuity and public affairs at Fetzer.

Mark Hathaway, producer-director at KPIX(TV) San Francisco, appointed production manager, succeeding **Walt Laidlaw**, named traffic and continuity director.

Audrey Gellen Mass, associate producer to David Susskind at Talent Associates-Paramount Ltd., New York, resigns to complete first novel.

Dean Baxter, staff announcer at WDAE Tampa, Fla., named farm director of WTVT(TV) Tampa-St. Petersburg, Fla.

Barry Levinson, co-founder and VP of Savan-Levinson-Parker Inc., New York, joins General Artists Corp., same city, as VP, literary division.

Ken Garland, with WJAR Providence, R. I., joins WINS New York, in early December, as host of 5:30-9:00 a.m. show.

Joel Sebastian, disk jockey on WXYZ Detroit, joins WINS New York, in same capacity.

Frances Stevenson, continuity director of WNLC New London, Conn., joins KSFO San Francisco, as copywriter.

Tom W. Moore, district manager of Idea Research and Development Corp., Santa Rosa, Calif., joins Walter Schwimmer Inc., Chicago, as director of sales for *Let's Go to the Races*, half-hour television program.

NEWS

Clete Roberts, newsman at KHJ-TV Los Angeles, elected president of the

Sarnoff wins award

Robert W. Sarnoff, chairman of the board, NBC, has been chosen recipient of 1964 award for distinguished service in field of communications by Committee of Arts and Letters of University of Texas, Austin.

Radio and Television News Association of Southern California for 1965. He succeeds **Barney Miller** of KNX Los Angeles. Other officers: **Ed Haddad**, KPOL Los Angeles, VP, and **Jacqueline Brown**, Bergen & Lee Public Relations, secretary-treasurer.

Robert J. Shafer, director of news, WRCV-AM-TV Philadelphia, for past three years, named manager of news, West Coast, at NBC. He replaces **Arthur Wakelee** who had been temporarily in post at Burbank, Calif., for past nine months.

Stan Burford joins KSFO San Francisco as helicopter reporter and newsmen.

Paul M. Weyrich, with *Milwaukee Sentinel*, joins WISN-TV Milwaukee as reporter and announcer. **Sue Riorden**, promotion writer for WTMJ Milwaukee, named reporter and writer for WISN-TV.

Thomas E. Lague, with WCTC-AM-FM New Brunswick, N. J., joins WEEI-AM-FM Boston as newswriter-reporter.

EQUIPMENT & ENGINEERING



Mr. Reynolds

Bill M. Reynolds, national radio key accounts sales manager for Admiral Sales Corp., named manager-special accounts for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania

Electric Products, New York. **Patrick J. Marrinan**, director of marketing research for Lord Baltimore Press, division of International Paper Co., named marketing research specialist-consumer markets for Sylvania Electric Products.



Dr. Mabuchi

Dr. Sam Mabuchi, president of Panasonic Corp., subsidiary of Matsushita Electric Industrial Co. Ltd., named VP and head of newly formed product engineering division of Sony Corp. of America, New York.

New division will research and develop future products for consumer and industrial fields.

Robert E. Deshon, executive VP and general manager of Haldeman Pipe & Supply Co., named general manager of Allied Radio of California, Pasadena, division of Allied Radio Corp., Chicago electronics distributors. He replaces **L. M. (Mack) Burchett** who returns to Chicago as industrial division coordinator.

Oliver Bjerke, West Coast Manufacturer's representative, joins Sarkes Tarzian Inc., Bloomington, Ind., as regional manager for six western states for broadcast equipment division. His headquarters will be in Santa Clara, Calif.

John F. Jordan, sales manager of NARDA Microwave Corp., Plainview, N. Y., named marketing manager, with responsibility for product sales, distribution and advertising.



Mr. Cudlipp

Frederick J. Cudlipp, manager of professional products at CBS Laboratories Inc., named manager, professional products division of Harvey Radio Co., New York electronics distributor.

Louever H. Stanz, chief engineer, WBJA-TV Binghamton, N.Y., elected VP of WBJA-TV Inc.

Louis Haber, treasurer, and **Theodore W. Buchter**, assistant to president, named VP's of Olympic Radio and Television division of Lear Siegler Inc., New York.

FANFARE

John C. Burpee, promotion manager of WLWC(TV) Cincinnati, promoted to director of public relations and advertising for Crosley Broadcasting Co., owner of WLWC. He joined WLWC in 1961 from WJAR-TV Provi-



Mr. Burpee

United Press International news produces!

dence, R. I. where he had been promotion manager.

Ted Hallock and **Gene Zarones** form partnership of Hallock-Zarones Co., Portland, Ore., public relations, advertising, and marketing service firm. Company will serve accounts now held by Ted Hallock public relations firm. Mr. Zarones has been director of marketing for Rodgers Organ Company, Hillsboro, Ore., electronic firm.

Evelyn Kert, formerly with Supreme Headquarters of the Allied Powers Europe, Paris, named director of publicity and public relations for KBCA(FM) Los Angeles.

Charles A. Batson, VP and director of The Broadcasting Co. of the South, and managing director of its wis-TV Columbia S. C., elected president of Columbia Chamber of Commerce for 1965.

Charles R. Beacham, VP-marketing of Ford Motor Co., awarded 1964 Human Relations Award by broadcasting and advertising division of American Jewish Committee's Appeal for Human Relations. It will be presented at dinner on Dec. 2.

Leonard Burkat named VP in charge of newly organized creative and information services department, formed by combination of public relations, information services and creative services of Columbia Records, New York. **John Kurland** remains as director of public relations and information services.

INTERNATIONAL



Mr. Ginsler

Sully Ginsler joins United Artists Associated as general manager-syndication, Canada. He was Canadian director of sales for Seven Arts Associated for past two years.

S. L. Chapman, assistant advertising and sales promotion manager of Studebaker of Canada Ltd., Hamilton, Ont., named director of advertising.

Jacques M. Goulet, with *Montreal Gazette*, named commercial director of CKCV Quebec City, Que. **Yvan Frenette**, for past six years at CHLT-AM-TV Sherbrooke, Que., joins CKCV as program manager.

Ed Hausman appointed manager of promotion department of CTV Television Network Ltd., Toronto.

Bruce Masters named national sales manager of CFRB and CKFM(FM) Toronto.

Jack Allanach, editorial assistant of CTV Television Ltd., Toronto, Ont., joins public relations department of F.

Clay killed in Congo



Mr. Clay

George Clay, African affairs editor for NBC News, killed Nov. 24 in an ambush near Stanleyville in Congo while covering movements of Congolese mercenary troops marching towards Stanleyville. He joined NBC News as correspondent in 1960 and worked for several news organizations in Africa before that time.

H. Hayhurst Ltd., Toronto agency.

William Stoekel, VP of Standard Broadcast Sales, Toronto, named general sales manager of CKTB St. Catharines, Ont.

A. D. Wiebe named film production manager of CKPG-TV Prince George, B. C. **Robert A. McGavin**, formerly with CHEK-TV Victoria, B.C., and CHAN-TV Vancouver, B. C., appointed director of CKPG-TV.

ALLIED FIELDS

A. Ross MacGregor has joined Daniels & Associates, Denver community antenna TV brokerage firm. His duties will be in systems operation and financial management. He operated and partly owned Lakehead Videon, a 11,000-subscriber CATV in Port Arthur, Ontario.

Robert D. Holland, VP for finance and administration of C-E-I-R Inc., Beltsville, Md., named executive VP succeeding George W. Dick, elected president of American Research Bureau (BROADCASTING, Nov., 23).

Robert Lewis Shayon, radio and television critic for *Saturday Review*, appointed associate in communications for University of Pennsylvania's Annenberg School of Communications.

DEATHS

Roy W. Howard, 81, chairman of executive committee of Scripps-Howard Newspapers, died Nov. 20 at Doctors hospital, New York, after heart attack. Scripps-Howard Broadcasting Co. is licensee of WEWS(TV) Cleveland, WCP-AM-FM-TV Cincinnati, WMC, WMCF(FM) and WMCT(TV) Memphis, WPTV(TV) Palm Beach, Fla., and WNOX Knoxville, Tenn. Among survivors are his widow, Margaret; son, Jack, president of Scripps-Howard Newspapers and Scripps-Howard Broadcasting Co., and daughter, Mrs. Jane Perkins.

Max Alexander, 56, co-owner, M & A Alexander Productions, TV program distributor, died at his Beverly Hills home of heart attack Nov. 22. Native of Germany, he came to U. S. at 16 to join Universal Pictures, founded by his uncle, Carl Laemmle. With his brother, Arthur, he formed movie producing company 33 years ago and their TV film distributing firm 15 years ago.

Edward Armour Byron, 59, creator of *Mr. District Attorney* and pioneer in radio drama, died Nov. 21 of cancer in Veteran's Hospital, West Haven, Conn. For many years head of Ed Byron Productions, he joined NBC in 1960 as account executive in special program sales department. He left NBC this year to help revive radio drama at ABC, New York, with series called *Theater Five*. Among survivors are his widow, Catherine, and two sons.

Richard King, 35, writer in ABC-TV promotion department in Hollywood, died Nov. 14 in San Bernardino County hospital of injuries sustained in traffic accident previous weekend. Mr. King formerly was assistant advertising director for television of Lever Brothers Co., Canada.



Vertical type
300-G
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Cycloid
Horizontal
Antenna



GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS 62302

ITA reports its audience growth

Claims 62% of viewing time in homes able to receive both British networks was spent watching its shows

The average size of audience for Britain's commercial television network from 7:30 to 10:30 p.m. each day was 13.3 million in March 1964 compared with 12.5 million in March 1963 the Independent Television Authority reports for the year ended March 31, 1964. The most popular programs often had more than 20 million viewers.

According to figures provided by Television Audience Measurement Ltd., 62% of the time spent watching television in homes able to view both BBC-TV and the commercial network was devoted to the commercial network.

At the end of March 1964 over 51 million people, 97% of the population, lived in areas covered by ITA's 22 transmitters. Of these, over 39.5 million people had TV sets. The report shows the progressive increase in population coverage and in the number and proportion of homes with sets able to tune into network programs. Figures given were:

Cumulative Population Coverage		
At end of	Thousands	population
1955	12,290	24
1956	30,116	59
1957	33,666	66
1958	38,900	76
1959	44,366	86
1960	45,016	88
1961	48,587	94
1962	51,299	97
1963	51,299	97
March 1964	51,299	97

source: ITA

Number of Homes Able to Tune In To the Commercial Network			
At end of	Thousands	% of TV homes	% of all homes
1955	495	30.8	12.5
1956	2,656	53.3	25.8
1957	4,684	69.2	39.6
1958	6,540	75.9	46.6
1959	8,605	80.8	55.2
1960	10,292	87.0	65.4
1961	11,282	88.3	68.9
1962	12,330	90.6	73.2
1963	12,960	91.0	75.5
March 1964 estimated	13,072	91.2	76.1

source: TAM

During the 12 months covered by the report homes with a choice of channels averaged between three-and-a-half hours and five hours a day of viewing. Time was shared, on average, 62% on the commercial network, 38% BBC-TV. The average number of people viewing each TV set during evening hours was 2.2. By 7 p.m. on the average evening

in March 1964 over 60% of homes with TV had their sets on. This meant about eight million out of a total of 13 million homes able to watch both channels. Between 10 and 11 p.m. the number of homes viewing was about 7.5 million. Between 7 and 10 p.m. about 80% or 10 million homes were watching.

On programing control the ITA report says that the authority, acting on advance information, called for scripts which seemed likely to violate good taste and impartiality. In some cases such programs were previewed and there were some occasions when the authority intervened to prohibit violations in drama and documentary programs. But, says the report, such interventions were rare in relation to total output and were never on such a scale or of such a severity as could be said to hamstring creative artists. "Wrong impressions are apt to be formed on this part of the authority's work depending on people's own attitude towards [program regulation]. The authority does

GAB supports Lee idea

The Georgia Association of Broadcasters last week seconded a motion by Jack Lee, WSAZ-AM-TV Huntington, W. Va., that foreign broadcasters be placed for training in small American stations (BROADCASTING, Nov. 23). Mr. Lee suggested this program be implemented at the local level by state associations of broadcasters, and GAB volunteered to be the first to take part.

The GAB noted that many problems would have to be overcome to make a success of the plan and said "we might have to get some special help" from the FCC. The GAB was the center of a small storm of controversy last year when it attempted to arrange an international conference with some of the same aims as Mr. Lee's proposal. The plan was scuttled after criticism from the National Association of Broadcasters (BROADCASTING, Aug. 26, 1963).

not expect to satisfy everyone all of the time. During the year it was sometimes criticized for being too liberal or even too lax in its interpretation of its duties and occasionally also for being too restrictive. In a free society it could hardly have been otherwise."

The television companies produced 66% of total program input. This was the largest percentage of any television network in Europe. Approximately 21.6% was American material. Over the network as a whole American programs occupied 12.5% of total time.

ITA regulations prohibit the transmission of more than 10 hours a week of imported material, and over each quarter such imports must not average more than nine-and-a-half hours a week of which not more than nine hours may be "normal entertainment material."

Export sales of programs made by network companies were up 50% over the previous year with 22,000 programs sold to over 70 countries.

Some 7,000 sales were made to Commonwealth countries including: Australia 3,000, Canada 1,200 and Nigeria 700. There were over 1,500 sales to Western Europe, 300 to Eastern Europe, 1,200 sales to the U. S. and 3,300 to Latin American countries.

Over the 1963-64 season the average hourly amount of spot advertising, the only kind permitted, was 4.8 minutes. Between 7 and 10 p.m. the average was 6.5 minutes.

The authority's total income, most of it payments from TV companies, was \$17,411,178. For the third year it had to hand over part of its profit to the national treasury. Out of this year's \$5,282,720 profit ITA was ordered to pay \$1,120,000.

World markets vs. national markets

Donald W. Coyle, president of ABC International Television Inc., last week urged television advertisers to think in terms of world markets rather than national markets.

Mr. Coyle predicted that a global communications network will emerge in the next five years. He said that the network will carry commercial television programs throughout the world.

The ABC International president made his comments in connection with the fifth anniversary of ABC International, which ABC says is the world's largest organization for international commercial television. It is affiliated with 53 independent ABC Worldvision stations in 23 countries.

ABC International serves its World-

vision member stations as program purchasing agent and international sales representative. It offers technical assistance, financial support and, if requested, counsel in program policy and administration.

The organization purchased more than \$10 million worth of programs for stations outside the United States in 1963, and the total is expected to go higher this year, officials said.

Shortly after ABC International was created, associated stations formed the Central American Television Network, described as the world's first international commercial network. It represents 14 stations in Central America. ABC International is a subsidiary of American Broadcasting-Paramount Theaters Inc.

BBC plans local radio network for Britain

BBC has drawn up plans for a local radio network throughout Britain with each station serving a small community. The corporation hopes the network will be authorized by the government in the near future.

This was revealed by BBC Director of Sound Broadcasting Frank Gillard, at the annual dinner of the Radio and Television Retailers' Association in London.

Local radio would soon be found as valuable and indispensable to community life as local newspapers, he said. Apart from its ability to interest and involve every citizen in daily issues of local life, the local station would become a key component in the educational system of a city or town.

BBC's hopes for government approval of its plans may well be based on the change of administration following the general election. Labor Party policy

has opposed commercial local radio. Another factor is that the 1962 Pilkington Committee report, which considered the whole broadcasting setup in Britain, came out in favor of a BBC-operated local radio system.

When BBC gave evidence on local radio to the committee in 1961 it said that its complete network would consist of between 80 and 90 stations with an average of 18 a year being constructed. It estimated that each would cost about \$49,000 to build and annual operating costs would be about \$78,400. Costs would probably be much higher now.

Abroad in brief . . .

Adds firms ■ Fuller & Smith & Ross, New York, has acquired an interest in Foreign Advertising & Service Bureau Inc., an international advertising agency, and its affiliated public relations company, Communications Worldwide Inc. The companies will be known as FSR-Foreign Advertising & Service Bureau Inc., and FSR-Communications Worldwide Inc., and will operate as FSR's international arm.

New view ■ CBFCT(TV) Cheticamp, N. S., has started operations on channel 10 as the first French-language television station in that province. The station will carry programs, via microwave, from CBAFT(TV) Moncton, N. B., and will serve as a relay station for CBFCT-1(TV) at Grindstone Island in the Magdalen Islands group in the Gulf of St. Lawrence.

Agency bought ■ Baker Advertising, Toronto, has purchased Schneider, Cardon Ltd., Montreal. Harry Schneider is the new manager of Baker's Montreal office. The 29 Schneider, Cardon accounts, with an annual billing of \$2 million, move to Baker.

Building bids ■ Canadian Broadcasting Corp. has called for bids for construction of two television studios and offices for its new TV station at Quebec City. The two-story building was designed by the CBC's architectural and engineering staff.

New rep ■ Granada TV Network, one of Britain's major TV companies, has appointed Informations et Publicite, Paris, as exclusive time sales representative for France, Benelux and West Germany.

Diversification ■ Television Wales and West Ltd., the commercial TV company that covers southern Wales and western England, has bought 26% of the common stock of CAG Publicity Ltd., Cardiff, for 90,630 nonvoting TWW common 35 cents stock. Main business of CAG is renting billboards to advertisers.

5 stations, 2 agencies get awards for spots

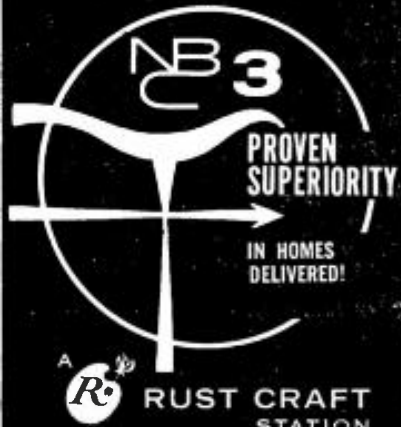
CKOV Kelowna, B.C., and CJMT Chicoutimi, Que., were awarded trophies at the Second Canadian Radio Commercials Festivals in Toronto for the best commercials written by English and French-language stations, respectively, in cities of up to 100,000 population. The festival was sponsored by the Radio and Television Executives Club and the Radio Sales Bureau, both with headquarters in Toronto.

CHUM Toronto and CKVL Verdun, Que., (Montreal suburb) won trophies for stations in cities of over 100,000 population. CKLC Kingston, Ont., was the only winner in the public service commercials category.

McKim Advertising Ltd., Toronto, for English, and McCann-Erickson Canada Ltd., Montreal, for French, were the agency winners for the best commercials.

The festival audience heard and voted on commercials from a large number of Canadian stations, heard how prize-winning commercials were developed and produced, and also heard prize-winning U. S. commercials.

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The powerful PR job TV can do abroad

SATELLITE ADVANCES DICTATE NEED FOR IMMEDIATE DECISIONS

DATELINE ALL TV NATIONS: a special report by William Dozier, president of Greenway Productions, Hollywood, and former executive of CBS-TV, Screen Gems and various film companies.

Ever since the satellite, Echo I, made possible the first space phone conversation four years ago, the world has been talking about the possibilities of international television. Every day this new wonder of our world takes on more exciting aspects. But, thrilling as its technological, scientific and commercial aspects are, it has another that is infinitely more exciting—its potential as a force for promoting warmth and understanding among the people of the world.

I officiated as a judge of the last Miss Universe contest at Miami Beach. Now anything more widely divergent than international goodwill and international good measurements can hardly be imagined—but wait! One of the things that impressed me deeply, over and above the beauty, poise, and general excellence of the contestants, was their complete equanimity—their camaraderie, their acceptance of their differences, their appreciation of their similarities. There was a concentration of goodwill among them that was a source of wonder and delight to me.

Not only was this beautiful to see in Miami Beach, but it was imprinted also on the international mind. A friend wrote me of watching the contest in Tokyo—probably via video tape, since I am told it was not received by Telstar. Next year, it will probably be!

Interest or Indifference? ■ Are we excited enough over satellite communications and international television? I don't think so.

Consider not only its potential for the promoting of international goodwill, but also for combatting international bad will. There is something about the intimacy of television that brushes away or diminishes the barriers of language and custom. Watching in the relaxed and private atmosphere of his own home, the viewer has a tendency to see even remote international figures in a personal light.

An illustration of this is the great impact made by Mrs. Khrushchev on the American television audience when she and the premier visited a year or so ago. The common denominator of TV reduced her from the status of an unknown quantity in human mathematics to the simplest and most understandable of human equations. She became,

amazingly and suddenly, just a nice middle-aged housewife and mother.

Mrs. Jacqueline Kennedy, in a completely different way, was a great force for international goodwill with her dignity, her soft-spoken manner, and her diplomatic adeptness in any and all situations.

If we do not fully develop television's international potential, we shall be overlooking one of the greatest opportunities presented to the world since the invention of the printing press.

President Kennedy, when signing the Satellite Communications Bill into law on Aug. 31, 1962, said "It promises significant benefits to our people and to the whole world. Its purpose is to establish a commercial communications system which will serve our needs and



Greenway's Dozier
A challenge with great reward

those of other countries, and contribute to world peace and understanding."

"Getting to know you," as the song goes. Isn't that one of the secrets of goodwill and understanding? No wonder a Bell Telephone spokesman has called the satellite communications program "the next big breakthrough, from the standpoint of exchange of information on human beings the world over." It is, in effect, "instant public relations."

When continuous programing is put into effect, through a considerably larger number of satellites than we now have in orbit, but in not nearly so distant a future as some think, we will have

instant transmission of what is happening in France, Italy, Japan, England, or wherever earth stations are set up to receive the picture.

Telstar has been called by newsmen "a switchboard in the sky." Through it, on Jan. 29, 1964, the U. S. networks carried an historic twenty-three minutes of TV coverage of the Winter Olympics at Innsbruck, Austria.

On Aug. 19 of this year, Syncom, the Hughes Aircraft satellite, was launched from Cape Kennedy. So named because it flies in synchronous speed with the earth's rotation, Syncom differs from Bell Telephone's Telstar I and II and RCA's Relay II, in that it is a high-altitude satellite—some 23,000 miles above the earth. It is Syncom that relayed the Olympic Games coverage in October between Japan and the United States.

It is estimated that by 1967 or 1968 we will have a workable satellite network. What shall we do with this magnificent tool? We can entertain and instruct, we can inspire and educate. Or we can fail so drastically in developing its "hands across the stratosphere" possibilities that we will become bogged down in transworld situation comedies, or their equivalent, programwise. The thought of a raucous laugh track being bounced off a satellite some thousands of miles above the earth, magnified billions of times and relayed back to earth, is almost more than the mind can bear.

An Immense Potential ■ Like Shakespeare's Gratiano, international TV can "speak an infinite deal of nothing," or it can change and bless our world.

It is thrilling to think of viewing Olympic games from Japan, opera from La Scala, ballet from Moscow or London, via satellite. But as far as influencing our neighbors internationally is concerned, this type of event falls short of the real potential. The personal, individual impact simply is not there. Perhaps it can be transmitted through interviews with individual performers, but by and large it is the group or team image that dominates.

My conception of personal impact and projection of a national image would be something along the lines of an international *College Bowl*, where young people from universities and colleges around the world would meet and compete on an educational and academic basis. Or an international *Meet the Press*, or *Person to Person*, or *Password*. The possibilities are limitless.

Most of us are intensely global in our

thinking. Americans have seen the value of the personal touch in international matters demonstrated through such organizations as the Peace Corps, the exchange student programs, the sister city programs, and the comparatively new International Executive Corps, which sends retired business executives to assist, in an advisory capacity, small companies in the world's developing nations.

Through that "switchboard in the sky" we can hope to achieve what Arnold Toynbee envisioned at the launching of the first Telstar: "to expand the circle of everyone's personal acquaintances to a worldwide range," which, he reminds us, is "the very thing we most need in the dangerous chapter of history through which we are now passing."

Newton Minow, former chairman of the FCC, has spoken of the influence of satellite communications, specifically Telstar, in giving us "increased opportunities to improve the flow of information among all nations, to surmount the walls of ignorance and prejudice, and to use mass communications to avoid mass destruction." Instruction or destruction, inspiration or expiration—it's up to us.

Plans for a global network have been projected at meetings in London, Rome and Bonn. In America the Communications Satellite Corporation has been established by Congress "to develop and operate, in cooperation with foreign nations, a commercial system of communications satellites for telephone, telegraph, television, photographic and other media."

Unmeasurable Factors ■ There has been talk about the mental capacity of the average TV viewer, and if we are not careful we will find this slap-happy theorizing being resumed on a global scale. In my opinion, nationally or internationally, there is no average viewer, and there is no average taste, because viewers have moods, and tastes vary with moods.

You might as well say people like comedy on Mondays rather than on Sundays, as to say unequivocally that the average viewer likes one type of program better than another. When the businessman, whether in Hong Kong, Hollywood or the Bahamas, comes home weary from a day of tensions and frustrations, he may find light comedy to his taste when he relaxes in front of the TV set. The same man on the following night, who has perhaps been stimulated rather than exhausted by the day's experiences, may search the channels for something weightier than conubial conniptions or hillbilly hilarity.

So just as I do not feel it is sensible to attempt to read the minds of viewers in my own country, neither do I believe you can catalog the international mentality. From Panama to Poland, from Nicaragua to Nigeria, people are people,

Canadian ad revenue up

Radio and television national advertising were both up during August in Canada, bringing totals for the January-August period for both media up considerably over the 1963 period.

Radio advertising in the first eight months of this year totalled \$17,618,463, against \$15,381,222 in the 1963 period. Television advertising amounted to \$45,634,029 this year against \$38,377,405 last year, according to figures of Elliott-Haynes Ltd., Toronto market research firm.

Foods and food product advertisers were largest in both media, accounting for \$4,544,486 this year (\$4,432,410 last year) in radio, and \$11,947,142 this year (\$8,769,140 last year) in television.

subject to laughter, tears, and tantrums. Said Goethe, "If you inquire what the people here are like, I must answer 'The same as everywhere!'"

That is why the system of satellite communications, that "little star that harms nobody and contains the virtue of union and understanding," which is how the Vatican has described Telstar, can become the great common denominator of our world—if we will only let it and encourage it!

Scottish firm set to start chain of stations

A company has been formed to operate a chain of commercial radio stations in Scotland, if and when it gets government permission. Heading the company, which is called City and County Commercial Radio (Scotland) Ltd., is Sir Andrew Murray, a former lord provost of Edinburgh.

Options have been taken on studio buildings in Glasgow, Aberdeen, Edinburgh and Dundee. The company is ready to spend \$560,000 to go on the air.

Managing director is T. V. Shields, a Glasgow publicity executive and former publicity manager of Scottish Television Ltd. He estimates time on the stations will cost \$16.80 a minute.

FC&B buys Aussie agency

Foote, Cone & Belding has announced the acquisition of an Australian advertising agency: Briggs, Canny, James & Paramor Pty. Ltd. of Sydney and Mel-

bourne. It's the third acquisition of a foreign agency within a year for FC&B following those of FCB Radar, Milan, Italy and FCB Balling, Copenhagen, Denmark.

The new agency, to be called B. C. J. P.-Foote, Cone & Belding, bills over \$5.6 million annually. FC&B Board Chairman Robert F. Carney said the move represents another step in a long-range program to establish an international network of agencies.

International film sales . .

The Defenders, The Doctors and the Nurses (CBS Films): Nippon Hoso Kyokai, Tokyo.

The Richard Boone Show (NBC International): Finnish TV; Montecarlo TV, Uruguay; Bayerische Rundfunksehen, Germany; Telepool GmbH, Germany; Sveriges Radio, Sweden, and WBNT(TV) Newfoundland.

Laramie (NBC International): Television de Colima, Mexico; WDR-Fernsehen, Germany; Telepool GmbH, Austria and Schweizerische Radio und Fernsehgesellschaft, Switzerland.

40/64's, 30/61's and 30/62's (MGM-TV): CJON-TV St. John's, Nfld.

30/63's (MGM-TV): CHAN-TV Vancouver, B. C.; CJON-TV St. John's, Nfld.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 19 through Nov. 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, and routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV.—community antenna television. CH.—critical hours. CP.—construction permit. D.—day. DA.—directional antenna. ERP.—effective radiated power. kc.—kilocycles. kw.—kilowatts. LS.—local sunset. mc.—megacycles. mod.—modification. N.—night. SCA.—subsidiary communications authorization. SH.—specified hours. SSA.—special service authorization. STA.—special temporary authorization. trans.—transmitter. UHF.—ultra high frequency. unl.—unlimited hours. VHF.—very high frequency. vis.—visual. w.—watts. *—educational.

New TV stations

APPLICATION

Boulder City, Nev.—Vegas Valley Broadcasting Co. VHF channel 4 (66-72 mc); ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 1,390 feet, above ground 468.8 feet. P.O. address 154 Water Street, Henderson, Nev. First year operating cost \$390,000; revenue \$420,000. Studio and trans. locations both Boulder City. Geographic coordinates 35° 58' 24" north latitude, 114° 55' 31" west longitude. Type trans. RCA TT-25DL, type ant. RCA TF-5CM. Legal counsel Wilner & Bergson; consulting engineer Jules Cohen & Associates, both Washington. Principals: Robert J. Moore (50%) and Joseph F. McDonald Jr. and Maury Stevens (each 25%). Mr. Stevens has 33 1/3% interest in Associated Services, Las Vegas advertising firm. Mr. McDonald is attorney. Mr. Moore has various business interests in Henderson and Las Vegas. Ann. Nov. 13.

New AM stations

ACTIONS BY FCC

Winfield, Ala.—John Self. Granted CP for new AM on 1300 kc, 500 w D. P.O. address Box 597, Hamilton, Ala. Estimated construction cost \$18,854, first year operating cost \$25,000, revenue \$40,000. Mr. Self, sole owner, is attorney. Action Nov. 24.

Eleele, Hawaii—American Islands Broadcasting Corp. Granted CP for new AM on 720 kc, 5 kw, unl. P.O. address William Lee Short, Box 64, Hanapepe, Kauai, Hawaii. Estimated construction cost \$29,157; first year operating cost \$30,000; revenue \$36,000. Principal: Richard P. Hobby (100%). Mr. Hobby is Anaheim, Calif., physician. Action Nov. 18.

Herndon, Va.—Coastal Broadcasters Inc. Granted CP for new AM on 1440 kc, 1 kw, DA-D. P.O. address 156 Eldon St. Estimated construction cost \$28,349, first year operating cost \$48,000, revenue \$50,000. Principals: Edward H. Sheppard and Arthur D. Stamler (each 22%), and Billy Bob Shifflett (55%).

Mr. Sheppard is employe of Dept. of Army. Mr. Stamler is investment consultant. Mr. Shifflett is high school counselor. Action Nov. 18.

APPLICATIONS

Burney, Calif.—R. L. Hansen. 1250 kc, 1 kw, D. P.O. address 305 North Howard Street, Alturas, Calif. Estimated construction cost \$3,000; first year operating cost \$36,000; revenue \$48,000. Principal: R. L. Hansen. Mr. Hansen is employed at KDOV Medford, Ore. Ann. Nov. 17.

Natchez, Miss.—Twin-States Radio Inc. 1390 kc, 5 kw, D. P.O. address Box 546, Brookhaven, Miss. Estimated construction cost \$37,306; first year operating cost \$43,200; revenue \$50,000. Principals: Carey D. Mathis Jr. (40%), James D. Miller (40%) and Aubrey H. Felder (20%). Mr. Felder owns WJMB Brookhaven. Ann. Nov. 16.

Yadkinville, N. C.—Yadkin Broadcasting Inc. 1130 kc, 1 kw, D. P.O. address Yadkinville. Estimated construction cost \$25,237; first year operating cost \$36,000; revenue \$45,000. Principals: Harry D. Dunnagan (52%), Carlisle B. Hughes Jr., Clyde G. Reavis and H. Smith Williams (each 16%). Mr. Dunnagan is account executive for WFMV-TV Greensboro, N. C. Mr. Williams is attorney. Ann. Nov. 20.

Existing AM stations

ACTION BY FCC

■ By decision, commission (1) granted application of Radio Associates Inc. to change facilities of WEER Warrenton, Va., from 1570 kc, 500 w, D, to 1250 kc, 1 kw, D, conditioned to precluding pre-sunrise operation with daytime facilities, and (2) denied application of WNOW Inc. to increase power of WNOW York, Pa., from 1 kw to 5 kw, with DA, continued operation on 1250 kc, D; also, granted in part motion by WNOW to correct transcript of oral argument. Commissioners Hyde, Cox and Loewinger not participating. Action Nov. 18.

New FM stations

ACTION BY FCC

Arecibo, P. R.—Arecibo Radio Corp. Granted CP for new FM on 106.3 mc, channel 292, 19.5 kw. Ant. height above average terrain minus 270 feet. P.O. address Box 1075, Arecibo. Estimated construction cost \$24,834; first year operating cost \$14,000; revenue \$25,000. Principals: Manuel A. Cabrera (33.846%), Jose A. Cabrera and Felix B. Velez (each 33.077%). Mr. M. A. Cabrera is CPA, Mr. J. A. Cabrera is auto and real estate dealer, and Mr. Velez is station manager of WABA Aguadilla, P. R. Action Nov. 18.

APPLICATIONS

Macomb, Ill.—WKAI Broadcasting Co. 100.1 mc, channel 261A, 3 kw. Ant. height above average terrain 188 feet. P.O. address 119 West Carroll Street, Macomb. Estimated construction cost \$11,392; first year operating cost \$5,000; revenue \$5,000. Principal: William H. Rudolph (100%). Applicant is licensee of WKAI Macomb. Ann. Nov. 13.

Monroe, La.—Noe Enterprises Inc. 101.9 mc, channel 270, 100 kw horizontal, 98.85 kw vertical. Ant. height above average terrain 1,669 feet. P.O. address Box 4067, Monroe.

Estimated construction cost \$86,905; first year operating cost \$37,000; revenue \$25,000. Principal: James A. Noe Sr. (100%). Mr. Noe owns KNOE-AM-TV Monroe, La., and WNOE New Orleans. Ann. Nov. 17.

Frostburg, Md.—Western Maryland Broadcasting Co. 105.3 mc, channel 287, 12.9 kw. Ant. height above average terrain 825 feet. P.O. address 74, Frostburg. Estimated construction cost \$29,200; first year operating cost \$11,850; revenue \$18,200. Principal: D. C. Loughry (100%). Mr. Loughry is licensee of WFRB Frostburg. Ann. Nov. 19.

Alamogordo, N. M.—Fred Kaysbier. 94.3 mc, channel 232, 500 w. Ant. height above average terrain minus 1,000 feet. P.O. address 719 Tenth Street, Alamogordo. Estimated construction cost \$3,256; first year operating cost \$15,000; revenue \$20,000. Mr. Kaysbier has arranged to purchase existing facilities of KQDI Alamogordo. Ann. Nov. 9.

Guayama, P. R.—Guayama Broadcasting Inc. 106.9 mc, channel 295, 25 kw. Ant. height above average terrain minus 242.1 feet. P.O. address Box 615, Guayama. Estimated construction cost \$25,000; first year operating cost \$13,000; revenue \$25,000. Principals: Rafael F. Gonzalez (75%), Gumersindo Codero Jr. (20%) and Lupercia G. Fuster (5%). Applicant is licensee of WXRJ Guayama. Ann. Nov. 16.

Brownsville, Tenn.—Brownsville Broadcasting Co. 95.3 mc, channel 237A, 3 kw. Ant. height above average terrain 159 feet. P.O. address Box 198, Brownsville. Estimated construction cost \$11,372; first year operating cost \$5,000; revenue \$6,000. Principal: Roy Davis (100%). Mr. Davis is licensee of WBHT Brownsville. Ann. Nov. 19.

Paris, Tex.—KPLT Inc. 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 176 feet. P.O. address Box 235, Paris. Estimated construction cost \$11,419; first year operating cost \$1,200; revenue \$3,600. Principals: Jeff Methven (10%) and Clifford B. Marshall (90%). Applicant is licensee of KPLT Paris. Ann. Nov. 16.

Existing FM stations

ACTION BY FCC

■ Commission granted request by Functional Music Inc., licensee of WFMF(FM) Chicago, for waiver of multiplex transmission requirement in SCA rules while changing from simplex operation. Commissioner Bartley dissented. Action Nov. 18.

Ownership changes

ACTIONS BY FCC

KNOT Prescott, Ariz.—Granted transfer of control of licensee corporation, Parkell Broadcasting Inc., from William H. Ellison (60% before, none after) through sale of stock to Myrl E. Parker (40% before, 100% after). Action Nov. 20.

WGHC Clayton, Ga.—Granted assignment of license from Blue Ridge Broadcasting Inc., owned by J. A. and Virginia F. Gallimore (each 50%) to Carroll S. Lee tr/as Rabun Radio. Consideration \$35,000. Mr. Lee is presently manager of WGHC. Action Nov. 19.

WITH-AM-FM Baltimore—Granted assignment of license and SCA from Thomas G. Tinsley to Reeves Broadcasting Corp., owned by Hazard E. Reeves (41.6%), J. Drayton Hastie (5.24%) and others. Consideration \$1 million. Reeves is licensee of WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBK-TV Bakersfield, Calif. Mr. Reeves owns ten shares of Capital Cities Broadcasting and five shares of Taft Broadcasting. Action Nov. 19.

KARS Belen, N. M.—Granted assignment of license from Belen Broadcasting Co., owned by Carter M. Wald (100%) to Belen Broadcasting Inc., owned by Carter M. Wald (91%), Martha M. Wald (3.33%) and Mayo T. Boucher (0.66%) and John J. Tobola (5%). Consideration \$3,000. Action Nov. 19.

WBAG-AM-FM Burlington-Graham, N. C.—Granted transfer of control of licensee corporation, Burlington-Graham Broadcasting Co., from Lawrence E. Neese Jr. (11% himself and 69.2% as administrator of estate of Lawrence E. Neese, deceased), to Lawrence E. Neese Jr. (45.8%) and Viola R. Neese (34.6%). No financial consideration. Action Nov. 20.

KRAF Reedsport, Ore.—Granted assignment of license from Walter J. Kraus tr/as Oregon Coast Broadcasters to Gless Connoy. Consideration \$48,000. Mr. Connoy is station manager of KRAF. Action Nov. 20.

WIICTV Pittsburgh—Granted transfer of control of licensee corporation, WIIC Inc., from H. Kenneth Brennen (16.68% before, none after), Mary Thelma Bregenser (16.64%

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before, none after), Margaret M. Brennen (16.68% before, none after) and P.G. Publishing Co. (50% before, none after) to WICC-TV Corp., owned by Cox Broadcasting Corp., which is owned by Atlanta Newspapers Inc. (33.96%); Dayton Newspapers Inc. (14.5%); Springfield Newspapers Inc. (15.36%), each owned by Cox family; Jayren Corp. (4.15%), which is owned by J. Leonard Reinsch (100%); Ernest L. Adams (1.25%); Merrill Lynch, Pierce, Fenner & Smith Inc. (1.29%), and James M. Cox Jr., J. Leonard Reinsch, Marcus Bartlett, Frank Gaither, Clifford M. Kirkland Jr. with others, each less than 1%. P. G. Publishing Co., publisher of Pittsburgh Post Gazette is owned by Toledo Blade Co., publisher of Toledo Blade and owned by Block family. Consideration \$20.5 million. Cox Broadcasting owns directly or through subsidiaries following: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; KTVU (TV) San Francisco-Oakland; WIOD-AM-FM Miami, and CATV interests in Lewisville, Lock Haven, and Tyrone, all Pennsylvania; Aberdeen Wash.; Astoria, and The Dalles, both Oregon, and new franchises in Lima and Findlay, both Ohio (50%) and Redding, Calif. (25%). Action Nov. 20.

WNFO(FM) Nashville—Granted transfer of control of licensee corporation, Hickory Broadcasting Corp., from Lewis F. Wood Jr. (11.5%), Lewis F. Wood Sr. (38.2%) and Nille E. Yearwood (50.3%) to WKDA Broadcasting Inc., owned by Townsend Corp. of America which is owned by Stuart J. Hepburn (20%), Resort Airlines Inc. (11.45%), Lind & Co., Irving Trust Co. and Corporate Trust Dept. (13.32%), Merrill Lynch, Pierce, Fenner & Smith (6.15%), C. A. England & Co. (3.58%) and others. Consideration \$20,000. Townsend is licensee of KNOK-AM-FM Fort Worth. Action Nov. 20.

KVLL Livingston, Tex.—Granted transfer of control of licensee corporation, Trinity Valley Broadcasting Inc., from Jack G. Jackson Sr. (67.5% before, none after), M. S. Jackson Sr. (12.5% before, none after) and M. S. Jackson Jr. (25% before, none after) through sale of stock to R. E. Jackson (none before, 100% after). Consideration \$16,210. Mr. R. E. Jackson owns construction firms in Livingston, Tex. Action Nov. 20.

KTEO San Angelo, Tex.—Granted assignment of license from Burkhart Broadcasting Corp., owned by Petty Durwood Johnson (100%) to Western Radio Corp., owned by KUBO Broadcasting Corp. which is owned by Jack R. Crosby (40%), Scott Stiles (12%), Julius Sadowsky Jr. (3%) and Texas Capitol Corp. (45%). Consideration \$100,000. Messrs. Crosby, Stiles and Sadowsky have 55% interest in Quilen City Broadcasting Co., licensee of KDLK Del Rio, Tex. Action Nov. 19.

KKAS Silsbee, Tex.—Granted assignment of license from Billie Jeanette Holmes and Val D. Hickman d/b as Hardin County Broadcasting Co. to Jewel P. White. Consideration \$65,000. Jewel P. White had 33 1/3% interest in and managed KMIS Portageville, Mo. Action Nov. 19.

KUDY Spokane, Wash.—Granted assignment of CP from Delbert Berthoff to KUDY Inc., owned by James B. Johnson, Carl J. Issel and Gerald C. Monson (each 33 1/3%). Consideration \$69,300. Mr. Johnson is salesman and announcer for KYMC-TV Minot, N. D. Mr. Monson owns insurance, real estate sales and financing firm in Minot. Action Nov. 20.

WHSM Hayward and WJMC-AM-FM Rice Lake, both Wisconsin—Granted transfer of control of licensee corporation, WJMC Inc., from Walter C. Bridges (60%), deceased, to Mary Bridges Smith (80% as executrix of

estate of Walter C. Bridges, and 19.2% as individual). No financial consideration. Action Nov. 19.

APPLICATIONS

WICC-AM-TV and WJZZ(FM) Bridgeport, Conn.—Seek acquisition of positive control of licensee corporation, Connecticut-New York Broadcasters Inc., by Kenneth M. Cooper (47.6% before, 66.6% after) through purchase of stock from John A. Hill (23.8%), Charles S. Munson Jr. (1.6%) and Mrs. Lucille Wesley (1.6% as individual and 1.6% as executrix of estate of Leland G. Wesley) by licensee corporation. Consideration \$370,000.

ETV fund grant

Following grant for educational television has been announced by Department of Health, Education and Welfare:

■ New York—Board of Education of City of New York: \$381,707 to activate facilities of channel 25 in New York; total project cost \$810,425.

Applications
Following applications for educational television grants have been announced by Department of Health, Education and Welfare:

■ Topeka, Kan.—Washburn University: \$213,937 to activate channel 11 in Topeka; total project cost \$427,873.

■ Tucson, Ariz.—University of Arizona: \$316,719 to expand facilities of channel 6 in Tucson; total project cost \$524,249.

097. Ann. Nov. 18.

KFLI Mountain Home, Idaho—Seeks assignment of license from Northwest Broadcasters Inc., owned by Charles F. Degler (16.85%), C. M. Degler (26.97%), Donald J. DeChambeau (22.47%), Maurice E. Scheel (11.24%), Pauline M. Rist (8.99%), H. F. LeMoyné (6.74%), Gwen A. Watson (4.49%) and Joseph M. Imhoff (2.25%), to Mountain States Broadcasting Co., owned by Orval Hansen, Thomas A. Fairchild, George A. Freund, Leo U. Higham, Keith H. Clarke (each 14.3%), M. A. Peterson, Winona M. Hearn, M. Reed Hansen, Farrel L. Hansen and Glen L. Stahn (each 5.7%). Consideration \$17,500 and assumption of \$28,500 liabilities. Applicants have various business interests in Idaho. Ann. Nov. 17.

WSMJ(FM) Greenfield, Ind.—Seeks assignment of license from John C. Byrne to Radio Station WPFB Inc., owned by Paul F. Braden (100%). Consideration \$42,500. Mr. Braden owns 100% of WPFB-AM-FM Middletown, and WPAV-AM-FM Portsmouth, both Ohio. Ann. Nov. 17.

WRLM(FM) North Attleboro, Mass.—Seeks assignment of CP from North Attleboro Broadcasting Co., owned by Joseph A. and Rose L. Morin (each 50%), to Audio-Air Inc., owned by Howard B. Baker (25.5%), John F. McCarthy (12.75%), Lucy A. McCarthy (12.75%), Robert F. Nealy (13.4%), O. Arthur Nereo (13.3%), Theodore R. Thayer (13.3%) and Edmund J. Brennan (9.6%). Consideration \$5,000. Mr. Brennan is attorney. Ann. Nov. 17.

WNIL Niles, Mich.—Seeks transfer of control of licensee corporation, Niles Broad-

casting Co., from Starr Publishing Co., owned by Lawrence J. Plym (77.6%) and Mary L. Plym (22.4%), to Plym Co., owned by Mr. and Mrs. Plym (at same percentages). No financial consideration. Ann. Nov. 16.

KVOX Moorehead, Minn.—Seeks assignment of license from KVOX Broadcasting Co., owned by E. J. McKellar (70%), Manny Marget (2.9%), Leo Johnson (4%) and others, to Central Minnesota Television Co., owned by Thomas A. Barnestable (27.5%), Julius Hetland (16.9%), Earl C. Reineke (10.6%) and others. Consideration \$165,000. Central is licensee of KCMT(TV) Alexandria, and KNMT(TV) Walker, both Minnesota. Ann. Nov. 16.

KFYN Bonham, Tex.—Seeks assignment of license from Bon-Tex Radio, owned by Cyril W. Reddock (50.66%), Ralph L. Hooks (33.33%) and C. Winsett Reddock (16%), to Rey Wells (100%). Consideration \$80,400. Mr. Wells has 49% interest in KGAS Carthage, Tex. Ann. Nov. 16.

KNFM(FM) Midland, Tex.—Seeks assignment of CP from Rudolph M. Rubin, James R. Favors and Williams R. Mettler (each 33 1/3%) d/b as FM Associates, to Permian Broadcasters Inc., owned by Rudolph M. Rubin, Michael Fitz-Gerald and Robert E. Good (each 33 1/3%). No financial consideration. Mr. Rubin owns Great Western Radio Co., licensee of KWEL Midland. Ann. Nov. 9.

KAPY Port Angeles, Wash.—Seeks transfer of control of licensee corporation, Port Angeles Radio Inc., from John W. Mowbray (55.5% before, none after), to John H. Thatcher (none before, 55.5% after). Consideration \$6,050. Ann. Nov. 16.

WVAR Richwood, W. Va.—Seeks assignment of license from Royal Broadcasting Co., owned by W. Courtney Evans (51%) and Elizabeth G. Evans (49%), to R-S Broadcasting Co., owned by Carl E. Gainer, C. Farrell Johnson and Larry A. Tucker (each 33 1/3%). Consideration \$53,000. Assignees have various nonbroadcast business interests in West Virginia. Ann. Nov. 18.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued partial initial decision in proceeding on applications for new daytime AM's on 1560 kc of Charles County Broadcasting Inc. (250 w), La Plata, Md., and Dorlen Broadcasters Inc. (1 kw), Waldorf, Md., and for renewal of license of Dorlen's WSMO-FM in Waldorf. Closed record with respect to issues 1 through 14, adopted findings and conclusions on issues, and transmitted partial initial decision to Review Board pursuant to latter's Nov. 18 memorandum opinion and order. Action Nov. 24.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward denying, for interference reasons, application of KPDQ Inc. to increase power of KPDQ Portland, Ore., from 1 kw to 5 kw, continued operation on 800 kc, D. Action Nov. 24.

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting application of Radio Monticello for new AM on 1090 kc, 1 kw, D. in Monticello, Fla., conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action Nov. 19.

OTHER ACTION

■ By order, commission denied application by Broadcast Bureau for review of Aug. 12 memorandum opinion and order of Review Board which denied bureau's petition to enlarge issues as to Brown Publishing Co. in then consolidated hearing on its application for new FM in Urbana, Ohio, and that of Paul Dean Ford and J. T. Winchester for similar FM in London, Ohio. Commissioner Cox dissented and issued statement, in which Chairman Henry and Commissioner Loevinger joined. Action Nov. 19.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau to extend time to Dec. 15 to file replies to responses to motion to reopen record in proceeding on AM application of Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Member Nelson not participating. Action Nov. 23.

■ Granted petition by Broadcast Bureau to extend time to Dec. 15 to file replies to responses to motion to reopen record in proceeding on AM applications of Wide Water Broadcasting Inc. and Radio Voice of Central New York Inc. for new AM's in East Syracuse and Syracuse, N. Y., respectively. Member Nelson not participating. Action Nov. 23.

■ Granted petition by Broadcast Bureau

Continued on page 85

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Sales

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.

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.

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.

Maryland station needs announcer with 1st phone. No maintenance. Box L-172, BROADCASTING.

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.

Experienced, versatile announcer for Pennsylvania daytimer. Give past experience, salary expected and 7½" tape in reply. Box L-308, BROADCASTING.

Northern New Mexico 1 kw C&W needs: DJ/sales, dj/sports, full time salesman. Good future and advancement for hard workers. Box L-319, BROADCASTING.

Announcers—(Cont'd)

All around announcer. Experience a must. Middle road format. Good start, with increases. Upstate, N. Y. Send tape and resume to Box L-330, BROADCASTING.

St. Paul Minnesota station needs announcer with 1st phone (no maintenance) we play happy music. \$100-week salary to start. Sell part time if you desire—write Box L-331, BROADCASTING.

South Arkansas daytimer needs young, experienced, married announcer with sales ability. Third ticket. Send resume, salary requirements. Box L-332, BROADCASTING.

Major Midwest group 5 kw needs third phone country music dj. Position offers 40 hour week, paid vacation, group hospital plan and retirement program. Send resume, tape and photo to Box L-387, BROADCASTING.

Immediate opening for announcer. Send complete resume, photo and salary requirements to W. J. Abbott, KGFV, radio station, Kearney, Nebraska.

December 15th opening for experienced, afternoon announcer with first phone. Top equipment and facilities of progressive Radio-TV operation. Staff of 45, 5000 watts, CBS, good music in Montana's fastest growing market. Home of State University with hunting and fishing supreme. Top wages and opportunities. Send complete resume and tape immediately to KGVO, Missoula, Montana.

Announcer with third class license. Limited experience or training considered. Apply KVVM AM FM, Show Low, Arizona.

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, WBEK, 390 Golden Avenue, Battle Creek, Michigan.

Immediate openings for two announcers. Six months minimum experience. Rush tape to WBIL, Leesburg, Florida.

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.

Newsman/announcer, station strong on local news, pleasant community, company benefits. Send tape, photo and resume to Jerry Castor, WCSI, Columbus, Indiana.

Announcer, some station experience. For WELV, Ellenville, N. Y. Contact S. Lubin, WVOS, Liberty, N. Y.

Immediate opening for announcer with Third class ticket with broadcast endorsement. Call: Morris Shufflebarger, WGOH, Grayson, Ky. 474-5144.

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.

Staff announcer for network affiliate in Appleton, Wisconsin. Five years experience required. Must be good at news and middle of the road music dj work. This is a solid station, the first in the market with 40 years experience. Send photo, resume and audition direct to radio station WHBY, Appleton, Wisconsin.

Quality big band, big coverage station requires good all around announcer who knows and likes non-rock popular music. \$120 for 40 hour 6 day week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine.

Announcers—(Cont'd)

Immediate opening board announcer. Net station. WLDB, Atlantic City.

Immediate opening for announcer with first phone. No maintenance. Good music station with 5 kw. Phone or write: Don C. Wirth, WNAM, Neenah, Wisconsin.

Immediate opening for first phone announcer. Contact WSYB, Rutland, Vermont.

Newsman called for military service. Need immediate replacement. Ken Gaughran, WVOX, New Rochelle, New York.

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.

Morning announcer, first phone, wanted California-Nevada market. 1 kw, Box 833, Bijou, Calif.

New! Little-known announcing techniques! Home study. Low cost! Beginners, professionals. Immediate improvement! Brochure "D" free. Hal Fisher, Consultant, 678 Medford, Patchogue, N. Y. 11772.

Modern personality deejays: "Up Your Ratings!" Ideas Ink weekly "Why Not Be Funny" service still open on an exclusive basis in some markets. Is yours one? For free sample, write: Ideas Ink, Box 53332, New Orleans, Louisiana.

Technical

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, 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.

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.

Tired of the City? Vermont station needs engineer-announcer. Must have good workable knowledge of engineering and be willing to use it. Must also do a creditable announcing job during short air shift. Good salary for right man plus many benefits. Desire family man who wants to live in Vermont permanently. Send resume to Box L-327, BROADCASTING.

\$600 to start for young chief to take over large and growing technical operation. This is an opening for a Vice President in charge of engineering who will now do all the work himself but later be in charge of other engineers. Must have a degree and a few years chief experience. J. A. Shepherd, KWIX Radio, Moberly, Mo.

Wanted: First class engineer-car-shift work-transmitter-permanent. Send resume-references to Box 8765, C. P. Rice, WLEE, Richmond, Va.

Immediate opening for engineer, 5 kilowatt. Phone 606-474-5144.

Production—Programing, Others

50,000 watt clear channel radio station needs alert, alive, experienced newsmen. 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.

Newsman—Good opportunity for all around newsmen 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.

Newsman-Midwest . . . Dynamic, dedicated newsmen to write, edit, and air newscasts for modern radio station. \$150. Send tape and resume to Box L-322, BROADCASTING.

Newsman-Midwest . . . bright alert, ambitious journalism grad for hard hitting news operation . . . \$135. Send tape and resume to Box L-323, BROADCASTING.

Experienced newsmen capable of gathering, writing and broadcasting news and representing station at important meetings. Must also cover limited shift on board. Send resume, recent photo and references. Box L-336, BROADCASTING.

Need sports director to take charge of and further develop sports department. Midwest. Send tape, resume & photo to Box L-368, BROADCASTING.

WPOP, Hartford, Connecticut. Top rated modern station. Immediate opening for experienced copy production man. Also modern music announcer or newsmen with 1st class ticket. No maintenance. Send tape, resume to Jim Gearhart, PD.

Situations Wanted—Management

Pennsylvania Broadcast executive interested in making change. Young energetic and willing to invest. Manager-sales manager positions only! Prefer Pennsylvania, Ohio, New York, but will answer and consider all inquiries. Eleven years sales. Box L-311, BROADCASTING.

Happily employed, medium market—no hurry—\$18,000 now—substantial improvement or ownership option only—successful general manager 10 years. Box L-320, BROADCASTING.

Available January 1st: Fully experienced small market General manager. Best references. Married. Family. Box L-338, BROADCASTING.

Does your station need cost-conscious administration, sales management and development, stronger programming, solid promotions and better public relations? With a successful record of twenty years in commercial radio, I'm available January 1. Excellent references. Will consider any proposition from any responsible broadcaster in medium or small market. Box L-344, BROADCASTING.

Sales

All around experience. Station management-Sales management. Small and medium markets. Will consider all offers. Box L-339, BROADCASTING.

Sales manager—seeking manager or assistant manager opportunity. 11 years announcing, sports & sales. 30, college graduate, family & excellent character. Employed Southeast. Box L-361, BROADCASTING.

Professional radio salesman—age 36. 12 years experience in radio sales and management, all major market. If you need a good, creative, experienced pro, for a permanent situation, with five figure income potential, I'm your man. Available Jan. 1st. Box L-365, BROADCASTING.

Sales—(Cont'd)

Quality salesman-announcer. Currently employed by quality Midwest 5 kw. Seeking quality opportunity to advance. Call area code 605-665-5134 before 5 p.m. CST or 605-582-6778 after 6 p.m. CST.

Announcers

Top morning, programing, production man seeks station needing spark in above departments. Box L-57, BROADCASTING.

Three-in-one. Production man, jock, newsmen. 5 years experience. Box L-184, BROADCASTING.

Music director in major market, also can pull night dj. Trick; wants good future. Box L-283, BROADCASTING.

Jock comedy team. Can sell, create comedy, do voices well! Box L-290, BROADCASTING.

Bright happy sound, five months top forty experience, tight production, third phone. Box L-316, BROADCASTING.

Avoid Christmas rush! Married, four years experience . . . medium market in West. Box L-317, BROADCASTING.

Newscaster, announcer, dj—Bright personality, experienced, family man. Will settle. Tight board, selling sound. No floater. Resume photo & tape available. Box L-318, BROADCASTING.

Hard working top 40 personality looking for permanent position in a good stable top forty operation. Would like late afternoon or evening board shift. Prefer Midwest, West, or Southwest location. Available approximately January 1st. Presently employed. Air check and resume on request. Box L-321, BROADCASTING.

New England—first phone experienced announcer. Draft exempt, reliable. Prefer night shifts, will consider anything. Box L-324, BROADCASTING.

First phone announcer—Experienced, 38, if interested will call you collect. Box L-326, BROADCASTING.

DJ/announcer. Authoritative newscaster, third phone, tight board, bright sound, personality, draft free. Ambitious dedicated to broadcasting. Smooth delivery. Box L-328, BROADCASTING.

Attention—Arizona & California top Eastern night jock desires relocation by mid-January, tape sent upon request. Box L-329, BROADCASTING.

Stop . . . Metro New York City, N. J., LI, Conn. Pro air personality, creative funny boy with real talent. Now at No. 1 major, desires to return home. Top 40, R&B, mid-road, news. You name it I can do. 1st phone too yet. Box L-333, BROADCASTING.

Deejay—thoroughly experienced, reliable, responsible personality desires night or all-night show on large market station. Now doing successfully rated afternoon good music show. Box L-334, BROADCASTING.

Announcer, dj, married, 24. Mature in voice and attitude. 3 years experience on morning and afternoon traffic shows only. Sense of humor. Currently employed, ready to advance. Will travel prefer Midwest. Audio tape and resume upon request. Minimum \$125.00 week. Box L-337, BROADCASTING.

Young dj with Top 40 experience ready for immediate position. Box L-342, BROADCASTING.

Girl dj. Experienced. Copy-traffic too. AM or FM. Have third with broadcast endorsement. Box L-350, BROADCASTING.

Country announcer relocating any state, references, ready now. Third phone. Box L-358, BROADCASTING.

Third phone endorsed, college grad, writing ability. Pacific Northwest. Box L-362, BROADCASTING.

Top 40 dj with first phone and wife interested in traffic-continuity. Available in six months. Wish to settle in city with four year college. Box L-363, BROADCASTING.

DJ announcer, authoritative newscaster: Tight board, dependable, personable, not a floater. Box L-366, BROADCASTING.

Announcers—(Cont'd)

Top 40 dj with production experience. Wish to settle in large market with college. Have first ticket and will consider midnight-six shift. Box L-364, BROADCASTING.

Negro, dj, announcer, authoritative newscaster, family man, personable, dependable, experienced. Box L-370, BROADCASTING.

Experienced radio announcer, 1st phone, College grad., 30, seeks permanent position, no maintenance. Excellent references. Box L-371, BROADCASTING.

Announcer-dj-newscaster-experienced. Air personality, tight board, dependable, will relocate, 3rd class license. Box L-372, BROADCASTING.

Your lucky break Negro 1st phone, real swinging R&R, R&B. Call 212-DI 5-6921.

Experienced announcer, vet, college grad, married, now 1st phone. Prefer Midwest, but would relocate. 312-356-1221, or Kelly, 950 Anita, Antioch, Ill.

First phone-Electronics background broadcast school graduate wants first job. Small market-combo dj or beginning engineer. Have car will travel—No area preference available immediately. David Dinart, 7036 Hawthorn Avenue, Hollywood, California.

Available now, with 5 years experience news and sports reports, play-by-play, and dj. John T. Gollehon, 1432 Poplar St., Huntington, Ind.

Situations Wanted—Technical

Chief engineer — 10 years experience all phases of AM broadcasting 5 kw and directional antennas. Box L-349, BROADCASTING.

Experienced AM directionals-FM multiplexing-storecasting-Muzak. Chief 12 years prefers maintenance-construction. Experienced all phases including measurements. Will contract for chain. Box L-359, BROADCASTING.

Announcer, engineer, 6 years experience, 2 years chief. AM, directional, FM. 3 years college. Picture, tape, and resume. Box L-360, BROADCASTING.

Experienced chief engineer-dj. \$85. Phone 10-11 a.m., 6-7 p.m.: 302-OL 2-9308.

First phone through self-study, announcing experience, age 20, draft exempt. Available immediately 305-249-5951 or Box L-347, BROADCASTING.

Engineer—first class license; worked in radio as transmitter operator. Television studio engineer. Write William Thomas, Knapp, Weston, 231 Bland St., West Virginia.

Production—Programing, Others

Sports editor-journalism graduate. Capable in all phases. Available immediately for large station or small. Prefer West. Box L-325, BROADCASTING.

Stop, look, listen to a successful program, production director who will enhance your staff with ideas unlimited. Presently maintaining free lance production agency—but desire full-time employment anywhere—college and 7 yrs. commercial radio experience. Married, 1 child. Box L-353, BROADCASTING.

Young man, 24, with previous experience, desires steady work as a radio or television station news writer. Contact John Lutz, 1642 Northbourne Rd., Baltimore, Maryland 21212.

TELEVISION—Help Wanted

Sales

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.

TELEVISION—Help Wanted

Announcers

Staff announcer for net-affiliated TV station in medium Midwest market. Salary open, excellent opportunity for experienced man. Send complete resume and audition material to Box L-299, BROADCASTING.

Immediate opening—2nd man in news department. Wonderful opportunity for young man to work with 1st rate news chief, as well as general on camera work. Excellent compensation. Contact: Dave Allen, WSEE Television, Glendale 5-7575, Erie, Pennsylvania.

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.

Chief engineer for new UHF-TV station in Philadelphia. State resume, references and salary requirements. Box L-345, BROADCASTING.

Wanted: Technically competent man with experience in FM and CCTV studio maintenance who would like to enter the education 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

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.

Wanted: The world's best undiscovered TV newscaster... Discovery, recognition, opportunity, prestige, stardom, money (and hard work) await you in the award-winning news department of a major station in a large Eastern market. If you fall somewhere in between Scotty Reston, Huntley, Brinkley, Robert Stack, Westbrook Van Boerhes and Martin Agronsky you might be our man. If you have the intelligent experience, ability, looks, voice, style, judgment, talent, ambition, drive, desire, interest, and guts that come along one time in a thousand... Send us a VTR, SOF or audio tape and pic and sell yourself. If you feel too modest to answer this ad please don't. Box L-369, 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.

TELEVISION—Situations Wanted

Management

Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 39. A high-caliber producer. Box K-183, BROADCASTING.

Sales

"Real hep" radio man, top level management, wanted television sales experience, now has, ready for move up. Brochure sent upon request. Box L-340, BROADCASTING.

Wanted first of year—Opportunity in solid sales job. 10 years radio—9 years television experience in all phases. Willing to work at job. Box L-348, BROADCASTING.

Announcers

Announcer - director - producer. 17 years broadcasting. Proven. Artist, air salesman, production specialist. Family man. Last 10 years VHF. Contract prohibits area placement. Available now. Sid Perry, 2603 Lawn-dale, Champaign, Illinois. Phone 217-356-1086.

Technical

Need good leadership for construction for young growing UHF? Presently employed chief engineer is interested. Married, 6 years in broadcasting. Box L-355, BROADCASTING.

Production—Programing, Others

Available soon. Creative director with experience in all phases of television production. After three years in 87th, want to broaden in larger market. Mature, college. Box L-343, BROADCASTING.

Sports commentator-colorful, hard hitting analyst. Willing to combine sports with news work. Box L-356, BROADCASTING.

TV director with 14 years experience in all phases of TV production, major market, wants soft job—big money. Willing to settle for demanding job with good pay. College graduate. Excellent references. Box L-357, BROADCASTING.

WANTED TO BUY—Equipment

Wanted GE audio Pre-amps, uni-level amp, power supply, VU panel and rack. Box L-298, BROADCASTING.

Good used Automation system. Box L-301, BROADCASTING.

Urgent—100' to 200' Galv., SS or guyed tower for GE zig zag UHF antenna. Weight 6700 lbs. Height 535 ft. ... also portable TV STL microwave with audio subcarrier. KAAR TV, 2850 Fifth Ave., San Diego, California.

We need large self-supporting tower, 300-400 feet. Write the tower specialists, Tidewater Tower Corporation, 308 Arbutus Circle, Portsmouth, Virginia.

Wanted to buy—RCA TC-4A audio, Video program switching panel MI-26228. Contact Kenneth Casey, at 353-0361. Call collect: WMSL-TV, Decatur, Ala.

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.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Bristol, Tennessee.

UHF television transmitter, 1 kw, channel 26 antenna and 200 feet 3/4 inch transmission line \$12,000.00. Chapman, WCRT, Birmingham, Alabama.

1 FM 3 kw transmitter, Federal 192A with Harkness 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.

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.

FOR SALE

Equipment—(Cont'd)

Towers 133 ft., insulated, 4 legs, self supporting, 30 lb. wind loading, perfect condition. Fred McNally, Rapid City, S. D. Phone 342-7047.

Communications receiver SX88-N. Paid over \$700, sell for \$295 plus shipping. Phone 612-724-0882.

Roberts 90-2C and 192FT recorders, full-track mono less than ten hours on each. Best offer over \$275 each FOB, KBHF, Box 520, Bozeman, Montana 59715.

Recording studio offers: Presto 8 DG recording lathe \$1450.00, 6N lathe \$350.00, 92A/B cutter amplifiers \$90.00, 1D cutter heads \$50.00, Fairchild 541A heads \$60.00, Ampex 400 portable \$295.00, Telefunken U47 microphone \$250.00. Much more. Box L-335, BROADCASTING.

Trade Motorola two way mobile unit federal base station for Collins cartridge machine. WHYE, Box 1187, Roanoke, Virginia.

Magnecord 816 long play tape decks, foil reversing good condition. Write for prices and details. Marion Automatic Music, 434 North Prospect St., Marion, Ohio.

Microphone, Altec 639A. Perfect condition. \$135. SBI Productions, 59 Oviedo Court, Pacifica, Calif.

Complete cartridge setup. Includes two Gates model M5942 playback units, one Gates model M5952 recording amplifier, wiring harness and instruction manual with all schematics. Purchased new in June 1962. Buy complete package for \$675.00. WOKJ, P.O. Box 3228, Jackson, Mississippi.

BUSINESS OPPORTUNITIES

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-22, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring dee-jay 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.

"The Weekly Prompter" Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

Wanted: Early transcriptions, World, Associated, Muzak, Thesaurus, ERPI, others. Particularly want 12" and tests. William C. Love, 1140 S. Negley Ave., Pittsburgh 17, Pa.

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.

INSTRUCTIONS—(Cont'd)

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.

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.

RADIO Help Wanted

Production—Programing, Others

RADIO-TV FARM REPORTER

Openings in Sacramento and Fresno. 1 to 3 years experience in farm radio or farm television preferred, but will consider agricultural journalism graduate or newscaster with farm background. Apply in person or send detailed resume to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING COMPANY
21st and Q Streets
Sacramento, California

Production—Programing—(Cont'd)

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

Production—Programing, Others

YOUR MAN IN EUROPE

Canadian, seeks radio, TV or Sales assignments abroad. All round Air and Sales experience. Own office & recording facilities. W. Lavergne, Vision, S. A., Calle Tuset 32, Barcelona, Spain.

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

Communications Engrs.

Design and operating experience in audio, video and RF systems by a major television network. Applicants should have a BS degree or equivalent and have at least 5 years experience in television. Applicants should also be well grounded in solid-state techniques. Send resume and salary requirements:

AMERICAN BROADCASTING CO.

Engineering Dept. R.L.P.
7 West 66 Street
New York 23, N. Y.

TELEVISION—Help Wanted

Production—Programing, Others

NEWS DIRECTOR

News-orientated Midwestern TV station, good market, excellent opportunity. Complete responsibility. Send tape or film, photograph, resume.

Box L-351, BROADCASTING

PUBLIC SERVICE DIRECTOR

Immediate opening for a person with both announcing and producer/director experience to create and participate in the community service programing of an outstanding group station. Midwest location. The person selected will be capable producer/director with prior experience in public affairs programing. He must present a good appearance and have had prior commercial announcing experience. He should be a college graduate. Starting salary \$7200-\$9000, depending upon experience. An Equal Opportunity Employer. Your first resume must include all details concerning age, education, prior experience and salary, plus marital and military status. Apply to:

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Continued from page 80

to extend time to Nov. 30 to file exceptions to initial decision in proceeding on AM application of Norristown Broadcasting Inc. (WNAK), Norristown, Pa. Action Nov. 23.

■ Granted petition by Daniel Enterprises Inc. to extend time to Dec. 8 to file exceptions to initial decision in proceeding on application and that of Boardman Broadcasting Inc. for new AM's in Warren and Boardman, Ohio, respectively, in Doc. 15190-1. Action Nov. 20.

■ By supplemental 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., in Doc. 15647-8, (1) granted request of Channel 900 and dismissed its application; and (2) granted Sara Radio interim authority on 900 kc, 250 w, D; conditioned that term of interim authorization shall commence on Nov. 26, and shall terminate on day following release of decision in pending proceeding for regular authorization on frequency, or at such other time as may be specified by commission, or on June 1, 1966, whichever is sooner. Action Nov. 19.

■ By memorandum opinion and order granted joint petition by Sentinel Broadcasting Co. and Lakeland FM Broadcasting Inc., applicants for new FM's in Lakeland, Fla., and approved agreement whereby Sentinel will be paid \$2,000 as partial reimbursement of expenses incurred in connection with application in return for withdrawal; but dismissed application with prejudice; and granted Lakeland's application for new FM on channel 231. Action Nov. 19.

■ Granted request by Broadcast Bureau to extend time to Nov. 27 to file exceptions to initial decision in proceeding on AM applications of Berkshire Broadcasting Corp. (WLAJ), Danbury, Conn., et al. Action Nov. 19.

■ Granted motion by Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, Iowa, to extend time to Nov. 25 to file replies to exceptions to initial decision in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM's in Edina and Bloomington, Minn., respectively. Action Nov. 19.

■ By decision (1) granted applications of Coastal Broadcasters Inc. for new AM on 1440 kc, 1 kw, DA, D, in Herndon, Va., and Prince William Broadcasting Corp. to change operation of WPRW Manassas, Va., on 1460 kc from 500 w, D, to 5 kw, DA-2, unl, each conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and added condition to WPRW and (2) denied application of Colchester Broadcasting Corp. for new AM on 1440 kc, 1 kw, DA, D, in Herndon. Member Berke-meyer dissented in part and issued statement. Feb. 18 initial decision looked toward action. Action Nov. 18.

■ By decision, denied application of Moberly Broadcasting Co. to make changes in ant. and ground systems of KWIX Moberly, Mo., continued operation on 1230 kc, 1 kw, LS, 250 w-N; and dismissed Marshall Electric Co. statement in support of joint reply. April 1 initial decision looked toward action. Action Nov. 18.

■ By memorandum opinion and order in proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM's in La Plata and Waldorf, Md., respectively, and application of Dorlen Broadcasters Inc. for renewal of license of WSMO(FM) Waldorf, in Doc. 14748 et al., (1) granted Charles County request and accepted applicants late filed joint reply, and (2) directed that examiner shall proceed to resolution of issues 1 and 10 and prepare partial initial decision on matters, which decision to then be transmitted to board, and all parties wishing to file exceptions to do so with board within 30 days after release of partial initial decision. Action Nov. 18.

■ By memorandum opinion and order in proceeding on application of Marlon Moore for new AM in Joshua Tree, Calif., in Doc. 15618, (1) granted motion by Hi-Desert Broadcasting Corp. (KDHI), Twentynine Palms, Calif., to extent of enlarging issues to determine whether Marlon Moore is financially qualified to construct and operate proposed facility; and (2) accepted Broadcast Bureau's late filed pleading. Action Nov. 18.

■ Granted petition by Broadcast Bureau to extend time to Nov. 25 to file responsive pleadings to East Kentucky Broadcasting Corp. petition for clarification or modification of issues in proceeding on application of East Kentucky and Cumberland Publishing Co. for new FM's in Pikeville, Ky. Action Nov. 18.

■ By memorandum opinion and order,

denied appeals by Western Broadcasting Co. (KDAV), Lubbock, Tex., and Broadcast Bureau from examiner's Aug. 20 action which, among other things, upheld use of written interrogatories in remand proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock. Member Stone not participating. Action Nov. 17.

ACTIONS ON MOTIONS By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner H. Gifford Irion to preside at hearings on applications for TV channel 4 in Henderson and Boulder City, Nev.; scheduled prehearing conference for Dec. 28 and hearing for Feb. 1, 1965. Action Nov. 23.

■ Designated Examiner David I. Kraushaar to preside at hearings on applications of WTVV Radio and Progressive Broadcasting Co. for new AM's at Tupelo and Corinth, both Mississippi, respectively; scheduled prehearing conference for Dec. 21 and hearing for Jan. 18, 1965. Action Nov. 23.

■ Designated Examiner Elizabeth C. Smith to preside at hearings on applications of Southern Newspapers Inc. and Radio Hot Springs Co. for new FM's in Hot Springs, Ark.; scheduled prehearing conference for Dec. 23 and hearing for Jan. 25, 1965. Action Nov. 23.

■ On own motion, continued prehearing conference from Nov. 23 to Dec. 2 in Chicago, TV channel 38 proceeding. Action Nov. 20.

■ With consent of all parties, designated Examiner Chester F. Naumowicz Jr. to associate with presiding Hearing Examiner Isadore A. Honig in preparation and issuance of initial decision in proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J. Action Nov. 18.

By Hearing Examiner Charles J. Frederick

■ Granted petitions of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc. for leave to amend applications for new FM's in Kingston and Hyde Park, both New York, respectively, and accepted amendments reflecting new financial structures. Action Nov. 23.

By Hearing Examiner Walther W. Guenther

■ Granted request of Triad Stations Inc. for waiver of time requirement of Sec. 1.594 of rules and accepted publication of hearing notice in proceeding on application and that of Marshall Broadcasting Co. for new FM's in Marshall, Mich. Action Nov. 19.

By Hearing Examiner Isadore A. Honig

■ On own motion postponed further hearing from Nov. 24 to Dec. 2 in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Nov. 19.

■ Granted applicants' joint request for postponement of certain procedural dates in Springfield, Ill., channel 26 proceeding, and continued hearing conference from Nov. 25 to Jan. 5, 1965. Action Nov. 19.

■ In proceeding on applications of Blue Island Community Broadcasting Inc., and Elmwood Park Broadcasting Corp. for new FM's in Blue Island and Elmwood Park, Ill., respectively, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXXM(FM) Elmwood Park, granted applicants' joint petition and extended procedural dates and postponed further hearing from Dec. 7 to Jan. 11, 1965. Action Nov. 17.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Atlas Broadcasting Co. (WMAX), Grand Rapids, Mich., for leave to make engineering amendment to application, and accepted amendment. Action Nov. 17.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted petition of WPFA Radio Inc. and dismissed application for new FM in Springfield, Ill. Action Nov. 20.

■ In proceeding on applications of Northwestern Indiana Radio Inc., Valparaiso, Ind., Valley Broadcasting, Kankakee, and Livingston County Broadcasting Co., Pontiac, both Illinois, (1) granted Valley's motion to extent of dismissing application; (2) received in evidence exhibits 5 and 6 of Livingston and Northwestern, respectively, and (3) closed record. Action Nov. 19.

By Hearing Examiner Sol Schildhouse

■ In proceeding on application of Radio

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 24

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,975		65	72	367
FM	1,179		73	208	276
TV	548 ¹		38	89	180

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 24

	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.

Monticello for new AM in Monticello, Fla., (1) received in evidence executed and tendered affidavit as its exhibit number 2; (2) canceled Nov. 23 hearing, and (3) closed record. Action Nov. 17.

By Hearing Examiner Elizabeth C. Smith

■ Granted request of Tidewater Broadcasting Inc. and continued further hearing from Nov. 20 to Nov. 25 in proceeding on application and that of Edwin R. Fischer for new AM's in Smithfield and Newport News, both Virginia, respectively. Action Nov. 20.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Nov. 20 to reply to joint petition of Sioux City applicants KTIV Television Co. (KTIV) and Peoples Broadcasting Corp. (KTVV) to terminate proceedings on applications and that of Palmer Broadcasting Co. (WHO-TV), Des Moines, all Iowa. Action Nov. 17.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of November 23

WDEA Ellsworth, Me.—Granted CP to change hours of operation on 1370 kc from 5 kw, D to 1 kw-N; 5 kw-LS; install DA-N; change studio location to trans. site, and delete remote control operation; conditions.

■ Granted renewal of licenses for following main and co-pending auxiliaries: WBAY-TV Green Bay, Wis.; WUHF-TV Milwaukee; WTVP-TV Decatur, Ill., and WMAQ-TV Chicago.

WCON Cornelia, Ga.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

KPRC Houston—Remote control permitted, while using non-directional ant.

K09FT Lemert, Carrington and Sykeston, N. D.—Granted mod. of CP to change type trans., make changes in ant. system, and include Bowden Church rural area in principal community for VHF-TV translator.

■ Following were granted extensions of completion dates: KPTV-TV Portland, Ore., to May 23, 1965; W74AF Springfield Television Broadcasting Corp., Adams, Mass., to May 23, 1965.

Actions of November 20

North Fork TV Association, North Fork, Idaho—Granted CP for new VHF-TV translator on channel 2 to rebroadcast programs of KID-TV (ch. 5) Idaho Falls, Idaho.

■ Granted renewal of licenses for following TV translators: K06AP, Greer Community TV, Greer, Ariz.; K07DA, Old Pueblo Broadcasting Co., Casa Adobes, Ariz.; K06BO, K07EV, K11CY, St. Johns TV Committee, St. Johns, Ariz.; K02AM, K07BT, K06AQ, Verde Valley TV Club Committee, Camp Verde, Verde Valley, Cornville and Rimrock, Ariz.; K11DH, WGAL Television Inc., Casas Adobes and Catalina Foothills additions, Tucson, Ariz.; K06AH, K07DX, York Sheldon Television Association, York-Sheldon, Ariz.; K74BK, Community Television Project, Globe and Miami, Ariz.; K73AJ, K80AP, K72AV, K75AI, K74AN, K77AM, K76AQ, K82AA, K70AC, K78AC, Mohave County Board of Supervisors, Mohave County, Arizona, Peach Springs, Big Sandy Valley, Chloride, Gas City, Bullhead City, Davis Dam and Kingman, all Arizona, and Needles, Calif.; K72AE, K80AQ, Needles Community Television Club Inc., Needles, Calif., and Gas City, Davis Dam and Bullhead, Ariz.; K74BR, K76BO, Parker Television Translators, Parker, Ariz.

WOIO(FM) Cincinnati—Granted mod. of CP to change type trans. and make changes in trans. equipment; remote control permitted.

WCST-FM Berkeley Springs, W. Va.—Granted mod. of CP to change type ant.

KUDY Spokane, Wash.—Granted extension of completion date to May 15, 1965.

■ Granted licenses covering changes for following TV's: KMBC-TV Kansas City, Mo.; WRDW-TV Augusta, Ga.

WCAX-TV Burlington, Vt.—Granted CP to change ERP to 37.6 kw vis., and 18.8 kw aur.; change type trans. and type ant.; make changes in ant. structure, and change ant. height to 2740 feet.

WDUX Waupeca, Wis.—Granted mod. of CP to change ant. location, and make changes in ground system; conditions.

WTCW-FM Whitesburg, Ky.—Granted mod. of CP to move ant.-trans. location; change type ant.; correct geographic coordinates, and specify ant. height at 123 feet.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KVWO-FM Cheyenne, Wyo.; WGLM(FM) and SCA Richmond, Ind.; WRJS San German, P. R.; WAXX Chippewa Falls, Wis.; *WBEZ(FM) Chicago; WCRA Effingham, Ill.; WDUX Waupaca, Wis.; WEAW Evanston, Ill.; WEMP-A-M-FM Milwaukee; WGFA Watseka, Ill.; WGSB Geneva, Ill.; WIBU Poynette, Wis.; WJPG Green Bay, Wis.; WLBK-AM-FM DeKalb, Ill.; WLNK-FM Lansing, Ill.; WMNE Menomonie, Wis.; WRDB Reedsburg,

Wis.; WWCF-FM Baraboo, Wis.; WXCO Wausau, Wis.; WAJP(FM) Joliet, Ill.; WBBA Pittsfield, Ill.; WEBH(FM) and SCA Chicago; WHCO Sparta, Ill.; WLPO LaSalle, Ill.; WDTM-FM Detroit; WWSC Glens Falls, N. Y.; WATW Ashland, Wis.; WBAY-AM-FM Green Bay, Wis.; WBIZ Eau Claire, Wis.; WCRA-FM Effingham, Ill.; WDWS Champaign, Ill.; WEEF-FM (SCA only) Highland Park, Ill.; WFOK Milwaukee; WGFA-FM Watseka, Ill.; WHBF Rock Island, Ill.; WIGM Medford, Wis.; WKTS Sheboygan, Wis.; WLIP-FM Kenosha, Wis.; WMAV Springfield, Ill.; WOPA Oak Park, Ill.; *WRSE-FM Elmhurst, Ill.; WWJC Superior, Wis.; WZOE Princeton, Ill.; WAUK-AM-FM Waukesha, Wis.; WDWS-FM and SCA Champaign, Ill.; WHBF-FM Rock Island, Ill.; WLIP Kenosha, Wis.; WRAC Racine, Wis., and WNFO-FM and SCA Nashville.

WKEF-TV Dayton, Ohio—Granted CP to replace expired permit for new TV.

Actions of November 18

KIRO Inc., Lake Hill area, Renton and Kenndale, Edmonds, Richmond Beach, and Seattle, Wash.—Granted CP's for new UHF-TV translators on channels 80, 79 and 78, to rebroadcast programs of KIRO-TV (ch. 7) Seattle, Wash.

■ Granted renewal of licenses for following main and co-pending auxiliaries: WLCY St. Petersburg, Fla.; WMSK Morganfield, Ky., and WRDW-TV Augusta, Ga.

WXYZ-TV Detroit—Granted license covering changes; condition.

WFMA(FM) Rocky Mount, N. C.—Granted CP to increase ERP to 100 kw, decrease ant. height to 360 feet, and install new ant.; conditions.

K09BH, K11BQ, K13BM, Mazama, Wash.—Granted CP's to change trans. location to 5 miles northwest of Winthrop, Wash., for VHF-TV translators.

WNJU-TV Linden, N. J.—Granted mod. of CP to change aur. ERP to 107 kw, and change type trans.

■ Granted licenses for following UHF-TV translators: K76BR Radio Center, Newport and Otter Rock, Ore.; W75AD Plains Television Corp., Mattoon, Ill.

Actions of November 17

■ Remote control permitted for following FM's: KFMX San Diego; KLST Colorado Springs.

High Rock Television Association Inc., Keyser and surrounding area, W. Va.—Granted CP for new VHF-TV translator on channel 13, to rebroadcast programs of WTOP-TV (ch. 9) Washington.

Action of November 16

WMAJ State College, Pa.—Granted change in remote control authority.

Action of November 13

KUEQ Phoenix, Ariz.—Granted change in remote control authority.

Action of November 2

KRMG-FM Tulsa, Okla.—Remote control permitted.

■ Following FM's are broadcasting in stereo (addition to list BROADCASTING, Sept. 21): KDUX-FM Aberdeen, Wash.; KEEN-FM San Jose, Calif.; KFAA-FM Los Angeles; KGEF-FM Bakersfield, Calif.; KIFM Bakersfield, Calif.; KLEF Houston; KRFM Phoenix; KRWG University Park, N. M.; KVLV-FM Dallas; KWDM Des Moines, Iowa; KZAM Seattle, Wash.; WAFF-FM Cincinnati; WBEU-FM Beaufort, S. C.; WBRD-FM Bradenton, Fla.; WFOL-FM Hamilton, Ohio; WGCN-FM Red Lion, Pa.; WIAC-FM San Juan, P. R.; WILE-FM Cambridge, Ohio; WJBO-FM Baton Rouge; WKIZ-FM Jacksonville, Fla.; WLAC-FM LaGrange, Ga.; WLIP-FM Kenosha, Wis.; WMJR-FM Fort Lauderdale, Fla.; WOOF-FM Dothan, Ala.; WPAT-FM Paterson, N. J.; WPRB Princeton, N. J.; WSAU-FM Wausau, Wis.; WTOG-FM Savannah, Ga.; WYNO-FM Mansfield, Ohio, and WYCR York-Hanover, Pa. Ann. Nov. 24.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Nashville—Tennessee State Department of Education. Requests amendment of rules to reassign channel 14 from Athens, Tenn., to Chattanooga and assign channel 47 to Athens, and reserve both channels for educational use. Received Nov. 16.

■ WROW-FM Albany, N. Y.—Requests amendment of rules to make changes in FM table of assignments as follows: Oneonta, N. Y.: delete channel 237A, add channel 280A. Received Nov. 17.

WHEN World War II ended in 1945, combat infantryman Hal Golden was selected to study at the Biarritz American University in France. As an extracurricular activity, he joined the staff of the university radio station, WBAU, as an announcer—in both English and “fractured French.”

“Though my French was atrocious,” Mr. Golden recalled, “this experience whetted my desire to get in the broadcasting business. And it also helped build a conviction that talent of all kinds—acting, writing, directing and producing—must be nurtured and encouraged if the entertainment industry is to remain strong.”

Today, as vice president and director of sales for MCA TV Ltd., Mr. Golden is responsible for overall supervision of the sales to stations of the company's large stock of syndicated programs. Though off-network series and feature films can, to some extent, fill the requirements of TV stations, Mr. Golden is concerned over the virtually choked-off supply of first-run entertainment syndicated series.

“I think this is where the encouragement of young, local talent comes in,” he remarked. “It is next to impossible to produce the high-budget series that used to be the backbone of syndication five or six years ago. Today's market will not support them.

“But I think there's plenty of young talent at local TV stations that can be tapped by producers aiming at the syndication market. I think a good start has been made with the use by networkers and syndicators of such promising young entertainers as Les Crane, Regis Philbin, Lloyd Thaxton and Mike Douglas. These youngsters all started on local stations and today all of them have national exposure.”

Mr. Golden noted that MCA TV currently is distributing the *Lloyd Thaxton Show*, which started several years ago on KCOP-TV Los Angeles. Convinced the program had potential for audiences beyond Los Angeles, MCA obtained syndication rights to the series and began a distribution drive several months ago. Mr. Golden reported that “sales already have been made in more than 60 markets and ratings at virtually all stations have increased for the periods in which *Thaxton* is slotted.”

The acceptance of this series has spurred MCA to “seek out other hidden talent in the hinterlands,” Mr. Golden observed. Company representatives in the field, he added, have been instructed to “look for program formats, writers, directors and performers” for potential development by MCA.

Plan for Future — “With the advent of UHF television,” Mr. Golden continued, “the need for new and fresh programming and talent will become even

Do unto talent what you'd want it to do for you

more acute. We feel that the time is ripe to plan for the future.”

His preoccupation with the creative side of television, despite his current immersion in the business end, reflects Mr. Golden's early training and job experience. He worked as an announcer, actor and writer in Buffalo and Jamestown, N. Y., and New York City, before moving into TV program sales. He contends that the background he acquired in these facets of TV has helped him in his sales efforts because

WEEK'S PROFILE



Harold Golden—VP and director of sales, MCA TV Ltd.; b. Aug. 4, 1924, Niagara Falls, N. Y.; U. S. Army and Air Force, 1943-46; U. of Buffalo, Buffalo, N. Y., 1946-47; Syracuse U., Syracuse, N. Y., B.S. in radio and psychology, 1949; announcer, WJTN Jamestown, N. Y., and WEBR Buffalo, 1949-1951; freelance announcer-writer-director, New York, and promotion writer WNBC-TV New York, 1951-1953; account executive, Armand Weil Advertising, Buffalo, 1953; account executive, United Television Programs, Buffalo, 1953-54; joined MCA TV, Buffalo, 1954; midwest sales manager, MCA-TV, Chicago, 1957-59; VP and director of sales, MCA-TV, 1960; m. Bernice Ginsberg, 1953; children—Margery, 8; Donald, 7; member—International Radio & Television Society; National Academy of Television Arts & Sciences; board of directors, Jewish Community Center, Stamford, Conn.; Roxbury Sun and Tennis Club, Long Ridge Sun and Tennis Club, both Stamford; hobbies—tennis, cabinet-making.

he has learned the creative needs of station operators.

Harold Golden was born in Niagara Falls, N. Y., on Aug. 4, 1924 and shortly after graduating from high school, he joined the U. S. Army. He was wounded while serving as an infantryman in Germany in late 1944 and was sent to a hospital in England. He served for several months as a photographer attached to the U. S. Air Force before his interlude at Biarritz.

As a student at Syracuse University, Syracuse, N. Y., he obtained his first professional training in the U. S. as a fledgling announcer at WHEN-TV in that city. He recalls that his classmates at Syracuse included such present-day TV-radio figures as Ed Bleier, vice president and general sales manager of ABC-TV; Marvin Shapiro, vice president and general sales manager of Television Advertising Representatives; Woody Benoit, senior vice president of Lennen & Newell, and announcers Dick Clark and Don Morrow.

After four years in the creative end of broadcasting, Mr. Golden shifted to the business side in 1953, joining Armand S. Weil Advertising in Buffalo. He remained there until early 1954 when he moved to the sales staff of United Television Programs. Three months later UTP was absorbed by MCA. Mr. Golden remained in Buffalo for MCA and since then has been continuously associated with the company.

Well Staffed — Mr. Golden heads a staff of 15 salesmen, which he believes constitutes “the largest in the syndication field.” MCA distributes more than 40 program series, largely of the off-network type.

Since sales today are made primarily to TV stations and not to the regional advertiser of earlier years, Mr. Golden observed, MCA has been active for more than five years in servicing station representatives with research data and program information.

“We were a pioneer in this type of sales activity,” Mr. Golden stated. “And shortly we plan to introduce a new wrinkle. We intend to place advertising in consumer newspapers in New York and Chicago designed to attract the attention of agency timebuyers to some of our series. To the best of our knowledge, this is the first time that a syndicator has used this approach in its advertising.”

It is Mr. Golden's belief that the abolition of option time has not helped the program syndicators. For the most part, TV stations still are ordering the network shows, and pre-emptions generally replace the network feature film segments, particularly when stations have access to their own feature film libraries.

Those broadcast billings

THE dominance of television and radio in the advertising agency business is evident once again, but with a difference, in BROADCASTING's 13th annual rankings of the top 50 radio-TV agencies, which were published in these pages last week.

The difference is that the evidence this year is even more overpowering than ever before. Examples: The median agency commitment to radio-TV in last year's top 50 was 55% of total billings; this year it is 59%. Last year 18 of the top 50 put at least 60% of their budgets into radio-TV; this year 23 did. Last year 10 agencies put 70% or more into broadcasting; this year 15 did. Last year no agency put more than 83% of its billings into TV and radio; this year two agencies exceeded 90%.

If you want to see what real growth looks like, go back to the first annual studies. In 1952 the top radio-TV investment was \$40 million, which would rank 18th in 1964, and the 50th agency in 1964 would have been 16th in 1952.

Although television gets the bulk of these dollars, the figures contain a heartening story for radio, too. For they show that radio is gaining in importance at the top. This year's top 10 broadcast agencies, for example, invested \$105.3 million in radio alone, a gain of 14% over the 1963 top 10's radio outlays.

We do not pretend that the leading agencies of 1964 would not also be leaders if there were no radio and television. The difference is one of degree, and a foolish figure of thought will demonstrate how big the difference really is. If their radio-TV billings were taken away—that's the foolish thought for the week—the total billings of 34 of the top 50 agencies would be cut in half, at least, and in some cases they would be decimated.

This relationship between agency size and liberal use of the broadcast media becomes more obvious each year. Television and radio may not be able to guarantee success in every instance; but it is increasingly clear that big success is not apt to be achieved without them—as hundreds of these same agencies' clients can happily testify.

Sandbagging radio

THEY'RE at it again with irresponsible pot-shotting at radio.

The fat December *Reader's Digest* (100 pages of advertising, with inserts, fold-outs, gate-folds, and mailing cards in multi-colored displays) runs a featured article titled "American Radio: An Insult to the Public?" The piece is condensed from the September 1964 *Harper's*.

The condensed article itself is inaccurate, mixed up, shallow and contradictory. But *Reader's Digest's* promotion of it is positively misleading. In its newspaper ads promoting newsstand sales, the *Digest* shouts about a "timely article" reporting that "from all parts of the country complaints pour into the FCC about the frequency, length and nature of radio commercials."

We wonder how an article printed in September in *Harper's* can be "timely" when it is condensed in the December issue of *Reader's Digest*.

Now about all those complaints. No statistics are cited; simply the generalized and wholly unsubstantiated comment of the writer that the FCC reported last year "an increasing number of complaints."

There are figures available from the FCC's own files. These were reported in BROADCASTING last summer. They showed (Aug. 31, 1964, issue) that even though the public was solicited to complain about the performance of stations

through announcements on the air and in paid newspaper advertisements (as required, albeit without justification, by the FCC at license renewal time) about five ten-thousandths of one percent of the public took the trouble to write in during the past year. And, when the lunatic or trivial were eliminated, there were only 35 unfavorable comments of all kinds considered worthy of a second look—or about one out of 1,800,000 of population. Is that the deluge of complaints from all parts of the country?

To nail down this brand of irresponsible commentary, let's turn to another passage in the article. It states that "more than one-third of the [535] members of Congress own radio or television interests." Our last count, based on FCC records, was 22 members of Congress holding varying interests, including those sitting as directors of non-commercial educational stations. Keep in mind that a false ownership report can cost a station its license.

It's nothing new for *Harper's* to waylay the broadcast media. The magazine, with its limited appeal is perforce only minutely commercial. But for *Reader's Digest*, which is loaded commercially and claims over 15 million circulation monthly, to buy a warmed over, wholly irresponsible diatribe against a medium it has used to build its own circulation so it can sell more advertising is incredible business judgment and bad journalism.

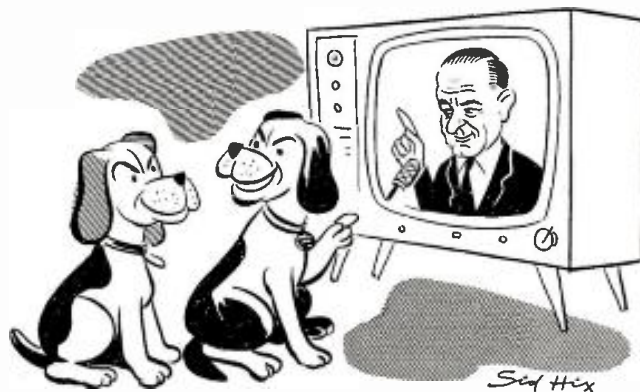
It takes two kinds

FOR entirely different but equally important services in the elevation of the status of broadcast journalism, Ed Murrow and Bob Kintner were unassailable choices for special recognition by the Radio Television News Directors Association at its annual conference two weeks ago.

As a correspondent for CBS, Mr. Murrow became probably the most widely known voice on the air and a newsman respected for his professionalism by journalists in all media all over the world.

Mr. Murrow made his contributions to broadcast journalism as a reporter, writer and personality. Mr. Kintner, as president of NBC, has made his as a corporate manager who has accorded news a position of significance that lesser managers have yet to recognize.

Broadcast journalism will flourish as long as it commands the services of skilled professionals who are respected and supported by company management. The best of both are exemplified by this year's winners of the RTNDA awards.

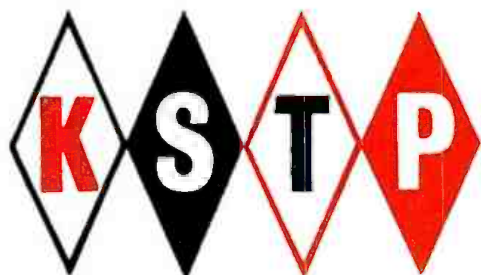


Drawn for BROADCASTING by Sid Hix

"Well, Him, at least we know there are 26 million dog lovers in this country."



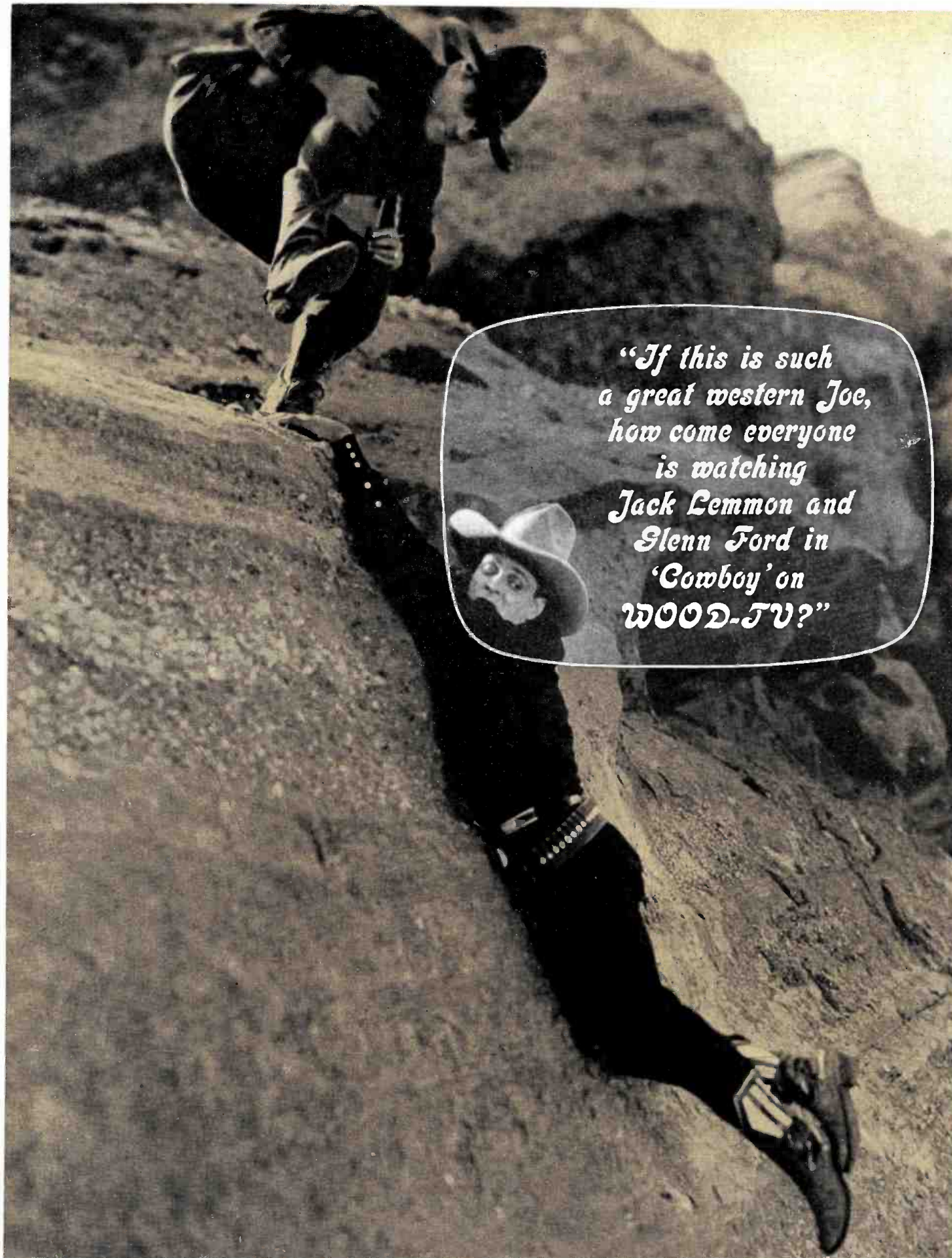
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people go out and buy it



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a great western Joe,
how come everyone
is watching
Jack Lemmon and
Glenn Ford in
'Cowboy' on
WOOD-TV?"*

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